

Enrollment Management Advisory Committee
Thursday, April 19, 2012
Effingham Room – Martin Luther King Junior University Union

Members Present: Bill Elliott, Deborah Barker, Jerry Donna, Amy Edwards, Sue Harvey, Mary Herrington-Perry, William Higelmire, William Hine, Stacia Lynch, Michelle Meadows, Kimberlie Moock, Godson Obia, Steve Rich, Joy Russell, Karla Sanders, John Stimac, Hasan Mavi and Brenda Major.

On motion by Deborah Barker, seconded by Dr. Hine, the March minutes were approved.

Brenda Major, Director of Admissions, reviewed a report compiled by Josh Norman, Technology Support Specialist, showing counts for Admissions/Registration; Awards; Honors; Housing; Financial Aid and Orientation over a multi-week period. This report is used by the Enrollment Worx Committee.

Dr. John Stimac, Honors College, reported that of the (25) Presidential Scholarships offered, (22) have been accepted. Stimac also noted that (8) of the (14) Talented Student awards offered have been accepted.

On behalf of Mark Hudson, Director of Housing, Kimberlie Moock, New Student Programs, reported that returned freshman and transfer contracts are down but Housing is looking for an upswing in the next few weeks.

Bill Elliot, Graduate School, reported graduate applications are up by (85) from last year. Overall, international applications are down by (38).

Dr. William Hine, School of Continuing Education, noted off-campus enrollment for Summer 12 is up 2%, year-to-date. Hine also made note of the many ads for summer enrollment from other schools running in the Daily Eastern News, acknowledging that competition for summer students is very competitive. Hine reported that the department continues to discuss ways to increase summer enrolment.

Brenda Major reviewed yield strategies, including an initiative to prompt payment of the enrollment deposit by the end of the day on Saturday, April 21st. Students who make their enrolment deposit by the end of the day on the 21st will be entered for the chance to win free room (not including meals), double occupancy for Fall 12 – a \$2,840.00 value. This initiative is being promoted through **myeiu** and at Open House on the 21st.

A new promotional piece, per Stacia Lynch, University Marketing & Communications, will be disbursed at Open House on the 21st. The piece will highlight the importance of investing in a college education, the benefits of EIU and ways to pay for college expenses.

Dr. Obia, College of Sciences, noted how much was going on at EIU on Saturday, the 21st: Celebration – A Festival of the Arts; 10th Annual Panther Service Day; and Coach Baber's spring football scrimmage, in addition to Open House

Dr. Mary Herrington-Perry, Office of the Vice President for Academic Affairs, discussed the Enrollment Worx committee's continuing efforts, their weekly meetings and their review of the numbers report distributed and discussed earlier by Brenda Major.

Dr. Karla Sanders, Center for Academic Support & Assessment, spoke on the Summer Institute for Higher Learning program. Of the (284) students invited to participate in the program; (55) have accepted. The students have been split into two groups with 27-28 students per group. The average ACT composite score for the (55) students is 21.79; the average ACT reading score is 22 and the average GPA is 2.24. Dr. Sanders noted that while it will be an intense five weeks, fun events are being planned for the students, including: bowling, movie night and Dog Days.

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