

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY JANUARY 22, 2009
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION**

MEMBERS PRESENT

Deborah Barker, Ann E. Brownson, Mona Davenport, Eugenia Deerman, Amy Edwards, Lora Green, Sue Harvey, Mary Herrington-Perry, Will Hine, Bonnie Irwin, Fern Kory, Stacia Lynch, Brenda Major, Kimberlie Moock, Frank Mullins, Steve Rich, Karla Sanders, Mary Wallace, and Jone Zieren

MEMBERS ABSENT

Robert Augustine, Julie Chadd, Stephen Dalechek, Teresa Freking, Mark Hudson, and Doug Klarup

GUESTS

Rodney Ranes

Brenda Major, Chair, called the meeting to order.

APPROVAL OF THE OCTOBER 16, 2008 MEETING MINUTES

The October 16, 2008 minutes were approved on a motion by Dean Hine and a second by Jone Zieren.

APPLICATION REPORTS FOR FALL 2009

Undergraduate Brenda Major gave a written undergraduate admission report including the last four-year comparisons and a different view including projected yield rates based on last year's yield. Last year's yield was at 34% for the freshmen and consistently for the last four years 78% for transfers. We are down 3 or 4 in applications but running ahead in admits for freshmen. Transfers are getting to be a little more unpredictable than freshmen. Spring is when the Admissions Office begins their yield initiatives particularly with the transfer students. We are still accepting applications for fall and in a couple of weeks the Panther Patrol will be visiting about 60 homes by cover of darkness with Congratulations from EIU by cover of darkness.

Steve Rich asked with the economy the way it is; are we hearing that more students are expected to go to community colleges? Brenda said she does not think we can make that prediction yet. In Illinois they have been doing that anyway and she does not think there will see a significant number. She said, however, it will be interesting in having conversations with her colleagues from the other state universities in March. A couple of those schools were concerned about their spring enrollment for transfers. Northern was down about 400 students. Sue Harvey said we were only down 4 transfer students. Brenda said there are companies that want to tell us we are down and what they can do if we purchase their recruitment programming

Amy Edwards asked how the community colleges will be affected when all the unemployed might be enrolling in their programs. Are they going to be able to accommodate everyone? Brenda said she thinks they are coming up with creative programs like the one that Lake Land is doing by letting some take classes free. Dean Hine said Lake Land selected a certain number of classes held at specified times. They also have certain requirements. Brenda said that many community colleges look at their day as a 12-hour day, so they will get a bit more creative in scheduling and a bit more specific in courses that meet specific needs. They will also be more selective in those unemployed as to who gets to come. Brenda feels they will be affective in giving some retraining. She has not heard much on her list serves as to what they are doing and what they are seeing.

Honors Bonnie Irwin reported as of January 15th they have 93 students who have applied. That is down 3 % from last year. They have accepted 70 that is down 19% but she says that is okay as they have several they have not reviewed. Denials are up. Their application are on-line. She received an application for a student with a 2.3 GPA and an 11 ACT. That student received a polite "no thank you letter".

Brenda says that her staff is a little troubled by some of the in-coming transcripts. She called some of the high schools and asked why they are sending these applications from very weak students. A lot of these come with a fee-waiver request, but some come with the \$30.00 application fee that has an 11 ACT. She says Admissions feels a little uneasy by taking the money as these students are not going to be admitted. She is thinking about

developing a letter to tell them to hold this and go to a community college. She did contact a couple of our larger feeder schools because she was surprised they were sending us those students as they know they do not meet our minimum requirements. It is parents that insist and do not take no from the counselor. They do not want to be counseled out of this. She does not know so much if it is the student and the parent but it seems to be a lot of the parents. One counselor told Brenda when we send the student the denial letter then the parent wants to be counseled. We are seeing a larger number of disturbingly unqualified students applying. It was asked if these were on-line applications. Brenda said usually most are not applying on-line. The majority are asking for an application fee waiver and in order to use the waiver you have to use a paper application.

Amy Edwards asked if these were Prairie State Exam scores since nearly all juniors are required to take it, even if they are not college bound. Brenda said that a certain population in the State, before everyone was required to take the Prairie State Exams, would not take it assuming they were going to pursue something like cosmetology or trade school. Now they are required to take the exam so why not apply to college. We are surprised at the ones who pay the application fee and send letters of recommendations in complete packets from the counselors. We do not have to wait for the recommendation letters before we send these letters of denial, advising the student to start at the community college.

