

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY MAY 15, 2008  
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

**MEMBERS PRESENT**

Amy Edwards (replacing Julia Abell who is retiring), Julie Chadd, Sue Harvey, Mary Herrington-Perry, William Hine, Mark Hudson, Bonnie Irwin, Fern Kory, Brenda Major, Kimberlie Moock, Karla Sanders, Julie Sterling, Mary Wallace, and Jone Zieren.

**MEMBERS ABSENT**

Robert Augustine, Debbie Barker, Mona Davenport, Robert “Bud” Fischer, Richard Higginbotham, Stacia Lynch, Rodney Marshall, Steve Rich, Stacey Ruholl, and Keith Wilson.

**GUESTS**

Rodney Ranesh representing the Graduate School

**APPROVAL OF THE APRIL 17, 2008 MEETING MINUTES**

Dean Irwin commented since our minutes are posted on the website, perhaps they should not be as detailed. Dean Hine made a motion to approve the minutes of the April 17<sup>th</sup> meeting and a second was made by Mary Herrington-Perry. Motion approved.

**APPLICATION / ADMISSION REPORTS**

Undergraduate Admission-Brenda Majors

Brenda gave a written copy of the application report as of May 1<sup>st</sup>. The next written report will be available later today and those figures will include freshmen admits 4,836. These numbers will be changing as this is the time of year when students we hope are telling us what their plans are so we have 357 who have officially cancelled. We have denied 1,624. The total of freshmen applications is 7,455. Transfer application 1,557 and admits 1,049. Total combined admits are 5,885 and total applications are 9,012.

In looking at the report she just gave we are still above where we were last year. We are encouraged by that. Our paid and deferred enrollment deposit figures are 1,651. We need 1900 admitted students on the freshmen side.

Dean Hine asked what we wanted for the show rate. Brenda said we want 40% to assure that we get the 1900. We have been averaging about 35%.

Gateway/BOOST-Mona Davenport

In Mona’s absence Brenda reported that Gateway and BOOST admitted students are currently being called to get them to sign up for their EIU Debut. We are continuing to admit some students to the BOOST Program that is not quite full. We may admit a couple more for Gateway since, when we call some have changed their plans. We do over admit for that purpose. We are seeing a few students now coming through regular admissions and some are BOOST or on the high end of Gateway. That is partly due to the fact they are getting their financial aid packages from schools they had previously been admitted to and are just not able to afford to go there

Honors-Bonnie Irwin

Bonnie Irwin reported that her numbers are from April 30<sup>th</sup>. Honors has received 212 applications with 197 admitted. Those are up from last year but behind from 2 years ago. With information received from Kimberlie she finds that several have not signed up for their debut. Honors is going to start emailing and phone calling those students.

Graduate and International-Dean Augustine

Rodney Ranesh reported for Dean Augustine that the graduate application numbers are 850 which are up from last year. International student applications are ahead as well. Summer graduate enrollment figures are given in Dean Augustine’s written report with a comparison from 2003 to date.

Dean Augustine's written report also provided updated information from the tuition review group meeting and the Textbook Rental technology issues.

Continuing Education-Dean Hine

Dean Hine said that as he mentioned at the last meeting summer enrollment is as large as fall and spring. For fall it is too early to be meaningful although they are slightly ahead. For summer as of May 14<sup>th</sup> they have total student numbers of 2,005 up compared to last year by 9% and ahead by 4% at 10-day count.

**ENROLLMENT UPDATE**

Registration numbers-Sue Harvey

No Report

Housing-Mark Hudson

We have a soft off-campus market with more units available than there are bodies. We have smaller returning classes and smaller freshman classes so there are not as many to retain. We are down 11% in returning students from last year and more pressure from the off-campus market. Right now our contract-return numbers from last year are up 7% but we had a little bit stronger freshman class compared to the out-going class. Overall to date we are only gross down 17 bodies to where we were this time last year. The total number is 3,523 and that is those returning and incoming. The incoming group right now is 1,650 and that includes anyone who was not a resident in the spring. These are room and board numbers (residence halls and Greek Court numbers). We can house about 4,500 in those environments and we shoot for about 4,000. Last year between this date and opening we added an additional 400 people. That gets us into the 3,900 range. Our break-even point is about 3,900.

