

# MEMO

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To: EMAC Committee  
From: Gail Smith Bahney  
Date: November 8, 2011  
RE: Notes from October 20, 2011 meeting

Because there was no quorum at the October meeting, I have prepared the following notes in lieu of actual Minutes.

Dr. Augustine moved to accept the September Minutes; Mary Wallace seconded. Cindy Boyer, Taisha Mikell and Christine Edwards, guests at this month's meeting, were acknowledged.

Brenda Major, Director of Admissions, advised that because of a number of started-but-not-completed applications, the application and admits reports were unclear. There are approximately (900) applications in flux – a much larger number than usual. The personal statement element of the application seems to be problematic for the students. Reports should be clearer by the November meeting.

Dr. Augustine discussed the Graduate School's on-going review of processes and very aggressive recruiting campaign. While application rates are up from last year and Fine Arts has the highest enrollment in years, the economy is impacting education. Dr. Augustine also notes that three (3) new programs, including the MS Sustainable Energy are being launched to make up for losses in other areas. Efforts are also under way to engage end-of-the-year freshman and sophomores in the graduate process and stressed the importance of faculty outreach to potential grad students.

Mark Hudson noted the new Social Media Coordinator is on board and implementing new processes. Mark commented on his travels with Anne Marino, Admissions Counselor – Transfer Outreach/Suburban Chicago. According to Mark, student's primary concerns were academic major choices and how to pay for school.

Deborah Baker noted concerns from the 10-10-11 Open House, including the need for more signs, including signs for new majors/minors and the energy center.

Jerry Donna, Director of Financial Aid, reported on his recent attendance at a Financial Aid conference in Michigan and changes to the financial aid process including a switch away from reviewing tax returns and W2s as part of the verification process. The FAFSA application will now include a "data retrieval" checkbox which will allow the IRS and FAFSA to communicate. If the checkbox is not checked, the student will be required to request tax transcripts to complete the verification process. Christine Edwards, Scholarship Coordinator, reports that the scholarship search engine is 98% updated and meetings with authorizing agents continue.

Currently advertised scholarships are up from 475 to 562 and informational department links have been added. Work is underway on a strategic advertising plan to market EIU scholarships.

Cindy Boyer and Taisha Mikell presented information on the Summer Institute of High Learning, a five-week bridge program offered – by invitation only – to select freshmen students. The program is designed to facilitate a successful transition for the students from high school to college. A Memorandum outlining program goals, classes, and support services was distributed.

Mary Herrington-Perry reported that Noel-Levitz has been hired as the Consultant. Meetings are underway with faculty, staff and students and will focus on recruitment and retention.

Before adjournment, Brenda Major read a memo from the Provost regarding the formation of a marketing sub-committee. As directed by the Provost, the sub-committee will be comprised of Stacia Lynch, Robert Augustine, John Stimac, Mary Herrington-Perry and Brenda Major and will begin regular meetings soon.