ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING THURSDAY JANUARY 21, 2010 EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERISTY UNION

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Ann E. Brownson, Mona Davenport, Eugenia Deerman, Jerry Donna, Amy Edwards, Teresa Freking, Sue Harvey, Mary Herrington-Perry, Will Hine, Mark Hudson, Margaret Messer for Bonnie Irwin, Stacia Lynch, Brenda Major, Kimberlie Moock, Frank Mullins, Steve Rich, Stacey Ruholl, Karla Sanders, James Tidwell, and Mary Wallace,

MEMBERS ABSENT

Julia Chadd, Bonnie Irvin, Kendall Jackson, and Fern Kory.

GUEST

Madeline Landes

Brenda Major, Chair, called the meeting to order.

APPROVAL OF THE NOVEMBER 19, 2009 MEETING MINUTES

The minutes of the November 19th meeting were approved on a motion by James Tidwell and a second by Dean Hine.

SPRING ENROLLMENT FIGURES Sue Harvey distributed a report showing comparison figures and categories from spring 2009 to 2010. Overall we are down 51 students. The figures may change a little as we are in the drop period until January 25th. These numbers are unofficial at this time; as official numbers will be available on Tuesday, January 26th.

A question was asked if there is a procedure for students who might have to drop within the next two weeks because of Haiti and military activation. The Registrar's Office does not collect information as those students are to contact the Office of Enrollment Management . It would only be after the drop period that concerned military students would contact Enrollment Management. A new State Law passed last fall might affect military students as those returning are to be given priority to get back into classes. We do have a web site for veterans advising them of the policies.

ADMISSION/ADMITS FOR FALL 2010

<u>Undergraduate</u> Brenda shared a written two-page report. We are slightly up in applications and admits. Seniors in some high schools in Chicago must submit their application to five different schools whether they are admissible or not. Students' applications that are not signed are sent back for signatures. However, for those students applying, who in no way can be admitted, are sent an e-mail telling them they have ten days to update their application to a future date. These students really need to complete an associate's degree. The high schools that have sent us applications for non-admissible students are sent a letter listing the students who do not meet our admission requirements.

Brenda called attention to the ethnic numbers on the report noting the increase. Next Monday at 5:00 at the African American Center a small focus group of Hispanic students will meet. They will be discussing what EIU is doing right and also preparing for the possibility that we will get some of these students to actually enroll.

<u>Honors</u> Margaret Messer reported they have accepted 90 students and that is 20 more than they accepted last year. Honors scholarships are geared for in-coming freshmen and the deadline for applying is the

first of February Even though the applications are from the top tier of students they have to say "no" to about two thirds of them. They can only award 20 Presidential Scholarships. Margaret introduced Madeline Landes who is a Graduate Assistant in Honors this spring.

<u>Gateway/Boost</u> Dr. Davenport reported that Gateway has admitted 140 as of January 10th and have admitted 27 to BOOST. Gateway applications are up 40% and she has about 40 more applications waiting. They have denied more students this year than ever before. She feels that those applying are looking at the minimum requirements and we look at other things such as core classes.

Graduate School/International Programs Dean Augustine said it was really too early to know about their numbers for fall 2010. Applications are tracking as they should be in the Graduate Program. We have a number of graduate programs they are working on for the future that should be appealing for graduate students. We have a recruiter for fall working right now in India and the Middle East where we feel we have an opportunity for increasing our International enrollment. We have a recruiter in the State of Washington right now. We hope to attract International students fro that area as that state does a special International recruitment session for Internationals Students in community colleges.

Application rates for International students are tracking well with very positive support for our new tuition rate.

We are having a great year in Study Abroad and seeing the same interest for the fall semester. The Chronicle of Higher Education has contacted their office to be in a featured article.

Mary Herrington-Perry announced the IBHE has approved for fall a Bachelors' in Fine Arts. Dean Augustine stated there is also a proposal for a Master in Fine Arts as well. If approved, this would be the first for EIU.

<u>Continuing Education</u> Dean Hine said we are up 3% with 12,500 hours. We continue to have an increase in off and on-campus enrollment. The current count is 2,400 students. The FTE is up 3% over spring of last year.

We are continuing our expansion from Oak Brook in the Chicago area, to Triton and the Native American Institute. The Native American Institute has received a little under a million dollar grant from the Gates Foundation. They will actually establish a bricks and mortar school in Chicago which Eastern will be related to with the Bachelor in General Studies Degree Program. There are more Native Americans in the Chicago area than on any reservation.

We have a large growth in distance learning and this will continue. We have approval for 3 degrees from the committee. The official approval will come in the spring. A handout was given comparing on-line and face-to-face learning which he says is the now for the future.

<u>FALL YIELD INITIATIVES</u> This fall with the help on Stacia Lynch and the University Communications Department, Admissions will be sending "I AM EIU" window clings to students who pay their enrollment deposit. Also, they will send talking points to share with anyone who asks them why they decided to attend EIU. If anyone has additional bragging points for new students please share them with Brenda.

