

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, JANUARY 19, 2006
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT:

Ann E. Brown, Ingyu Chiou, Mona Davenport, Robert "Bud" Fischer, Eric Glenn, Mary Herrington-Perry, Bonnie Irwin, Andrew McNitt, Karla Sanders, Mary Wallace, Keith Wilson, and Anne Zahlan

MEMBERS ABSENT:

Julia Abell, Melanie Burns, Thomas Hawkins, Will Hine, Steve Rich, Stacey Ruhol

GUESTS:

Mark Hudson, Brenda Tennill, and Tammy Zuber

Brenda Major called the meeting to order at 8:30.

REVIEW OF THE NOTES OF THE DECEMBER 8, 2005 MEETING AND MINUTES OF NOVEMBER 17, 2005

The minutes of the November 17th meeting were approved on motion of Irvin and a second by Davenport. All were in favor.

APPLICATION/ADMISSION REPORT

Freshmen applications received as of January 15th 6,068 compared to last year 6,445. We are down almost 6%. We are closing the gap because we were down 10% and then 8% at previous meeting. What we are doing to close that gap is from the prospective students who have registered on College Net, and those who have visited and not applied we have entered as prospective students. Our pool is growing. We are contacting those students encouraging them to apply. Freshmen admit numbers 3,741 compared to last year 4,425. This is down 15.5%. A factor in these numbers being down is that we have a higher percentage of applications on-line, which are incomplete, because these do not have transcripts. We have been pooling from the beginning, and continue to do so, and this slows down the process. Last year's freshmen yield rate was 31%. We would be comfortable with a yield rate of 35%.

Transfer applications 688 compared to last year 793. This number is down 13.3%. Transfer acceptances 344 and last year's numbers were 441, which is down 22%. We are not yet concerned about the number being down as last year we had a yield rate of 73%. This is off of the accepted numbers. This is 15% higher on an average than the other state schools. Kimberlie Mook from Orientation and Sonia Fischer from Transfer Relations are attending a Transfer Conference in Texas at the end of January and it is hoped they will come back with all the answers to how to get students to yield and apply earlier and submit documentation sooner.

Bonnie Irwin reported that Honors has received 105 applications compared to 100 last year. They have accepted 94 compared to 90 last year. They have more applications as they are waiting for Admissions' to complete their process.

Brenda Tennill reported that last spring Continuing Education's number was the highest semester they had ever had and they are up by 10% this year.

The State Universities in Illinois meet 2 times a year and every quarter they submit their application numbers. The Graduate School numbers are not in this report. Brenda Major passed around the reported application numbers comparing December 1, 2005 to December 1, 2004.

REVIEW OF 1/13 SEMINAR: 101 GREAT IDEAS FOR RECRUITING GRADUATE STUDENTS

Last Friday, the Graduate School hosted a seminar, which was conducted by Thomas Jackson. He gave good information even for the undergraduate population. He laid out the communication flow to prospects, which our committee will visit later. He indicated that we do more talking to applicants instead of to prospects. We need to market more to prospects. Everyone needs to be telling these prospects the same information. From the undergraduate side, we need to purchase ACT scores so we can get prospects from the junior and senior level. Also, if we want to get ahead of the competition we need to purchase Plan Data (a survey administered to high school sophomores). To purchase the ACT scores and do mailings the estimated cost is about \$10,000. We do get student's SAT scores from students who take both ACT and SAT and we convert them to an ACT equivalent. We are not planning to purchase SAT scores because around 90% of our students are Illinois students and we are an ACT state. Honors might purchase the higher ACT score and Admissions could purchase the scores they need.

Bud Fisher asked, "How do we get everyone on the same page as to information sent?" Each area is telling the same information in a different format. He stated, "We need to stress more academics". The web site talks about student life, cost, etc., but no academics. He then gave a handout with suggestions. He said that we could get a better quality student if we sell the right thing (academics). Additions to the web site about our academics could very well address part of this problem, but more information needs to be in our publications. After discussion it was decided to take the hand out with the suggestions to the next meeting of the Marketing Committee.

There is also a new web committee and it met Tuesday. Now is the time to get more information out on the web for the prospective student.

SPRING OPEN HOUSE PROGRAMS (including Access Granted and Admitted Student Day)

Brenda passed around to the committee a draft of the Spring Open House program for February 20th and program draft for the Admitted Student Day on April 8th. She suggested that the committee take a look at these and make any suggestions. Faculty are encouraged to participate in the afternoon Open House sessions.

She also shared the mailing piece "access granted" for admitted students of color as of December 31, 2005. Mona Davenport then spoke that this mailing piece is being mailed to about 450 students inviting them to campus and it is hoped to increase the yield rate of students of color mainly from the Chicago area. Last year the yield rate for the Gateway Program was 57%. This visit will give those students an opportunity to look at EIU as a student. Sessions are planned with faculty on what to expect when you get to EIU, writing skills, academic planning, and there will be a State Legislator to speak to them. There will also be cultural events for Black History Month. For those responding, plans are to bus them to campus on Saturday before Open House. They will be staying at Greek Court. They will leave later in the day of Open House, but this will give them an opportunity to visit some of the events/sessions scheduled. Mona says this is a first and we can accept the first 50 students who respond at cost to them.

Our Chicago-based Admission Counselor, Shijuana Shannon, will be riding the bus as well as school counselors and possibly some chaperones.

COMMITTEE REPORTS

Parents' Committee is having a web seminar today at noon in the Arcola/Tuscola Room regarding working with our student's parents. Also, a meeting is scheduled for next Tuesday at 1:00 to talk about what is going to be said on Panther Link.

ANNOUNCEMENTS

Yield strategies from our committee members' prospective will be discussed at next month's meeting.

Admissions will be starting on-line chats in February and will be asking other areas on campus to be involved later.

Meeting adjourned at 9:45.

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

February 16, 2006

March 9, 2006

April 20, 2006

May 18, 2006

June 15, 2006

July 20, 2006