

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY OCTOBER 16, 2008
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Ann E. Brownson, Julia Chadd, Eugenia Deerman, Amy Edwards, Teresa Freking, Lora Green, Sue Harvey, Mary Herrington-Perry, Will Hine, Bonnie Irwin, Doug Klarup, Fern Kory, Brenda Major, Kimberlie Moock, Frank Mullins, Steve Rich, Karla Sanders, Mary Wallace, and Jone Zieren

MEMBERS ABSENT

Stephen Dalechek, Stacia Lynch, Frank Mullins, Steve Rich, and Jone Zieren

GUESTS

Joshua Lawrie

APPROVAL OF THE SEPTEMBER 25, 2008 MEETING MINUTES

The September 25, 2008 minutes were approved on a motion by Dean Hine and a second by Mona Davenport.

APPLICATION REPORTS FOR FALL 2009

Undergraduate exact numbers are currently being counted. However, from the last report on undergraduates we are up 5% in both applications and admits. Processing time right now is about 3 weeks.

Honors has 17 applications with 8 accepted and the remaining 9 are in the process of completing their EIU application.

Continuing Education says it is too early for spring numbers. Dean Hine informed the Committee that next Wednesday, October 22 at 1:00 in the Union, there is going to be a meeting on campus to discuss the IBHE and the State Legislatures' public agenda. This is in regard to how Springfield is viewing the role of public higher education now and in the future. You may also attend and express your views.

Gateway has admitted 4 students for fall 2009.

Brenda Major reported that an Open House was held on Monday with 537 who registered. About 30 more came with groups who did not sign in. As the other State Schools also have their Open House the same day this is a good number in attendance. We had 513 attend last year. There were 427 seniors. There were more groups in attendance this time and we already have some signed up for the next Open House. In addition, Admissions had large campus tours on Tuesday and Wednesday of this week.

Brenda talked with a student yesterday whose Mother is alum who now lives in Tennessee. The Mother said Eastern still has that private school feel and also has the private school price. She also talked with a swimmer from St. Louis in her office and her Dad said it would depend on what kind of scholarship she is going to get, because if she doesn't get a scholarship she is not going to be able to come. This is an issue with our domestic students in addition to the International students.

OUT OF STATE TUITION PROPOSAL – DEAN AUGUSTINE

Dean Augustine recognized those Enrollment Management Committee members Mary Herrington Perry, Will Hine, Bonnie Irwin, Brenda Major, and Mary Wallace, who had served on the committee studying tuition rates for out-of-state and International students. The International application rates are down significantly for spring and will surely impact applications for fall 2009. We are not competitive with our peers. He said that the International students will now have to pay double the SEVIS Fee (\$200.00) which is a government fee they have to pay to come and study in the United States. Additionally, we are about to charge them a higher insurance fee. We have unique insurance here as the students pay into our own insurance. We do not have a third-party provider. It is not enough to cover an International student for evacuation if they get sick or repatriation of their remains if they die. We are asking them to pick up the additional insurance which will add at least \$100.00 per semester or more to their fees in addition to the tuition. These are reasons for his concern about the tuition. He then gave a slide show presentation regarding the committee's findings when compared to

the other state universities and peer out-of-state institutions. He ended his presentation with recommendations for lowering the tuition ratio over the next five years.

Dean Augustine stated that he has kept a running total of how tuition has changed over the past ten years. Between 1999 and 2002 we were raising our tuition about 3% a year when everybody got the equal pay in. Then when the Truth and Tuition Law came into affect we began increasing tuition only for new students by significantly more. It went up that year 9%. That means for all International Students and all Graduate Students as they are not protected by this law. Every time tuition goes up it goes up that amount for those students. So we went 9%, then 7% for some and 16% for new in that year to help recover. This is the time that our funding was tanking. We have been going up 12% per year. This is what has impacted our out-of-state rate significantly. Our out-of-state rate back in 1999 was \$450.00 and it hit the \$600.00 mark about 2005/2006 and has been going up at a very rapid rate since then. At the same time we have seen significant increases in our fees. We have moved from the \$600 range to fees that are \$1,143.00 for a full-time student. Our International and out-of-state students are paying all these fees and the International students an additional \$200 SEVIS fee, plus additional insurance fees. So this is why we are not competitive in getting International students here.