March 27th is our Admitted Student Day. We are putting together hands-on workshops for those students and parents. Some of you may be or already have been contacted for these. These students have been admitted but not all committed. They can pay their enrollment deposits, apply and pay their housing fee, and meet one on one with financial aid counselors. Families leave feeling they have done everything they need to do until the next step of attending their Debut Day. We would like to have 500 students. Our yield rate has been about 90% from the last 2 years.

We are also working with the AZORUS Client Relationship Management Program where students will have their own portal to EIU. Our go-live date is March 1st. Our AZORUS will take the students through the whole enrollment process, and then wean them over to PAWS. All admission departments are involved in this. It will allow students to link to the Banner Student application. We will then be going away from our third party application sources. We can do more with the data towards recruitment and prospect information. She hopes to have at the next meting a look at what that portal looks like.

Brenda asked for comments from the Yale video that was circulated to the committee yesterday. Stacia said we have people here that can do the same things. However, she would like to see student's reactions first. Brenda said this project was created by alums and students so it may have been what they wanted to do rather than for recruitment.. The committee felt this is worth exploring. Stacia said there is a Youtube video created by a student playing a guitar on the steps of Doudna talking about going to EIU. This was well produced. It was discovered by accident, we did not know it was there. There are other videos out there but not on the University's site. Moving into the Capital Campaign we will be developing social networking sites and we will have videos that works with recruitment and more like what students would produce.

<u>OPEN DISCUSSION – SCHOLARSHIPS/FINANCIAL AID LEVERAGING</u> As we do not have enough scholarship money for incoming students, Brenda says that several have been asked to draft a 1 or 2 page paper to present to the Provost to discuss how scholarships are awarded, the amounts awarded, and any leveraging we can do. This is to include both appropriated monies and private.

Jerry Donna said for students coming to an Illinois school they are going to get the same Federal and State package. Based on their expected family contributions FASFA is also going to be the same. We are only dealing with institutional money and how we can leverage that. With the endowments we have, divided by the number of students, that figures to about \$200 per student. Steve Rich said in the beginning the endowments' minimum amount was \$5,000.00 now it is \$10,000 and we are considering 20 to 25,000.

Jerry Donna says that colleges have money and there are little pockets of money here and there. We need to pool our resources and he recommended a study group to include Foundation and Philanthropy and perhaps develop a scholarship coordinator.

Brenda said that in a meeting with Jeff Cross he wondered if we could consider extending a scholarship offer at the time of admission. She says they have looked at the ACE Award to extend to students of color which is a \$2,500 renewable award at 1,500 if they maintain a 2.75 GPA. We award about 20 of those a year. We considered sending out to the top 20 saying you have been awarded this scholarship, but when they looked at the pool of around 150, how do you choose who to award the scholarship to. The amount is too small compared to our tuition and we find ourselves still trying to give away money in June. The same is true of the Academic Achievement Awards. We even share some of that money with Honors. Jerry suggested we tell the student to make a spreadsheet to compare schools with cost, aid, and then to look at the bottom line. We have a lower cost.. Honors offer their awards for incoming students but most others, such as Talented Student Awards, are offered after the student is here.

COMMITTEE REPORTS None

<u>ANNOUNCEMENTS</u> Dean Augustine shared a written report from the National Association of International Students Advisors showing a summary of what contributions International students' studies make to the State of Illinois as a whole and to our Congressional District.

Another issue in the Graduate Office he wanted to call the Committee's attention is student insurance. Previously we allowed students to attend here with no insurance. After accidents with major hospitalization and

deaths we now require them to have insurance. Our University self-insurance program allows only \$15,000 per incident. Many graduate students do not have any supplemental insurance as they are no longer covered on their parents' insurance or do not have spousal insurance. Our 15,000 is significantly low compared to the one million at Illinois State and the traditional 250,000 offered by other institutions at their lowest coverage. Some students are saying they can not afford to attend here without some sort of insurance. Dean Hine said this is important for some continuing education students as well. It was asked if students at Illinois State were paying more for that amount of coverage. Dean Augustine said that our cost is \$109 per semester and there cost is \$161 a semester. As long at the students are enrolled in 6 hours they qualify to purchase insurance. Etna has a good plan and he believes at Western, if you are a graduate assistant, which is added to their stipend. Dean Augustine feels we need to look at more variables and talk with students to see if they are willing to pay more for better coverage.

Jerry Donna said perhaps Illinois State could offer that coverage because of larger student population and what would the cost be here if our enrollment was the same. Dean Hine asked if we used the off-campus enrollment it might improve the base. Jerry said a study of our student coverage last year has been completed and we found that only 3 students actually maxed out. He feels we can do better.

Meeting adjourned at 9:55.

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

February 18, 2010 *March 25, 2010 April 15, 2010

*4th Thursday of the month