

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY APRIL 15, 2010
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

MEMBERS PRESENT

Patty Bailey attended for Robert Augustine, Deborah Barker, Ann E. Brownson, Julia Chadd, Debbie Cunningham attended for Eugenia Deerman, Jerry Donna, Teresa Freking, Mary Herrington-Perry, Will Hine, Mark Hudson, Margaret Messer attended for Bonnie Irwin, Stacia Lynch, Brenda Major, Kimberlie Mook, Frank Mullins, Stacey Ruholl, Karla Sanders, James Tidwell and Mary Wallace.

MEMBERS ABSENT

Robert Augustine, Mona Davenport, Eugenia Deerman, Amy Edwards, Sue Harvey, Bonnie Irwin, Kendall Jackson, Fern Kory, and Steve Rich.

GUESTS

Patty Bailey, Debbie Cunningham, Margaret Messer.

Brenda Major, Chair, called the meeting to order at 8:30.

APPROVAL OF THE MARCH 25, 2010 MEETING MINUTES

The minutes of the March 25, 2010 meeting were approved on a motion by Dean Hine and a second by Deborah Barker.

APPLICATION/ADMISSION REPORTS

Undergraduate Brenda reported transfer admitted students are up about 15% over this time last year. Freshman admits are about 1% down. The focus is on what now those students do after they are admitted. The enrollment deposit is a good indicator for freshmen. We are about 20% down from this time last year. All the state schools are down about the same. We think these students will be doing more later this year to commit. We are getting them their financial aid awards earlier so we are not sure why they are waiting.

Brenda distributed an Admitted Student Day report that shows who came, who did not come, and what they did while they were here. Overall it was well received and provides the opportunity for them to take care of business. There is an Open House this Saturday, April 17th, which will include another opportunity for students to pay their enrollment fees.

Honors Margaret Messer reported they have accepted 168 students compared to 164 at this time last year. In the 164 last year they had 16 that were not on CollegeNet and had probably not applied to Eastern. This year there are only 5. We think the 168 is solid but they see students waiting later to make their commitments for the scholarships also. They offered 12 partial TSA's. TSA's are one-step down from their Presidential Scholarships and they have only had 5 of those 12 accept. They offered 22 Presidential scholarship and only 17 have accepted.

Gateway Gateway is full as well as BOOST. There is a waiting list for both. Although these are closed we are still accepting students through our regular admission so we have to be careful how we word the closing of these programs.

Continuing Education Dean Hine reported that summer enrollment is looking the same as last summer. It is still early as continuing education students typically register late. Next Friday and Saturday the Higher Learning Commission will be visiting our off-campus sites for the accreditation review. He thanked the offices and individuals on the committee for participating in that process. Soon we should be receiving approval of our three on-line adult degree programs. That was the news positively received at the Community Colleges Presidents' Meeting last week here on campus. In the fall they will be presenting these on-line degree programs at the Community College Presidents' gathering in Springfield. They will also begin a marketing campaign.

Graduate School/International Programs Patty Bailey shared a hand out and reported that they had 215 applications at this time last year compared to 295 for fall 2010. The most important figure is the 120 total admitted. That number has increased substantially, attracting higher quality students. The chart showed the breakdown of graduates and undergraduates. She also reported graduate applications are up. Having more applications to go through takes time, so the total admitted is down.

YIELD INDICATORS Brenda said that paying the enrollment deposit is a good indicator that the student wants to attend here. However, there are other indicators that departments do that affect this too.

Debut Update Kimberlie Moock said they closed the first two transfer debut days (April 7th & 16th) and after the third Transfer Debut Day on April 28th we will be around 15%. They have approximately 560 students registered for these programs. The maximum for each is 175 to 180 students. She is sure they will be closing the program on the 28th too and this will be the first time that all the transfer programs have closed before the first programs before the summer. The freshmen numbers are down 26 % in reservations. April 20th is the deadline and the programs start the first week of June. They normally have 5 freshmen days closed by now but only one has been, at this point. Students seem to be staying closer to home in general and those applying are doing so later as well.

