

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY APRIL 16, 2009  
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION**

**MEMBERS PRESENT**

Robert Augustine, Deborah Barker, Ann E. Brownson, Julie Chadd, Mona Davenport, Eugenia Deerman, Amy Edwards, Teresa Freking, Sue Harvey, Mary Herrington Perry, Will Hine, Margaret Messer attends for Bonnie Irwin, Mark Hudson, Doug Klarup, Fern Kory, Stacia Lynch, Brenda Major, Frank Mullins, Mary Wallace, and Jone Zieren

**MEMBERS ABSENT**

Stephen Dalechek, Lora Green, Bonnie Irwin, Kimberlie Mook, Steve Rich, and Karla Sanders

**GUESTS**

Jill Nilsen

Brenda Major, Chair, called the meeting to order.

**APPROVAL OF THE MARCH 26, 2009 MEETING MINUTES**

The March 26<sup>th</sup> meeting minutes were approved as written on a motion from Dean Augustine and a second by Dean Hine.

**APPLICATION REPORTS**

**Undergraduate** Brenda Major shared an undergraduate application report and noted as of this morning we have 1,071 enrollment deposits paid for new freshmen.

**Honors** No report, Bonnie Irwin absent.

**Gateway/Boost** Mona Davenport reported that both programs are closed.

**Housing** Mark Hudson reported they are running about 50% behind but this is a pattern that the whole state is experiencing. Of the 1,417 new freshmen that have applied about 56% (787) have returned their contracts.

**Financial Aid** Jone Zieren advised that the number of applications for freshmen is 3,162. The total applications for next year are 9,333. As of February last year freshmen numbers were at 1,092.

**Registration** Sue Harvey reported for fall 2009 a total of 6,070 students have registered. That includes grads, post baccalaureate, seniors, juniors, and most of the sophomores.

**Graduate/International** Dean Augustine reported 665 graduate students registered for fall. That is 16 fewer than this time a year ago. He feels the variation is because Communication Disorders and Sciences start all their students in the summer now and the difference in numbers is now on their summer enrollment. So far the application and admission rates have not been affected by our tuition. It is through our yield that they see the tuition impact. 215 International students have applied, 86 have been admitted, and they are about half way through the issuing of I-20s.

**Continuing Education** Dean Hine said their focus is on summer right now. They are up 2% from last summer. He noted that there is a sign of the times in higher education in that the DEN is publishing one if not two advertisements every week from other universities advertising their programs.

**TRIBUTE TO JZ (Jone Zieren)** Brenda Major invited everyone to pay tribute to Jone due to her retirement April 30<sup>th</sup> by making any oral comments or written notes at this time. Mary Herrington Perry shared the note she had written in a card to Jone and those present signed a card that was then presented to Jone with some flowers. Cookies with the initials JZ and muffins were also available.

**ONE STOP SHOP WHITE PAPER** Sue Harvey sent the committee the white paper for the one stop shop concept and asked for support. Frank Mullins responded that it was a well written support for one stop shop at EIU, a great concept and would be an integral part of EIU's enrollment management. Fern Kory asked what would stop us from starting this process tomorrow. Sue Harvey answered training, as we are pulling several diverse areas together and the way she had seen this set up at the University of Minnesota was that they had a group of generalist that could answer a variety of question. They spent about half a day each week training their

staff, plus they had very extensive training at the beginning (about 2 or 3 weeks). Fern asked if we have the staff. Sue said at this time they had not looked to see if staff could be pulled in from other areas. That still needs to be looked at. Sue said this paper describes how a one stop works, not how we are going to implement or pull it together.

Ann Brownson suggested that the Library be involved with this as they have an 800 number. Brenda said we are testing the concept during the summer when offices are closed on Friday afternoon. An e-mail with about 3 questions is going to be sent to departments asking for typical questions and answers that students would call or come in and ask so that the offices that are open will be able to facilitate those answers to students. We also want to post on several of the web sites the services available on Friday afternoons during the summer. We are particularly concerned about those students who drive down or up and want to take care of a lot of enrollment business when few offices are open. Brenda said that Mona has suggested and it has been agreed that we put together a brief manual with those key offices and those frequently asked questions and answers so that the offices that are open will have a guide to use, or a person that they can be referred to call on Monday.

