

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY APRIL 17, 2008  
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION**

**MEMBERS PRESENT**

Robert Augustine, Deborah Barker, Julie Chadd, Mona Davenport, Robert “Bud” Fischer, Teresa Freking, Sue Harvey, William Hine, Bonnie Irwin, Stacia Lynch, Brenda Major, Kimberlie Mooock, Karla Sanders. Julie Sterling, Mary Wallace, and Keith Wilson.

**MEMBERS ABSENT**

Julia Abell, Mary Herrington-Perry, Richard Higginbotham, Mark Hudson, Fern Kory, Rodney Marshall, Steve Rich, Stacey Ruholl, and Jone Zieren.

**ONLY NOTES FOR MARCH 20<sup>TH</sup> MEETING -NO QUORUM**

No official minutes to approve

**APPLICATION AND ADMISSION REPORTS**

**Undergraduate Admission**

Brenda said that as of April 15<sup>th</sup> the most encouraging news on the report is if you look at the comparison with 2006, when our actual freshmen enrollment was 1868, we have more admits this year at this point than we did in 2006 when we yielded at 34.4%. We have been yielding at about that for the past two years. If we do nothing else we will hit the minimum she promised the Provost of 1850. She feels confident we will hit the 1900.

She advised the committee that in talking to a company called AZORUS, she was impressed with their representative, Toby Keeping. He was telling her things that he would only know by reading the minutes of the EMAC meetings. He talked about our freshmen and transfer mix and that we want to increase our freshmen yield by 5%. He had done some digging. Getting to the bottom line she asked what it would cost for his company to help us. He said lets talk a little bit more and said that he saw that Sue and Tammy were attending the AACRAO conference and if they would stop by their a booth he would give them information. Sue found out after visiting the booth that we could win some free consulting if Brenda filled out the on-line form and returned it. Last week Toby called and said we were in the top three. She said they do that because if they are giving us free service they need to know how much work is involved and if they can deliver. He had said he could help with the 5% yield increase. He called from Canada at 8:10 on Tuesday of this week to say we won \$15,000 worth of free consulting to increase the yield rate for this year. He emailed a letter yesterday. She is waiting for the Provost’s review. They initially wanted to come to campus but in talking he said they could do it in a one-day phone meeting.

If the committee wants to look at information on that company it is AZORUS.com. Brenda feels that if they give us this free help to meet our goal there is probably an expectation that we will pay them for some additional services next year. Right now he is focusing on yields but they have some other packages they do as well to impact recruitment. She hopes to be able to contact him today to set up a meeting within the next 10 days which would be really neat as our new tech support person is starting on the 21st.

**Gateway**

Mona said they have admitted 230 students. Gateway had a 68% yield rate over the past two years. She has two potential football and two potential track students that are on campus today and one basketball student to consider. They have 39 reservations for the next two Debut days. Students did not get the invitation until the end of March. She has received information that four high schools are having graduation on those Debut days.

**Honors**

Bonnie Irwin gave a written report and said she set a goal to catch up to fall 05. They are significantly ahead of last year, still down from 06, and not going to be able to catch up to 06. They are slightly ahead of where they were in fall 05.

### Graduate and International

Dean Augustine reported their application rates are running 13 to 15% ahead of this time last year. Everyone is in their admission period now. The graduate numbers are holding for next year. He is still worried about our International rate as on Monday; again, we are going to raise our tuition rates. The out of state will be out of reach for most of our International students.

### Continuing Education

Dean Hine said that summer enrollment looks good. They have the same size program off campus. They are averaging about 2200 head count fall, spring and summer and about 6500-credit students off campus and distant learning. Those numbers continue to increase especially in distant learning. They offer, with coverage for the colleges, approximately 15 bachelors, masters, and specialist programs off campus at about 42 sites. In the fall, they are looking to expand that on the graduate level with Education in the Chicago area. These will be new this year, and continue to be extremely competitive. There was a community college presidents' luncheon on campus last week. In talking afterwards they want more two plus two agreements and a possible interest in three plus one's. This was a very positive meeting. They have positive feelings about what EIU is doing and our transfer models are some of the best in the State. The demand is continuing to be our biggest challenge on our resources. The College Deans are very supportative of what we are trying to accomplish.

