

Bradley University Parents' Board of Directors
Enrollment Management and Retention Committee
April 5, 2008
Minutes

Present: Keith Bauman, Sig Bjorklund, Kathy Boldt; Steven Courtright, Audrey Fleissig, Mario Gomez, Liz Luthans, Susan Mitchell, Jeff Pernikoff, Jan Subar, Pat Bower and Barbara Carraway.

As the first item of business, Chair Jan Subar welcomed everyone.

Next, Barbara Carraway gave updates on student support programs and retention. She reported that 31 students from the Fall 2007 freshman class had not claimed classes for Spring 2008. That gave a 97.2 percent mid-year freshman retention rate. Twenty-six of the 31 students not returning to Bradley said they were transferring to other schools.

Barbara also said that a total 41 students had withdrawn from Bradley during the Fall '07 semester and citing the reasons given by the students. Medical withdrawals accounted for 25 withdrawals; personal reasons, for 16.

Next, Barbara focused on the Student Peer Tutoring Program, going through the budget needs of \$21,000 annually to run an effective program. She also gave members an overview of those classes for which tutoring assistance was most frequently requested. Math and the sciences led the list. The number of student contacts has continued to grow each year.

Pat Bower then gave an admissions update. She presented the figures for the class of Fall 08, saying that numbers were up in applications and down a little in admits. What has really been unusual this year has been the trend for students to deposit later. She mentioned that deposits were down 6 percent.

Pat also talked about the recent visit days on campus, as well as the recent Chicago area programs. She stated that May 1 is a national "decision" day, where students are asked to make their decisions or risk losing their places in admissions. Pat went on to describe to the committee the various factors in trying to plan, attract, and anticipate the yield rate to produce the optimal freshman class size. After May 1, she said that we should have a pretty good idea of what the 08 freshman class will be.

Pat also talked about transfer student numbers, citing that deposits were down there also, but that applications and deposits continue to come in.

The group talked about the geographical composition of the freshman class. Most students still come from Illinois, with the majority from the Chicago area. The question was asked if the new initiative to "brand" the University might result

in more students coming from outside Illinois. The committee also talked about appealing to gateway cities with direct air flights into Peoria. Also, parents with good Bradley experiences have been encouraged to go back to their student's high school to let counselors know about Bradley, as well as be available to answer questions for potential Bradley parents.

Pat mentioned that, in addition to formal visit day programs, the campus will sometimes experience as many as 60 families a day visiting campus during high school spring breaks. During the summer, the Admissions office is geared to accommodate 30 families visiting a day.

In closing, Chair Jan Subar stated how much she had enjoyed chairing the committee during the past year and working with the members. In turn, committee members thanked Jan!

The committee unanimously chose Sig Bjorklund to be the Chair for the coming year.

The next meeting of the Enrollment Management and Retention Committee will be October 25, 2008.

Respectfully submitted,

Barbara Carraway