It is interesting to note that University Court did not fill this spring semester. That is the first time this has happened since he has been here, Mark said. We are going to try and take advantage of that and do some renovations, but catch 22 is less occupancy, less dollars flowing so that is challenging. We are doing about 5 million in renovations this summer. That is all money that comes internally within our budget. We have been very careful to economize in any way that we can. There are three major projects going on:

Lawson sprinkler project, including smart lighting systems, and a group study room on the ground floor main lobby of Lawson.

In Pemberton we are getting ready to celebrate the 100<sup>th</sup> year anniversary this fall at Homecoming fall. We are doing a lot of main-entry area renovations along with new doors and replacing recycling containers. Pemberton was the first residence hall built in the state of Illinois. Livingston Lord convinced the Legislature after five tries to build a residence hall. After that the other universities lined up to do the same thing. It opened in the 1908-1909 school year at a total cost of \$103,000.00 which included the stone building and the gym which is Textbook Rental now. We are spending about 2 ½ times that just on the renovation.

The other thing that would be of the Enrollment Management concern is that we are doing Douglas renovations. Which is a 4-phase project of sprinklers, electrical upgrades, fire-system upgrade which also tells the students what to do and enables communication with students for other emergencies on campus as well as national weather service alerts? This will also include bathroom renovations of gutting the current ones and taking two additional rooms next to them and making a larger space and putting what we call a private bathroom in a common area. When you walk into the room there will be sinks for teeth brushing, etc. then seven private bathrooms that you can go in and shut the door and it will say occupied. This will include a shower, sink, toilet, mirror, etc.

In two summers (2010) we will do Lincoln and two summers after that they will do Pemberton. These are the three worse-rated bathrooms on campus. These are projects that stem with working together with the students and they have articulated we need to keep us competitive.

These projects are in addition to the room renovations that are going on and this summer. We will finish all of Carman, Thomas, Taylor, Ford, Lincoln, Douglas and some in Lawson.

Dean Hine commented that it seemed there is overbuilding off-campus. Hudson said about three of four years ago there was federally subsidized money available that was going towards the building of retirement community homes. They saturated the market and there was no where to build. Then they turned that money to be available to private developers who wanted to develop off-campus housing. They were able to get federally-subsidized-low-interest loans. Contractors wanted to build and when they realized they did not make a wise choice, they want to sell off to someone else and make their money. That person then goes bankrupt. Someone else then buys the property in bankruptcy court for pennies on the dollar and can finish it with a smaller amount of gross investment.

#### Orientation-Kimberlie Mook

Kimberlie reported they have seen 353 transfer students to date which is behind about 78 students. They are hopeful to catch up the next transfer day. The May Transfer Debut day is closed except for those students attending for summer registration. There are 184 students already signed up for that day. This is more students than we are comfortable with. With those students we should be about dead even on count. About 95 to 97% of the students registered do show up on that date.

Freshmen last week were running 25 students ahead about 2%. Total numbers as of Tuesday were 1,344 probably 1375 by today. Mona is closed on her Gateway goal. She needs about 25 students to register to get the 120 that she wants. The BOOST numbers are a little softer but that is due to not having as many admitted at this point. There around 20 BOOST students registered.

#### AZORUS UPDATE – Brenda Major

AZORUS is launching their first in a series of email messages this morning. These are going to about 3,000 freshmen who have been admitted but have not paid the enrollment deposit. There are four points to this message to get them moving along. We are anxious to see the response. Admissions has crafted eight messages to date and they will be rolling out between now and August 14<sup>th</sup> unless we can think of others we would like for them to do. We might do so as this is a free promotional opportunity that we won from them. In working with them we hope to increase the yield by 5% so they are aware of that. They will track all activity and report back to us for each emailing.

