

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY MARCH 25, 2010
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Julia Chadd, Mona Davenport, Debbie Cunningham for Eugenia Deerman, Jerry Donna, Amy Edwards, Teresa Freking, Sue Harvey, Mary Herrington-Perry, Will Hine, Mark Hudson, Bonnie Irwin, Brenda Major, Kimberlie Mook, Stacey Ruholl, Karla Sanders, and Mary Wallace,

MEMBERS ABSENT

Ann E. Brownson, Eugenia Deerman, Kendall Jackson, Fern Kory, Frank Mullins, Steve Rich, and James Tidwell

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

APPROVAL OF THE FEBRUARY 18, 2010 MEETING MINUTES

The minutes of the February 18th meeting were approved on a motion by Dean Augustine and a second by Dean Hine.

APPLICATION/ADMISSION REPORTS

Undergraduate Brenda shared a written undergraduate report that compared to 2009 we are down 1.4% in applications and 3.6% in acceptances. However, this is not a concern as we are not accepting quantity over quality. For transfer students we are up 15% in applications and 17% in acceptances. We have 559 freshman paid enrollment deposits. This is down slightly from last year. 400 letters were just sent to those paying their deposits enclosing their "I am EIU" window cling and bragging points about EIU. We hope this will shore up the yield on these admitted students and push them to the next steps.

Honors Bonnie Irwin reported as of the 15th 172 applications have been received. This number is down 5% from 2009. They have admitted 163 and that is up 3% from last year. They have mailed 22 Presidential scholarship letters and 15 have been returned with signed contracts.

Gateway Brenda said Gateway is officially closed. They have admitted 230 students for 140 slots. Mona Davenport added she is going on the road in May to three different areas in the Chicago area (south suburbs-Prairie State, inner city of Chicago-a Park District, and EIU's office -Oakbrook Center for the northern students) to explain the program to the admitted students and their parents. Hopefully this will help the numbers. A wait list has been started for the stronger applicants and students have been notified it will be held until the middle of May. After the Chicago visits Mona should have a better idea of those intending to come. Letters have been sent to about 400 weaker applicants that the program is closed and asked them to advise us if they wish to come as a transfer student and we will hold their file.

Graduate School/International Programs Dean Augustine shared a handout showing how the new tuition rates have helped as they are up 42% in applications and a 59% increase in International admits. Those applying are of high quality. That big jump in admissions shows those students meet or exceed our standards at the graduate or undergraduate level. That means we can issue them an I 20 a lot faster. They now have 25 students that meet the criteria for the new tuition rates based on GPA. This is not yield. Summer and fall application rates as of this date last year were at 1,111 and as of yesterday we had 1,086. They were anticipating this because the Department of Educational Leadership has scaled back admissions to their graduate program. That was a large cohort so they think they are a little ahead of applications for next year,

Dean Augustine said that yesterday he had received an invitation to Capitol Hill in Washington D.C. to meet with two senators from the Department of Education's Secretary on Masters' Education and it's Future in the United States. This is based on work that he had done last year on program review. This should give Eastern great national recognition for the graduate education program, the student's here, and help with campus enrollment.

Continuing Education Dean Hine said they are still adding classes for summer and fall. They do not start tracking numbers for summer until mid April. They will be having a visit at the end of April from the Higher Learning Commission. This will be another approach to the evaluation of higher education institutions as they go to off-campus sites and look at programs to see if they match up with the quality on campus. Dean Hine said that one of the responsibilities of the School of Continuing Education is to market the different aspects of the University and one is the evening programs. Many of our students, even the more traditional age group, are taking evening classes. He shared a brochure showing the masters and bachelors programs that can be earned on campus after 4:00 p.m.

Dean Hine also mentioned that Governors State is offering Indiana residents' in-state tuition and telling them they offer degrees on-line, and encouraging them to come to their campus to finish their education. He said the idea that a state boundary means anything related to admissions and recruitment is rapidly going to the wayside. Dean Augustine said he heard Carbondale is not planning to increase its tuition because Murray State and Southeast Missouri are offering Illinois residents their in-state tuition rates which are less than SIUC. We need to be concerned about these matters.

Per Sue Harvey the enrollment numbers as of the 24th total 931 (349 for fall 2010 and 582 for summer 2010.)

HOUSING UPDATE Mark Hudson reported we are down 15% in applications from last year by 221 students as reported on the OARSUI report. A total of 1,134 have applied for on-campus housing for fall. Other state schools are experiencing the same thing. We sent out a recruitment postcard this week to 800 plus admitted transfer students detailing advantages to living on campus. Housing is doing additional renovations this summer in Lincoln, Thomas, Tower, Andrews, and Stevenson. The returning numbers from last year are pretty firm.

