ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY MARCH 22, 2007
BOOTH LIBRARY ROOM 4440

MEMBERS PRESENT
Ann Brownson, Ingyu Chiou, Bud Fischer, William Hine, Bonnie Irwin, Fern Kory, Karla Sanders, Julie Sterling, and Mary Wallace
MEMBERS ABSENT
Julia Abell, Robert Augustine, Mona Davenport, Tori Frazier, Mary Herrington-Perry, Steve Rich, Stacey Ruholl, and Keith Wilson
GUESTS
Mark Hudson and Rodney Raines

Brenda Major chaired the meeting.

APPROVAL OF THE MINUTES OF FEBRUARY 22, 2007
The minutes of the February 22nd meeting were approved on motion of Dean Hine and a second by Dr. Chiou. All voted in favor.

APPLICATION AND ADMISSION UPDATES

UNDERGRADUATE:

Brenda shared a written report that showed we are catching up a little on freshmen applications and still lagging behind on transfers. The University hosted 15 Community College Presidents on Tuesday, March 20th. Moraine and College of DuPage had interesting suggestions. They suggested that we refund some of the $30.00 application fee if the application was made by a certain pre-set date. We could call it a rebate and the amount received would be determined by the date they applied. The new Lake Land President suggested we send applications to all who are attending the community colleges. That could only be done if the colleges would provide us with the names and addresses. Another suggestion was that we have an office at each college and we share staffing once a week.

At February's Open House there were 12 students who took advantage of the application fee waiver if they applied that day. Dr. Chiou suggested that we could give each student that applied and came for orientation a small gift (shirt, hat, etc). Brenda said she would ask the other schools what they did at the up coming State Universities Directors' meetings, but felt she would get the answer that they don't have a problem getting transfer students. If we gave a rebate we would have to have a separate holding account for that money. Right now we refund part of the enrollment deposit for new freshmen if they tell us they are not coming by June 1st and refund all of it if requested by May 1st

Karla Sanders made a motion that the Enrollment Management Advisory Committee strongly urge the administration to consider a possible rebate of the application fee for students coming to the transfer debut by the final May programs. This would be given after the student attends Transfer Debut for fall and registers for fall classes. A second of this motion was made by Ann Brownson. All voted in favor. The motion passed.

The application fee issue is determined by the Board of Trustees. $30.00 is in line with most other schools. Illinois State charges $40.00 and the University of Illinois charges $50.00. It was suggested that we raise our fee to $40.00 and rebate $10.00. EIU was first to charge $25.00 for an application fee and that amount was the same for several years. The extra $10.00 could go into the Admissions' operating budget

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We have 250 students registered for the first 3 transfer student debuts. We believe this is due to the fact that the student may go on-line to register for their Debut day.

GATEWAY:

No report.

HONORS:

Dr. Irwin reported as of March 15th applications are down 29%. She has received 139 applications and has admitted 131. She also reported on our new National Student Exchange program. We have one student coming here from Texas. He is interested in technology. Of the 12 EIU students placed, 11 were in their 1st choice school and 1 was a 2nd choice. Two were placed at the University of Maine, one in West Florida, one at Prairie View A&M, two at Colorado State Northridge, one at the University of Massachusetts Amherst, one at Keene State New Hampshire, two at the University of Puerto Rico at Rio Piedras, one at Southern Oregon, and one at Texas A&M who may decline.

GRADUATE SCHOOL AND INTERNATIONAL STUDENTS:

Rodney Ranes reported for Dean Augustine, 620 graduate applications for fall. Applications are up for summer but down for fall. The International student application totals are at 270 with 123 still at the departments.

CONTINUING EDUCATION:

Dean Hine reported that spring enrollment is up 4% compared to last year. They are looking for summer classes and starting to build classes for fall. They are trying a new initiative of an Open House in the evening for continuing adult student. April 4th is the faculty reception. April 29th is the 20th anniversary of the Adult Student Recognition Ceremony. This will be at 2:00 in the University Ballroom

HOUSING UPDATE:

Mark Hudson reported last month's applications were down 33% and now they are down 21%. Last year at this time they were down 19%. They have mailed out housing contracts for fall 2007. Giving the students, who registered for the Early Bird Program, dining dollars in the amount of $100.00 certainly helped with the base. Many students do not realize they can apply for housing without being admitted. The first housing installment, in the amount of $250.00, must be paid by June 12th.

FINANCIAL AID UPDATE:

No report.

FEBRUARY OPEN HOUSE IN REVIEW

At the February 2006 Open House 474 attended. This February 19th Open House had 600 attend (closer to 630 with late comers). Brenda held a session for the families of juniors and it was full.

April 21st will be the Admitted Student Open House. Admissions sent out postcards promoting the program. There are 40 juniors who have already signed up and a total of 380 have made reservations. The goal is 600. This will be a time when the students can tour campus, technology, residence halls, and have one on one time with financial aid advisors. They have asked the Deans to introduce themselves and give an overview of their programs. They are planning a Parents' Panel which will include Dr. Nadler, Vice President for Student Affairs.

We are planning to add a Transfer Student emphasis to our November Open House.

MARKETING EIU

Brenda met with Jill Nielsen on Tuesday, March 20th, with our publications and marketing concerns. Jill grouped the questions and answers into categories: recruitment efforts, web issues, design issues, resources issues, media issues, orientation issues, legislature issues, and miscellaneous. She will be at the April meeting. Nielsen also suggested inviting more of the EMAC members to the Marketing EIU Committee. If we have any volunteers to be on this committee, please let Carole know. We are also going to ask Stacia Lynch, from University Communications, to attend the EMAC meetings.

COMMITTEE REPORTS

Dean Hine reported that Dr. Michael Hoadley is entertaining the idea that EIU move to being a lap-top university. They are taking a pilot approach working with the CDS Department starting fall 2008. The Committee was not aware that any other Illinois state schools are doing this. At Indiana State the Honors students' are given a lap top. In a Housing survey it showed that 2 years ago 29% used lap tops, now the lap top residence hall usage is at 69%.

ANNOUNCEMENTS

Parkland College has doubled the office space there for EIU's usage.
Eastern is starting a Freshmen Read Program for fall. A web site will be coming soon. Ron Suskind is the author of Hope in the Unseen and will lecture here in September. The book will be available for purchase on campus.

Meeting adjourned at 9:50

Spring 2007 Meetings - 8:30 a.m. - Booth Library Room 4440

April 19 **May 17**

Fall 2007 & Spring 2008 – 8:30 a.m. - Sullivan Room - University Union

September 27	January 24
October 25	February 28
November 29	March 27
	April 24