

Enrollment Management Advisory Committee
Thursday, November 17, 2011
Effingham Room – Martin Luther King Junior University Union

Members Present: Deborah Barker, Mona Davenport, Jerry Donna, Amy Edwards, Lora Green, Mary Herrington-Perry, Stacia Lynch, Kimberlie Moock, Godson Obia, Karla Sanders, Margaret Messer, Mary Wallace, Peggy Hickox and Brenda Major.

Corrections to the notes from the October meeting included: correcting Dr. Deborah Barker's name from Baker to Barker and the name of the new Summer Institute of Higher Learning program from High to Higher.

Brenda Major reported on total registrations for Spring 2011 and Spring 2012. These figures were provided by Sue Harvey, Registrar, who was unable to attend the November EMAC meeting. Total registrations for Spring 2011 were 8608; total registrations for Spring 2012 are 8541, a difference of 67 students.

As noted in previous reports on applications, the personal essay component of the application has created an issue for some prospective students resulting in a number of started, but not completed, applications. Therefore, the Admissions Office has chosen to make the essay component of the application optional, per Brenda Major, Director of Admissions. Students will be asked to submit an essay when necessary, such as when a student falls in a "gray area" or when the student is eligible for Gateway consideration. Brenda also indicated that since the Admissions counselors began their calling campaign, the number of incomplete applications is down from 25% to 11%.

Mona Davenport advised there were 80 Gateway admits as of Tuesday, the 15th. At the same time last year, there were 63 admits. Mona also indicated she expected November's numbers to be up even more by month's end. Gateway's cutoff number, as always, is 250.

Margaret Messer of the Honors College noted that the up-front \$2,000.00 award is generating great interest and more awareness in general of the Honors program. To date, Honors has 130 admits; at the end of last summer (2010-11 academic year) there were, per Margaret, approximately 240 admits. To date, Honors has received 10 – 15 Presidential Scholars applications but anticipates receiving between 60 - 80. Margaret reminded everyone to encourage students to apply for this scholarship by 02/01/12. Stacia Lynch, UMAC, offered to add the reminder to the portal. Margaret also noted the good turn-out at the Honors reception which was held at the end of the November 11th Open House.

Peggy Hickox, School of Continuing Education, indicated that their numbers are ahead of last year's.

Kimberlie Moock, Director of New Student Programs, indicated numbers are slightly ahead of last year's spring orientation. NSP has seen 160 students this year, compared to 102 last year. To date, registration for the 12/05/11 orientation is down slightly but, Kimberlie noted, December attendance is often lighter than other dates.

According to Jerry Donna, Director of Financial Aid, a group of 75 – 80 Charleston High School students participated in a "Finance101" presentation on November 7th. The presentation included the basics of applying for financial aid; the financial aid process; identity theft; checking; credit cards; and loans. A similar presentation for Mattoon High School students is scheduled for January 11th at Lake Land College. Jerry also handed out a spreadsheet, "2010-2011 FAFSA Filers Attending EIU with Household Income Ranges". The spreadsheet showed statistics on the number of students packaged with financial aid, including those who filed FAFSA for 2010-2011 and those who did not file FAFSA (but were awarded private scholarships); average student/parent profile; student status, residency and academic level; expected family contribution = 0; a breakdown of students by income range, showing the percentage of students and budget averages, EFC, gross need, unmet need, total offer and total paid; and a report on sources of financial aid for the 2004-2005 academic year through the 2010-2011 academic year.

Assistant Vice President for Academic Affairs, Dr. Mary Herrington-Perry announced the members of the teams that will be working with Noel Levitz: the retention team, consisting of Karla Sanders, Kimberlie Moock, Amy Edwards and Jerry Donna with technical support from Jim Toner and the recruitment and marketing team, consisting of Brenda Major and Stacia Lynch. The members of the strategic planning team will be announced at a later time. The University is hoping for impact from the consulting efforts by Fall 2012.

Brenda Major discussed the CHS-@-EIU initiative. This event, held Wednesday, November 2nd, was hosted by President Perry and the Office of Admissions. EIU participants included the Vice Presidents of Academic Affairs, Student Affairs and Advancement, the Academic Deans, 25 faculty members and some current EIU (CHS alumni) and their parents. This inaugural event attracted sixty-five families, guidance counselors and the principal from Charleston High School. The evening began in Old Main and included a flashlight tour of the campus. Six on-line applications were received from CHS the next day. Group discussion followed concerning hosting similar events for Mattoon and/or other local high schools.

Another initiative to increase applications, discussed by Brenda, was on-site application assessments, conducted as part of the fall high school visits. Students relate to and appreciate the personal effort EIU makes at these on-site events. About 15 such events have been held to date or will be held in the near future.

EIU is also negotiating with Richland Community College for an EIU at RCC event, to be held this spring, perhaps in March. Gail Sanders, President of RCC is an EIU alumna.

The final Open House for the calendar year was held on November 11th. EIU welcomed 584 students, an increase of (50) students over last year's 11/11 Open House. Interest from bordering states has also increased.

Dr. Godson Obia, College of Sciences, noted that students are being contacted by other state counselors – specifically in Indiana – and that EIU needs to get to these students first. Dr. Obia also expressed his sincere appreciation for the EMAC committee's many efforts.

Stacia Lynch, University Marketing and Communications noted a new website which shows all the recruiting materials used by EIU. Stacia will e-mail the link to all.

There being no other business for the Committee, the November EMAC meeting adjourned.