

Enrollment Management Council

October 22, 2004

Vic Borden mentioned that Becky Porter was attending a meeting of the Enrollment Officers in Kokomo and unable to attend. Vic went on to explain that he was asked to conduct the meeting and proceeded through the agenda.

Spring Admissions Report

Jennifer Pease began discussing the latest Point-in-Cycle Reports. Admissions are down for January, possible because the doors were left open longer for Fall 2004. While the numbers are down, they are beginning to move upward. Jennifer reported that we are down 12% from last year in UG applications. Sherry Queener had just received the numbers at this meeting so had no report for the Graduate School.

It was evident that not all on the EMC are on the Point-in-Cycle report list. Vic offered to follow-up to be sure all EMC members are added and receive the report each time it is sent/updated.

Graduate students paying UG fees for UG courses

Mary Beth Myers summarized the situation to the Council whereby Graduate students taking UG courses as a prerequisite for a second UG degree or as a prerequisite for admission to a Grad degree program are now charged Graduate fees, irrespective of the level of the coursework. It was recognized that the relevant parties are in discussions on possible approaches to address this situation. Sherry Queener had given feedback to the original proposal and work continues on a workaround. Greg Lindsey shared that the reverse is also true where UG students are taking Graduate courses and being assessed the UG rate.

Mary Beth also pointed out that fees were only a piece of the issue. In addition, if a student is enrolled as a Graduate student, their Graduate GPA statistics/summary begins at that point. If that student is taking UG courses, those courses are then the beginning of their Graduate GPA. That has been the case historically but we now may have the opportunity to change that if appropriate/preferred/recommended.

Bill Bosron commented that he would certainly prefer to keep UG courses as part of the UG GPA statistics and begin the Graduate GPA statistics only when the student actually began taking Graduate courses.

Vic pointed out that, while this was an APPC issue, it was brought to the EMC because this group wanted to be made aware of action items of other groups that might be relevant to the goals of this Council.

Student Tracking Survey

Vic reported on the progress of the SWAT team efforts from this summer and the ensuing survey. Calls will begin next week; trying to get 1,000 respondents. If anyone is interested in a copy of the survey, they are to contact Vic. Public Opinion Lab will be coordinating the calls.

Using Data for Strategic Enrollment Management

Vic gave a summary of a document submitted to the Council containing several resources related to the strategic use of data within enrollment management. One of the main topics was that of a commonality of goals.

A discussion ensued about such topics as Responsibility Center Management and how it may conflict with common goals. Some interest was expressed in having RCM as a topic for future discussion.

Business and Community Outreach was also highlighted with points being made that we should have better internal communication to know which office(s) are represented at various community

events. Amy Warner commented that we need to be aware of what's happening in the community and how to best book our talents toward that event – cross training and cross promotion. Susan Sutton expressed the need to coordinate International student recruiting to be sure we are not concentrating too much at one site and being under represented at others. Need data from the schools to assist in recruiting internationally. The upshot of the discussion was that we need to concentrate on communication and collaboration. What mechanisms might we use toward that end.

Charged with Two New Priorities

Based on the September meeting of the EMC, Vic pointed out two additional priorities for the EMC:

- Improving and expanding communication to students
- Improving and expanding communication among units

We need to better educate the campus about the activities of the EMC and need to push for a couple of immediate wins (resolving the issue related to paying Grad fess for UG courses was cited as an example of an immediate win).

Tasks

Talk to individuals in your units and discuss how to engage people to work collaboratively. What ideas might the staff have about enrollment management?

Vic commented that there was not enough time to work through the group discussion topics that had been prepared for this meeting. That work will be deferred to the next meeting.