

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY FEBRUARY 21, 2008  
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION**

**MEMBERS PRESENT**

Robert Augustine, Deborah Barker, Julie Chadd, Mary Herrington-Perry, Tammy Zuber attending for Sue Harvey, William Hine, Bonnie Irwin, Fern Kory, Stacia Lynch, Brenda Major, Kimberlie Moock, Stacey Ruholl, Julie Sterling, Mary Wallace, Keith Wilson, and Jone Zieren.

**MEMBERS ABSENT**

Julia Abell, Mona Davenport, Robert “Bud” Fischer, Teresa Freking, Sue Harvey, Richard Higginbotham, Mark Hudson, Rodney Marshall, Steve Rich, and Karla Sanders.

**GUEST**

Nick Sanders and Karenlee Spencer, EIU Admission Counselors.

**APPROVAL OF MNUTES OF JANUARY 17, 2008**

The minutes were approved as presented on motion of Dean Hine and a second by Dean Augustine.

**APPLICATION REPORTS/ADMIT REPORTS**

**Undergraduate**

Brenda Major gave a written copy of the fall 2008 application report showing as of February 14<sup>th</sup> there were 6,575 freshmen applied and 4,344 accepted. Transfer applications were 953 with 571 admitted and this included a comparison to 2007. Keith Wilson asked about the date on the comparison report. Brenda said the date was in comparison to the same date the previous year. This gives us an indication of how we are going to position ourselves in the goal of 1,900 new freshmen which were the high and exceeded in the fall of 2003. This report gives the ending numbers at the bottom for 2003, not comparison.

**Gateway**

Brenda reported in the absence of Mona that we have admitted a little over 200 students for Gateway. Because she has so many holdovers from fall 2007 that are going to be with the program for the 3<sup>rd</sup> semester, Mona is going to be limiting the number of actually enrolled students to somewhere between 130 and 140. The yield rate for Gateway is significantly higher than the regular population. The regular population yields' rate is 34%. Gateway's is about 70%. Gateway students have fewer options for a four-year institution and there is a lot that have communicated with them included signing a contract. This is a serious commitment. We are still open for Gateway but being very selective. We don't want to send out a massive notification that Gateway is full because the minute you say anything is full they assume your enrollment is closed for the fall and it is definitely not. This does say a couple of things about that population though. Brenda said when she started working here we did not start admitting students for Gateway until February because the prevailing thought was that this population does everything later, so let's just wait. When Mona started the two discussed this and decided to put them on the same timetable as anyone else. We went to one standard application where they can check the Gateway option. These students are now starting to respond at the same rate as other students.

**Honors**

Bonnie Irwin shared a written report and said they are running ahead of last year, but then last year was not good. They have 142 applications and have admitted 130. That does not include about 12 more students they admitted over the weekend who applied for scholarships but had not applied to the Honors College. The Honors Council had interviewed 38 students in 32 hours and had their selection meeting on Monday night.. This Council has been the best to work with.

They have 75 applications for the Presidential Scholarship Program this year which is up from 56 last year. They interviewed 39 total and selected 19 which have a mean ACT of 31.1. These students are from all over the State with one out-of-state. Their majors cover all four colleges. Our main

competitors are ISU, Millikan, UIUC, and SIUE. The rest of the Honors Scholarship recipients will be decided upon next week.

Fern Kory asked if it was a goal to have all the colleges represented. Bonnie said they try, but it is kind of how it plays out. They look at the top 20 and if they are all from the same college—then they will go back and look at the applicants again. They have 2 legacy and 3 sibling applicants this year. They try to have one from each school.

#### Graduate School

Bob Augustine reported they have 657 applicants and 426 of these are non-EIU graduates. The majority are going into those ten First-Choice Programs that they have been working with: English, History, Communication Disorders, Biology, MBA, Political Science, Psychology, Gerontology, Communication Studies, and College Student Affairs. It is amazing that these programs are pursuing this first-choice status and are really attracting a broad range of outstanding applicants. Those programs that are struggling along have almost no applicants to their programs. He is trying to work with those programs to see what they might do differently to modify or adopt some of those things that are going on in those First-Choice Programs.

