

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY, OCTOBER 24, 2006  
SCHAHRER ROOM – MARTIN LUTHER KING UNIVERSITY UNION**

**MEMBERS PRESENT**

Robert Augustine, Ann Brownson, Ingyu Chiou, Mona Davenport, Bud Fischer, William Hine, Bonnie Irwin, Fern Kory, Karla Sanders, Steve Rich, Stacey Ruholl, Julie Sterling, Mary Wallace, and Keith Wilson

**MEMBERS ABSENT**

Julia Abell, Tori Frazier, and Mary Herrington-Perry

**GUESTS**

Mark Hudson, Kimberlie Moock, Jone Zieren and Tammy Zuber

Brenda Major chaired the meeting.

**APPROVAL OF SEPTEMBER 28<sup>TH</sup> MINUTES**

The minutes were corrected on page 2 as to the members on the Seats Committee, Julie is not a member, and her name should be replaced with Kim. Also on page 3 under Committee Reports, Parents' Newsletter. The sentence beginning with the words "The second... should end with "first of next week" the remaining wording of that sentence and the last sentence should be deleted.

Dean Hine made a motion to approve the corrected September minutes and that motion was seconded by Mona Davenport. All approved.

**CURRENT APPROVED AND ADMITTED NUMBER FOR FALL 2007**

Admissions is working with additional pieces that bridge with Banner and CollegeNet so we do not have comparison numbers. As of October 23<sup>rd</sup> the total application number is 2,124. There has been an average of 125 a day over the last week and a half. This may increase through mid November because of other schools' preferred filing periods. The number of freshman admits is 663 with several still in the pool. Transfer numbers are at 49.

Dean Augustine shared a written report and stated that the Graduate School is on target for spring 2007. They are not yet looking at fall 2007 numbers. As the out-of state tuition rate for International Students is 3-times that of the other schools, Grad School is proposing to change rates to be more competitive with those of other universities that are 2 or 2 ½ times the in-state cost. It is hoped that a rate change for next year can be approved. International student rates are not covered by a cap and Graduate School would like to change that. We could bring in more international students if the rates were reduced; and increase diversity too.

Dean Hine said their numbers were up. He would like to have a tuition adjustment for adjacent states- Indiana, Kentucky, Iowa, and Missouri. Illinois student's in those states get help with tuition. We are losing some of the best students. This is State legislated and about 40% of tuition is still covered by the State. Dean Hine gave an invitation to attend the Nontraditional Student Open House on November 6<sup>th</sup> at 3:00 in the Non-traditional Student Lounge in the Union. November 6<sup>th</sup> through 10<sup>th</sup> is National Nontraditional Student Week.

Bonnie Irwin said they have 19 applications for Honors. They have accepted 14 and there are some still in the pool.

**UPDATE ON TRANSFER ADMISSION REQUIREMENTS**

Brenda shared revised verbiage for the proposed change of transfer admission requirements. After the Committee's review all felt the language change read well and with only a couple of grammatical corrections, it should go forth. Brenda hopes for a decision in December.

### **OCTOBER 9<sup>TH</sup> OPEN HOUSE REVIEW**

Brenda shared a handout showing on one side the attendance for the 2006 October 9<sup>th</sup> Open House compared to the October 10<sup>th</sup> Open House of 2005 on the back side. She said there were very few negative comments from the attendees. We had students apply, some paid their housing deposits, but all in all we had slightly lower numbers in all categories compared to last year. Students want to know by Christmas if they are admitted since others schools are already giving them their decision by December 15<sup>th</sup>.

Admissions has sent out a round of denial letters and received phone calls from parents and students. These students have been given other alternatives for future enrollment.

Prowler was at the Open House and was well received. President Hencken made a surprise visit and Larry Larvick's birthday was announced and everyone sang "Happy Birthday". This all made for a positive experience visit.

November 10<sup>th</sup> is the next Open House. Prowler will be there again. Honors Day will be in the afternoon on the 10<sup>th</sup>.

### **GRADUATE RECRUITMENT REPORT & EIU GRADUATE INFORMATION DAY**

Dean Augustine shared a graph of information on International Admission for spring 2007 verses spring 2006. After looking at the report it was asked what the undergrad 1-20's represented and he explained it is the document issued by the University inviting them to enroll. They must provide it at their Embassy to obtain their student VISA.

Dean Augustine announced Graduate School Information Day scheduled for Wednesday, October 25<sup>th</sup> from 10:00 to 2:00 in the University Ballroom. They are trying to recruit undergraduate students. This program had been eliminated in the past and they are glad to bring it back for 2006. Students need to think about and prepare for graduate school earlier. Some students need to enroll provisionally through non-degree status due to low GPA. There is a competitive GPA of 3.0 required.

For future Information Days' it was suggested that faculty wear clothing indicating their grad school alma mater and a possible button that says "Ask me about my Grad School Experience". Augustine expressed his thanks to Career Services for their fine support and encouraged any one who saw Linda Moore to thank her and her staff as well.

The Dean gave a list of 16 Graduate Fairs that Eastern will be attending the remainder of this semester.

### **INTERNATIONAL RECRUITMENT REPORT: MEXICO & SEATTLE**

We need to increase recruitment in Mexico. Currently EIU has a recruiter there as well as one in Seattle, Washington.

### **COMMITTEE REPORTS**

#### **Parents' Newsletter**

No report

#### **Seats Committee**

The Seats Committee met yesterday with the Associate Deans and discussed whether some pre-planning was needed. It was discussed if they needed more seats up front for freshman. There seems to be more of a problem in planning for transfer students. We generally know the number of transfer students enrolling and the classes they will need. However, like freshmen, they are changing majors and more are coming in undeclared. There is also a growing trend toward later

enrollment. (More students register closer to the start of the term.) The more we know what parents and students expect the better we can work with them. This committee plans to meet again in December.

Bud Fischer stated that we do students a disservice giving them leftover classes they don't need for graduation. Transfer students are not planning ahead. More are transferring to universities prior to obtaining the Associate Degrees. We have dual admission programs and hope to enroll students in them soon. Students can only receive financial aid at one institution if they are dually enrolled and this seems to be a concern.

Some committee members said there were several students not returning for the spring semester. Mona Davenport reported that several of her students were not returning. It used to be a radius of 300 miles from home for transfer students but it appears that is shrinking now.

Resources are a big issue. Committee members suggested we look at those areas where we have low enrollment and encourage them to recruit more or combine or possibly go into suspension and then relocate those resources to the areas with larger demands? Who decides what programs are eliminated? We do have a committee. There should be criteria for each program and if that is not met other avenues could be explored. Brenda agreed to take these suggestions to the Provost.

#### **ANNOUNCEMENTS**

Mark Hudson shared an article from the October 22 edition of the St. Louis Post Dispatch "What you Need to Know About Applying to College" which included a picture of Old Main (but no mention of EIU was cited).

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

**November 16**

**January 18**

**February 15**

**March 22**

**April 19**

**May 17**