After much discussion Dean Augustine noted that two things are important to the Committee. Part of the recommendation should be if we could do a type of truth in tuition procedure for students who are already here and present an additional model that would reduce the ratio more quickly for the Provost to take to Presidents' Council.

Brenda said that for the undergraduate level we do not recruit out of state because it is so cost prohibitive. When and if there becomes a time that we can do that, a faster model will help with recruitment. We will encourage the undergraduate student to petition for in-state tuition as soon as they can. On the undergraduate level with domestic students the quicker we get the ratio down the quicker we can get the word out. If we go anywhere out of state and encourage students to come, we have a strong enough marketing message that they would be interested. In that respect we would only stand to gain.

Mark Hudson said the only way we are going to get more students here is to increase our yield or increase our pool. Yield seems to stay about the same so we can only benefit with a larger recruiting pool. Fern Kory suggested extending our recruiting area out an additional 100 miles. That could make a big difference.

We do not look anything like Governor's State but a lot of our comparisons are with them since the Board of Governors. Mark Hudson asked Brenda if a lot of the schools that were admitting the larger percentages are moving away from that. She said they were. He said if all Board of Governors schools were at 3 times at one point, is there some way that we can find out as of a certain date, for example, ISU went to 2 times and this is how it is played out over the years. Then historically find out when the Board of Governors schools shifted from the original model how that affected the yield in the quality of their students. Fern Kory said it would be good to know what their student body looked like as to diversity and quality issues as well as chances in increasing the quality especially in the graduate school programs. If we are not offering graduate assistantships to those here in our pool, because we have more people at the top, then those people would have to decide whether to go here or go somewhere else. Is capacity entirely the issue? Dean Hine said regarding the out of state tuition rate, Western moved to out of state students paying in state tuition right after the Board of Governors system disappeared. This was in the 1990's. Dean Augustine said the prevailing view is that the 3 to 1 ratio was established at a time when the states themselves funded the state institutions at the majority levels. However, as they shifted the tuition burden to the universities the universities then shifted their resident and non-resident rates to reflect that. He does not know why we did not shift our rates; he only knows that ours is not in line with our peers or with our fellow institutions in the state and it is time that we all know that. The rate that we have set for out of state has eliminated pools of students that we think are qualified scholars. Until we change that, those pools will not get any larger and will continue to shrink. The goal is to increase the pool of people who want to study here, and if offered the opportunity, they can.

Dean Augustine said that he has a colleague at St. Cloud State University in Minnesota and they had a president about 10 years ago that was a person with an international background. They decided to offer international

students the in-state rate. It is highly affordable for international students to attend there and they have doubled their international student population. They have 300 per year. He points out to Dean Augustine that this has had a positive impact on a school that had such a small population of international students in terms of understanding their relationship globally.

Dean Augustine said that creating that larger pool of scholars for us to consider is extremely important. Our scholar athletes are an important part in what we do here and we do that well. We hold our scholar athletes to their scholarship and this gives athletics an opportunity to bring in more scholar athletes from the outside. Fern Kory said that this also would allow those on campus who are advertising and recruiting the opportunity to succeed. If those things are in place and they feel really good about our message up until the time we get to price we are good. It is not like we would have to build that, we are ready to go.

Brenda Major said the fact that out-of-state students are visiting, shows there is an interest but we are not getting those students because of the cost. She has a group that wants to come and visit from Ohio. She hopes they do not ask about cost. Obviously we are on the map and our message is our resume until you get to the bottom line. Sadly that is the bottom line.

Dean Augustine said the Illinois residents will not get a world-class education without a culturally diverse campus. With our International Partners if they have students who just want to come outside of the exchange they must pay the out of state rate. If this Committee is charged with the management of enrollment; this is the most critical issue that we have had before us. If we can make a case to the Provost and President that our resident/non-resident ratio needs to be changed and that our truth in tuition opportunity needs to be extended to a broader group of people then we can have an impact on the quality of students who study here. That will also give him the opportunity to chip away at other parts that need to be resolved.

Fern Kory asked if we increase the diversity of our pool, do we become less vulnerable to the community colleges. Their students are from the local area. Brenda said if this comes about and the local students see this is a more diverse environment there is going to be a perception there is a better quality of education going on here than at the community college where everyone is like them. Students may feel compelled to enroll here if they are academically prepared, as opposed to starting at the community college.