They also have 155 people who are looking for summer admission to the four programs they have for teachers. This gives teachers an opportunity to study and get a masters degree over about three different summers. Those four programs are Master of Science in Natural Science, Math, Art, and Music.

Bill Elliott just returned from Dubai, Atar, Kuwait, and a couple of other countries that are incredibly wealthy. They pay full for all their students to go to school anywhere in the world. We will work with these countries as EIU continues to access three-times the rate for International Students and many of our competitors in Illinois no longer charge that. We are not seen as low-cost, we are seen as very high-cost. These countries might be a good opportunity for us.

The Graduate School continues to work with President Perry and others to see if we can re-examine that tuition waiver for International Students. Another problem is that the Truth and Tuition Bill does not apply to anyone who is not a vested student. Therefore every time tuition goes up, no matter how long they are here, if it is 12% every year—their tuition rates go up 12%. This is a big deterrent in getting International Students to study here. Until we can resolve some of those issues, it will be tougher for us to be competitive. Jone Zieren asked if Dr. Augustine is finding we are receptive to changing the tuition rates. He said there has been some very positive discussion about it for a host of reasons, but if you watched the State of the State address last night, it is going to be difficult for anyone to consider less tuition dollars when you look at no new State funding. They are trying to balance those ideas. He said he is trying to present the idea that if we are able to offer more competitive tuition rates, we would have more students that, he thinks, would cover the loss of that rate plus bring in additional. That is the pattern seen at Illinois State, our main competition for International Students, who offers a very competitive tuition rate. We have been trying to get our administrators to look at Illinois State's pattern very carefully. This will be the third year that we will be proposing that we consider a different tuition rate for International rates. If our tuition rates go up another 12% he said he can't imagine we can be competitive for those International Students unless we can get government sponsored students.

Jone Zieren said it is the same for out-of-state as Internationals. Dean Hine said this is not true at other four-year institutions for out-of-state students. Dean Augustine said today there are specialized rates set for those students. When the State used to pay 75% of our support there was a reason to charge three-times the rate, but we weren't increasing our rates in double digits; it was more like 3% so it made sense then. Now it is just the opposite. Dean Augustine said you may have heard that our graduate students this year were certain their tuition waivers were not applied correctly because their fees went from about \$800 a semester to over a \$1,000 a semester. The same is true for International students.

This impacts enrollment as we try to promote study abroad. It isn't going to be the same cost to travel from your home to Charleston as it is to another country. So we have to figure how to keep those costs reasonable for our students. We are learning ways we can do that. They are looking at ways to bring in more study-abroad scholarships for those kinds of costs that are naturally going to be added to that experience.

Dean Augustine said he was pleased to report that we are sending the most students abroad as a comprehensive institution in Illinois. In sending students abroad this year, only Research level 1 institutions are ahead of us and those are the University of Illinois at Urbana Champaign, Illinois State, and Northern.

Zieren said two years ago fees went up 4 to 5%, last year it was closer to 8%.

#### Continuing Education

Dean Hine said they are still focusing on summer. About one-third of their off-campus enrollment is in the summer. He is a little concerned about the number of courses being down and will be talking with the Provost about that this next week. He said the enrollment is about even with one-third for each fall, spring and summer in terms of the size of enrollment. Off-campus is right around 2,000 so over a years span about 6,000 enrollments.

He shared with the Committee that the State Illinois Council of Continuing Higher Education met last Thursday and Friday in Chicago. This is a group of public and private four-year, public and private two-year, and on-line like the University of Phoenix. The Key-Note Speaker was the former Secretary of the Department of Labor. His comments were that there is nothing more important to a state for economic development than a strong P through 20 system. That needs to become a high priority and he thinks it will, over time, as he consults and works with state legislators. We know that 75% or 85 % of the jobs for the future will require some type of post-secondary education. An example he used was the State of Michigan which has the highest unemployment rate in the country at 7 ½% last month. He said that 30,000 jobs went unfilled because applicants were not specifically educated or trained to fill them. He also mentioned that historically community colleges were little or no tuition and he sees that trend going back to that or being revisited by the states nationwide as related to the issue of economic development. A couple other facts about the P through 20 Initiative (Education for the Public Good): IBHE, ICCB, and ISB said this is their top priority. There will be hearings coming up focusing on it. That is the reason we saw President Perry giving one, two, and three different levels of budgets.