Brenda noted we need to make non-returning students aware if they plan to attend community colleges, their enrollment numbers are up, and good classes in prime time are full. They may not get the schedule they would like. Plus when they return here they have lost their guaranteed tuition rate and will start back at higher rates.

Brenda announced this Saturday is our Admitted Student Open House and she hopes the 520 students come. Students can participate in a hands-on workshop that day and can meet one on one with financial aid and pay us. We also have a parents' panel and will survey them as well as the students.

Brenda stated quarterly meetings of the Organization of Admissions and Records Officers of State Universities in Illinois (OARSUI) take place and the report on their meeting of the 17th showed estimated tuition increases ranged from 0 to 15%.

FINANCIAL AID UPDATE Jerry Donna reported they will have a staff of 15 at the Admitted Student Open House. Of those 15, 12 will be counseling and 2 will be at the information desk doing screening and sending students in the right direction. As of today they have pulled in 9,039 FAFSA's and that is up 15% (1,191) over last year. After today they will have packaged around 2,700 students focusing on new freshmen and new transfers. They want to have those students' information ready to view if they are attending the Admitted Student Open House.

He shared a report of the estimated costs they are using to package financial aid for both undergraduate and graduates and the increased costs he thinks will be in play for the New Year. This included a comparison over the past five years. They are working with the same staff and trying to work smarter rather than harder.

At the President's request, he also gave a report on EIU Students Filing the 2008-2009 FAFSA with Household Income Ranges. He wanted to find out where our student population is falling in the line of household income. The reported numbers are all averages.

HOUSE APPROPRIATIONS HEARING REVIEW Brenda reported The House Appropriations Hearing Committee listens to testimonies from three universities a day. We were paired with Governors State and Chicago State and were the last of the three. Brenda felt we were very different than the other two schools. President Perry prepared a statement that he read to the group emphasizing that Eastern is efficient. He

mentioned our new renewal energy center (not using State Funds.) We had the largest contingent of representatives from the University (7) that actually came and sat at the table when it was time for our presentation. The only issue of concern with us is our low percentage of minority faculty and staff. We do not know what the House Committee's influence could be. We do have to go back and speak with the Senate.

SCHOLARSHIP COMMITTEE UPDATE Brenda said the Scholarship Committee has met twice. Dean Augustine said scholarships now are typically used as a reward for a student who has already made a commitment to come. Other competitors are using scholarships as a reward for high GPA and class rank. We have no answer for that. A successful model would be a scholarship coordinator. That is hard to justify giving the current budget situation, however, if we are losing a large percentage of those talented students because other institutions are offering more; then hiring a coordinator would seem in order. We have scholarship money but it is in different places and managed by different people. The Committee has looked at models and the Honors College seems to be most successful. However, after Bonnie runs out of her scholarship money, there are still bright students and she has no area to refer them to. We are trying to put information together and then figure out how to use the money strategically to bring in talented students. As we begin to launch our capital campaign we know that one of the biggest areas that donors prefer to give money to is scholarships. We need to clearly articulate to our philanthropist that scholarships for incoming-bright students are really important. They need to have a good academic record to support that. Brenda said she and Dean Augustine will put together a document to send out to the academic departments asking how they are handling their scholarship programs, their satisfaction with how those processes are taking place, and how they are administered. Brenda says they have heard there are still scholarships that are not awarded and it is difficult for faculty and chairs to get students that match with the specific criteria. We are not certain but we think there are some departments that do not know who administers their scholarships. It is hoped that the proposed scholarship coordinator could be housed in the same facility as the Honors College. A coordinator should be able to contact a student as soon as we know the student qualifies for scholarships.

COMMITTEE REPORTS Karla Sanders reported the Seats Committee is still working with the departments and colleges to make sure we have enough seats. It is especially tight in Fine Arts this year.

ANNOUNCEMENTS As a point of interest Brenda wanted to make the Committee aware, at the President's request, a question was added to the Admissions' application this past fall asking if the applicant has ever been charged with or convicted of a felony crime. If the applicant answers "yes" they are sent a letter asking for the official court documents. Then she and the Provost will meet to determine if the student would pose a threat to the University or to themselves while they were a student. Many parole programs do encourage previously convicted individuals to further their education and become valuable members of society. Currently they are working with two or three applicants to get records. We may not allow the individual to come on campus to study. We may ask them to consider on-line courses, or we may have to tell them they can not enroll at all. Some faculty and deans feel we are picking on their particular college. The question is staying on the application. It is legal to ask that question and we are not the only State Universities asking. It is also legal to meet and determine if the individual is allowed to study at the University. This is not new as that question has also been asked on the housing application for some time now.

Meeting adjourned at 9:53.

Fall 2009 & spring 2010 – 8:30 a.m. – Effingham Room - University Union
April 15, 2010

Meetings will resume in September