Enrollment Management Advisory Committee Minutes

April 16th, 2015

Members Present: Amy Lynch, Carol Waldmann, Chris Dearth, Cindy Miller, Emily Stuby, Josh Norman, Karla Sanders, Kimberlie Moock, Linda Coffey, Mark Hudson, Mary Herrington-Perry, Mary Konkle, Matthew Gill, Mona Davenport, Richard Wandling, Ryan Gibson, Stacia Lynch, Stefan Eckert, Steve Rich, Steven Scher.
Kevin Vicker represented the Graduate school, Tom Spencer attended for Pine Honors college, and Beth Craig represented the School of Continuing Education.

Welcome – Dr. Mary Herrington-Perry welcomed the group. She indicated that this meeting was an update on admissions and on the continuing yield initiatives.

Fall 2015 Recruitment and Enrollment Updates

Undergraduate Admissions (Chris Dearth) Using a three year average we are 14% up on applications, yet admits haven’t caught up yet. Communication with other state schools indicates that they are also experiencing a slow start. The admitted student survey was valuable. As a result of the survey, the deposit page has been redesigned and other issues from the survey are being addressed. Financial aid is still a difficult area for students to navigate. Future Panther Fridays are being planned with more personal attention to the interests of the particular student, i.e. if they think they want a particular major, then a faculty member from that major will be scheduled to meet with them. Regarding the transfer students, a number of them are waiting on transcripts.

Graduate School & International Programs (Kevin Vicker) A breakdown of graduate programs by college was given as a handout. Overall, all programs are on track to meet Fall 15 goals. Several new programs and degrees are launching this fall. International is strong, currently up 18% over last year and I-20 students up 10%.

Minority Affairs – (Mona Davenport) Currently at 336, which is down a little from last year, but they fully expect to fill up. Admission counselors are calling the admitted students. These students have an ACT score of 16, rather than 14 as previous students had. The Urban Prep program generated 13 students and there is the North Side Bus coming down on Celebration weekend, which should garner more students too. This fall they will have a webinar in Spanish.

Pine Honors College – (Tom Spencer) They have 90 admitted at this time, which is up 50% over this time last year. 52 have signed up for orientation. 19 have accepted the Presidential scholarships.

School of Adult and Continuing Education – (Beth Craig) They currently have 1415 enrollments which is slightly down but they expect to catch up soon. They are looking at new programs and working with the marketing team. They want to have some family expositions in Champaign/Urbana
Discussion of New Yield Initiatives

A handout on the new Fall 2015 Yield Initiatives was distributed. The first one was regarding the admitted survey, which Chris had spoken briefly about. It was just emphasized that there are a lot of misconceptions about Charleston, EIU and the programs offered. More marketing is needed to focus on countering these.

Focus groups to identify EIU strengths in language meaningful to students has been done and the summaries have been passed on to marketing. The verification communication process has been moved inside MyEIU. More information needs to be provided on how to finish the process.

A temporary solution is in place to send financial aid communication to both the personal and student account. Students don’t open EIU email on a very regular basis. Emails from EIU counselors to high school counselors have been completed. It was suggested that our counselors might also want to send postcards. Also completed are the emails to students who have not visited to encourage them to take the YouVisit tour.

Underway is some marketing remind recipients of EIU strengths and the next enrollment steps. These will be mostly postcards sent at various times on different topics. 30-second testimonials focusing on EIU strengths are also in process.

Several more initiatives are under consideration for the fall and some of the above will be refined and more fully developed.

Next Meeting: TBD (Fall 2015)

Adjournment