Also last year, ICCB allocated three million dollars to community colleges to develop dual-credit programs with area high schools. They plan to increase these programs. There will be an increase in dual admission programs and we'll see high school students earning 12 to 24 hours of university credit by the time they get their high school diploma. We are just beginning to see a few examples of where at that May Commencement, the student will go to the high school in the morning to get their high school diploma and go to the community college in the afternoon and pick up their associate degree at the same time. Then they will be going on to the four-year school. This is rare, but we will see if it develops. Brenda said it's becoming less rare.

Also, IBHE is pushing the public schools to take degree completion programs to the community colleges. They see it as a priority and we are now having to go through lots of, "tell me what we are doing off-campus and why we are doing it?" There remains the issue of community colleges seeking to offer bachelors' degrees. The State Legislative Panel mentioned this. They are dealing with that issue now. Dean Hine does not feel it has broad support but it is an issue that has not disappeared. They are also looking toward IBHE maybe funding off-campus-non-traditional-student type programs directly. This is unprecedented in Dean Hine's 20-years at the University. Whether that actually happens goes back to Dean Augustine's comment—"it is all about money".

When Dean Hine talked about the public education/public good agenda, he indicated this makes the case for a bachelors' degree providing a better future. But then it becomes the student's responsibility to pay

more of the cost. That is unfortunate because those who have the finances will get their degree but those without will not.

Dean Hine also said it was interesting that the University of Illinois had an administrator on this panel and he talked about the University rediscovering its land-grant mission of going off-campus and being of service to the community, working more with community colleges and building programs. The panel member also talked about the global university at the Masters' level. The President of the University of Illinois has stuck to his guns about the Global University Initiative and they have set aside millions of borrowed dollars to develop global university undergraduate and masters' degrees on-line and at centers at the community colleges.

Dean Hine said that Eastern is well positioned off-campus. We are the gold standard. We have the great graduate school, and all the colleges are working with us to take programs off-campus. Hine said he's never seen another program selected above ours. The key is that we have to be out there. We have a wonderful reputation and we are trying to broaden it.

Brenda asked if House Bill 4620 was mentioned in his meeting. He said he did not remember anything by that name. Brenda said the University has questions they plan to discuss with the bill's sponsor. This House Bill is being presented by State Representative Will Davis, who is a good friend of ours, who always comes as the Key-Note Speaker for our Access Granted Program. Brenda said she was a little surprised that Representative Davis had not mentioned this to her before she received the information from Julia Abell asking what she thought of it. The proposal has been attempted in Texas, and is an effort to get the State Universities to participate more in this P through 20 Initiative. Typically when the State has initiatives they don't ask us and we just continue with business as usual. He wants us to be upset with this Bill, as basically it is proposing the State Universities be required to admit the top 10% in every qualifying high school in the state within two years after the student graduates high school. Dean Hine then said that had been mentioned at the meeting but not by the House Bill number.

Brenda said we are fulfilling the spirit of the bill. The top 10% of some high schools in Davis' district couldn't meet Gateway requirements. Davis is very familiar with our Gateway Program and knows very well what we do and attempt to do on limited resources here. Not all schools have an alternative admission program. Brenda said she sent him 12 questions of concern. Obviously the top 10% that should be at a community college are not academically prepared. "Why would we want to steal them from the community college?" She understands that he wants more involvement and more resources to assist the high school. However, no funding was discussed in the Bill, no level of responsibility at the high schools to prepare students for college, no mention of the GAP Report that ACT has provided indicating many students in most states are not ready for work or college, and no mention of the other 90%--what happens to them? When Brenda talked with Davis he said he did not expect the Bill to pass. She asked why he presented a Bill that he did not expect to pass and why he was getting everyone upset, and what exactly did he expect us to do? He said he expected people to get angry and come after him, but he wanted the University Presidents to come after him and sit down and have a dialog. He said he knew some people would call but he did not want to talk with lobbyists. He wants to talk with the Presidents. Dr. Perry came to lunch with the Access Granted Students, not to just speak with Davis, but he did stay and talk with him. Davis is very complementary of Dr. Perry and what we do at EIU and mentioned he had been to a lot of Universities where the University President does not give up his Saturday to come and spend time with students

