

**ENROLLMENT MANAGEMENT ADVISORY COMMITTEE MEETING
THURSDAY OCTOBER 21, 2010
EFFINGHAM ROOM – MARTIN LUTHER KING, JR. UNIVERSITY UNION**

MEMBERS PRESENT

Robert Augustine, Deborah Barker, Eugenia Deerman, Jerry Donna, Amy Edwards, Lora Green, Sue Harvey, Peggy Hickox attended for William Hine, Mark Hudson, Brenda Major, Kimberlie Moock, Frank Mullins, Lisa New Freeland, Joy Russell, Karla Sanders, Mary Wallace, and Andrew White.

MEMBERS ABSENT

Mona Davenport, Mary Perry-Herrington, William Hine, Fern Kory, Stacia Lynch, Michelle Meadows, Steve Rich, Otis Seawood, and John Stimac.

GUESTS

Peggy Hickox

Brenda Major, Chair, called the meeting to order at 8:35.

APPROVAL OF THE SEPTEMBER 30, 2010 MEETING MINUTES

The minutes of the September 30, 2010 meeting were approved with the name of Wendy Williams corrected to Williamson.

APPLICATIONS REPORTS FOR 2011

Undergraduate - Brenda Major gave a written report of applications and acceptances as of October 15th. The on-line application report starts on October 1st each year and is generated every two weeks. However, since we are using the new Banner on-line application source this report is a day behind in the reporting. Therefore, we are not exactly comparing the same date to the same date. This is significant as we are actually closer to being dead on to last year.

- We receive around 100 new applications a day.
- Admits will stay ahead for a while as we typically pool those mid-range students in September for further review. This year we will start pooling in December, so students applying prior to December 1st will be reviewed by Admissions staff, Gateway and Brenda.
- Recruiters on the road say they are seeing more Honors' students. This is encouraging as the Big 10 and Ivy League schools have been aggressively visiting Illinois high schools for recruiting. Michigan is now offering their in-state tuition rates to Illinois students.
- Chicago public schools are still requiring their students to apply to 5 institutions. This was started a couple of years ago. Our last years' End of the Year Report showed a significant number of denials (around 350). However, Northeastern Illinois University reported their denials were up about 500 based on the Chicago public schools. A significant number of those applications we received last year came with a fee-waiver request and some with checks. If they did not meet consideration requirements (less than 14 ACT and less than a 2.0) we contacted the guidance counselor saying we will either return to them or shred. The high schools know our requirements but are being pressured to do this. If the application comes with a fee we send the entire package back to the student with a letter explaining our admission requirements and to submit a new application should they become acceptable later. We have heard that within the next year Chicago City Colleges are not going to provide remedial courses. Already about a quarter of those students are not ready for college or work.
- We do a holistic review of students but it does not involve faculty until December. We look at A's and B's in college preparatory courses with a minimum ACT of 18 with solid sub scores in English and Math of 18, 19, or above. Typically before we would have accepted 23 ACT's with 3.0 GPA. For our review we recalculate new students and transfers college-prep courses GPA's as opposed to their cumulative GPA. Our applicant pool seems stronger between August and mid November, but we can also receive a slight bump in May and June from bright students who cannot go to their first-choice school. This year may be different as a lot of out-of-state schools are offering in-state tuition and also, the private schools are negotiating their tuition. This will be an on-going struggle as the 4-year public tuition goes up and financial aid remains the same. Can we have a bigger increase in tuition and give

back more in scholarships, somewhat like the privates', but not seem like we are discounting the students' education?

- There has to be created a greater perception of value of the student's education. How does the student know that value over other schools? We can do a cost comparison on our web site but what is going to be the bottom-line value of public verses private? Are we not conveying the message that it is not what it costs, but what kind of education that Eastern can provide? Are we using the data that we have to market our value? We can continue this private to public value message but we need to do more than this and soon, to regain our numbers and retain our reputation. We could keep our tuition increase for next year very low or give more scholarships. Right now our scholarships are for specific areas not many for incoming students. Foundation is talking with donors and asking if there is not a student meeting their criteria can it be given to a deserving new student and most agree. This is when a Scholarship Coordinator comes into the picture to help identify those students.

Last year the President put back \$450,000 to help the incoming class. This year it is going to be more and we will know it earlier to use on the front end. Last year the Admissions staff identified a few students that met a set criteria to give them extra money to entice them from admitted to committed. This year we would like to do the same thing but use it on the front end to give to everyone who meets the set criteria. At a meeting with the financial aid directors of Illinois the MAP Grant funding is going to be a problem. If not funded the student will lose about \$4,900.00 a year. The Academic Competiveness Grant for students who have been through a rigorous high school program get an additional boost of \$750.00 their first year or \$1,300.00 their second year and the Smart Grant for junior and senior status students in math and science get a \$4,000 bump each year are all going away in 2011/12. How do we fill that gap for those really good students? PELL is going up about \$160.00 next year but basically financial aid is going to be flat except for what the institution can add. Keeping our tuition low is really important.

