

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING  
THURSDAY FEBRUARY 19, 2009  
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION**

**MEMBERS PRESENT**

Robert Augustine, Deborah Barker, Ann E. Brownson, Julie Chadd, Mona Davenport, Amy Edwards, Lora Green, Sue Harvey, Bonnie Irwin, Fern Kory, Brenda Major, Kimberlie Moock, Frank Mullins, Steve Rich, Karla Sanders, Mary Wallace, and Jone Zieren

**MEMBERS ABSENT**

Stephen Dalechek, Eugenia Deerman, Teresa Freking, Mary Herrington-Perry, Will Hine, Mark Hudson, Stacia Lynch, and Doug Klarup

**GUESTS**

Rodney Ranes

Brenda Major, Chair, called the meeting to order.

**APPROVAL OF THE JANUARY 22, 2009 MEETING MINUTES**

There were no additions or correction to the minutes of the January 22, 2009 meeting.

**APPLICATION REPORTS**

**Undergraduate** Brenda Major shared a report showing we have 6,550 freshmen applications compared to 6, 575 in 2008. We have accepted 4,292 compared to 2008's 4,344. Transfer applications are at 908 compared to 953 last year and we have accepted 536 compared to 572 in 2008. This report also showed comparison applications, acceptances, and enrollments from this same February date from 2005 through 2009.

Jone Zieren reported as of February 8<sup>th</sup> there are 1953 students that have filed FAFSA forms indicating EIU as a college choice compared to 353 last year at the same time, 825 of these are freshman. This number does not mean the students are necessarily coming, but at least we have an idea that they might.

Brenda said as of Tuesday, we have about 400 paid enrollment deposits. This is the \$150.00 fee that new freshmen must pay.

**Honors** Bonnie Irwin said applications are up 7% from 2008 and acceptances are down 3%. She gave a written report showing the Presidential Scholarship applications at 64, 41 were interviewed and 21 admitted. She is very pleased to announce that two of the scholarship recipients are minority students. The applications were heavy from Bloomington south this year.

**GATEWAY/BOOST** Mona Davenport reported that Gateway applications are up 12 with 228 admitted and BOOST has admitted 125. They will stop at 250.

**Graduate/International** Dean Augustine reported that graduate applications are up but similar to last years numbers. The International applications are also up but these students will be unable to come because they can not afford our tuition. Bill Elliott just returned from recruiting in Abu Dhabi where they pay for their students to study abroad, so he is hopeful there will be some students interested.

**Continuing Education** Dean Hine was absent.

**UPDATE ON OUT-OF-STATE TUITION RESOLUTION**

Brenda Majors shared a written report from the Enrollment Enhancement Tuition Program Committee meeting on February 11<sup>th</sup>. They discussed the scholarship for talented out-of-state students (which will probably have a different name later.) The Committee's recommendation is for those students to meet the minimum Honors College criteria 26 ACT (1190 SAT) with 3.5 minimum GPA. Students who bring a special talent or ability will also be considered. These talented students should contact a full-time EIU faculty or staff member who will

endorse them to the Director of Admissions for consideration if they also have a 24 ACT (1110 SAT) and a minimum 3.25. These recommendations were submitted to the Provost yesterday and he has already responded that he is going to present them to the President. She would like to have the Enrollment Management Advisory Committee endorsement. Amy Edwards asked regarding the special talent, who makes that decision. Brenda said she does. Fern Kory asked if there might be cold calls to the departments. Brenda said she did not think so as most would have already had some contact either through summer camps or follow ups from reports that the Deans receive of admitted students. There could be some aggressive students who make cold calls, but then we want the aggressive student. There are 18 students for fall who could meet the criteria now. Karla Sanders asked if we were going to have a maximum we would admit. Brenda said, "no", just as long as they meet the criteria. Dean Augustine asked if these were going to be called scholarships or tuition waivers. Brenda said neither, they would be called something different but not sure what they would be named. He further said, "congratulations", as this is a start toward changing our archaic out of state rate.

Karla Sanders asked how we are marketing this. Brenda said they are looking at additional ways and want to bring in Alumni Services as our alums can be big recruiters. Fern Kory asked if this could be considered as an alumni scholarship. Brenda did not think so as they already have a Legacy Scholarship, but it could be something to consider.

Brenda said there still needs to be a face to face meeting regarding the other proposal EMAC endorsed, which was spearheaded by Dean Augustine. We have still not addressed the three times tuition for internationals. The enrollment enhancement tuition, or whatever it is to be called, is just for new domestic freshmen. She asked that if anyone had additional feedback or comments to get in touch with her or if anyone wished to volunteer to help with this to let her know.

### **RETENTION FORUM HIGHLIGHTS**

Karla Sanders shared a handout of four slides that were part of the presentation at the Forum and suggested the Committee visit the CASA website ([www.eiu.edu/~casa2000](http://www.eiu.edu/~casa2000)) to view the 60 slides that were used. The slides on page one show a comparison of Eastern in some categories to the National Benchmark and the Retention and Graduation Rates from fall 99 through fall 2007. Cindy Tozer, in Athletics, provided NCAA's graduate rates from other schools and page two's slides we were able to compare our graduation rates to those. The last slide on page two is for internal use and shows our retention numbers by different groups.

### **UPDATE OF FEBRUARY YIELD ACTIVITIES**

Admissions did their Panther Patrol in the rain two weeks ago Wednesday. They planned to visit 62 homes of admitted students for fall 2009 in Coles County, by placing signs on their lawns and providing a backpack full of goodies. One home in a rural area could not be reached because of the excessive water and another because the sign was with one group and the goodies with another. Those students have since been contacted and received extra goodies because of the delay. Admissions had immediate feedback from families thanking them for coming out in the weather, and families wanting to sign up for the Open House on February 16th. It was reported that many of the students wore their T-shirts to school. The DEN traveled with Brenda's group to 5 houses. They will do Panther Patrol again in April for those admitted after the end of January. Brenda said they do not tell other universities that we do this, as it has been successful for us.

Mona reported that 48 students attended Access Granted held February 14<sup>th</sup> -16<sup>th</sup>. These students have the highest GPA's of all the Access Granted Programs they have held. Eleven of the students were Gateway and BOOST. Brenda said that Access Granted has increased the yield. Last year it was 89% and she is hoping to get to 90%. This year's program ended with the Open House on the 16<sup>th</sup>. The faculty helps with workshops and advising what is expected of them as a college student. We found out that several had applied to at least three other schools so we hope this program helped to seal the deal.

Dean Augustine remarked that we promote study abroad to students, but any of us here at Eastern can study abroad if we would like to. If you would like the experience of going to a foreign country where we do not know the language, like what the foreign students experience when they come here, you have the opportunity to do so.

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Brenda reported that 592 attended the Open House on the 16<sup>th</sup> compared to 468 last year. This is the second highest number in attendance. Brenda said they had 600 attend her first year here. We have our open house early and others have theirs in March, so that helped our attendance. It was asked about the breakdown of the classes of those in attendance. Brenda said she would bring those numbers to the next meeting but thought most were juniors and seniors, but mostly seniors.

Debbie Barker asked about the request for a cut back of two classes in each department for next semester. Some departments took that as cutting faculty, but actually it is class sections. This will increase class sizes. What happens with seats in June and July? Karla said the Provost stated there will be seats.

**COMMITTEE REPORTS**

None

**ANNOUNCEMENTS**

Our women's basketball team is doing quite well and the Committee was encouraged to come out and support the team at 3:00 p.m. this Saturday, February 21<sup>st</sup>.

Meeting adjourned at 9.20.

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

March 26, 2009

April 16, 2009