Dean Hine remarked that something interesting is going on in Indiana right now. The Legislators are going to look at bills to require Purdue University, who recently raised their standards, to take in-state students as opposed to more out-of-state students. That will probably not go anywhere, Purdue's answer was, "yes we are doing that", but if you can not get into Purdue consider going to the community colleges.

GATEWAY/BOOST Mona Davenport reported that BOOST is up 32 admits from last year. They had only admitted about 20 last year and are up to 52 now. Gateway is up 25 students. They have had a very high percentage of denials though. A lot of our Chicago public school counselors are encouraging students to apply to go to college not just saying that you need to start at a community college. Gateway is seeing a very high percentage of students applying now and are getting a high percentage of students of color that are applying earlier. Right now Gateway is at about 170 students and she usually stops at 250. Admitted Gateway and BOOST students will be sent out welcome packets that will give them more details about the program. This will happen after they have received their admissions packets. Also for BOOST and Gateway they are getting ready for Access Granted where they invite those students of color admitted by December 31st to spend a weekend on campus.

Access Granted students are invited for the weekend of February 14th-16th. A Legislator comes and gives them greetings and talks about the importance of acclimation from a big city to small town. What they need to do on the academic level, and this ends with the Open House on the 16th. This is the first time that we have pretty well closed registration this early before they have sent their packet. Mona says they have 55 and 8 on the waiting list. Of those coming less than 28% are Gateway and BOOST. These are regular admits. For the last three years, the yield rate is over 78%. So the program is really proving to be beneficial. They are bonding as a group that weekend and enrolling in the fall. This is really pushing our yield rate up for students of color. Our veteran Access Granted students host the incoming group in the residence halls.

Jone Zieren said there is a financial aid session provided for Access Granted. She just attended a committee meeting last week and they have already seen the application volume increasing and they will probably have an earlier cut-off date for the state scholarships this year. It is important that students are filing early.

Mona said that is one of the pluses with this program, and they also have faculty come in and talk, as well as the Counseling Center, and Monica Ziegler from CASA tells them what is expected of them. Academically they do extremely well and their GPA's are higher than those students of color who didn't attend. Brenda says they start planning early in September with current students for those students that will be attending Access Granted. This helps with retention of Access Granted "alumni." The current students know that those coming in will be looking at them as role models. That gives them the sense of responsibility that they can not mess up as those students coming in after me are going to expect me to lead them. Brenda says that this year's Access Granted Program is the largest distribution state wide. Minority Affairs pays for a bus for the Chicago area students, but

we also have 6 students from southern Illinois, which is very encouraging, and 6 from central Illinois. We are starting to see the whole state getting involved with this program.

Graduate/International Rodney Ranesh shared printed information for the International enrollment for the past three years. Enrollment is slightly down from last spring and the reason for that is tuition rates. We continue to be about 3 times that of other schools. We are down about 10 graduate students from 2008. There does not appear to be a reduction in applications for summer and fall. We do see a switch in how one of our larger programs admits. So we see more applications for their program for summer. CDS last year had between 180 to 200 applications for 20 slots and they now have over 200 applications for 20 slots. The deadline is coming up on February 1st for some of the programs, especially for GA positions. February 15th is another deadline for a couple of the programs

Continuing Education Dean Hine said for spring we have another strong enrollment off campus. For the first time ever we see 12,000 semester hours. In comparison to last spring's semester hours we are up 4.7%. In FTE we are up 5%, and in total students up 1.7%. In terms of the FTE, at the graduate level, it is practically identical to last year, but undergraduate is up 7%. They are starting to track, in their total count, students who are taking both on- and off-campus courses (those students are all counted on campus). That is 2,300 students. Almost 22% of the student body is doing that. Probably the economy is driving those numbers up.

Jone Zieren asked if more of the classes are being taught on campus. Dean Hine said it is slowly increasing in those areas where we do tuition recapture because if we did not do it the courses could not be offered, and some are taught in the professional areas in the evening. She asked if all the internet classes are continuing education, he said the distance-learning classes are.

Southern Illinois University bears watching. They are recruiting more aggressively in the bottom 40% of the state, and also in Missouri, Kentucky, and Indiana at in-state rates.

