

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY OCTOBER 18, 2007  
SULLIVAN ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

**MEMBERS PRESENT**

Robert Augustine, Deborah Barker, Julie Chadd, Mona Davenport, Bud Fischer, Teresa Freking, Richard Higginbotham, William Hine, Mark Hudson, Fern Kory, Stacia Lynch, Brenda Major, Chair, Rodney Marshall, Margaret Messer attended for Bonnie Irwin, Kimberlie Mook, Stacey Ruholl, Karla Sanders, Julie Sterling, Mary Wallace, Keith Wilson, Jone Zieren, and Tammy Zuber attended for Sue Harvey.

**MEMBERS ABSENT**

Julia Abell, Sue Harvey, Mary Herrington-Perry, Bonnie Irwin, and Steve Rich.

**APPROVAL OF MINUTES OF 9/27**

Corrections of punctuation and spelling were made to the minutes. A motion was made by Dean Augustine and a second by Dean Hine that the minutes are approved as corrected.

**REVISIONS REVISITED, WITH PROVOST'S COMMENTS**

At the September meeting the committee voted to add as members the Directors of Admissions, Financial Aid, Housing, and Orientation, the Registrar, and Academic Advising and "or their representative". The Director of Admissions, Brenda Major, presented this to the Provost and he agreed they should all be official members.

As a faculty representative from the College of Arts and Humanities, Dr. Kory asked who would chair the committee as it currently says a faculty member. Brenda Major said the Provost thought it should be his direct report and logically the Director of Admissions. She suggested it could be Co-Chairs with a faculty representative and the Director of Admissions. Upon discussion it was decided the Chair should remain as approved by the Provost.

**APPLICATION REPORTS FOR SPRING AND FALL 08**

The Chair shared a written report as of October 15<sup>th</sup> of the applications and admitted students with a 3-year comparison. These figures look good at this point. A significant number of applications are coming on-line and these account for most of the incompletes. After a student has applied, Admissions sends an electronic email to their guidance counselor. Beginning in November the Admissions report will track the yield.

Dean Hine reported that as of yesterday the off-campus numbers are up.

The first Orientation is next week with 60 already attending.

**STRATEGIC ENROLLMENT PLAN – OPEN DISCUSSION**

This Committee has been asked to develop a strategic enrollment plan to help shape the future student body.

We need to look at how we want to do this: capacity, quality, gender, or transfer versus freshmen.

The Committee had been forwarded via e-mail various reports from Dr. Herrington-Perry. Upon review, Chair Major would like for the Committee to work closely with 2 of these reports: NCA Self-Study Survey and The Ad Hoc Committee on Optimum Enrollment as of December 20, 2002. Dr. Larvick's first-time transfer student report is quite lengthy so we would like to ask him to condense and update it. Dr. Larvick is currently taking the President to meet with community college presidents and develop select agreements. We currently have 4 dual-enrolled students. They still must meet the transfer student requirements when they come here. Our 2 + 2 programs are good for the student to stay on track.

Our goal is to break down and seriously discuss in November what we want to recommend to the Provost and Vice President Nilsen to present to the President. We need to look at the shape of the class now and then how

we want it to look at certain points in the future. Currently about 60% of new undergraduates are freshmen and 40% transfers.

Graduate School wants to look at diversity, not only students, but programs, and funding.

Continuing Education wants to keep around 16% off campus, keep mission as regional. Their headcount is about 3,500 over the year and about 1,000 a semester

Honors wants academically talented scholars, increased options for undergraduate research, scholarships, internships, and independent studies.

Minority Affairs wants to increase numbers and retention, help those departments that don't have significant numbers of color.

Due to time constraints Chair Major asked each member to bring back their individual lists to the November meeting.

### **OPEN HOUSE UPDATE**

The Chair shared a state map showing the county attendance for the October 8<sup>th</sup> Open House.

### **PRELIMINARY DISCUSSION OF A FORMAL STUDENT EXIT PROCESS**

A written form was handed out for review to use as a basis to establish an exit process for students leaving the university.

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

November 15	March 20
January 21	April 17
February 21	May 15