### **INTERNATIONAL AND OUT-OF-STATE TUITION RATES - UPDATE**

Dean Augustine said the Task Force met and one of the pieces that he didn't have at that time was how we compare with other State institutions and other comprehensive institutions. He presented a draft comparison and noted that our in-state resident tuition compares favorably with other institutions. However, we are the only Illinois institution left still charging three-times the in-state rate. All of our state-wide competitors have gone to something less than that and several of them have gone to something extremely competitive. From this information you don't have to look too far to see why they have more out-of-state and International students. On Monday, Eastern is about to pass a 12% increase in the tuition rate. That will take us up to \$637.50 per one credit hour of tuition for non-residents. It is going to be tough to compete with Western Illinois when they will be charging around half of what we charge for out of state. Dean Augustine found in his research that the Graduate Dean of Edwardsville negotiated an arrangement with Missouri residents that they get graduate tuition at the same rate as Illinois residents in that area. So he competes with all the graduate deans on the other side of the river. Dean Augustine said he used these particular institutions as comparison because they were classified the same way by Carnegie. He is going to try now to add other institutions that we use in the comparison group for faculty salary. This is a group that he uses for another purpose and will add them in before the task force meets again, later this summer. The Task Force is trying to come up with a proposal to change the way we do our in-state and out-of-state charges. The focus they are going to take is that with our out-of-state tuition it is difficult for us to be competitive. They want to show that if we use a different rate we would be able to recoup, in the number of students we use to recruit, because our rates would be more competitive. One thing he didn't do was to rank these schools on the chart by out-of-state tuition. Dean Augustine said he was surprised in his research to find that no other Illinois institution was using the three-time rate.

Karla Sanders commented he had a good argument and asked if he had a meeting set up with someone who could change this?

Dean Augustine said the task we have ahead of us, if we make any rule, will be an emotionally charged discussion. If we don't change this, we will be at high-risk for lowering our income each year. That will mean layoffs and we won't be able to get larger classes. We will have to take an approach that says we can maintain our numbers, and probably increase our numbers, and still retain our income level. The University functions so heavily on our tuition income. That is what drives everything. He hopes to make arguments that will counter that emotional perspective, if we are successful in changing the out-of-state rate, so that a year from now we won't be in downward spiral with a loss of revenue.

Bud Fischer said this is a perfect example. We have so few of these students to make up the difference by changing the numbers.

Stacia Lynch asked Dean Augustine if the Task Force is looking at students who are leaving the state to attend college. He said that Bonnie Irwin is working on that. Brenda said Illinois is the second largest exporter of students. Dean Augustine said that Western charges their non-degree graduates a higher tuition rate to encourage them to become degree seeking. His next step with this report is to show the ranks for in state, then rerank them out-of-state, and then Bonnie will do her piece. Mary Herrington-Perry is also working on a piece. He wants this to be a very clear report recommending we lower out-of-state and international tuition and how we can get the benefit of quality learning at EIU. We are clearly not competitive for bright students beyond our borders.

Mary Wallace suggested we look at how many students we have here right now who come from other states. Then see if there is some way to project how many potential students we may have if the tuition rate is changed by looking at other states. For example for Indiana how many Illinois students go there?

Bonnie Irwin said this is something they are working on. We lose students to Indiana, Kentucky, and Missouri regularly. Dean Augustine said Mary Wallace had a very good argument that he wants to include. Mary said that University of Illinois announced they are number one in international student enrollment, then comments were made that they are not giving opportunities to Illinois residents. She contends EIU can receive more out of state and international athletes if the tuition is reduced. They can then use more funds to recruit Illinois athletes. If you decrease the rate of tuition for those students it is going to give Athletics one more scholarship to recruit another in-state resident.