At this point last year she was down 150 from 2008. We are currently down 200 from last year. Karla Sanders reported they currently have enough general education seats for 1,575 freshmen, but we need more. In March, because of budget cuts she lost 780 seats based on what she had in February. Right now several departments have sections available with no one to teach. We are sort of in limbo because not all contracts have been approved.

Financial Aid Report Jerry Donna reported that FAFSA filings are up by 15% at 10,700 to date. They have packaged 2,700 so far. With the economy's affect on students and their families, we are seeing more families with a lower EFC (expected family contributions.) We are doing more professional judgments (student's consideration for special circumstances.) He just learned this week from ISAC that the FAFSA must be completed by April 18th to be considered for the MAP Grant for the upcoming year. This is an earlier date than usual but there are so many more eligible because of the economy. Student Services distributed this information in a campus-wide e-mail.

The President is providing a pool of money to be awarded to socio economically disadvantaged students with low EFC, for those with middle incomes, and targeting those with certain GPAs and ACTs. This will help us build the student profile we want here and put more money towards those students. This could make the difference to get those students here. These are all efforts made through the President's Council.

Housing Update Mark Hudson reported we are down 18% in applications. 60% of those who have applied have returned contracts. A year ago it was 61%. By the time we opened last year we were at 83% . Two years ago we are down 200 applications and from last year we are down 280. Our freshmen class is about 1625 based on the numbers at this time. Across the state it is very similar. Housing is doing a post card campaign to admitted transfer students every three weeks. The transfer student yield is about 30% living on campus compared to the incoming student yielding approximated 90%. The shift to a higher number of transfer students has an impact on housing. Percentage wise the returning students' numbers seem to be holding, but he never knows for sure until after June 12th when that initial \$250.00 is due.

Registration Report Sue Harvey absent no report.

Admissions Yield Campaigns Brenda reported that we are being very aggressive with our yield strategies and one is the Admitted Student Day. The admitted students who have paid their enrollment deposit have been sent brag points along with our window cling. We hope this will help them to actually be in our 10th day count. We are engaged now with the AZORUS client relationship management campaign and with Intelliresponse, which allows students to receive immediate answers to commonly asked questions 24/7.

Brenda stated that SIU’s announcement they were not raising tuition had an effect on what the other State Universities are doing . The other schools have lowered their proposed tuition rates. Ours was proposed at 9.6 % and we are increasing that to 6.2%. On an average most universities dropped 6 to 9% where last month the increase was from 9 to 15%. The 6.2% will be fixed with that incoming class for four years. During this time costs increase and we have nothing to offset those costs so who knows what will happen. The University felt it is important to show that we will continue to be as efficient as possible with cost cutting and will not put this increased burden on the students.

Brenda said yesterday she returned to Springfield with Jerry Donna, the President, his Assistant, the Provost, and the Assoc. V.P. for Business Affairs to meet with the Senate Appropriations Committee. The impression was they did not care that they owed us money just that we take care of the money they did give us. Their questions were very different from the House Committee, including tuition waivers (Veterans & employees), Presidential housing & expenses, raises, hiring, and furloughs. The State has issued us non-funded mandates and although we did lay off in ITS, the money it saved was used up by the mandates. The President asked that their mandates be stopped. We do not know what impact our meeting is going to have on our appropriation or the state’s budget.

EMAC ACCOMPLISHMENTS THIS YEAR Brenda stated the Committee’s input helped to reduce the out-of-state rate. This is particularly having an effect on the International students as their numbers have increased. We have a plan to gradually scale that down further to about 2.4 times the rate that an in-state student would cost.

We are looking at a draft that was provided to the Provost about two years ago for a scholarship coordinator and asking other departments for input in that job description. We want this to be far reaching and a benefit to many offices, more effective scholarships distribution with more efforts toward recruiting good students. Brenda says they will continue to work on the proposal throughout the summer and have something for the Committee to review early fall and bring to the Provost and President.

COMMITTEE REPORTS None.

ANNOUNCEMENTS None.

ADJOURNMENT Meeting adjourned at 9:25.

Fall 2010 & spring 2011 – 8:30 a.m. – Effingham Room - University Union

*September 30	+October 14	November 18	January 20
February 17	#March 24	April 21	

* 5th Thursday
+ 2nd Thursday
4th Thursday