Jone Zieren asked if there is a field for financial aid. Brenda said their will be but it will not be in much detail more like asking them have you done this? Brenda will send her a draft.

Fern Kory asked what it was like working with them. Is their value added as to what they are saying and what we are doing and have done? Brenda said her staff would not have had time to do this although it is taking more of their time than they thought. The added value is the tracking. There also has to be an opt out message and they will send that to us and we can contact those students to say you opted out to receiving this email are you opting out of Eastern as well and if so we need something in writing from you. There are students who do not want to tell you anything as they are keeping options open until August. This might be an easier way for students to tell us they are not coming by opting out. We hope that this will help some of the students make their decisions. In reality we have emails on these students but possibly 40% are the parents' emails. So if the email gets to someone who will do something that will be great.

Jone Zieren asked if the email bounces back will they keep track of that. Brenda said they will give us a complete report. The only thing we can do with that is to call the student and say here is what we tried to tell you in an email now we are contacting you by phone. Zone asked if they were keeping track of updated emails and Brenda said they would. Brenda said the good thing about the students giving their parents' email is that the

parents are not going to change as regularly as the students. They will often share their updated student's information. The students will also get information that will encourage them to schedule their Debut. Kimberlie will give them up-to-the minute information. All of the emails will not go to every population. One email will be targeting students in the Southern Illinois area featuring one of our current African American students who is also a tour guide. There will be links to some of the things he is involved with. There will also be the smart student who is coming, Bren Rich, and a link to his Honors' profile. Some students will get this information even though they have done everything. This will shore up things with those students and assume them that they have made the right choice.

Fern Kory asked if we would have information afterwards as to how effective these emails are. Brenda said that we would. AZORUS pulled information from our web site, put it together, and sent an initial email message to Admissions for approval. After review Admissions decided it was better to craft all of the emails for AZORUS. AZORUS received PDF's of all our publications so that what they are sending looks like our publications.

**MARKETING UPDATE-** Brenda reported that Marketing is doing some focus groups. They have talked with students in the classrooms of alumni in Effingham, Paris, and in the Chicago suburbs at the affluent Montini Catholic School and they received some different interesting information depending on where they were. They took the initial design of the new-look publications to those areas and got some really good feedback and changed the look before they went to the second school and it resounded very favorably. Brenda says she has seen the new look and likes it much better than what they were originally going to propose. Everywhere they go there are key things that the students want to know what the majors are what they heard in Effingham and Paris was how much does it cost? When they went to Montini, they could care less what it cost. But they were very interested in hearing the experiences from the two people that went who are EIU alums. They started asking questions: what was your major, what did you like about it, etc. They are going to visit a couple of schools in deep Southern Illinois to get a feel there to be sure that we are on the right track before they unveil the new look.

We also had a visit last week from one of the directors at STAMATS which is a company that does national surveying of students and looking at marketing trends. They are talking to people all across the University, not just the recruitment area, to get an idea of who we are and who we want to be and putting a face and brand to Eastern. We will see his report in about a couple of weeks, but Stacia thinks he is going to recommend that we approach marketing the University with our heads up as to looking so much internally. He will really be focusing on how people on the outside look at us.

Jone Zieren asked if the new look is going to affect our web page. Brenda said 'yes' and it is supposed to be up in August. The STAMATS director indicated that using I AM EIU is the best thing we have done. What Brenda has seen of the new publications the photos are unposed but interesting and very prominently using I AM EIU. This is what a student would put on their Face book.

### **EMAC YEAR IN REVIEW**

Brenda thought it would be good to do a year in review when everyone could have a chance to talk. Sometimes when you have meetings every month and you leave at the end of the year and wonder, what did we do for the year?