Bonnie Irwin said they also learned that the amount of money that we supposedly would lose is far less than has been stated as they have not been counting the figure that has been waived for various classifications of students. So it is probably about half even if we were to lose it all. Bud Fisher asked why Business Affairs runs Enrollment Management. He knows money is money but there are arguments that Business Affairs should not be deciding how Enrollment Management runs. Also the State should never use the argument that we are using their money for out-of-state students considering they have not contributed for seven years. We are trying to recruit the best students here and create the best academic atmosphere for the students already here. That includes International students and students from out of state.

Dean Augustine said it will take several more months to gather data and be able to make a clear argument in a very brief paper. We have to have a different approach to this and he thinks they will be able to bring information to bear on that. He said the Task Force will try and come back and look at all these institutions to see how they increase their tuition this year. In the next few weeks we will have next year's tuition and we already have this years. Our in-state tuition has gone to over \$200.00 per credit hour for the first time so we will be looking at that change as well. Last-years fees were over the thousand dollar mark and the GA'S were protesting because their stipend was diminished and they had so many fees out of pocket. Right now if you come here as an out-of-state resident you are paying by level too. For those who are undergrads they can establish residency in six months. That means you have to come up with all that money up front. International students don't get that opportunity. They are paying like that the whole time they are here. Every time tuition goes up, no matter how long they have been here, they get hit every time. There is no proving tuition to protect their situation. We are not going to be able to attract international students to this institution until we change that approach. It is our obligation to insure that our Illinois residents understand that if they are not globally focused when they leave this institution; they are not going to be competitive in the job market.

Dean Augustine then commented on the recent Deans' Council meeting. He learned something that alarmed him regarding Textbook Rental. Textbook Rental is one of our largest marketing tools and we tell students it saves them a lot of money by renting textbooks and it really does. However, he learned that Textbook Rental is not interested in doing anything different than how they have done things since 1950. For example, right now, lots of textbooks should be coming with DVD study guides and other

electronic resources that are critical for our students to learn. This is an issue for Dean Augustine at the graduate level because if his students are getting marginalized textbooks and not getting the right kinds of resource materials they are not going to be competitive when they leave here. Saving money and marginalizing your learning are two different things. No one seems to know how to motivate textbook rental to rethink their policies. They simply say we rent textbooks we don't do anything else. He asked for advice from the Committee on how he might be able to help Textbook Rental understand the critical importance of this. This information came from a report from Jeff Cross, who had recently attended a Textbook Advisory Committee meeting. Dean Hine said that had been their policy for some time.

Bud Fischer said that has been a problem forever. He has emailed Jeff Cross and Jeff Cooley as a lot of their textbooks are PDF's and have been told by Textbook Rental they will not buy them. His department has been purchasing PDF versions and the discs that supplement the textbooks. He teaches a modeling class and needs the programs that go with it, but Textbook won't buy them. The department paid \$800.00 so they could put it on the computers and the students could use it and he could give them the PDF of the book. They did it because they didn't think they should charge the student. That is the future of books—the PDF's, disks, and those kinds of things. Textbook Rental doesn't want to deal with that. You still have to sign your name. We went to the electronic age a long time ago to know who has which books. You have to sign two or three times to get out of there. Yet they are happy to move into a million dollar new building. He thinks we need to hook moving into the building with moving into the 21<sup>st</sup> Century.

Julie Sterling asked what their rationale is for doing this, and Bud Fischer said they say this is the way we have always done it. Keith Wilson said there will be all these additional costs and we don't have the staff, and space. When he heard about the new building—he wondered why we aren't putting money into the services needed. He has been on the Textbook Advisory Committee before and says the directive is going to have to come from the Boss not the Committee.

Stacia Lynch said this is going to be a huge issue because, although we don't do it out front in recruiting, Textbook Rental is considered a cost benefit. Brenda said Admissions promotes it. Stacia said that is an advertising issue and a really big deal. We try very hard to be honest in what we put out to students and if that's the case, this is something she has not heard before. This is a real problem.