He said Continuing Education is going to try this summer to increase offerings in the Chicago area. You will begin to see ads in the DEN this spring encouraging students when they go home this summer, to think about taking an Eastern course at their local community college or at the Oak Brook Center. Starting in March you usually see in the DEN advertisements from Southern, Northern, and public and private schools, so we are going to start moving that direction. This is certainly a collaborative effort and he wishes to thank the Graduate School and the Colleges for working with them to keep these positive numbers. Summer classes will be taught by faculty that have been recruited in the Chicago area and some will be distance learning. These could be our faculty who live in the area, or faculty who live there and have the academic background that meets the department's criteria. We find there are much more faculty options in Chicago than there are down state of people who pass the departmental for teaching. Most departments are MA plus experience but most require a doctorate.

Steve Rich asked about SIUC's aggressive recruiting in the southern part of the state. Dean Hine says they are spending a lot of money and in a couple of the community colleges, from I 70 south, they are hiring part-time staff and setting up offices at the community colleges.

Sue Harvey said that numbers had not gone out yet for undergrads for spring 09. As of Friday, the 16th we were at 403 for transfers. Some have dropped so our number today is 398. The number for freshmen is 22.

UPDATE ON OUT-OF-STATE TUITION RATE REDUCTION PROPOSAL

From our October meeting, Dr. Augustine had spearheaded a recommendation that this committee did support, for a gradual reduction for out-of-state and international students on the tuition costs from 3 times the rate, which is the highest in the State. Our recommendation was to begin with 2.7% times and in a couple of years to go down to 2.4%. We thought that we would be competitive at the 2.4 times the rate of tuition. We believe this is still being considered but revenue loss is being further reviewed. Brenda did not want us to think that our proposal is off the table as you may have heard that the Board is expected to hear from the President on the adoption of a Board Resolution for the Enrollment Enhancement Tuition Program. She read the following resolution: Be it resolved by the Board of Trustees of Eastern Illinois University in a regular meeting assembled

that the enrollment enhancement tuition program is hereby adopted as follows: new entering and continuing non-resident tuition is a multiple of the in-state rate of undergraduate students. Affective fall 2009 new entering high achieving talented out-of-state students participating in the enrollment enhancement program will pay an alternate tuition rate of one times the then current in-state tuition rate.

So whatever we determine a high achieving talented out-of-state student to be defined as will pay the same rate of tuition as our in-state students. The top 10% of their high school graduating class is being considered. Brenda said the tricky part about this is if the student is in the top 10% they should already be committed somewhere by now. Bonnie Irwin said that she hoped we did not expect good results this fall. When this was being formulated, Brenda said the Provost asked her to look at the number of out-of-state students in the top 10% of their class who had applied or had been admitted to the University for the fall of 08. There were 5 students. Nothing against our athletes, but the majority of our out-of-state students are athletes who are not all going to be in the top 10%.

It was asked if there is the assumption that if we publicize this, it will make it grow. Brenda says we are getting applications and seeing visitors and she talked with the Provost on Monday about the possibility of looking at a connection with alumni. We are likely to have an impact with our alumni out of state wanting to send their student to EIU. What a nice thing to be able to say to an alum is that your student can pay the in-state rate of tuition. Stacia asked if this proposal is only for undergraduates and Brenda said "yes". Brenda said it does not address the graduates or internationals so the other proposal should still be considered. Brenda said it is not on the front burner for this meeting but still being considered.

Dean Hine said they are trying to attach the numbers with the loss of tuition but it is tricky because numbers are going down and we reduce tuition to twice we will lose that money, but if your numbers are going in the tank then 100% of nothing is still nothing. It is a difficult sell because we used to make 10,000 students and now we only make 7,000, but if we do not have those students or the students you have are going down you are costing yourself. Lake Land's new initiative about free tuition for those who have lost their jobs, did not cost them anything, but they got a lot of good PR about that and classes are going to run anyway, they limited the number of students that could enroll. If you are going to increase the number of students that does not matter.

