

Minutes of the  
Vitalization Task Force  
Enrollment Management Workgroup  
October 20, 2016  
MLK Union- Sullivan Room

Present: Todd Bruns, Greta Dieter, Paul Johnston, and Jody Stone (chair)

Jody Stone called the meeting to order at 8:25am

- The group reviewed notes and conversations from the meeting held Monday October 17<sup>th</sup>.
- The group reviewed articles and dissertations from other institutions to get ideas for models of enrollment management, the functionality of the library, as well as the effects of the ACT and where Illinois stands as a whole in regards to keeping Illinois residents in Illinois schools and compiled data to cite in the report.
- We discussed the importance of transfer students as well as international students, and their rise in numbers and the importance and possible rebranding of their orientation days, and following days on campus with how to retain them to your campus.
- The group decided to divide and conquer to take on different areas of enrollment management to better prepare for the report draft:
  - Josh Norman- Will write the initial draft
  - Jody Stone- Analyzing Internal Strategic Enrollment Planning Data
  - Paul Johnston- Competitor approach to enrollment management
  - Todd Bruns-External Enrollment Management Expertise Review
  - Greta Dieter- Get student feedback and perceptions on enrollment management

The meeting adjourned at am.

Respectfully submitted,  
Greta Dieter