Enrollment Management Advisory Committee Thursday March 24, 2011 Effingham Room – Martin Luther King Junior University Union

Members Present

Patty for Robert Augustine, Debbie Barker, Jerry Donna, Amy Edwards, Lora Green, William Hine, Mark Hudson, Fern Kory, Stacia Lynch, Brenda Major, Kimberly Moock, Lisa New Freeland, Joy Russell, Karla Sanders, John Stimac, Mary Wallace

Members Absent

Mona Davenport, Eugenia Deerman, Sue Harvey, Michelle Meadows, Frank Mullins, Steve Rich, Otis Seawood, Andrew White

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

Approval of the February 17, 2011 Meeting Minutes

The minutes of the February 17, 2011 meeting were approved.

Applications and Admits

<u>Undergraduate</u> – Predicted yield of 35%, typical is 32-33%, which exceeds enrollment from 2010. 1,469 new freshmen, likely to have 1,100 transfers. Admitted student day is March 26, currently have 560 pre-registered compared to 500 in 2010. Have finished selection for Integrative Learning Scholarship. Will give awards to 38 freshmen and 5 transfers.

<u>Honors</u> – Awards offered: Presidential 23, 12 accepted; Talented Student Award, 15, 7 accepted; Freshman 64, 25 accepted, 1 has rejected offer. As of 3/15/11, 176 applications, up 4 from 2010. 162 have been accepted, 2 have been denied, 11 in process. 462 meet honors criteria, 38% have applied. Will contact balance in April.

<u>Gateway/Boost</u> – Both are full, still reviewing applications. Letter telling people they are too late for Gateway was sent during spring break, will waitlist people who are late sending information.

<u>Continuing Education</u> – Having a problem recruiting faculty to teach summer classes both on and off campus to be more competitive with other schools. Would like to make clear that no on teaches off-campus classes without approval of appropriate people, chair and dean, same as oncampus classes. Graduate classes require dean approval. Will Hine shared the following figures about distance learning from the IVC Fall 2010 Enrollment report. 10 years ago, 30,000, 5 years ago 110,000 and in 2010 266,000 undergrad and grad enrollments, 50% from accredited/for profit institutions.

At May graduation, there will be a mother and 3 children all getting degrees. Looking into possible ways to market this.

<u>Graduate School/International</u> – Graduate admits up 5 to 10% from 2010. International up 74 applications, up 78 admits and up 36 I20's from 2010.

Enrollment Services Update

<u>Orientation</u> – There are three transfer days in April, 4, 16, and 28. April 4 date is closed. 314 registered but need another 160 to sign up for April dates. Everything is e-delivered to the students. One postcard will be sent informing students to check their email. Will also be putting up a notification on Facebook for students to check their email for important information.

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<u>Housing</u> – Returning student re-contracting is done. Retention is up but overall numbers are down. Incoming students are down 25% for fall 2011. New for fall 2011 is marketing offering deluxe doubles to transfer students, singles for freshmen, working on specialized housing for veterans. Currently adding a link from the housing home page to the housing application.

There are currently five to six empty floors spread throughout all residence halls. For fall 2011, all empty floors will be consolidated in Carman because it has the lowest retention rate.

<u>Financial Aid</u> – 14 staff members will be available at Admitted Student Day on March 26. Scholarship Coordinator search is underway, currently selecting for phone interviews. Pell not yet approved by Feds, MAP down 5% for 11-12. 3,000 packaged by March 17 which is up due to electronic processing. By January 23 best funds for low income families were all used. New packaging includes Parent Plus loans which is a good starting point to discuss alternatives. We are very competitive with other 4-year institutions. Will be sending more package notifications from March 1 through April 15.

<u>Strategic Planning Exercise</u> – Due to a lack of time, the strategic planning exercise will be moved to the April meeting as the only agenda item. The activity will take approximately 45 minutes. The committee has been meeting weekly since February and will now be engaging with campus groups and community groups to gain feedback for planning process for the university.

Announcements

Athletics was cleared and certified with no condition by NCAA. Rumors the Carman is closing are not true, please correct per information above if you hear this.

Adjournment - Meeting adjourned at 9:45

<u>Spring 2011 – 8:30 a.m. – Effingham Room - University Union</u> April 21