When Brenda asked if there was any opposition to the proposal, Bonnie Irwin added if the President wants us to have a national reputation we are not going to have that if 95 to 98% of our students are from Illinois.

Dean Augustine will write up the recommendations, send them to Brenda. Brenda will send them to the committee and get feedback. With that he will write a final recommendation so that the Committee will know what he is saying to the Provost.

REVIEW AND DISCUSSION OF WITHDRAWAL PROCESS

Brenda asked the committee if they felt we need to have input from the VPSA as we discuss a withdrawal policy. She feels that we need to have something that we can communicate to the parents. We are not just looking at a policy but shoring up the class and arming the parents with some talking points.

Debbie Barker asked if more students than normal are withdrawing or leaving this fall term. Brenda said it feels like there are more. She is going to ask Josh to look at the number of students not returning who were in good standing at the end of this semester so we can do some comparison with last year.

Debbie Barker said that in the past students just dropped out and did not say anything. She then asked Brenda if there is really an increase or are the students/parents just contacting her as she is more visible. Brenda said there is always a percentage telling us. It appears to be the same percentage we are hearing but she is seeing a few more students who are coming to ask how to withdraw.

Kimberlie Mook said that at Orientation parents are given information about transition issues that their student and they will face, and encouraging their student to stay at school. This is usually difficult when the first

weekend is Labor Day as that is an opportunity for the student to return home. Brenda suggested that at Parents' Weekend this issue could be addressed again. Students going home each weekend are not forced to make connections and meet new people. Bonnie Irwin said that in University Foundations the cure for homesickness is discussed and it is not to go home. It would be interesting to see if this year is different from others since Labor Day came the first weekend after classes began. There are events scheduled for the first weekend every year so students are encouraged to stay and participate. Kimberlie says it is really hard for her to find students to work for Orientation that are staying here during the summer. The students think they just need to go home. Mona Davenport said that in her presentations she talks to the parents about letting go. If the parents are telling their student they can't come home and giving them the opportunity to grow up and be responsible that is a big help. Dr. Nadler has offices within Student Affairs that deal with these problems and if they can have talking points for the counselors back home and the recruiters that might assist. Lora Green said in advising with students she encourages them to spread their classes out over the entire week and not have Friday's off as this first semester it is really important to stick around. Cell phones seem to increase homesickness. It is so easy to not talk with people in your vicinity but call all your friends back home. Students text messaging is also a problem.

Bonnie Irwin said that at one point she and others here were on a Parents' Committee and parent newsletters were sent. Kimberlie Moock said that publication was put on the back burner with the new President and other priorities. Mark Hudson said that Housing sends out a newsletter, called Home Base, four times a year that has information from the Counseling Center and articles about the transiting process so they try to provide this parental information as well. However, this publication is open to other contributors and looked at on the prospective of what the students need to make that adjustment to lock in and empower the parents' so they will know what their role is in helping their student gain independence.

Fern Kory said we used to have a Dean of Students that had the information that we are seeking. Brenda Major said we still have that function. Kimberlie Moock said when the students come through Debut they can spot those who are socially underdeveloped. There is a percentage of students that are coming that really do not want to, but the parents are telling them they must go. We have some students who have no clue why they are here except their parents have forced them to do this. Orientation has parents come to them and ask them to tell their students why they need to be here. We tell them of their opportunities and rich experiences, but Kimberlie feels we are seeing more students than ever that do not want this. Fern Kory said increasing our pool might help, maybe those students that Kimberlie says they recognize might not get in or if we become more competitive then students feel more like they won if admitted. Mark Hudson commented that if we get more out-of-state students it is harder for them to go home. A few years back not every student would have had a car to go home as easily. This discussion is to be continued.

COMMITTEE REPORTS

The Crunch Time/Best Practices Group is working on a strategic enrollment draft to have for the SEM conference in November where they will sit down with some experts that will pick it apart and help to perfect it.

ANNOUNCEMENTS

None

Meeting adjourned 9:50.

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

*November 20, 2008	January 15, 2009	February 19, 2009
March 26, 2009	April 16, 2009	

*E-meeting