

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY, MARCH 9, 2006  
BOOTH LIBRARY, ROOM 4440**

**MEMBERS PRESENT**

Julia Abell, Ann Brownson, Ingyu Chiou, Mona Davenport, Eric Glenn, Mary Herrington-Perry, Bonnie Irwin, Andrew McNitt, Stacey Ruholl, Karla Sanders, Mary Wallace, Keith Wilson, and Anne Zahlan

**MEMBERS ABSENT**

Melanie Burns, Robert "Bud" Fischer, Thomas Hawkins, Will Hine, and Steve Rich

**GUESTS**

Sue Harvey, Brenda Tennill, Jone Zieren, and Tammy Zuber

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

**REVIEW AND APPROVAL OF FEBRUARY 16, 2006 MINUTES**

The minutes were approved as written on motion of Brownson and a second by Tennill.

**APPLICATION/ADMIT REPORT/HONORS/CONTINUING EDUCATION**

A written detailed application report was shared showing that we are closing the gap in applications as we are down only 3.2% in freshman applications and down 6.2% in admits. We are also closing the gap on transfers. We believe we are on track for the transfer target of 1,100 and possibly on track for the 1,800 freshman.

Honors applications are up 3.6 % and those accepted are 1.3% more than last year. They are up more in males over last year.

Gateway has admitted 186 students. These students are more serious about EIU. Their average ACT is about 17.2 and for the entire group their GPA is a 2.89 compared to last year's of 2.67. Last year they admitted 267 with a 67% show rate which was too many. They will probably target 200 to 220 for this year. They have hired a new acting advisor, Jennifer Stipes.

Continuing Education does not have specific numbers. The committee is invited to the Honors Society program on May 3<sup>rd</sup> at 3:00 in the University Ballroom.

**ENROLLMENT DEPOSIT REPORT**

As of last week there were 290 enrollment deposits and of that number 46 were deferred in some manner. 43 of the deferred were Access Granted participants. Last year at this time there were 387 with only 5 deferred. The admissions counselors have sent out e-mails to the admitted students in their area to encourage them to make their deposit payment.

**HOUSING REPORT**

There are different ways at looking at the numbers. Returning numbers (not counting Greek Court and University Housing) just resident halls we are up half a percent. When you add back in Greek Court, and University Housing we are up 65%. When we look at the numbers considering the recycled students (those living on campus, then off campus for a semester or two, and then back on campus) we are up 9%. We have had a spike in the returning males—they are up 15% compared to only 6% in women. However, the overall numbers are about the same as last year. The Early Bird time frame in December helped us to lock in 575 students. The dining dollars was

a good incentive. When the \$250.00 housing deposit payment is paid by June 12<sup>th</sup> we will know the returning numbers.

**OPEN HOUSE REPORT**

The total that checked in for the February 20<sup>th</sup> Open House was 474 compared to 487 for the February 2005 Open House. A bus of 50 students coming from Northern Illinois would have put us over last year's count, but their charter bus did not show to pick them up.

The Admitted Student Day is April 8th. Our goal is 500 students. Some of the Access Granted Students are coming and their parents as well.

**ACCESS GRANTED REPORT**

We had 48 Access Granted students here which included 1 from Salem, 1 from Champaign, 1 from Blooming and the rest from the Chicago area. There was a good representation of Latino and African American students with 40 female and 8 males. Of this group 8 were Gateway and the rest were regular admits. Some had visited the campus before. As an incentive we deferred their enrollment deposit. We anticipate 40 to actually enroll. Of the 48 students, 24 have already applied.

**DISCUSSION OF FRESHMAN ADMISSION REQUIREMENTS**

Brenda shared an e-mail from the mother of a student who along with the father had recently visited campus. The parents were quite impressed with campus and those they had contact with while they visited, but the son chose to go to ISU because he felt he would be more academically challenged. ISU is our most competitive school so we wondered why the student chose ISU over us. Some reasons might be student body larger, newer facilities, and Doctoral programs. On the negative side students do have to live in the dorms for 2 years.

In comparing the shared admission requirements for 21 other schools and our published requirements, we find that several do not list their requirements and leave more to perception. These schools self-report the information they want to be published. Students see our listed minimum requirements and feel they can be admitted. Some of the schools have alternative admission but that is not published and not figured in their count.

Do we want to publish in our marketing material an exact requirement or give the average profile of a student? We want our wording to be better than the others. Further discussion led to the consideration of something like SEMO's wording and then our average student profile. The 2007 Prairie State Exam will include the writing component and then we can require it so we will have more information for admitting the student. We want to replace the chart and application language in our view book with a reworded paragraph that includes academics and still include the Gateway Program information. We would not change the catalog wording.

The application asks for a personal statement. Perhaps we need to reword this to give the applicant a more directed question to answer such as how they would fit academically at Eastern.

It was asked what the repercussions might be if we have a less clear statement. We might have more phone calls and high school counselor complaints. It seems that some of the guidance counselors talk more about the student profile and not the requirements.

Brenda asked the committee members to each put together a statement and e-mail her as soon as possible.

**BANNER UPDATE**

Brenda asked for volunteers to update the committee on Banner. There are several members and guests that are working with the different Banner components and can get an update from whoever is available at the meeting. Julie reported that Finance will go live in April, Human Resources in December. The student component is being worked on. Brenda said Admissions will go live on July 17<sup>th</sup>, Jone said Financial Aid in February 2007, and Sue reported we will have live registration March 5, 2007.

If you call an office for someone and are told they are attending Banner training, don't feel bad, that does not mean they are getting training and you are not. Those who are going through the training now are just building the tables so anyone can enter the data later.

Meeting adjourned at 9:50.

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

<b>April 20, 2006</b>	<b>June 15, 2006</b>
<b>May 25, 2006</b>	<b>July 20, 2006</b>