Dean Hine said this is a part of a larger issue of economic development and the public good.

### **IMPACTING FRESHMEN ENROLLMENT**

Brenda passed out the First-Time Freshmen Class Profile for fall 2007 and fall of 2003 The goal we have been given is 1,900 new freshmen. In 2003 Brenda said the Admissions Office did more processing than relationship building. It is not uncommon for State Universities to start looking at changing the way things are done from simply processing information to building relationships. Private schools are known to have done this forever. Athletics does this all the time. We are now discovering

it. We send out all these publications to get students into a funnel so we understand how to market to them. Before the State Schools were doing this the first source we were receiving from the student was the application. It seems these other pieces are having an impact even though the student can just jump onto a computer and apply. They are being a little savvier about the application process.

Brenda introduced Nick Sanders, Admission Counselor. Nick stated that he is in a tough territory in southern Illinois and the metro. He says our main competitors there are SIUC, SIUE, and SEMO. SEMO usually gives our student in-state tuition scholarships. Also Murray State takes the top 5 averages of cost and tuition and gives that person scholarships as well. Cost is a real critical factor with the students in this rural area and a lot of these communities' income is below \$35,000 a year. Even though we are relatively inexpensive and we tell a student our tuition is \$14,600 we really try to give them our cost advantages and the services at the University. Students there typically do not want to leave home. They like their environment there and think Eastern is really up north. He tries to emphasize our environment as similar to a private school. Students can get a lot of personal attention and development from our faculty and staff members. It is just a nice homey feel that we do have at the University. Also, he tries to emphasize the programs. He does a lot of phone calls, answering a lot of questions because 60 to 70% of the students he talks to are first-generation college students. They don't really know how to go about applying for college, and if they do get accepted what is the next step: housing, how programs work, how graduation works, and financial aid. He tries to give out a lot of information to the students and parents as well. The areas where we do well are Evansville, Belleville, and Centralia. In the other areas the students go to a community college and then transfer to SIUC or SIUE or go no further than the community college. Some go into the armed forces. He does meet some of our alums in the area and they are receptive and know what we have to offer. A lot of the students are academically talented but do not feel they have the money to go to a four-year school, so they go to the local community college.

Brenda said from the impact that Nick is having in Southern Illinois you get a sense that we are starting to penetrate some of the mind sets there. They are not used to people going back and doing the follow-up phone calls. From her experience of working at Carbondale for several years there was not that kind of relationship building.

Stacia Lynch wondered, from Nick's description, if the student just can not imagine themselves being here. She wonders if this is an area where we should use more alums. Maybe they need to hear from other people from their own towns. It is easier to think about Southern and Edwardsville as they are right there. Brenda feels this is a very good idea. Keith Wilson also added we should talk to the parents as well. Kimberlie Moock said in telephone calling much of the time she is talking with the parents and they will have questions. Nick said he is working with Alumni Services now and in March he will have an alum with him at the Kaskaskia College Fair. Admissions is working more with Alumni Services to have alums help with recruiting. Nick said he has a lot of competition in his area with all the community colleges: Logan, Southwestern, Kaskaskia, Southeastern, and Rend Lake. Stacie mentioned that our Director of Alumni Services and his wife are both alums from that area and came here and received their graduate degrees. We have a lot of legacy in that area. We need to show that we have alums too.

