

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY, SEPTEMBER 28, 2006
BOOTH LIBRARY, ROOM 4440**

MEMBERS PRESENT

Robert Augustine, Ann Brownson, Ingyu Chiou, Mona Davenport, Bud Fischer, Tori Frazier, Mary Herrington-Perry, William Hine, Bonnie Irwin, Fern Kory, Karla Sanders, Julie Sterling, Mary Wallace, Keith Wilson

MEMBERS ABSENT

Julia Abell, Steve Rich, and Stacey Ruholl

GUESTS

Mark Hudson, Kimberlie Mook, Jenny Stipes, and Jone Zieren

Brenda Major chaired the meeting and asked those present to introduce themselves as this was the first meeting of the new academic year.

APPROVAL OF JUNE 15TH NOTES

Dean Hine made a motion to approve the notes of the June 15th meeting. Ann Brownson seconded the motion. All approved.

FINAL STATUS, BASED ON 10TH DAY COUNT INCLUDING YIELD

Brenda gave a written report of the 10th day total enrollment numbers for fall 2006 with 1,843 freshmen which is an increase of 9% and a yield rate of 36.2 which is up from 31% for fall semester 2005. This is up from the record low of the first year she was here of 28%. We should be around 35%.

Transfers' 10th day count is 1,058. Our goal was 1,000 as was the same for 2005. This is a little surprising as we only had 850 transfer students registered two weeks before classes. Our yield rate was 73% which was the same for 05.

At the Community College Articulation Conference held this week on Tuesday, September 26th, the Transfer Counselors were asked to take back questions and reply.

1. Why students wait until the last minute to decide to attend Debut?
2. Why do students wait until the last minute to apply?

Community colleges do not know their final enrollment early either. In order to get students to commit earlier, the counselors were also advised that we are proposing to charge a \$150.00 transfer enrollment deposit. This request has been given to the President who is not in favor.

We are considering taking Orientation on the road to Lake Land and other larger feeder community colleges. In a discussion of transfer students' behavior, the following comments were shared:

It appears that our yield rate is staying the same so why not add even earlier orientation dates to get students to register.

Bud Fischer reported the Council of Chairs is not happy with trying to get transfer students into classes the last 2 weeks before classes. They are not able to give them classes that are needed and some have told students to go back to their community college as they don't want the students to have to take an extra year here. The faculty agrees with this.

Major reported we're getting more undecided transfer students. This was discussed with the community college counselors' this week. Plans are to get students to Career Services before they register.

It is much easier to find classes for transfer students in March, April and May than it is the 2 weeks before classes start. If transfer students are registered earlier departments would have the opportunity to add staff if needed.

There is a Seats Committee in which Brenda, Julie, Karla, the associate deans, and they have also asked Monica Ziegler to join. They have met once and are trying to work on the problem.

Dean Irwin has incentives for programs in Honors only for students that register early. They are the National Student Exchange Program and research opportunities.

At the end of the registration period certain majors' seat availability is nonexistent. Faculty is continually asked to add 1 or 2 more seats each fall. Where will it end? This is not good for the students or our marketing of small classes and faculty ratio. The AdAstra computer program will not let registration put more students in class than meets the safety code. We have a big December graduating class, how will we replace those students?

Dean Hine reported that their off-campus enrollment was 1,214 which is up 6% with and FTD up 18% from last year.

Mona Davenport stated that Gateway enrollment is 171, including hold overs, which is down a few, but that is what they wanted.

Dean Augustine shared a written report and stated that Grad School's enrollment is 1,756 the largest in the last 5 years. Their target was 1800. The spring international numbers are not in this enrollment figure, but their numbers are up about 20 from last year (to approximately 65). The Grad School is trying to enhance the marketing of various majors, in new markets like military. Graduate fields are in demand in several areas and especially large in education programs. The University of Illinois is reducing their rates for International students down to possible in-state, where we charge students 3 times the in-state rate. The IEP program we no longer have but we are in partnership with Lake Land to direct those international students here. We're working with a liaison at other colleges to bring those students here as well.

Housing is up 60 students who pay room and board. The pool to draw from was about even from last year. Housing can adjust better late than areas for student increases.

Our student representative indicated that Student Senate was getting a backlash regarding University Village. Students say there are problems that exist with the construction as well as personal safety in this area.

Mona Davenport asked if we are considering a specific major learning community. Mark Hudson, Director of Housing said, faculty are with students all day and not open to the idea of being with them all night, too. It appears to others to be great for marketing but the outcomes are not so good. We are doing more to increase faculty involvement.