Brenda said that we started out by reviewing our mission, purpose, and changed our official composition of the membership. We also got some points to focus on from Vice President Nilsen and started attacking many of those. Some of those we have decided may be beyond the scope of this committee, but certainly we should weigh in on the composition of the entire student body. This committee has more of a stake of what the feel of the new class should look like. Brenda will look about solidified that and get it to the committee over the summer. She has had discussions with the Provost proposing the 70% freshmen and 30% transfers as a gradual shift coming into the University. We identified some populations that we could probably address who may not really be transfer students. Those students admitted to the University but decide at the last minute that it would be better to be a transfer student. We identified some of that to emotional ties. We have looked at that as to have a realistic conversation as to actual cost. Also, time to degree as we know about 60% of transfer students

do not transfer in with an Associates Degree. They think they will finish two years at the community college and finish the last two years at Eastern. We know realistically that is not what is happening. So we have identified some issues and now need to delicately craft some talking points to that delegation so that in the coming years we will be able to make that shift. What we ideally want to get from the President is an idea if we are on the right track with his based on their plan. Then ask would you give us some realistic dates and goals that you want to see this actually happen. We can talk about what we want to happen, but until we actually put some dates, figures, and absolutes to it they really remain talking points.

Mary Herrington-Perry commented while we started out last year really focused about planning no documents ever came out of that conversation. She asked if that is still going to come, do we want to focus on it more in the fall. As Brenda has detailed; some things have happened informally but she feels formally we dropped the ball. Brenda commented that she has been talking with the Provost about the results of our meetings and they kind of shifted to more focus on revenue-generation on campus. There was no immediate need for us to present them with a document. Then Brenda also got from them, well let's see what the STAMATS people come up with and see if our group is on track with what they are saying. Some of the recommendations that the smaller crunch group made, which deals specifically with enrolling that new class, the Registrar, Directors of Financial Aid, Orientation, Housing, Minority Affairs, Student Accounts, Brenda put together a list in a report and submitted that. Crunch Time also made some recommendations for a scholarship coordinator position, drafted a position description and even made recommendations as to funding it, by raising our application fee from \$30.00 to \$40.00. She has not heard anything yet. They are not really ready to take action. She told the Provost that we have been collecting a lot of information and she wants to get some bullets to this group and have it reviewed and get back to them with a final recommendation. There has not been a timetable given now, initially it was to get the enrollment plan to the Provost by October and now it is waiting to see what we hear from these other entities.

Dean Hine said when a good scenario is that next year's budget is initially flat (which really means a 2% cut) we are having to raise tuition dollars just to try and balance that out and being a very independent institution I think that will dictate a lot of these issues. He can understand senior management's prospective of wanting to step back and view that. Mary thinks it is still important that we get these issues in writing. Dean Hine said the TRS issue is a very good point and was a discussion topic at Council of Deans and he feels the issue will go somewhere, when and where he is not sure.

Jone Zieren commented regarding our year in review. We need to come up with some bullet points regarding what things we really focused on this year and what were some of the goals and what did we accomplish. We did cover quite a few topics, what our students should look like, why do students come to Eastern, why they attend a community college first; just highlight those and say this is what we have discussed and the outcomes. We've also looked at Textbook Rental and the tuition costs for the out-of-state student. These are not to justify the committee but to but say what we looked at and what we accomplished.

Mary Herrington-Perry said she did not feel that we are the group that establishes the agenda and then takes action; rather, we are a group that is supposed to talk and then relay the concerns to the appropriate bodies. She said she did not know that the committee has ever come to terms with that being our focus. Even before Brenda was here we spent years just talking and not much ever happened. However, maybe the point is that we are supposed to talk; we are supposed to relay that information and then maybe it becomes someone else's responsibility, in many cases, to take that action. If that is our goals, as sort of a sounding board, then it would be nice to really know.

Brenda suggested asking the Provost to come to the first meeting of the fall and tell us what our role is. Mary says we have great conversations but maybe that is our focus and she would be more comfortable in knowing that. Even as we list our accomplishments many of the things are what other departments have done. Brenda said we need our role defined.

**COMMITTEE REPORTS/ANNOUNCEMENTS**

None

Meeting adjourned

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

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