Fern Kory suggested that departments might just have a summer button on their web site that would answer questions and voice mail messages.

The Provost is asking for support for the one stop shop concept from the different groups across campus.

Brenda made a motion, "Does the Enrollment Management Advisory Committee endorse the idea of further development or study of the possibility of a one stop shop for Eastern?" Dean Augustine moved that we accept the endorsement and Dean Hine made a second.

Debbie Barker said that she likes the idea very well but if we go ahead with a one stop shop with a lot of general questions to be answered they would either have to pull away from staff, and are already short staffed anyway, or train new people. Brenda said we are not that far along yet. Mark Hudson said if this is a general thing until it is more articulated and not an answer to all questions at all times, he thinks it is a great thing. Brenda said there is a core group that is slowly approaching this by meeting every Monday during the summer to see what questions were asked and unable to be answered either by phone or in person. Those that can not be answered will be noted, and possibly we will never be able to answer all questions without a specific person physically there that can do it.

Ann Brownson says that she answers questions all day long by being at the reference desk in the library. She feels that answering those questions eliminates the run-around for students. We are all an information desk as we do not have one specific place to go for information.

Dean Hine said he thinks this is a wonderful first step. In relationship to non-traditional students and community colleges one stop to answer the questions is becoming more and more the norm. They try to do that as best they can in the School of Continuing Education. He thinks that from the nature of the students we are getting both traditional and non-traditional they will expect that more and more with their customer mentality and not have to walk across campus to find the answers. Down the road there may be some shifting of resources.

Stacia Lynch said that another area that receives questions is the Web Master e-mail, the "contact us" e-mail. She says those questions are directed to her office if the Web Master does not know the answer. These get sent to whatever area can answer the question.

Brenda said the motion was still on the table to support the one stop shop concept. A vote was taken and the committee was all in favor. The motion passed.

**U SELECT PROJECT** Mary Herrington Perry oversees this project. She gave three separate handouts. This is an initiative sponsored by the State of Illinois and it results in Eastern having a presence on our website that allows transfer students in particular, but anyone can use the site, which allows them to go in and take a look at

how their coursework transfers into Eastern and they will know exactly how it articulates and how it will work into their degree. The folks who run this program in Champaign have decided they want to buy some more useful services so for the first time they have provided us with some transfer data for fall 2007 (which is the latest data) that lets us know exactly where students transfer to and from. The single sheet shows that a total of 980 students transferred into Eastern in the fall 2007. The second sheet shows in more detail which public university or community college these students came from. The third document lists those students who transferred away from 4-year institutions. This shows that in the fall of 2007, 482 students or about half of the number of students transferred out of the university than transferred in. Mary said we know there are good reasons why students leave us; many come in to prepare for a program that we do not offer. We expect some students to leave us. This is the first of many studies that will come from the U Select group as they are trying to find ways to make transfer issues more transparent to everyone across the state.

Brenda asked if we know if any of these students are ones that we have asked to leave. We like to believe that if the students' GPA's are that low that other schools are not taking them, but we do not know that. Brenda says that we see students with low GPA's expecting to be admitted.

Mona commented that at the last meeting she said this was the first semester she had done an exit summary for those students that were here fall 2008 but were not here after 10<sup>th</sup> day. That number was 260. As of today she has 16 returned survey. She had initially sent a paper survey with a self-addressed return envelope, next week they will start e-mailing the students, then finally a telephone call for those not responding.

Mary said this is more information that suggests the exit survey that we are all very interested in is very important.

**COMMITTEE REPORTS** None

**ANNOUNCEMENTS** None

**STAMATS SITE VISIT IN REVIEW – Vice President Nilsen**

Meeting moved to the Arcola/Tuscola Room for the Stamats site visit in review Power Point presentation.

**Fall 2009 & Spring 2010 – 8:30 a.m. – Effingham Room - University Union**

*September 24, 2009	October 15, 2009	November 19, 2009
January 21, 2010	February 18, 2010	*March 25, 2010
April 15, 2010		

\*4<sup>th</sup> Thursdays of the month

**ADDENDUM** Bonnie Irwin e-mailed her numbers to Brenda. As of April 15 Honors has received 197 applications. This number is down 1% from 2008, and up 20.9% from 2007. They have admitted 178 students and that number is down 4.3% from 2008; and up 14.8 % from 2007.