Stacia Lynch asked if these are students we are going to aggressively seek and if so do they fall under the category of students that we can not already get because we do not have scholarship dollars? These kids may be just under Bonnie Irwin's Honors cut off for scholarships. Bonnie said that we can open the doors for that Presidential Scholarship to anyone academically qualified. We have not been aggressively recruiting out of state because of the steep tuition rate, 3 times instate. Bonnie says assuming the resolution passes tomorrow she is going to sit down with Brenda and work out some strategies. Stacia said the reason she asked that question was because of the discussion about Southern, she was talking with Denise in Admissions in planning for a possible campaign, and the fact that Southern gets a lot of those students that are academically talented but just shy of Honors level, because we do not have any money for them. Bonnie said that the top 10% may not necessarily be your highest caliber. Stacia said that is why she is saying if they are not Honors level because the top 10% might not be Honors level, depending on the school, they may come in right under Honors, and we may still want them. This is already happening though, we are not addressing that level of students, who could succeed here. They are high achievers but not honors students by our definition of honor students. If Honors does not have money for them, obviously they do not have money for every student who is a high achiever, then Southern is giving them money. Dean Hine said that Indiana State University will give them a new computer. Mary Wallace said if we are giving them in-state rates, essentially what we have done is become competitive with their in-state schools. Amy Edwards said if we look at the charts that Dean Augustine gave us, our resident undergraduate tuition is \$218 a credit hour. If you keep that constant for the top 10% then that is \$218 for non-residents, but if you go over to Southern at Carbondale and you are a non-resident, tuition is \$581 per credit hour. Brenda said the Southern plan is limited to bordering states, but ours is open to all 49. Steve Rich said that Murray State recruits clear up to Effingham and Indiana State to bordering counties. They are not limited to the top 10%. Amy asked Brenda what state recently had a group interested in coming her and she said Ohio, so that would not be students that Southern could recruit. Brenda said this is where alumni are going to play a part. Steve Rich said they have a Legacy Scholarship available for the children and grandchildren of alumni and this current year they saw more out-of-state applications that ever before. Fern Kory asked where

this plan came from and Brenda said she thinks this plan is in response to Southern's plan. She further said that she appreciates having the collaborative conversations here as her colleagues at Carbondale and Edwardsville had no idea about it until they read in the paper that this is what they were going to be asked to do. The people who are responsible, the directors of admissions and recruiters were not involved in any of these discussions.

Mary Wallace said that in response to Stacia's concern, that having a plan like this, even though it is limited for the top 10% students, allows their money to go further and will actually allow them to recruit more students. She doesn't think we need to create more money to get the students here, it is going to allow them to use the money they already have to get the students here. Stacia said she understands that, but her question is what are we going to do about those students that we would like to have but can't get. Stacia indicated we need to explore strategies to attract additional, high achieving students who are just below Honors profile.

Eugenia Deerman asked what the tax-payers are saying about this plan. Brenda said she did not think the tax-payers had an opportunity to weigh in on this yet. Steve Rich said last year the University of Illinois started bringing in more out-of-state students. There was a backlash from Springfield and they backed off of this. Amy said that the state is not giving us the same or higher percentage of money that other states have been getting. Our proportion of money from the state is going down while other states are getting more money from their taxpayers. We are state assisted and not supported. What Carbondale is doing is large in part as a reaction to what Murray State was doing. Fifteen years ago Murray State was under 8,000 students and now they just announced their goal is 12,000 by 2012 and they are pulling a lot of them in from southern Illinois. Brenda said that we are still the 2nd highest exporter of college prepared high school graduates. So we have been experiencing that brain drain and no one has been yelling and screaming about that. There is a thought that if I am smart and going out of state to college the likelihood that I am coming back to Illinois once I have a degree, is not very high. So we have got to do something to off-set that and probably should have been doing something years ago.

Steve Rich said this is good start from the economic side because there is talk that the Legislature might require the universities to increase tuition, not just the four-year guarantee now, just raise tuition. As far as state support, there might be a cut next year. So we have to be proactive.

SEM (Strategic Enrollment Management) and CRM (client relationship management) UPDATES

SEM UPDATE: Brenda said there is a sub group of the Enrollment Management Group and they call themselves Crunch Time. A few of them went to a strategic enrollment conference in November and presented a skeletal plan to Bob Bontrager who is a guru in strategic enrollment management. He said we have a good skeleton. He recommended building a profile of a typical EIU student. Brenda gave a hand out showing the beginnings of this. She would like for the committee to look this over and give other suggestions for additional things they might want to build into this. Once we have some components of what we feel are more inclusive of the entire University's interest, we would like to arrange some focus groups to take a look at it. This plan will have to have a buy in from the whole University.

