Enrollment Management Advisory Committee
THURSDAY January 20, 2011
Effingham Room – Martin Luther King Junior University Union

Members Present
Debbie Barker, J. Collins for Mona Davenport, Jerry Donna, Lora Green, Sue Harvey, Mary Herrington-Perry, William Hine, Mark Hudson, Fern Kory, Brenda Major, Michelle Meadows, Margaret Messer, Kimberly Moock, Frank Mullins, Joy Russell, Karla Sanders, Mary Wallace

Members Absent
Robert Augustine, Mona Davenport, Don Dawson, Eugenia Deerman, Amy Edwards, Stacia Lynch, Lisa New Freeland, Steve Rich, Otis Seawood, John Stimac, Andrew White, Tammy Zuber

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

Approval of the November 18, 2010 Meeting Minutes
The minutes of the November 18, 2010 meeting were approved.

Update on in-state tuition amendment and recruitment initiatives
In-state tuition rates have been approved for incoming freshmen from states that border Illinois. Recruiting initiatives to date include: holiday e-cards sent to high school counselors, a letter from Dr. Perry to admitted students, letters of introduction sent to 357 counselors at 130 schools promoting tuition rate and Integrative Learning Scholarship ($3,000 one time) and attending college fairs this spring, promoting B-EIU Blue event for high school students at 2/5/11 basketball games (currently expecting about 300 to attend), some music faculty are contacting students and alumni in border states to spread the word, BGS to meet with Ivy Tech in Terre Haute and possibly Indianapolis about 2 + 2 program. The suggestion was made to add the town name and possibly maps to publications as people may not know that EIU is in Charleston or where Charleston is.

Application/admission reports

Undergraduate – 31 new freshmen, 368 transfer (314 from 2-yr, 54 from 4-yr), total undergrad and graduate 10,654, down 437 from 2010.

Applications/Admits – Freshman applications down 9.3%, Transfer applications up 6.6%. Freshman admits down 3.4%, Transfer admits up 6%. When comparing to 2010 numbers must take into account that about 300 applications have not been processed this year that would have been processed in 2010. These are applications that fall below the minimums and would not be admitted. Currently trying to identify specific high schools that are generating the majority of these applicants to meet with counselors and/or teachers to help in getting students better prepared. Northeastern and Chicago State on board to participate in preparing information for counselors/teachers. Admission counselors are contacting applicants with incomplete files and admitted students to see if they will be attending.

Financial Aid – Application for 11-12 school year was available 1/1/11. Currently experiences a few snags with the software vendor so won't meet goal of 2/1/11 but letters will be sent soon after that date. Admissions office is sending an email to students' personal email instructing them to access PAWS to see their FAFSA information. Mark Hudson suggested an email be sent to the students' EIU address to help get them accustomed to checking their EIU account. This initial email could contain information about what to expect and let them know the financial aid information will be available soon.

Honors – 26 new students from fall 2010, 90 were invited. Currently have 97 applications for 2011 scholarship compared to 99 in 2010. Have accepted 82, denied 2, 9 holding for EIU application. Still receiving applications with two weeks until deadline. Margaret Messer, Anne Marino from Admissions and Honors alum were recently invited to and attended an AP night in Lockport. Approximately 300 students and parents were in attendance.

Gateway – January 2011 admitted 45 for a total of 245, up from 2010. Boost admitted 20 for a total of 84. Will close soon and may start a waiting list. For fall 2011 Gateway only looking at students with an ACT minimum of 14 composite and all sub-scores. This has caused confusion with some high school counselors.

Continuing Education – Dean Hine reports enrollment is down a bit. Credit hours and head count are good. Currently doing a survey of off-campus program enrollment.

Graduate School/International – no report

Scholarship Coordinator Update – The final job description has been sent to VP Nadler and the Provost is expected to approve. Process is moving forward.

Enrollment funnel demo – Josh Norman – Josh Norman gave a demonstration of the second generation Enrollment Funnel program. The new version is more user-friendly. The program shows the enrollment cycle from application to registered. The information can be broken down by several different criteria and can be viewed in chart form or number form. The information shown is a snapshot of current data. Anyone wanting access to the Enrollment Funnel should send an email to Robin Terwilliger at rdterwilliger@eiu.edu. For specific questions about using the program contact Josh Norman at jlnorman@eiu.edu, Ryan Gibson at rwgibson@eiu.edu or Jim Toner at jqtoner@eiu.edu.

Committee Reports - None

Announcements

There will be a Retention Forum on March 8, 2011 from 2-3:30 pm.
The 5% reduction in MAP for spring 2011 will be covered by EIU so there will be no additional cost to students. Not sure about future semesters at this point.

Adjournment - Meeting adjourned at 9:45.

Spring 2011 – 8:30 a.m. – Effingham Room - University Union
February 17
#March 24
April 21

4th Thursday