Brenda said we not only have to fight the economic issue but the emotional issue. We are going to have to impact families to let them know we are supporting this additional stage of development for their student. It has to be a stage of development for parents as well. A lot of these parents did not go away to go to college. They just don't know enough about it and the emotion that is connected. Many of these students have had to be care givers and emotional support for the parents and they feel in some way they are letting their parents down by leaving. This is really different than what we've dealt with before.

Nick also provided an overview of the Access Granted Program. The goal is to have 50 minority students who have already been admitted to come to campus and we host them for a free 2 ½-day weekend. We bus them down from Chicago, but if they live in central or southern Illinois we make

arrangements for one our staff members to go get them and take them back home. They have academic and cultural activities. They receive financial aid information and learn about academic success. They get to bowl and meet with other minority students. We try to make them feel welcome and comfortable here as a minority student. We send information to the students with a detachable portion to send back to us along with a parental consent form, emergency contact form, medical liability form, and as to where they want to be picked up for transportation. The students had a lot of energy and enthusiasm while on campus. They learn what it is like to be a minority student on campus. They also meet minority student leaders. This is a great opportunity for our students as they get to be role models to the incoming class. We try to roll out the red carpet as much as possible.

Nick said he had 2 phone calls on Tuesday afterwards from parents saying how much fun their student had and they're anxious to start school here in August. They asked what was the next step; when do they get the orientation date, when do they get housing, some students even paid housing deposits that weekend. The fact that they wanted to get things out of the way early is impressive.

It was asked how students were selected. Nick said that in December he runs a minority student admit report then invitations are mailed to this population. The first 50 students who return all the forms are selected. It is on a first-come first-served basis. This is the first year we have had a waiting list of 8 to 12 students who were calling daily to see if someone had cancelled. We had 48 attend. We had 83% yield last year and 78% yield the year before.

Brenda said in that number there was about an even split of regularly admitted students as opposed to Gateway/BOOST. Nick said the gender mix was 15 males and 33 females.

Karenlee Spencer, Admissions Counselor Coordinator for Special Events, spoke next about the Open House campus visit programs. Karenlee said we know that the campus visit is very important and the college selection decision is usually not made until they visit campuses. Admissions is utilizing the services of Stamats, a marketing research firm for higher education, and they say you can't stress enough how important the campus visit is. So the Open House is a big deal for our office. We do five Open Houses a year. Three of those five are held on holidays for Illinois high schools so that the maximum amount of parents and prospective students can attend. The other two are on Saturdays. We provide a complementary continental breakfast, snacks, and lunch. We have a welcome celebration that is festive and light hearted. This includes welcome remarks from the President, introductions of the Vice Presidents, and Brenda will give them an overview of the schedule for the day and any last minute changes. We generally throw T-shirts to the crowd; Prowler is on hand to have Polaroid's done for many of the early arrivers that come between 7:30 and 8:30 a.m. We have an informational fair that goes for a couple of hours in both ballrooms and includes all the departments and support services from the University. We have many sessions: financial aid, housing, student and parent panels, orientation preview, What is EI Without You, guided campus tours (including residence halls and Greek Court), that go throughout the day. The Rec Center is open for self-guided tours, and then Admissions Counselors are available throughout the day, in blue shirts to be easily recognizable, to answer specific questions. Also, there is a visible table so students and parents can check admission status via a lap top that is staffed all day. We evaluate the program by setting up evaluation points for all attendees and we also ask the staff to tell us about it. The goal is to have 500 students at every Open House. We have done that before and exceeded it. We were just under 500 this last time. It was very successful.

Karenlee reported on the Panther Patrol, formerly the Prize Patrol. EIU students and staff went out on February 13<sup>th</sup> at 5 a.m. and put stakes in the frozen ground at 50 admitted students' homes throughout the county. It is a well-organized, fun event that is well received by the community. The main purpose of doing this is to increase the enrollment of students from Coles County. It is also a way to say we are proud of the students and to tell the community, in a visible way, that we are EIU, we are here, and very much a part of the community. We keep this as a surprise to the students (the parents are in on it.) We put three signs in each of the yards saying, "You are EIU", "You have been admitted", and then listing three accomplishments of the student during their high school years. We give them a beautiful back pack, water bottle, T-shirt, Heath candy bar, congratulatory letter, scholarship information, reminder to

attend the Admitted Student Day, and a picture of the Orientation students, who make this happen, standing near the signs waiving. Blair Holly and I coordinated the project.