Mona Davenport said she heard that Student Government has had problems in the past with Textbook Rental as every year they would try to get additional fees. If students did not turn in their book and waited until school started to return them, Student Government found out that they were purchasing new books when preparing for the fall and spring classes. Then they had double books. They would repurchase the other books. Kimberlie said they charged the student for the books as they had to have them for the spring or fall semester. Textbook Rental was taking a big loss because they were reordering books. The number was so high for students not returning books because the charges weren't that bad. Just this year they started charging per day and that should make up the money. They had to guarantee that the books were there. For at least five years they were buying books this way Mona said.

Kimberlie Mook said they had to do that to guarantee the books were there for the new students. That is part of the issue. They were losing money especially between December and January when the books are not turned in. It took Textbook Rental a long time to get the new policy passed. She said we are talking tuition fees. Anything that is fee funded is a struggle to move to the highest level.

Bud Fischer said he sat on the Textbook Rental Committee over 2 ½ years ago and that was the last thing they voted on and sent forward then. It took that long before someone up above thought that was a good idea on how to fine people. That tells you how slow this system works. That is a logical move to get the books back. The problem he cites is they are not keeping up with technology and they don't want to keep up with technology. We should be able to access book in PDF format. We will not do that and it is tangible. The joke among the students is they are building the new building one book at a time. In other words if you bring a book back they will charge you no matter what happens. The Superintendent of the Mattoon School District came to Bud's office because they know each other. He

showed Bud a book and asked what was wrong with it. The only thing he could find was two little watermarks in the corner on three pages. They charged him the cost to replace the book. He was not a happy man and he went all the way to the top. The students are afraid to touch the books now because they are going to have to pay for them. You have to expect some wear and tear but some of the books the students have to pay for are barely damaged.

Julie Sterling asked if the students are being told to get their CD/DVD that is supplemental for their instruction so they have to pay for it. Keith Wilson said that is the worst thing. When he was on the Textbook Rental Committee they were starting to put out DVD's. When he got a new book it had the DVD but he found out the students did not have one so he thought there was a mix up. Textbook Rental was totally unhelpful so he called the publisher. He had to call a warehouse, and spent a lot of time on the phone to find out how much the DVD cost. He realized he would have to pay for that and he was going to have to do a lot of legwork just to get the DVD.

Dean Augustine said he knew that CATS told Textbook Rental Service they would help them with the DVD's in the textbooks and they said "no, we only do books."

Julie Sterling asked if the CD's and DVD's came in the books and she was told they did. Dean Augustine said they can get the books cheaper without the DVD's. Bonnie Irwin said sometimes they take them out because they say they can't store them, or they can't issue them to students because they won't come back in usable condition, or they are too fragile to rent out. But they can't even handle some of the other things because the English Department, for freshmen English, the handbooks now come with websites and Textbook Rental Service will not have anything to do that either. The English Department has to go around them to get the student access to the websites they need to use the book. She also remembers that Dean Hoadley had a problem a couple of years ago because the Business class needed a new book as the tax code had changed and Textbook Rental would not let them replace it because it had not been used for enough semesters. We look at these small districts in the state that can't afford to replace their textbooks and we are doing the same thing at a University. It is appalling. The technology issue is not going away. This is another issue that needs to go from us to the Vice President for Student Affairs or from us to Blair and then take it up with Dan.

Dean Augustine volunteered to be on the Textbook Rental Service Committee next year and before he brought up this issue he wanted the EMAC's input and support because we use this as a big marketing tool. He said on the graduate level that has never been a debate. The debate has always focused on whether or not we send the right message to graduate students by not encouraging them to develop a professional library in an area or discipline where they are saying I am making a commitment to a career of a sort. Many faculty feel strongly that when you make that commitment you should start a professional library. The report did indicate the most books that are purchased are by graduate students. However, it was a low percentage though, only \$6,000.00 total.

Bonnie Irwin said she had an Honors student this fall who was very upset because he had never been informed what the purchase window was. He had books he wanted to buy at the end of the semester and was told he couldn't buy them. The window had passed.

