

Enrollment Management Advisory Committee  
Thursday, September 22, 2011  
Effingham Room – Martin Luther King Junior University Union

Members Present:

Brenda Major, William Hine, Stacia Lynch, Mona Davenport, Sue Harvey, Fern Kory, LaVeasey Carter, Godson Obia, John Stimac, Joy Russell, Aseret Gonzalez, Zach Samples, Mark Hudson, Robert Augustine, Jerry Donna, Kimberlie Moock, Mary Herrington-Perry, Deborah Barker, Amy Edwards, Michelle Meadows, Bill Higelmire, Steve Rich and Karla Sanders

Members representing Council on Academic Affairs, College of Education and Professional Studies and Council on Teacher Education have yet to be finalized.

Brenda Major, Chair, called the meeting to order and welcomed everyone to the 2011-2012 Committee. Introductions of committee members followed.

Total enrollment stands at 11,178 with 1,359 new freshmen students and 1,150 new transfer students. Of note: rising numbers of First Generation students: 46% of new freshmen and 52% of new transfer students are First Generation Students. First Generation Students is currently one of the five rotating features on EIU's home page. Handouts were made available detailing numerous recruitment initiatives, including high school visits, hosting one of the ten State articulation conferences, Saturday campus-tours, and CHS 2 EIU, a concerted effort to recruit hometown students.

Mona Davenport reported on 167 new freshmen admits from 313 applications, as well as 48 new Boost admits. Twelve on-site admits and one Honors admit resulted from the Urban Prep Senior Retreat held at EIU on 08/28/11. TRiO Open House is scheduled for Saturday, October 1<sup>st</sup>; 230 students have registered.

A multi-page Honors College Report to EMAC, 22 September 2011, detailing Honor College demographics, was circulated by Dr. Stimac. Dr. Stimac notes that student athletes make up 10% of all Honor College admits. While there are specific restrictions that limit when/how athletic recruitment is made, the Honors College will be able to avoid those restrictions by recruiting student athletes as potential Honor College students. Information was also provided regarding a new pilot program which will automatically award \$2,000.00 to any student who qualifies for and is admitted to the Honors program.

Dr. Augustine addressed new efforts to recruit/retain graduate students on campus. The increase in and popularity of on-line classes draws students away from our traditional evening/Saturday classes. Grad students, usually working professionals, are not interested in physically coming to campus for classes. Dr. Augustine does note that EIU held its own with international admissions.

The School of Continuing Education (SCE) is enjoying an excellent year according to Dr. Hine. Full-time enrollment in SCE programs is up 12% with total students in SCE programs up 8.1%. SCE semester hours are up 11% ; The largest off-campus program is the BGS Degree Programs and that program is up 16.3%.

Housing is down by 217 students but that, according to Housing Director Mark Hudson, is “kind of an awesome number” when one considers that at the same point last year, housing was down 320 students. Also encouraging is the increase in the percentage of students staying in residence halls throughout four years at EIU. Jeremy Alexander has recently come on board as the Coordinator of Residential Communication. He is charged with getting in front of “current” social media communications to increase awareness about residence hall living. His efforts will include melding the virtual community and the physical community, promoting EIU as a residential college and marketing the benefits of residence hall living to the overall college experience. According to the Director, most residence directors are having some type of numbers issues.

The Director of Financial Aid, Jerry Donna, spoke positively about the efforts of Christine Edwards, the new Scholarship Coordinator. Over the last few months, Christine has met with seventy-five authorizing agents to review and determine what should be on the Scholarship Search Engine. New brochures for incoming freshmen and transfer students are in the works. Jerry will ask Christine to join us at next month’s EMAC meeting. There will also be a new Financial Aid brochure which will provide better instructions, easy-to-understand terminology and five different case scenarios to help students navigate the Financial Aid process.

A demo of myeiU was provided by Nate Atkinson and Ryan Gibson. This program, developed in-house by Nate and Ryan, is a vast improvement over Azorus, our previous, third-party resource management tool, for establishing and maintaining relationships with potential, new and current EIU students. There are multiple points of entry, including facebook. Information entered once by the student populates multiple fields so there’s no duplication of effort. Initial choices for the student are carefully crafted so that the student doesn’t become overwhelmed and leave the site. A video message from President Perry is one of the first messages the student receives. As the student continues to use the site, the feedback – tailored toward the student’s interests – increases. Subsequent updates will allow access to other EIU departments and high school counselors.

Mary Herrington-Perry advised that the Enrollment Management Services submissions are being processed and the selection should be announced next month.

Due to time constraints, Hot Topics and Additional Reports/Announcements were tabled and the meeting was adjourned.