

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

MEMBERS PRESENT

Deborah Barker, Kathleen Bower, Ann E. Brownson, Jerry Donna, Mary Herrington-Perry, Bonnie Irwin, Fern Kory, Brenda Major, Kimberlie Moock, Frank Mullins, Karla Sanders, James Tidwell, Mary Wallace, Brenda Major, Kimberlie Moock, Karla Sanders, and James Tidwell

MEMBERS ABSENT

Robert Augustine, Kathleen Bower, Julia Chadd, Mona Davenport, Eugenia Deerman, Amy Edwards; Teresa Freking, Sue Harvey, Mary Herrington Perry, Mark Hudson, Kendall Jackson, Stacia Lynch, Steve Rich

Brenda Major, Chair, called the meeting to order.

APPROVAL OF THE OCTOBER 15, 2009 MEETING MINUTES

The minutes of the October 15th meeting were approved on a motion by James Tidwell and a second by Dean Hine.

ADMISSION/ADMITS

Undergraduate Admissions is now tracking spring enrollment because of the 20% growth in community colleges. Brenda shared a printed report. Students at the community colleges are completing 2 years but are not completing their Associates. When they get here they usually have more than 2 years to finish their bachelors' degree. They are not saving money. If the students are here one semester and parents say you are going to a community college next semester to get your act together, they are losing their fixed tuition rate. The best place for the student to stay on track is here where they are monitored more closely, have mandatory meetings with an advisor, have career counseling, and other support services. At community colleges these are optional. Students attending community colleges use less of their loan eligibility and have more to use when they get here. When we look at a 6-year time frame, we do not see any significant difference in time to graduation with students who are transfers as to the native students. If students follow the IAI guidelines their transfer works well.

The fall 2010 numbers are strong. We have steadily met the transfer goal of 1100. One of the things that Transfer Relation does when they visit the community colleges is schedule appointments with students and do on-site evaluations. This gives them a plan to get them through the community college courses and ready to transfer as well as know what is needed to get their bachelor's degree. We have an increase in applications for fall up 6 % in freshmen, 25% in transfers and 19% in transfer admits, but down 5.4 % admits for freshman. This is due primarily to 85% of the freshmen applying on line so we're waiting for their transcripts. We are seeing an increase in electronic submission of transcripts from high schools. We send an electronic message to the high school counselor, when their student applies on line, telling them the student should be contacting them to request a transcript. The student also gets an e-mail message that we have received their application and a letter with their E number that tells them what is needed to complete their application process. Because other schools have a preferred filing period (and most are November 1st) for the month of November we are averaging about 200 applications a day, however most of those are incomplete.

Brenda also wanted the Committee to note on the fall numbers the ethnic breakdown for Hispanics. At this time last year we had 9 applications and this year 328. Last year we had admitted 4 and for fall we have admitted 114. Applicants are state wide and at the recent Open House you could see the shift. A surprise group of 21 Hispanic students from Elgin Community College attended.

Honors Dean Irwin reported they are sending out their first marketing piece to admitted students who meet the Honors criteria next week. They did not send letters to those on the ACT list this year and have not done anything significantly different but their numbers are up 51% from last year and 32.5% from the year before. As of the 16th they have received 53 applications, admitted 37 which is a 37% increase over this time last year. She says these numbers are the highest in the 7 years she has been in Honors. They have 15 non verified as their applications are not complete.

Gateway/Boost Mona Davenport called in her numbers of 31 admitted to Gateway and 8 to BOOST.

Graduate School/International Programs Dean Augustine was absent. No report.

Continuing Education Dean Hine reported that looking at numbers before Thanksgiving is not helpful. They start looking more closely at those numbers on Monday after Thanksgiving. He also shared information on Generational Learning Styles and commented on the population growths from 2000 to that predicted through 2050. His information also included a report On Campus Non-Traditional Student Use of and Satisfaction with Support Services at Eastern Illinois University and a report from experts in adult student market research Hindsight, Foresight, Insight: Understanding Adult Learning Trends to Predict Future Opportunities.

OPEN HOUSE Brenda reported that the November 11th Open House was the largest in recent memory. Final numbers as of today are 658 students, compared to 502 last year. This time the on-site registration exceeded the no-shows. We sent out a “thank you” and survey to those who attend and an e-mail (if we had their address) or letter to the 174 no shows to encourage them to come for a daily visit or attend the February or April Open Houses.

To keep students engaged and connected to EIU on an emotional level in addition to an academic and financial level at the October Open House we started an unofficial campaign where we encouraged students to go around campus and find their favorite spot. Two sent photos from the October Open House, and 2 from November.

In early spring, for those students who have paid their \$150.00 enrollment deposits, we are sending an “I am EIU” window cling and a letter with points of pride, to provide talking points students can use to articulate why they chose to attend EIU.

ENROLLMENT MIX:OPEN DISCUSSION

Points that were noted:

Redefine transfer student

Super senior with dual enrolled credits

High school graduation date compared to credits

AA degrees/less than 30

Districts working with Continuing Ed to set up masters degrees in content areas so they can teach their classes

Services available for adult students same as are provided for 18-21 year olds

Traditional freshmen in non-traditional circumstances/already coming with families

Diversity

Are our services meeting the needs of the current students/will they meet the needs of the students for the future?

Homeless students

COMMITTEE REPORTS None

ANNOUNCEMENTS Mary Herring Perry announced that last week a team from the Higher Learning Commission was on campus for a focus on whether we would be willing to offer select on-line degree programs to our non-traditional students. The visit went well and they were positive about what they saw here in terms of our technology systems and services. As they left they said they were going to recommend that we be approved. Their word is not final. The vote will come from the Commission itself. We are very hopeful that in fall 2010 we will be able to offer a BA in General Studies, Nursing, and Career and Organization Studies to non-traditional adult students completely on line.

Admissions will be sending invitations to invite you to an In-house Open House on Ground Hogs Day. This will be an opportunity to find out what Admissions does to recruit and enroll new students.

Meeting adjourned.

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

January 21, 2010 February 18, 2010 *March 25, 2010

April 15, 2010

*4th Thursday of the month