Dean Augustine said the last time we visited this at the graduate level, ten years ago; we didn't have a mechanism for book purchase. For example, at SIUE they use rental for undergraduates only, they use purchase for graduates. Their textbook rental and bookstore are right next to each other, work together, and make it happen. We do not have that here and Textbook Rental has made it clear to him they will never be a textbook purchase place. SIUE's textbook purchase operates the way most graduate students love; they can go in and browse the books they want in their professional library. That is a problem here because we do not have a bookstore near campus. Today, what he hears is that students are more likely to be encouraged to go on line to purchase these books. Could we strike a deal with an on-line purveyor where students could get discounted books? He is concerned for all students. However, for him right now, graduate students need books with CD's, DVD's or other technologies in them and our textbook rental says "no" "we don't do that." Then we are really diminishing the quality of study in his

view. We are saying we are giving you a discount to come to this institution but at the same time we are discounting the quality of your education. We need to say that. We need to be that honest because it is the truth.

Julie Sterling said that in orientation that is something they talk about. They do not expand upon it because they do not have time. Our marketing materials tell about our Textbook Rental and if counselors are standing in front of the students and families saying this and word gets out, we could start to get questions. Bonnie Irwin said that connecting it to the building is right on the money. She said we don't need a new building if we are not going to keep pace with the times. Bud Fischer said this should be an expectation if we are getting something new.

Dean Augustine asked if having a conversation with Dr. Nadler is the right direction. Bud Fischer said part of the reason the sale of books to graduate students is so low is that all of his graduate students have bought their books on line. If you buy on line, you can save about half the price we are charging here. He thinks at some point it will almost be cheaper to buy online than it will be to rent them.

Brenda asked the Committee if they think all the upper-level administration knows this. She thinks a discussion with Dr. Nadler by Dean Augustine, Stacia Lynch, and herself might be helpful since they are Marketing. At the Admitted Student Day the President mentioned that you save money because of Textbook Rental. Bonnie Irwin said the legislators comment on it when they go and testify. Dean Hine says it plays very well in Peoria. Bonnie said that legislators would like for all the Illinois schools to adopt textbook rental. So it is not a question of whether it should go away, which is what comes up periodically, but it has to be a quality issue. Stacia said it is not like no one else handles new media. There are ways to do it.

Kimberlie Mook said that textbook software costs a lot of money and Textbook Rental hasn't been in a situation to purchase it. She knows when they go into their new building, to be able to reorganize and do the bar-code; they are going to need the fee. She also said this is another fee-funded situation and they are not necessarily charging the fee that is able to provide what they need to do to move forward. Not that it is an excuse for not providing what the students would need but they have tried to move forward on the new technology fees. Carol Miller talked about that a couple of years ago when she took over. They are working on that and that is their hopes for the new building. Stacia Lynch said sometimes it is almost good to have external pressure where it reaches critical mass and people finally say this can't continue. We have to do something about it.

Dean Augustine said this would be their agenda for summer to talk with Dr. Nadler. He said we have spent millions here to make our classrooms the best technology classrooms in the state and he would put them up against any. You will not find any other state university like EIU where you can walk into every classroom and have the most current technology. Deans Hoadley, Lanhan, and others have worked to put us on the technology map, but he thinks it is a shame that we are saying to our students but don't expect a CD or DVD with your textbooks because they are too fragile for us to distribute or we don't have the money to distribute. Let's see if we can find a solution. We need to be thinking ahead. Will we really be using paper textbooks much longer? Will they all be electronic? Will that be the deciding factor regaining the laptop issue?

Dean Hine said he liked the point about the new building as it brings it to focus for discussion. Brenda said what is the point in having a bigger space if in the future there are not going to be any books to rent? Dean Hine asked Dean Augustine if it would help or not to discuss this issue through Carol Miller and the Textbook Rental Committee. Kimberlie Mook said if we are preparing a document with these concerns it should be discussed with Carol. It would be nice that she knows what is going to be discussed when this sub-committee goes to Dr. Nadler. Debbie Barker asked if, in the new building, they are considering how to store these books. She indicated a climate-controlled building should be part of the design. Brenda asked how the DVD warehouses, Cracker Barrel, and music stores store their DVD's. Dean Augustine said he would tell Carol that he believed that it would be the Textbook Rental Services Group that would be looking for solutions to these particular issues and thinking ahead

and looking at data. Dean Irwin stated when they were interviewing architects for the building last spring it was between the 30 and 40 degrees outside and well into the 90's in the textbook rental building. There is no climate control now. Debbie Barker said if they are going to a new building now is the time to prepare for the future.

