

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

Members Present: Bill Elliott, Deborah Barker, Mona Davenport, Jerry Donna, Amy Edwards, Lora Green, Sue Harvey, Mary Herrington-Perry, William Higelmire, William Hine, Mark Hudson, Fern Kory, Stacia Lynch, Kimberlie Mook, Steve Rich, Joy Russell, Karla Sanders, John Stimac, Mary Wallace and Brenda Major.

At the suggestion of Jerry Donna, Director of Financial Aid, information in the November 2011 Minutes was clarified as follows:

“According to Jerry Donna, Director of Financial Aid, a group of 75 – 80 Charleston High School students and parents attended the F. A. Night presentation on November 7th. The presentation included the basics of applying for financial aid; the financial aid process; and scholarship resources. A similar presentation for Mattoon High School students is scheduled for January 11th at Lake Land College.”

Jerry also suggests that the following information be included in the November Minutes:

“Jerry partnered with Joline Weidner from U. S. Bank in November to provide “MONEY 101” (financial literacy) to a University Foundations class and a group of TRiO students.”

The last clarification concerns members of the teams that will be working with Noel Levitz. Per Jerry, the Minutes should read:

“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 and Kimberlie Mook; the Enrollment & Revenue Management System team of 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, Director of Admissions, passed out admissions reports; numbers are still down. Brenda also reported on changes to the process for applying with a fee waiver. Traditionally, the use of a fee waiver required the student to complete a paper application, mailing the application and waiver at the same time. With the changes, students can complete the application on-line to the point of payment, print the checklist and submit the checklist to the student’s guidance counselor who will submit the checklist, fee waiver and student’s transcript to Admissions. Addressing the Summer of Higher Learning program, Brenda advised application results are mixed; to date there have been 125 – 130 requests for information. According to Brenda, parents are looking for dialog before committing. Based on feedback from Noel Levitz, Admissions will be purchasing additional names through NRCCUA and ZINCH. ZINCH, a new avenue for EIU, functions electronically, much like facebook. ZINCH, however, creates an *academic* profile for the user. ZINCH has the capability to “wash” names against those EIU previously purchased, allowing EIU to buy only new names/information. ZINCH will also design (10) campaigns for EIU and can integrate responses into **myeiu**. Stacia Lynch, University Marketing and Communications, noted that there is some

hesitancy on the part of students to log into **myeiu** using their facebook account; students are reluctant to mix their social and academic profiles. In response to a question from Steve Rich, Alumni Services, Brenda advised that Admissions does not currently purchase names from ACT. John Stimac, Honors College, advised that Honors is partnering with International Students to purchase international ACT names.

Mark Hudson, Director of Housing, advises that, compared to this time last year, overall housing applications are down 12%. Women's applications are down 5%; men's applications are down 27%.

John Stimac reported that Honors numbers are down. However, Dr. Stimac notes that 100 EIU students have been invited to join Honors, based on their GPA which is higher than what is typically seen for Spring semester. Per Dr. Stimac, the Presidential Scholarship deadline is February 1st but the deadline may be moved up next year in keeping with other schools.

Mona Davenport, Minority Affairs, notes there are 305 admits to the Gateway program. This figure reflects combined Gateway and Boost totals. Gateway applications will likely close before March 1st.

Bill Elliott, Graduate School, reports that for fall, applications were up from the same time last year by 83 or 84 applications. Admits were up by 4 or 5. Spring numbers are down by 30 for the graduate program and 50 for the post baccalaureate program. Students are still looking for on-line over traditional classes.

Spring enrollment, per Dr. Hine, School of Continuing Education., is looking up by 4-13% but that the increase is not necessarily because of more students but rather more hours. Continuing Education is working on more advertising in Indiana, especially in community newspapers. BGS is adding an advisor in the Chicago area and all should consider this person as an EIU asset/resource.

Sue Harvey, Registrar, reported that overall Spring admits are down by 387 students or 3.63%.

Kimberlie Moock, New Student Programs, indicates the department's numbers are down by 7 freshmen students and 15 transfer students for Spring 2012.

Jerry Donna advised that the scholarship brochure is now available but that the most effective way to search for scholarship information is through the search engine. Also available, per Jerry, is the Financial Aid brochure which contains real-life scenarios/case studies: "If your EFC is ____, you should receive ____". The piece is available on-line as a PDF. A transfer brochure will soon be available as well. Christine Edwards, Scholarship Coordinator, is also working on a refrigerator magnet.

Discussions then turned to Noel Levitz updates.

Karla Sanders, Center for Academic Support and Achievement, reported, on behalf of the retention team, that the team was pleased with the Noel Levitz visit. The report indicates that the team is headed in the right direction.

Jerry Donna discussed various aspects of the Enrollment & Revenue Management System team report, including trends affecting EIU, historical data, projections and the most effective use of our dollars.

Stacia Lynch, University Marketing and Communications, indicated the recruitment and marketing report contained expected critiques: a need for more analytical tracking of students, more working-together efforts, the idea that the marketing plan comes from the enrollment plan.

Cathy Feely, Admissions Counselor and Outreach Coordinator, reported on various Admissions recruiting opportunities such as Panther Patrol, calling campaigns targeting admitted students, special events tour guides and traveling with the Admissions team to high school or community college fairs and visits. Cathy noted that Mark Hudson, Margaret Messer, Honors, plus others have already attended fairs/events with Admissions.

Dr. Joy Russell, Council of Chairs, inquired about coordination of department contacts with these opportunities and Steve Rich offered the services of Alumni and Community Relations' 25-phone call center. Karla Sanders noted that undecided students might be a good use of call center staff.

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