Stacia Lynch commented, although she initially didn't see the merit in it, she saw her daughter's positive reaction and she loved it. Her husband thought it was great and told their daughter it was special to have someone acknowledge what she did in high school and to welcome her. It went over big in her household.

Brenda said we have had 20 additional students from Coles County enroll here every year since they have been doing the Panther Patrol.

Karenlee said they would do this again in April to catch up on those admitted since February. She said there are a few parents and students who choose not to participate.

Julie Sterling asked of this is only for fall—if someone locally enrolled for summer, would they be included. Brenda said this is only for fall—just traditional high school and not transfer students.

Karenlee then spoke about the Admitted Student Day which has also had a name change to You Are EIU Visit Day. A beautiful postcard of a hand was sent mid January to approximately 4,500 admitted students and another 500 will be sent this week that we have admitted since mid-January.

Stacia said this was the only recruiting piece her daughter had received in three years that she wanted to save and she actually cut the hand from the postcard.

Karenlee said they've had a great response from this mailing. Immediately they received registrations for the program, which includes a hands-on experience. We know from Stamats and other marketing research companies, that the experience on campus is really important to a student and parent to help them make a good decision. Stamats says that marketing has as its goal the creation of fresh connections that are personally relevant, memorable, interactive, and emotional. So taking all those things into consideration we have created a day that is designed exclusively for admitted students. We hope to see 500 students here, but we are thinking if we get 350 we will be pleased.

We have 15 to 20 different activities from departments all across campus that students can register for and take part in from 10:00 to 12:00 that day. We want students to get connected to Eastern and if they were sitting on the fence we hope to make Eastern their first choice. We will have everything from poetry reading to jazz composition, (where students will actually have an opportunity to compose,) chemistry experiments, etc. There are also activities for students who are undecided, tours for parents, games, historical tours, parents' panel and more. Another important piece is that parents can come in and pay enrollment fees and have a one-on-one meeting with financial aid counselors.

Brenda says these yield initiatives are putting the Stamatas information into practice.

Brenda said, to date, we have 370 paid enrollment deposits. At the February Open House 22 paid.

### **REVIEW OF NEW FRESHMEN ENROLLMENT FROM 2004 TO PRESENT**

Brenda said at our next time we will look at the historical information with regard to the student's profile from 2003 to 2007 and talk about some of the things we are doing that may have had an impact on those numbers and some interesting shifts in looking at the distribution by ethnicity. This will lead us to some strategies to make sure we are on pace to get to the 1,900 new freshmen. We'll present a report to the Provost and the President.

Jone Zieren wondered if we can include Dean Augustine's recommendation to lower tuition costs for out-of-state and international student to twice that of Illinois residents (down from three times as much.) She thinks this committee would be in favor of being more attentive to reducing that tuition and the importance of

identifying the cost of tuition and fees prior to the Open House. Housing is determined in January, tuition and fees used to be determined in the fall. She realizes there is a problem because we do not know how much money we re getting from the state, so they hate to set it too early. On the other hand, they should have some idea by early spring. Setting cost later causes great difficulty for counselors, financial aid advisors, and anyone dealing with students coming to EIU for recruitment. Stacia said this also postpones publications going to print.

Brenda asked Jone what the other State schools do as they come out with their figures earlier. Jone said she has not asked that question this year. She knows some are determined in the fall and she can poll the other schools. It does seem that other four-year institutions know before we do. Parents definitely want to know the cost.

A discussion was had on the past open house and table placements in both ballrooms. Admissions will try and make revisions for next time.

### **COMMITTEE REPORTS**

None.

### **ANNOUNCEMENTS**

None.

Meeting adjourned.

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

March 20th

April 17th

May 15th