ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY SEPTEMBER 27, 2007
SULLIVAN ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION

MEMBERS PRESENT
Robert Augustine, Julie Chadd, Bud Fischer, Teresa Freking, Mary Herrington-Perry, Bonnie Irwin, Fern Kory, Rodney Marshall, Steve Rich, Stacey Ruholl, Karla Sanders, Julie Sterling, and Mary Wallace.
MEMBERS ABSENT
Julia Abell, Mona Davenport, Richard Higginbotham, William Hine, and Keith Wilson
GUESTS
Deborah Barker, Stacia Lynch, Kimberlie Moock, and Brenda Tennell

Brenda Major chaired the meeting.

INTRODUCTIONS
All those present introduced themselves to begin the meeting.

EMAC'S PURPOSE
Chair Major distributed the Enrollment Management Advisory Committee membership list from 1995 which included the purpose, chair, membership terms, and Executive Committee. After much discussion a motion was made by Dr. Korey and a second by Ms. Sanders to make the following revisions: under the first bullet change the word global to holistic, change School of Adult/Continuing Education to School of Continuing Education, Honors Program to Honors College, Alumni/Community Relations to Alumni Services; Academic Development to Center for Academic Support and Achievement, Affirm Action/Minority Affairs to Minority Affairs, and add as members the Directors of Admissions, Financial Aid, Housing, Orientation, the Registrar, and Academic Advising. It was further recommended to add "or their representative". All voted in favor.

Ms. Sanders made an additional motion with a second by Dr. Irwin that the Chair of the committee be the Director of Admissions and their no longer be an Executive Committee. All voted in favor.

Brenda will make these recommendations to the Provost.

EMAC'S CHARGE FROM VICE PRESIDENT JILL NILSEN
Dr. Nilsen has requested this committee develop a strategic enrollment plan for the make up of the student body of the entire University. This includes both off- and on-campus. She would like to have this information by October. That is not possible, so Chair Major will tell her the committee has met and is working on the project. The enrollment goal is 12,000. Brenda asked how the committee thought they should tackle this project? Whether to break down in sub groups or work as a whole. Further discussion resulted in questions being asked:

- Do we want changes in publications for targeting segments of the population?
- Do we want to monitor different areas?
- What has been done in the past?
- Do we want to shape the composition of the whole student body?
- What do we do well?
- Do we want to look at the whole recruiting, admission, and retention process to see where the holes might be?
- Do we know if what we are doing is working?
- Do we want to raise admission standards or just look at the numbers?
- Do we want to look ahead to what we want the student body to be like in 5 years?
- What are we doing to retain students now?

- Why is Illinois second highest in exporting students if they are getting in-state there and they would have in-state tuition here?
- Why are the brightest students going to other states for education? What do we need to do to keep them here?
- Do we want to recruit higher-quality students from out-of-state high schools?
- Do we want to give in-state tuition to bordering states?
- Do we need to concentrate on serving students within a certain radius?
- Graduate School tuition rates are not competitive with other state schools. They have a proposal to change those rates now. What programs, scholarships, internships, etc, do we need to offer to attract international students?
- What resources do we need to ask for that do not exist now?
- We are tuition driven now. What do we do to keep up while moving forward to possibly changing our cultural make up?

Stacia Lynch stated that we need more visible information on campus as to what is happening throughout for not only activities, but department wise, and even with alumni.

Dr. Irwin has information from her Honors' students as to why they chose to attend here. She will bring that to the next meeting.

The committee thought they would like first to work as a whole. Dr. Herrington-Perry will look at the report that she already has and work up a draft for the committee to start working with and bring it to the next meeting.

10TH DAY ENROLLMENT COUNT

Honors

Dr. Irwin stated that the Honors numbers are down. They admitted 200 and enrolled 149. However their yield rate is 74.5% which is the highest ever. They have 20 presidential scholars with a yield of 90%

Admissions

Chair Major shared a written report from Banner that showed a total of on- and off-enrollment for fall 2007 of 12,179 students. The freshmen yield is at 34% and the transfer yield is 83%. Right now we have 911 applications for fall 2008 and at this time last year on this upcoming Monday we had 700.

Graduate School

Dr. Augustine shared a breakdown by colleges of the graduate student enrollment of 1,769. The goal is 1800 students. They are trying to improve all programs or if enrollment is down in one then develop new or put those funds where it will be used more. He also presented a chart of the International student enrollment. He said they are making progress on tuition rates for them.

Continuing Education

In the absence of Dean Hine, Brenda Tennell reported that enrollment for Continuing Education is up 12.27%. Their numbers continue to grow every year.

UPDATES FROM THE STATE UNIVERSITIES

Chair Major said that every fall the State colleges meet on 8 campuses with high school guidance counselor from that region and provide them with recruitment materials and updates. We are the only school that gives a packet and catalog. We also give them instructions for the on-line catalog. She shared a handout with comments regarding what the different Universities are doing and their enrollment.

ANNOUNCEMENTS

Sunday Afternoon at Oakbrook will be this Sunday. Chair Major encouraged all to use those facilities there whenever possible so as not to lose the space.

Our next Open House is October 8th.

Agenda items not addressed will continue at the next meeting. Adjourned at 10:08

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

October 18	February 21
November 15	March 20
January 21	April 17
	May 15