Karla Sanders said she had heard the issue is not the climate control in Textbook Rental, but what students will do to the technology. They can't check every disk as it is checked in to see if it is scratched or warped.

Dean Augustine believed that Mike Hoadley in CATS made an offer to partner that responsibility and would copy and make backup copies and test them but they still said no after all that effort. Dean Hine said they had asked them to handle the lap top issue and they said no to that, too. That is the reason the laptops are going to the University Bookstore.

Bud Fischer said if you are going to buy 10,000 textbooks at \$120.00 each, but need extra disks that cost 4 cents to make; I guess you could work a deal that becomes a no-brainer. He said he may be wrong but it costs 4 cents or less per disk when you are making them in bulk.

Debbie Barker said when you think of all the videos you rent from Family Video—they take a lot of wear and tear. There will be some damage. Stacia Lynch said she does not think CD's and DVD's will be around that much longer. The delivery will change. It will all be on-line. Bud Fischer said if that is true, then we shouldn't be building a new building.

### **ENROLLED FRESHMEN PROFILE**

Brenda said we are going to actually start tracking pooled students, now that we have the tech support. Right now our average ACT score is 21, but in listening to the Retention Report there is no dramatic difference in retention when the ACT average is 21 as opposed to 22.

ACT is the only thing that is standard that we can get from every student (we convert the SAT's to ACT's). Not all schools provide a GPA and even fewer of them are providing class rank because if there are five really smart kids in the class then all of them want to be number one. Some schools say this is a smart school so they are all equivalent to the number one's in the other schools. We are going to start looking at some of that data before we determine how we want to make this class smarter, stronger, faster, etc. It is difficult when you start talking about changing your ACT requirements. SIUC keeps talking about increasing their ACT requirement, but they don't do it. They are taking students who we are not even accepting in our Gateway Program but yet they say they have raised their ACT requirement. We don't want to jump into the pool and just start playing number games before we look at what we are really able to do with the students we are bringing in.

### **MARKETING FOR AN INCREASED FRESHMEN CLASS**

Brenda said that AZORUS will help with some of this. She is also in discussions with Longmeyer and Associates. She is to have a meeting with them next week. They want to discuss strategies to recruit high school sophomores. When is the best time to talk with students? We know that talking with them in their junior year feels a little late. Talking with them when they are in their senior year is definitely late. So we are going to have some discussions with them (as much as she can get without paying). Bud Fischer asked if it was not only when we talked with them, but how many times you talk with them. Brenda said "absolutely". It is when you start and how much they want to hear from you. We want our message to be of interest to them.

Brenda said we are going to do a mini-campaign this summer. We have already identified two of our students who are willing to videotape and take some photos of what they are doing over their summer vacation. We'll post their experiences online. One is a female, mixed-race, transfer basketball student who is spending part of her summer doing an internship in Washington D.C., and part will be studying abroad in Germany where her Mother is from. She currently has a 3.9 GPA.

Julie Chadd said they are beginning to see recruiting results from their Career Tech Ed Program graduates, when they display the pennant they are given at graduation, in their classrooms. Their graduates say that their students

are asking about Eastern. She asked if it would be possible, as a marketing tool, to give all of their teacher education graduates a pennant to use so we can reach prospective students. Stacia Lynch says they get those requests occasionally and never turn them down. Usually they just come in from individual teachers. Stacia said we have thought of this as a marketing effort because it is often the teacher in the classroom who is the real recruiter not the counselor in the school. Julie said they just started doing this last year. Their graduates email and say they are amazed at the number of their students who have started asking them about EIU. They had ordered the pennants but now TAGA has ordered the materials so they can print them. She also said this year they printed posters for CTE and Industrial Tech. They sent them to the CTE alums. She tried to pick one from each school and included a letter saying if you want more for your colleagues to let her know. She got several emails so they knew how many to send each school. They also requested them for their guidance counselors.

