ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY FEBRUARY 18, 2010 EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Julia Chadd, Debbie Cunningham for Eugenia Deerman, Jerry Donna, Amy Edwards, Teresa Freking, Sue Harvey, Mary Herrington-Perry, Will Hine, Mark Hudson, Bonnie Irwin, Stacia Lynch, Brenda Major, Kimberlie Moock, Frank Mullins, Stacey Ruholl, Karla Sanders, James Tidwell, and Mary Wallace,

MEMBERS ABSENT

Ann E. Bronson, Mona Davenport, Eugenia Deerman, Teresa Freking, Kendall Jackson, Fern Kory, and Steve Rich

GUEST

Madeline Landes and Josh Norman

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

APPROVAL OF THE JANUARY 21, 2010 MEETING MINUTES

The minutes of the January 21st meeting were approved on a motion by Mark Hudson and a second by Dean Hine.

APPLICATION/ADMISSION REPORTS

<u>Undergraduate</u> Brenda shared a written undergraduate applications/admits report. The Provost had a question about the incompletes in the freshmen category. She explained when you see the GW (Gateway) 727 incompletes that means probably we are missing a letter of recommendation. In the next few days we will look at those files and determine what to do with those students. The incomplete students in the pool may be waiting to be read by faculty. The balance of incompletes is probably because we have the application without the transcript.

The freshmen applications are around where we were last year and the goal for freshmen is 1950. We are seeing a significant increase in the transfer applications and admits. We are going to make the 1150 transfer goal and this will include internationals. The yield is going to be significant and how we impact that yield we believe is our marketing. Those students who pay their enrollment deposit will receive a gift of an EIU window cling. With those paid deposits we get an early indicator if they plan to attend. We do see some melt down from those students and we are trying to shore that up. Financial Aid will prioritize the packaging of new students before continuing students.

Her report also shows the application and admit patterns from 2006 to 2010 indicate we are holding our own compared to this time last year.

<u>Gateway/Boost</u> Mona was absent but gave figures to Brenda. They have admitted 220 students with a goal of enrolling 140. They are getting close to closing Gateway but holding it open now because of BOOST. BOOST can still accommodate a few more students and they are the upper tier of Gateway. Gateway will likely be full by March 1st and then they will start a wait list as those students have a melt down as well.

<u>Honors</u> Bonnie Irwin reported they are have received 146 applications and that number is slightly down from last year. They have a 7% increase over last year in admitted students with 134 and although the program applications are up the scholarships applications are down. The Honors Council has chosen 22

Presidential scholars but she feels they will only yield 18. These 22 are from 18 different counties and she is happy to report that 2 are from DuPage County. One of those will be their first legacy student in Honors as her father graduated from the Program in 1986. She said that SIUE has now moved ahead of Illinois State and UIUC is our biggest competitor in Honors.

Graduate School/International Programs Dean Augustine said their application rates for both graduates and Internationals are going according to plan. It is too soon to make any decisions as to how fall will go. They have a recruiter in the Middle East right now and the new tuition rates are being embraced by the International community.

<u>Continuing Education</u> Dean Hine said it is too early for summer numbers. They are still adding courses. They received a report from the Higher Learning Commission Visitation Team that they received an A rating to offer on-line courses for fall to off-campus nontraditional students only for the BGS Program, RN to BSN Completion Program, and the Career and Occupational Studies Program. These will be officially approved in April.

Dean Hine also said that because Dr. Weber was not replaced in the Provost Office, Continuing Education has been asked to do the administration of on-campus summer school.

LATINO FOCUS GROUP INSIGHTS

Brenda called the Committee's attention to the ethnicity section of the Undergraduate Application/Admissions report. Admissions had found an error in their counting last year and actually we had more Latios applying than reported. The 644 applications for this year is significantly higher than any number prior to this year. We have admitted 354 of those applicants. The next mission is to get those students to actually yield. She met with four of our Latio students a couple of weeks ago. They were not interested in seeing publications or a separate listing on our website in Spanish. They want to see themselves in more of our publications, and suggested a postcard for multiple uses which would market not only to Latino students but market to all admitted students. This postcard could be used when we are recruiting freshmen and transfer students and this could also encourage Latino organizations to visit as a group. The students also suggested putting the postcard in the admittance package. Brenda says they are working on content for the card now and she has also suggested an academic focus from a Latino faculty member. These four students said when Latino students come to campus for tours or debuts they need to see other Latino students and especially someone who can speak Spanish to the parents. The students also prefer to be addressed as Latinos not Hispanics.

FEBRUARY OPEN HOUSE AND PANTHER PATROL

Brenda gave a map of Illinois that marked the counties and showed the number of students in each who attended the Open House on February 15th. This count showed the weather played a big part in attendance as most of the snow was in the south and west. We were 100 down from last year. The 492 is actual students not family members. This total also included the 45 Access Granted Students on campus for the weekend. This is a weekend student-hosted program sponsored by Admissions, Housing, and Minority Affairs for up to 50 admitted students of color to provide workshops and campus experience. We bus them in from Chicago and central and southern Illinois at no cost to the students. We are the only university that has a no-cost weekend program.

Brenda also shared the responses from 150 of those in attendance at the Open House to an informal survey as to how they wish us to communicate with them. About 60% prefer an e-mail message.

The Panther Patrol visited 58 admitted students' homes throughout Coles County early in the morning of February 17th delivering gifts and posting a sign in their yard. They received good feedback. They will do a final visit in April to those students admitted after the admission date they worked with for this time.

AZORUS UPDATE AND PORTAL PREVIEW DEMONSTRATON-Josh Norman

Josh Norman, technical specialist for Enrollment Management, gave a live demonstration of where we are at this point with the Client Relationship Management Tool, Azorus portal, which is designed for students to be able to go onto our website and have that website personalized to them. We are moving toward a launch date of March 1st. He showed what has been built for us and what Arkansas State has as a completed portal. Our portal will be fuller than theirs as we are connected to a dynamic checklist. Once a student has been admitted they start using PAWS. Our Azorus portal works with students as soon as they are considering EIU as a high school or transfer student, International undergraduate or graduate student, adult student or graduate student. At this time we are uncertain when we'll transition them over from Azorus to PAWS as there is a yield piece for specific e-mail messages moving students through the enrollment steps. They can use both portals for a while and probably up until they are actually in classes. Arkansas State had a 13% increase using Azorus.

COMMITTEE REPORTS None

<u>ANNOUNCEMENTS</u> At the President's request, Jerry Donna advised that Financial Aid will be summarizing statistics from 2008/09 for distribution to different areas for the 8,377 who filed for FAFSA. This report for both grads and undergrads will include such information as: profile of the average student, how many dependent, how many independent, how many residents, how many non-residents, and average household income. He said that out of the 11,066 enrolled 9,360 are receiving some sort of aid.

Meeting adjourned at 9:37.

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

*March 25, 2010 April 15, 2010

*4th Thursday of the month