Ann Brownson asked if there is a way to get the information on students who are involved in student activities. She feels this is something that increases retention. Brenda then said it might also be nice to know how many of our students are first generation. Fern Kory suggested the geo demographic information might be helpful. Dean Hine said age might be a factor and those who commute as he feels this population is going to continue to grow. He thinks it is going to be extremely difficult to maintain 12,000 students and shoot for 38% transfers. He sees the community colleges growing more in size and scope in this and the 18-year old population is decreasing. He thinks that eventually it will be half and half. Brenda said she did not know about the half and half, but the color will be changing, it will probably be browner. Dean Hine said fewer families can afford the cost of a college education. Amy added that it is going to be a luxury, but everyone is still in the frame of mind that everyone can go to college. That is why we are getting the 11 ACTs. Stacia said that is the national message that everyone can go to college.

Brenda is on a Chicago Public Schools Committee called HEAT. They are discussing the role colleges should play in assisting the Chicago Public Schools and what their charge is. She will not be able to attend, but will contact her colleague from Northern for an update. Brenda said it has never been communicated to us what the

mission of the Chicago Public Schools is. So it is not that we are not behind the mission, we would like to know what the mission is.

CRM UPDATE: Brenda said that CRM is a client relationship management product. It is a way that universities are doing more to engage prospective students on to their website. It customizes our information for each student. This is the trend now, and we are woefully behind. We are preparing a request for providers (RFP), the first step in purchasing a CRM. Our mission is to get a good company and get it up and running to impact our yield this year in addition to subsequent years.

Mary Herrington Perry asked if this is a product for current students so that its usefulness can be extended beyond recruitment. Brenda said “no.” She said there is one company who is willing to explore building bridges from their current products to our portal. CRM products typically engage the student to the point of enrollment. Our definition of Enrollment is through the first six weeks of new student program on campus. We will be looking for one of the Banner products, probably Luminis that will then take them forward, so it will be seamless. Good CRM sites to look at are Edwardsville and Northern. They are using Hobsons. Arkansas State is using AZORUS. Dean Hine asked if this is focused strictly for 18-year olds. Brenda said not necessarily because a prospective student can design their page the way they want. The information is based on whatever their interests are. You can engage a student from a freshmen in high school. They can change their profile as their interest change and expand. The CRM’s are highly affective and we need fast highly affective with as little set up time as possible.

Eugenia Deerman asked how do we know these programs are highly affective? Brenda said that many of the companies tell us what their percentages are and then we get testimonials. She has provided a testimonial for AZORUS’ yield campaign that we won last year. We do know that we had an increase of students from Central Illinois, even if it is slight percentage, we did a tailored e-mail to admitted male students of color from southern Illinois. We get statistical reports they track for clients. Stacia said that the comparison here, she and Brenda had talked about it a lot, is traditional recruiting with print publications where we gather no data. So one thing we are talking about is shifting from our recruiting dollars for publications into things like a CRM that provides real results we can see. We can be much more strategic and much more focused in our efforts.

STAMATS SURVEY REVIEW AND NEXT STEPS

Stacia said that she would like to suggest to actually presenting this information to this group. She has highlights that just scratch the surface of a whole lot of data. If the committee is interested she can present it at the next meeting or call a special meeting. She says it is a long presentation but being the very nature of this group is statistics and information, she thinks the committee would want to see it all. The survey went out on-line to faculty, staff, current students, prospective students, and alums who they have e-mail addresses for. The results included 4,733 responses. In summary our greatest strength is our size, personal attention in our class size, and academic programs. Vice President Nilsen plans to attend our March 26th meeting to present the STAMATS survey results at 9 a.m.

COMMITTEE REPORT AND ANNOUNCEMENTS

Karla Sanders announced that the Committee on Retention will host the annual Retention Forum February 10. She hopes you will be able to attend. Last year they focused on best practices in the academic programs. This year their focus is on best practices in co-curriculum and student affairs and also retention numbers and how we stack up

The seats committee has not met yet. Karla said this Monday is the deadline for the Chairs to give her what they think they are going to offer for general education.

February is African American Heritage Month. On February 2nd from 7:00 to 9:00 at 7th Street Underground there will be a Celebration of History in the Making “Yes We Can”. Plan to attend.

Meeting adjourned at 10.05.

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

February 19, 2009 March 26, 2009 April 16, 2009