- The Integrative Learning Scholarship has been developed for those students with a 23 ACT and 3.20 GPA that have done something in addition to going to class, and have taken what they have learned and are using it (new business, community service, etc.) They must write an essay about that project and have a recommendation from a sponsor or coordinator of that program. This information will soon be shared with high school students and counselors. The Academic Achievement money is being used to fund this scholarship. This was money that was used for basically the same population as the Honors students. In addition to the Honors students this will give us more students to consider for this scholarship. The Provost has agreed to do 50 of these scholarships at \$3,000. We hope this will help us retain those students who we know are good students for us that we want to keep. It is not renewable at this point.
- What is the definition of a first-choice school? What makes a university a first-choice school? The options that were given in the survey of students that did not come was not cost, it was that I got into my first-choice school. Getting into first choice is not what we see, we feel the student needs to explore, visit, investigate, connect with faculty, and attend the school that is the best fit for them. Attending there is going to allow them to realize their goals and aspirations. The high schools are excited about the Big 10 and private schools recruiting then they can say to their superiors that a certain percentage of their students are going off to these schools. However, some of these students are calling back to their counselors that they are homesick and having other issues that were not considered when trying to get the bragging rights on placing these students there. Fit has to be considered.

Our biggest competitor is Illinois State for education majors. But because we are not in Bloomington Normal and we do not have a mall some students will choose ISU. Our location is more appealing to parents, no distractions. The fact that our graduates are going on to get PhD's is something that needs to be made more known in our value. We need to stress not only what we are giving the students but what benefit the student is gaining. We have to speak to all sides. There is not one blanket message. We need various messages to target different groups (grads, honors, undergrads, first generation students, etc.)

- School Boards and counselors seem to want their students to apply and go out of state to bigger schools. How can EIU connect with the student? Eastern is known for education and anyone wanting to hire a teacher will hire EIU graduates. Can we contact the schools and ask how many EIU alums they have teaching there and then send that alum something they can use to promote Eastern, but not actually something that looks like a recruitment tool, maybe a congrats/thank you letter from the President. This could connect Eastern even to elementary students with someone they already know. Family connections of the generations that have attended and parents meeting here is another connection for recruitment. Brenda says that at the 9 State University Articulation meetings in September we have consistently, discretely provided our counselor alums with a small gift and they look forward to it. We get requests from new teachers asking for something from EIU to decorate their rooms. We usually comply.
- Lisa New Freeland suggested when students visit campus give them a card with all their contact information that they can leave, say at Open House at the departmental tables for the department to follow up, or a list with those students' names that have expressed an interest in their department. If we do that we need to be certain that the department responds. A personal contact by a faculty member with a student is the best way to make us a first-choice school.

International application report– Dean Augustine gave a combined written report on graduate and undergraduate International students comparing spring 2010 to spring 2011. He commented on how our new tuition rate has affected our ability to attract international students. Across the country International Student admission declined by 1%. We are one of the few schools that increased International enrollment. The graduate applications are 119 compared to 76 last year and the undergraduate applications are 145 compared to 51. Some schools have developed their intensive English program to help these students who have needs. Sometimes those students do not achieve the English skills needed to enter into an academic program and even if admitted sometimes they struggle. We decided to abandon this approach some time back and let Lake Land do this because of the cost. This has worked well for us. Those ESL students get their degree there and then can come here or to their school of choice. Some of these students could also be competitive for other scholarships that we have available. This could be a signification form of support for them to study here. We need to study our tuition structure and think about how it can be packaged in a way that is competitive with others in a positive way. Approaching our scholarship process in a different way is commendable. This is getting students' attention.

- Other issues that are of a concern are tuition waivers.
- We could also try to connect our undergraduates to graduate studies because so many of them are first generation and the end for them has always been baccalaureate. They are unaware of anything beyond. Perhaps the Integrated Learning Scholarship group could become a cohort and we could extend their support with waiving their application fee for graduate school and give them an honors flair although they have not been enrolled in our Honors Program.

Registration numbers – Sue Harvey reported that spring 2011 registration opened this week for graduates and post baccalaureate with 594 registered. Next week will be seniors and priority, the following week with juniors, the next week with sophomores, and finally with freshmen. We should be through with the major portion of registration by the beginning week of December.

OCTOBER OPEN HOUSE UPDATE AND RECOMMENDATIONS FOR THE COMMITTEE

Brenda shared information about the October 11th Open House with a handout including the Illinois map showing which counties in the state had students in attendance. The report also included data about these students.

YIELD REPORT – Tabled till next meeting

YIELD STUDY FROM EAB – We will have Mary Herrington-Perry report on our yield studies next month.

NEW STRATEGIES – out of state proposal – In November, it is expected that the Provost and President will present to the Board the proposal to extend in-state tuition to bordering states of Illinois. This is something that other Illinois public schools are already doing. We are recruiting now so this is an important tool to have ASAP. The Out-of-State Distinguished Student rate will still be in effect for everyone else that does not touch Illinois.

COMMITTEE REPORTS - None

ANNOUNCEMENTS – Karla reported that mid-term e-mails were sent out yesterday afternoon, October 20th, to 2,307 students. This is slightly down, but about average in regard to our enrollment numbers now.

As of September for education students, it was announced that the Basic Skills Test scores are changed to higher requirements. We need to get this information to the high schools, so that the students can position themselves to be better prepared. Also there is new language required by the state that every course that counts towards graduation, for those seeking teachers' certification, must be a C or better grade including general education courses. This will be for everyone seeking teacher certification after February of 2012.

MONTHLY MOTIVATIONAL MOMENT – Brenda has responded to an article in the Chronicle requesting information on great college towns. She will share her submitted article through e-mail.

ADJOURNMENT - Meeting adjourned at 10:00.

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

November 18	January 20	February 17
#March 24	April 21	

4th Thursday