There was a discussion regarding transfer admission requirements. Currently the policy is for transfer students not meeting the high school admission requirements to have completed 30 or more credit hours with a C average. Therefore, many transfer students don't apply until they have their 30 hours, but those students definitely plan to enroll. Freshmen students who apply do not yield as high. They are shopping to see where they can receive the best finances. Having dual enrollment with high schools may bring students here earlier, too. Major proposed a change in transfer requirements to 24 credit hours with a 2.5 GPA or higher or 30 credit hours with a 2.0 or higher GPA.

Brenda made a motion. Change the number of transfer hours required from 30 credit hours with 2.0 or higher grade point average or 24 credit hours with a 2.5 or higher grade point average. Sanders seconded the motion. It now goes to the CAA.

SIZING UP THE COMPETITION:

A look at the other State Universities and some regional privates at 10th day

The 12 state universities go on the road in September to 8 different sites and listen to updates. Brenda shared a written report. She made some comments regarding some of the universities reports.

- Our major competitors are ISU, UIUC, and SIUE
- UIUC is no longer going to require 4 years of on-campus foreign language if the student has successfully completed 4 years of the same language in high school, for most majors. If a student has a complete application file by November 15, they will have a decision by December 15th at 5:00 as to their admission. The student can go on line to see if they have been admitted or denied.
- SIUE is requiring an enrollment deposit by May 1st. They fell short on housing this fall since they are trying to have their first year of students on campus. They could accommodate about 70% of them.
- SIUC does not have a Director of Admissions or Director of Housing and was asking SIUE (because of their housing) to recommend students to come to SIUC.
- WIU has a new housing director who is guaranteeing freshmen a single room for next fall.
- NIU has a new Visitor Center staffed by an admissions counselor. They are offering discounted parking to families who stop at the visitor center before heading to campus.

PROWL update

No report

06-07 RECRUITMENT INITIATIVES

We are going to try some experience marketing said Brenda Majors. We want the students to have a good experience when they visit campus. One thing that Admissions already has in place is offering Heath bars to visitors advising them that John Heath was an alumnus. Admissions is adding 5 more Saturdays for student and family visits this fall. Also, they have contacted some area businesses about food for the visitors. What's Cookin' will provide free strawberry bread and Catering will provide tea, coffee, and hot chocolate. Also, plans are for music and a TV with video images of campus in the hall outside the Admissions Office.

A letter received by Rita Pearson, Transfer Coordinator, was shared with the committee complementing her on the personalized attention she gave a prospective student. The student is going to recommend that his whole family attend EIU.

COMMITTEE REPORTS

Parents' Newsletter

The first newsletter was sent in August with over 1200 on the mailing list. They did not have anyone asking to have their name removed from the list. The second newsletter will be going out the first of next week which will recap the Student Success forum held in April, per the handout shared by Karla Sanders. It shows the development outcomes for EIU for review, endorsement, and use.

Honors

They have 181 students enrolled which is a 15% increase over last year and a 59% yield, with an average ACT of 27.9. This ACT happens to be the same as last year even with the increased enrollment. They have sent a survey to incoming freshmen which reported 42% are first generation students. Honors have a higher rate of enrollment for down-state universities. They already have 7 applications for next year. They may have lost a few applications over the weekend as on-line applications was down. Both Continuing Education and Graduate School stated they were having this same problem.

Bud Fischer asked if we track the number of students who visit campus. We do not at this point, but we may be able to in Banner. Campus tours have been referred to at Money walks, Major said.

EIU Continuing Education will be having a physical presence in Chicago land. We will have more cohort programs in Chicago next fall. Possible office sites include:

1. U of I center in Chicago
2. Triton has invited us to share their Community College University Center
3. A stand-alone space

Of the 96 attendees at the recent on-campus high school counselor's articulation conference, nearly 90 of them were EIU alums.

BANNER UPDATE

No report

ANNOUNCEMENTS

The October EMAC meeting has been changed to the 24th at 8:30 in the Casey Room.

Graduate School will be again be hosting an Informational Day on October 25th from 10:00 to 2:00 in the University Ballroom. This has not been done for a few years and has been requested by other schools for graduate programs.

Mary Wallace wanted high schools to know that NCAA is changing their requirements from 14 to 16 core course hours. This must be certified on their final high school transcript. She is not sure how NCAA is advertising. Brenda said the schools look at what is on the ISBE site so it needs to be posted there. The NCAA is also accepting the Prairie State exams for ACT. EIU plans to use the new writing component for placement into freshmen English courses

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

October 24-Casey Room

November 16

January 18

February 15

March 22

April 19

May 17