# ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY, APRIL 20, 2006 8:30 AM BOOTH LIBRARY, ROOM 4440

## MEMBERS PRESENT

Ann Brownson, Melanie Burns, Bud Fischer, Mary Herrington-Perry, William Hine, Bonnie Irwin, Karla Sanders, Mary Wallace, Keith Wilson, Anne Zahlan, Brenda Major

#### MEMBERS ABSENT

Julie Abell, Ingyu Chiou, Mona Davenport, Eric Glenn, Thomas Hawkins, Andrew McNitt, Steve Rich, Stacey Ruholl

Brenda Major called the meeting to order at 8:35

#### **Review and approval of March minutes**

With minor corrections, Anne Zahlan approved and Will Hine seconded.

# Application / admit report, including Honors and Continuing Education

Admissions is receiving about 20 applications daily. Freshman applications are down 2.7% as compared with 4/17/05, for a total of 7301. Admits are down 7%, for a total of 4884, compared to 5253 last year. Transfer applications are down 7.5%, totaling 1415, compared with last year's 1531. Transfer admits are at 970, down 50 from last year's 1020. We anticipate transfer numbers will increase as students submit spring transcripts.

The Honors College received 231 applications, which Dean Bonnie Irwin indicated is a 24.8% increase from last year. 216 have been accepted, a 22% increase over last year. The rate of acceptance of the Presidential award was 85%, with a 90% acceptance of the Talented Student award.

Director Mona Davenport reported the Gateway Program is at maximum capacity, with 202 students admitted, and some spaces yet to be filled by qualifying athletes. To date 48 students have been admitted to BOOST.

Dean Will Hine reported summer enrollment in the School of Continuing Education is up 10%. Fall numbers are ahead of last year. Course offerings are down 15%, which is a concern.

## **Enrollment Indicators**

Overall housing applications are up 4.8%, with the largest increase for men, at 9.2%. Contracts received are down 12.4%.

Enrollment deposits are down 80, currently at 1140.

Karla, Kim and Brenda met with the Council of Deans, Tuesday, 4/18 to discuss the need to be proactive with seat planning. Together with representatives from each college, they'll review the number of seats available for the remaining Debut programs. Meetings will continue with discussions of the number of appropriate courses available for

freshmen and transfer students coming later and moving more slowly through the process.

A discussion ensued about students' behavior and other factors impacting our processes. The list includes: millennial students slowly making key decisions; students' sense of entitlement hindering progress toward enrollment (customer mentality), etc.

Of note: WIU has a long-standing reciprocity agreement with Iowa. EIU has been prohibited from developing a similar program with Indiana. EIU needs to create a sense of demand. We also need a strategy to attract students after ISU and U of I close admission early.

Regarding costs, Bud Fischer suggested we release a statement indicating our funding source has moved from state support to state assistance.

Discussion of application review for new publications included Bud Fischer's proposal to incorporate our mission statement and academic expectations and a brief explanation of our review process. He, Bonnie Irwin and Mary Herrington-Perry worked on and submitted a draft to Brenda Major.

The Parents Committee hosted a forum April 11<sup>th</sup>. Karla Sanders said the campus community appreciated the opportunity to discuss issues related to students' success and parental involvement. Points discussed included the notion that students are unaware of campus resources, and the need for more faculty involvement at student activities outside the classroom. The committee plans to meet again finals week.

The meeting was adjourned at 9:37.

Regular scheduled meetings, 8:30 AM in Booth Library, Room 4440 June 15, 2006
July 20, 2006