

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY NOVEMBER 18, 2010
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

MEMBERS PRESENT

Patti Bailey attended for Dean Augustine, Deborah Barker, Mona Davenport, Eugenia Deerman, Amy Edwards, Lora Green, Sue Harvey, Mary Herrington-Perry, William Hine, Mark Hudson, Fern Kory, Brenda Major, Kimberlie Moock, Frank Mullins, Karla Sanders, John Stimac, Mary Wallace, and Andrew White.

MEMBERS ABSENT

Robert Augustine, Jerry Donna, Stacia Lynch, Michelle Meadows, Lisa New Freeland, Steve Rich, Joy Russell, Otis Seawood

GUESTS

Patti Bailey

Brenda Major, Chair, called the meeting to order at 8:40.

APPROVAL OF THE OCTOBER 21, 2010 MEETING MINUTES

The minutes of the October 21, 2010 meeting were approved.

APPLICATIONS REPORTS

Undergraduate - Brenda Major shared a written report of applications and acceptances as of November 15th and commented that the comparison numbers from her meeting last month with the other State Universities Directors had been shared with everyone by e-mail. Also discussed at their meeting was what numbers look like for this fall. All the State Universities are down. Our counselors who have been on the road say the students are just not applying for whatever reason. Our mission now is to get them to apply and our counselors are also calling our incompletes.

In calling some of these students we find they have attempted to apply online without submitting the payment. Every 2 weeks we pull those students' information and send them an e-mail. The guidance counselors have been told if the student is applying and seeking an application fee waiver they need to use a paper application and the counselor must send a waiver request. If we get transcripts and a fee waiver from a counselor and we do not have an application we check to see if the student is admissible, then go on line and pull in the application hoping it is complete enough for us to use. We continue to get applicants who are well below our admission requirements because high school counselors tell them to apply without counseling them for their best avenue. In reality these student should remain in high school. Due to budget restraints the Chicago City Colleges are considering moving their remedial courses to their continuing education departments. Students would pay a separate fee, which will likely be a deterrent. These students are likely to bypass the community college and apply to universities. They will not be prepared and we will not accept them. This is part of the reason our numbers are not where they should be.

- Our numbers are down but our percentage of successful applicants is up about 7 ½% over this time last year.
- It is a good sign that we are getting applicants from areas in Southern Illinois where SIUC, Missouri and Kentucky are attracting our regional students. We just need to focus on yield. Some of those small town applicants see us as a better fit than the larger schools in their region.
- The transfer numbers will increase slightly but we need to look at the numbers in thirds. The top 1/3 will go out of state, the upper middle are going to the Illinois flagships, and we try to convince that remaining middle. The bottom third will likely go military, community college, or work (if they can find jobs.) The out-of-state tuition is where we will see the bump if it is approved.

Gateway – Mona Davenport reported they are even with last year when they had admitted 29 and this year have admitted 30. For BOOST last year at this time they had admitted 8 and this year to date the number admitted is 11.

Continuing Education – Dean Hine said spring numbers are slightly up compared to this time last year. For fall we are down for the first time in years. In surveying some students that were with them last fall, finances, was cited as the main reason they did not persist.

He said Continuing Education is working on support for the three on-line degree programs and on-line orientation and have set up a committee to develop that.

Dr. Cross did an analysis of the courses that students took at community colleges over the summer and transferred back to the University. He is trying to find the 5 most popular of those courses and develop on-line summer courses for students to take as opposed to attending a community college.

Dean Hine also commented that last year Indiana State University had a specific time period they did not charge students an application fee. He has heard a rumor they are not going to charge an application fee at all. He also believes that in our region Indiana is the only state with an increasing number of 18 year olds over the next few years. So their pool is expanding. Brenda stated that the University of Illinois has just increased their fee by \$10.00.

Honors – John Stimac said he did not have last years' numbers to compare with but as of the 14th 271 had met the Honors criteria and 73 of those were Presidential Scholar caliber. He expects the numbers to increase after Thanksgiving and Christmas. If the yield holds at about 73% we should be full for both Presidential and Honors. Yields have been going down and TSA's are a possible contributing factor. With the new Integrated Learning Scholarship he is hoping that Honor students will apply as well.

Graduate School/International - In the absence of Dean Augustine, Patti Bailey gave a written handout comparison chart of International Admissions for 2010 to 2011. There is an increase of 159 due mainly to the new tuition rate.

- A concern is the service these International students will receive with such increase in numbers.
- The numbers are now getting back to where they used to be.
- However, there are more undergrads than grads in these numbers.
- Perhaps this needs to be a future agenda item.

Patti also shared a report from Dean Augustine regarding a summit held in Washington D.C. in the spring.

