

Enrollment Management Advisory Committee
Thursday, March 22, 2012
Effingham Room – Martin Luther King Junior University Union

Members Present: Robert Augustine, Deborah Barker, Jerry Donna, Amy Edwards, Lora Green, Sue Harvey, Mary Herrington-Perry, William Higelmire, Mark Hudson, Stacia Lynch, Joy Russell, Karla Sanders, John Stimac, Mary Wallace, Lisa New Freeland and Brenda Major.

Motion to approve the February Minutes was made and seconded with one correction: Dr. Lisa New Freeland's name was incorrectly listed in the 02/16/12 Minutes as Lisa New-Freeman.

Brenda Major, Director of Admissions, reported that – as of March 22, 2012 – new freshman applications were down 4.9%; new transfer applications were down 11%; new freshman admits were down 9.2%; and new transfer admits were down 10%. Major went on to report yield efforts:

- final numbers for the February 20, 2012 Open House show 683 students attended; attendance at last year's February event was 491
- Panther Patrol visited the homes of 60 newly admitted students in the Coles County area on March 7th, leaving signs, balloons and a gift bag at each home
- new applications are still being received, including a small stream of quality students; efforts will be made to make offers to these quality admits
- 10,000+ calls have been made by Admissions tele-counselors, including calls to students who have listed EIU on their FAFSA filing but have not completed an EIU application
- Plans for the EIU @ Richland event are being finalized; this event will highlight Richland students who are now at EIU

Dr. John Stimac, Honors College, reported that as of 03/21/12, new admits total 435, up by 180 over previous years. Stimac also advised that of the 25 Presidential Scholar awards offered, 17 have been accepted and 2 of the 14 Talented Student awards offered have been accepted.

On behalf of Dr. Mona Davenport, Minority Affairs, Brenda Major noted that students are now wait-listed for Gateway. Admitted students number over 375, closer to 400. Qualifications of Gateway students are higher at this point, allowing Davenport to be more selective.

Mark Hudson, Director of Housing, reported that retention numbers are down from last year by 234 students; current students are down from last year by 207; however, applications for new incoming freshman and transfer students is exactly equal to last year at 854.

Dr. Robert Augustine, Graduate School, reported application rates are equal to or greater than last year; tuition rates may be helping those numbers. Augustine also gave an update on the English as a Second Language (ESL) program and interviews with third-party providers, noting that a decision on a provider should, hopefully, be made by the end of Spring semester. Per Augustine, U S News & World Report recently published a very positive piece on graduate mentoring, featuring Dr. Heidi Larson. Augustine also mentioned that the Sustainable Energy program is garnering a good deal of national attention.

As Jerry Donna, Director of Financial Aid, noted at last month's EMAC meeting, the Enrollment & Revenue Management System (ERMS) team is meeting weekly. Donna detailed this year's funding commitment by the Administration, including the Commitment to Excellence, Panther Promise and Access to Education awards and efforts to ensure that the right amount of money is awarded to the right student.

Mary Herrington-Perry discussed continuing efforts by the Worx committee to assign responsibility for Noel Levitz recommendations, share issues and ask for help. Herrington-Perry also reported that President Perry has authorized the hiring of an enrollment manager.

Sue Harvey, Registrar, gave a brief report on summer 2012 numbers which are down from last year.

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