Stacia Lynch said they have another idea they were talking about doing this next recruiting cycle. They had just been in two different high schools talking to classes. The three teachers involved were alums. She asked one of the teachers what we could give them for their classroom that would be helpful and also help EIU. He responded by saying, we should just give him all the recruiting tools. This was at Paris and the teacher said they have to talk about and research colleges. They receive lots of Lake Land materials but they have never been sent Eastern's materials. Therefore, we need to get our materials in the classroom, not just the counselor's office. We especially need to get EIU materials in our alum teachers' rooms. If we could figure out how to build a network of alums that would be most helpful. Stacia asked the Committee if they had any ideas how to really make this idea work on a large scale to let her know. Bonnie Irwin said targeting it to specific disciplines seemed logical, and then the teacher would have a rational reason for bringing it in the classroom. Debbie Barker said she has had several students come in and say they chose EIU because their teacher is alum.

Brenda said they receive requests from alums and they always send something.

Bud Fischer commented on the freshmen enrollment. He said he doesn't think we need to talk about changing requirements for entering freshmen. We need to talk about changing requirements as a University. There is nothing wrong with the President having a vision that the average ACT score here will go from 21 to 24 over the next six years. Then leave it open on how you do that and work with various ways to accomplish this. It is not a goal unless it has a number attached to it so people have something to work for. In his mind we want to be good at undergraduate research. Well then what percentage would we like to see participating? Where are we, and how do we get there? Brenda said that Illinois State did that over a ten-year period. Bud said there are a lot of models out there. However, you have to put a number out there and stick to it. Let everyone else around campus figure out how to get there. You are not telling them how to, you are just saying you'd like to be there.

Julie Sterling said the Committee needs to be aware that we still have the seat issues that are not being addressed and it is very awkward for transfer and continuing students. Departments have set aside so many seats for the freshmen, which she understands, but at this point there aren't enough seats for our continuing students. They have to tell these students to register on May 28<sup>th</sup> or 29<sup>th</sup>, since she does not know when they will open those seats. Also, if these students follow through then that means the first week and a half of the freshmen programs their seats will go away.

Also, there is another transfer day coming up before the seats are going to be open. We have to tell transfer students, welcome you are supposed to register today but you can't get all your classes because they are closed. Try again on May 28<sup>th</sup> or 29<sup>th</sup>.

Transfer students are advised and told to go register for classes, and then go to another building to ask for a course request form. She is envisioning that if the word gets out, especially for transfer students, it is going to effect enrollment. Wait lists are the departmental issue. Bud Fischer says that seats are no longer a departmental issue. That has been taken out of their hands and gone to the VPAA's Office. A year ago the departments chose when to give out seats. When there are no seats open and the Vice President is holding them, those people sitting in the trenches have no control and struggle when doing transfer registration. When the departments were holding them, they could finagle a little bit to help them out.

Julie Sterling said changing the profile of the transfers and freshmen that matriculate may happen automatically because we might start seeing fewer numbers. It is very frustrating and embarrassing to everyone involved. Debbie Barker said these are classes they should have taken the year before but they were closed when they came in for summer orientation. We told them then not to worry about it as they could take it their sophomore year. They are already closed by the time they register. Education majors may have four classes on their schedule out of six they are wait-listed for. Julie said that is a different issue than what she is talking about. It is the seats that are just not available to our continuing students and incoming freshmen and transfers. Brenda asked Karla if this was being reported to her to inform the Provost. Karla said there will be seats for May 28th. Julie said they not been told that. Julie said we still have an issue that they weren't opened up on the last transfer day and she has transfer and continuing students without classes. She thinks this needs to be addressed before this time next year.

**COMMITTEE REPORTS/ANNOUNCEMENTS**

None

Meeting adjourned

**Spring & Fall 2008 & Spring 2009 – 8:30 a.m. – Effingham Room - University Union**

May 15, 2008	September 25, 2008	October 16, 2008
November 20, 2008	January 15, 2009	February 19, 2009
March 26, 2009	April 16, 2009	