SPRING REGISTRATION NUMBERS – Sue Harvey reported for spring 88 new graduate students, 143 new transfer undergraduates (129 came from community colleges and 14 from senior institutions), and 1 new freshman had registered. The overall total is 8,612 for spring 2011 which is down 197 from spring 2010.

- There are around 1700 graduate and undergraduate students with holds. (Holds were placed November 1st.)
- The Retention Committee sent e-mail registration reminders this past Monday to 840 juniors and seniors eligible to register, excluding Elementary Education, Special Education, and students planning to study abroad. The 840 included students with holds. Freshmen and sophomores will receive the same reminder on December 1st. Students have various reasons for not registering: finances, waiting to see fall grades; getting a waiver; talking with parents over Thanksgiving, changing majors; or have just not gotten around to registering.
- The date for placing the holds seems to cause students problems in registering even though on each monthly bill they receive the date is listed. The November 1st date has always been in place and in the past that affected only the freshmen. Now registration has moved back so only the seniors get to register before that holds deadline (and they should as they have less flexibility in their schedules.) This also affects the withdrawal from classes for students. The Registrar's Office is now sending out e-mails telling students they are enrolled in this course and here is the deadline by which to withdraw or drop this class if needed.

NOVEMBER OPEN HOUSE REPORT – Brenda shared the Open House report for November. Our attendance was 538 compared to 658 last November which was an exceptional year. Typically we see around 500 students in November. Brenda reminded the Committee that on Columbus Day and Veterans' Day not all schools are closed. The following day about 60 visited and on Saturday about 60 more visited. However, these visiting students do not get the full experience of the Open House where there are sessions, etc. for them to attend. Also, every state school in Illinois has an open house on Veterans' Day and Columbus Day. Some students try and visit more than one. Where attendance varies is in the spring.

I Think My Major Is (presented by Career Services) has been the most popular session at the October and November Open Houses. This session was repeated a second time on both dates.

Computers were set up for students to apply on line for the first time in October and continued in November. They also followed Lisa New Freeland's suggestion, at the last EMAC meeting, to give students a little card to fill out and drop in departmental baskets. Brenda will follow up to see how successful that was.

Our Admission Counselors remain at the Union until 2:00 to meet with students and families on Open House days.

YIELD STUDY FROM EAB – Mary Herrington-Perry advised the Committee of an organization called the Education Advisory Board (EAB). It is an institution that serves higher education across the country providing research and support services to help universities with problems they are facing. They have three divisions: business affairs, academic affairs, and student affairs. They provide service in a variety of ways. One is custom research. We have commissioned the University Leadership Council (Academic Division) to do a study to help us figure out how we can improve our yield. They will contact institutions across the country to find out what they have been doing to increase their own yield. We have asked them to do this in the context that we want to retain quality while improving yield, making sure that we use existing resources, and yield an increase in Hispanic and Honors students. Also, they will look at units beyond Admissions support help to improve in the yield. The report is expected back in early December. So information should be available at the next EMAC meeting.

All of the research conducted is available to its members. Anyone can go on line, create an account and download the research for your own use. Mary shared some of their research she had gone to their web site and printed.

They also provide webinars. Their web site is www.educationadvisoryboard.com and select the academic affairs tab on the right and create your own membership once you have verified yourself.

They also do on-site reports and on December 7th a group is coming to Deans Council 9:00 to 11:00 and other groups (yet to be determined) about student retention.

SCHOLARSHIP COORDINATOR UPDATE – Brenda reported the Scholarship Committee met and proposed the job description for a Scholarship Coordinator and sent this forth to the Provost. They are proposing this person have some impact, research, and recommendations about how we utilize scholarships for the entire University. They are recommending that a Masters' Degree be required (but will consider a Bachelors' Degree with additional coursework or certificate.) This person is being recommended for housing in Financial Aid and supervised by the Director of Financial Aid.

COMMITTEE REPORTS - None

ANNOUNCEMENTS – At the Board of Trustees meeting tomorrow it is being proposed to extend in-state tuition to undergraduate students whose state border touch Illinois. (Indiana, Iowa, Kentucky, Missouri, and Wisconsin.) Brenda asked the Provost about including graduate students for in-state residency, too. She was told that the original proposal reducing the rate for graduate students from 3 times the rate to 2.7 then going down to 2.4 had already been voted on and approved. She also asked if those students enrolled this year and

paying the out-of-state rate could be grandfathered in, then we could make them ambassadors so they could return to their home high schools over Christmas Break. He didn't feel that was necessary as after 4 months those students could qualify for Illinois resident tuition. However, this is not automatic. The student must do something to indicate they want to be a resident (get an Illinois driver's license, register to vote, etc.) Brenda said she had a meeting with the Provost at 10:00 today and would discuss these issues again.

ADJOURNMENT - Meeting adjourned at 9:40.

Spring 2011 – 8:30 a.m. – Effingham Room - University Union

January 20	February 17
#March 24	April 21

4th Thursday