ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY JANUARY 18, 2007 BOOTH LIBRARY ROOM 4440

MEMBERS PRESENT

Robert Augustine, Ann Brownson, Ingyu Chiou, Mona Davenport, Bud Fischer, Mary Herrington-Perry, William Hine, Bonnie Irwin, Karla Sanders, Steve Rich, Stacey Ruholl, Karla Sanders, and Mary Wallace **MEMBERS ABSENT**

Julia Abell, Tori Frazier, Fern Kory, Julie Sterling, and Keith Wilson **GUESTS**

Mark Hudson and Kimberlie Moock

Brenda Major chaired the meeting.

APPROVAL OF THE MINUTES OF January 18, 2007

The minutes of the January 18th meeting were approved on motion of Hine and a second by Fisher. All voted in favor.

APPLICATION AND ADMISSION UPDATES

UNDERGRADUATE:

Major said as of February 1st we are catching up on applications for both the freshmen and transfers. For the Open House Transfer Session on Monday, the 19th, students' can apply and the application fee will be waived. However, this is not being done for freshmen. As of this morning the total admits for freshmen and transfers are 4,480 compared to 5,037 last year.

HONORS:

Irwin reported as of January 30th applications are down 24%. She had received 101 applications and has admitted 83. The scholarship numbers are also down 30%. However, there are excellent candidates in the pool.

GATEWAY:

Davenport reported as of February 2nd she has 207 applications and admitted 75 which is down 54 from last year.

CONTINUING EDUCATION:

Hine reported that for spring they are up 8%. They are working on building summer courses.

GRADUATE SCHOOL AND INTERNATIONAL STUDENTS:

Augustine said that applications are strong for the good programs. They have been able to attract International applicants and will retain enrollment for fall. The first choice programs are doing innovative work recruiting.

In response to the recent program presented by a refugee from Sudan, Ann Brownson asked if we could have a Refugee Scholarship. Augustine said International students had to file a financial affidavit showing they can pay for their education. Private schools can fund scholarships, but state schools can not. We have a scholarship committee for International students. They are also working with International alumni.

It was asked where in the state we are down in applications because the Honors scholarship applications show more rural than urban. Major said that typically we receive fewer applications from the deep southern and northwestern pockets. She said we are gaining in west central. There is no significant area we are down compared to last year.

Admissions is now in the 3rd week of January for processing applications.

The Open House for Monday, February 19th, has 680 reservations which is up 200 from last February. Linda Coffey will be on site to take money. Admissions is again entertaining the idea of converting the November Open House to a Transfer student emphasis.

HOUSING APPLICATION UPDATE:

Hudson reported that applications are down 31% from last year. For a 3-year trend the applications are down but the end yields are up. The yield for 2005 was 80% and for 2006 83%. The yield increase has off set the reduction in applications the last 2 years. Housing's resident satisfaction survey shows the dining area satisfaction is up 25% and the overall resident satisfaction with their on-campus living experience is up to 93%.

FINANCIAL AID UPDATE

Brenda reported that the financial aid estimates were sent out to students in early February. Students seem to be filing the FAFSA form earlier.

DISCUSSION TOPICS:

Emphasis on Academic Excellence-Review of forum held on February 6th

There were four topics for the student forum:

- Academic Quality and Standards—Fischer and Irwin touched briefly on this session they attended. The question was asked of the students if they were academically challenged. Most said they were not. It appears that some faculty does not want to challenge students more because of grades and student evaluations. Student comments as to how well the university is doing in the challenge depended upon the department. Another student comment was that our web site is not easy to navigate and academics are not stressed.
- Research and Creative Activity
- Internships/Study Abroad/Student Exchange
- Cultural Opportunities—Davenport reported from the discussions that Eastern's cultural climate is not strong enough. There is not enough faculty involvement at cultural activities planned. There seems to be a lack of communication. There is a concern for how activities outside of the classroom are promoted and any follow up afterwards. Perhaps the calendar of events includes too many events happening at the same time. We need more cultural opportunities. Mildred Pearson wants to bring Tim Wise back to campus to address our small learning community on dismantling racism. Also, some students are talking with Dr. Nadler and President Hencken regarding the same invite.

We need to have the academic programs on our web site in more prominate areas. We should stress faculty accomplishments and alum who have gone on to achieve.

Brownson asked after the forum and the conversations, where do we go with issues? The different campus committees need to be informed if there is an issue that pertains to them. Perhaps there needs to be a faculty group including tenure track and newer faculty to discuss how to move ahead. Fischer will take information to Faculty Senate

Mary Herrington Perry, of the EIU Marketing Committee, is putting together an academic handbook on Panther Points of Pride. She is using information from the Student Development Outcomes document but asked for any information from the academic areas to add to this.

Steve Rich commented that Alumni Services has been and still is struggling to find information to include in the Old Main Line magazine that would interest alumni.

We want to stress that we are a serious academic institution but our publications and web send a mixed message. It was suggested that this committee select issues and submit potential solutions to Jill Nilsen, Vice President for External Affairs. The committee then wishes to invite Nilsen and Stacia Lynch from our graphic design department to our next meeting.

ANNOUNCEMENTS:

April 4th Faculty Recognition 1895-Room 4:00 to 6:00 p.m. April 29th Adult Student Recognition Ceremony-University Ballroom

Meeting adjourned

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

March 22 May 17

April 19