

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY, FEBRUARY 16, 2006  
BOOTH LIBRARY, ROOM 4440**

**MEMBERS PRESENT**

Ann Brownson, Ingyu Chiou, Mona Davenport, Robert "Bud" Fischer, Thomas Hawkins, Mary Herrington-Perry, Bonnie Irwin, Stacey Ruhol, Karla Sanders, Mary Wallace, and Anne Zahlan

**MEMBERS ABSENT**

Julia Abell, Melanie Burns, Eric Glenn, Will Hine, Andrew McNitt, Steve Rich, Keith Wilson

**GUESTS**

Brenda Tennill and Tammy Zuber

Brenda Major called the meeting to order at 8:35.

**REVIEW AND APPROVAL OF JANUARY 19, 2006 MINUTES**

There was a correction to the minutes of the name of Ann Brown, it should be Brownson. The minutes of the January meeting were approved as corrected on motion by Ruhol and a second by Wallace. All were in favor.

**APPLICATION/ADMISSION REPORT/HONORS**

An application report was shared showing that we are closing the gap on numbers. We have admitted 80% of the pooled students. We hope to continue pooling for a few years to determine how well this process works. The Provost has adjusted the admission numbers for fall to 1,100 for transfer students and between 1800-1850 for freshmen. The transfer students seem to be continually waiting later to apply so we are looking at how to change when they do what they do. Housing is up 5% on new applications.

Bonnie Irwin reported that Honors has received 155 applications and accepted 144. This is down 5, from last year, but up 15 from the previous year. Of the applicants 72 have applied to the Presidential Scholars Program and all but one who had applied was accepted to EIU.

Fischer asked if we could change our image in the catalog language by changing our requirements. Major said it should be reviewed. It has been discussed about removing the requirements from the applications. Should we publish the profile of an average EIU student? High school counselors are not sending us their better students. Do we want to raise the numbers or raise the quality of the student? We believe we can change the quality but we can not do this immediately, it will take 4 to 5 years. The Enrollment Management Advisory Committee proposes policy for admission for the catalog. The committee was asked to review the language in the catalog and view book and bring suggestions to the March meeting.

An article in last Tuesday's paper "In Their Backyard" promoted the Prize Patrol's (consisting of 12 EIU student and Staff) posting signs in the yards of local students who applied and have been admitted to Eastern. This was a good experience for our EIU students as well as for the admitted students. We have received positive feed back. There were 43 homes visited. The parents were contacted prior to the Prize Patrol's visit and only 5 of the parents did not want the visit for various reasons. We will be doing this again in March.

We have proposed new admission language for the catalog for students from non-accredited schools based on House Bill 1522. We should admit students whose ACT and GPA meet our requirements without requiring GED scores.

**BOT REPORT ON TRANSFER RELATIONS**

The Board of Trustees met on the 10<sup>th</sup> of February and Brenda and Rita, our Transfer Coordinator, gave a short presentation on how and what Transfer Relations is doing. Packets were given to the members with information showing transfer student enrollment trends for the fall 2004 enrollment in Illinois colleges and universities. 45 % were enrolled in community colleges, 25% were enrolled in public universities, 26% were enrolled in independent not-for-

profit institutions, and 4% were at independent for-profit institutions. Also shared was a report of EIU transfer students, for fall 2005, showing the number of community college transfers, senior college transfers, and native students with their CGPA's.

It was asked if we do tracking of transfers until they get their degree. In the past we have not but Banner will help with this.

### **TEXAS TRANSFER CONFERENCE (KIM MOOCK)**

Kimberlie Moock and Sonia Fischer, our Transfer Counselor, attended a Transfer Institute Conference in Fort Worth, Texas January 29<sup>th</sup> through 31<sup>st</sup>. Who are transfer students and what are their needs? We used to think of transfers as being an older student with perhaps a child and wanting to continue their education. However, now the transfer student can be much younger and living at home with very-attached parents. We refer to those students as Super Freshmen. We don't do our best job in trying to meet the needs of both types. There seems to be a lack of research information and we want to do more. Of the surveyed college seniors, 1/3 had transferred at some point. 19.6 % had transferred from 4-year-Title 6 institutions. They are not necessarily transferring from a 2-year to a 4-year school, some go 4-year to 2-year, then back to 4 year (they're called swizzlers) and some are going to 2 schools at the same time.

We want to do a research project for parents to decide how to handle those transferring from 2-year to 4-year schools as it seems these student's GPA's dip after they transfer but they do rebound. We need to develop connection points after orientation. These students seem disconnected socially, and need to connect with other transfers. We would like to ask the transfer students at what point do they no longer feel they are a transfer student. We need to find the breaking point. There is a Task Force for programming the first 6 weeks (socially), Tao Sigma, which is honorary, and they develop programming for themselves. A study shows that students who do a lot of switching are less likely to get a degree.

There is a concern with State and Federal legislation for transfer students. We hope to have a new process for the incoming transfer group next time around (fall 2007).

### **FEBRUARY RECRUITMENT/YIELD ACTIVITIES**

Access Granted 2/18-20

- 48 Student of Color have registered.

Open House 2/20

- 486 have register on line. We are anticipating 500 students with parents and siblings, so we could have up to 2,000 since there is no school because of President's Day.
- 20 students are participating in the overnight program.

CAP (financial aid nights)

- Three financial aid nights have been scheduled for next week for local families. High school counselors were sent the information and our enrolled students were invited as well.

### **COMMITTEE REPORTS**

Parent's Committee

- The committee recently attended a Webinar with a University of Montana presenter. As a result, the committee wants to share with the parents' information as to how to interact with the student to let the student do for themselves now that they are here. Hopefully, this would clarify the purpose to allow the parents to do their part and EIU to do their part..

- A Student Success Forum is scheduled for Tuesday, April 11<sup>th</sup> from 2:00 to 4:00 in the Charleston/Mattoon and Arcola/Tuscola rooms of the Union. The results will also be shared with the Enrollment Management Committee.

The committee voted in support of the Forum.

Crunch Time

Already addressed

Honors

Already addressed

### **ANNOUNCEMENTS**

There will be a Webinar on commuter students later this summer.

In April Noel-Levitz will have a program on Recruitment and Retention for Students of Color.

It was asked if the committee would like monthly updates from the Banner Steering Committee Meetings. The committee would like that information.

Meeting adjourned at 9:43.

### **Regular scheduled meetings 8:30 a.m. in Booth Library Room 4440**

**March 9, 2006**

**April 20, 2006**

**May 18, 2006**

**June 15, 2006**

**July 20, 2006**