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Edwardsville Bulletin

To the Faculty and Staff of Southern Illinois University at Edwardsville

Vol. 12, No. 4
March 31, 1980

MEMO TO: The University Community

FROM: Earl Lazerson *EL*

SUBJECT: University Planning II: Recruitment and Retention

In November, 1979, I announced certain planning initiatives with regard to recruitment and retention. I am pleased to share with you the attached materials which represent an initial response to my request that we formulate an integrated plan for recruitment and retention, one that is consonant with the maintenance and enhancement of institutional quality. I shall be grateful if you will review them and let me have the benefit of any further thought or suggestion that may occur to you.

In addition to these actions, extensive planning and review efforts are underway in the areas of housing, transportation, financial aid, registration, and tuition and fee structures, and these will have a direct bearing on our recruitment and retention endeavors.

The recommendations in the appended report are directed to stabilization of enrollment, a matter of considerable import to the well-being of this institution; but the strategies embodied in them address only the symptoms, not the causes of our dilemma. We must never lose sight of the fact that the ultimate measure of institutional quality is grounded in the intellectual and personal development of our students. That is the heart of the process of education. Apart from anything else, realization of that development will continue to require the best efforts of each and every member of the University.

I fully understand that the past ten years have produced manifold changes within our society and the University, and that some initial expectations about our future have not been fulfilled. As a result, some may feel that we have become mired in complacency and indifference. I do not believe, however, that such an attitude accurately expresses the dominant mood of our community. I believe instead that when called upon to join in confronting a major challenge, the people of the University will respond with commitment and good will.

File
4-1
Announcement

Specifically, I ask that each of you, in a manner best suited to your circumstances, identify one or two individuals who could benefit from association with the University. Such persons may be high school seniors, older adults, or perhaps professionals seeking in-service training. Please let these potential students know of our interest and genuine desire to accommodate their educational needs. The Office of Admissions and Records will provide special assistance in enrollment procedures for those whom you may bring to our attention. Mr. Eugene Magac will personally respond to your calls and to the calls of those who may be referred to him. His telephone number is 692-2720.

I sincerely believe that you will respond favorably to the plea that we come together in a united effort for a common cause. I am convinced that we have the wisdom, energy, and imagination to fully develop the educational wealth and services that this campus has to offer. I am keenly aware and appreciative of the contributions that you make daily on behalf of our mission. Nevertheless, I am appealing to you to do more. For my part, I will do everything within my capability to achieve a successful future for this institution.

Attachment

I. RECRUITMENT ACTION PLAN

Immediate Goal: To increase by ten percent the number of new students who enroll in the University for Fall 1980.

Long Range Goal: In concert with the action plan for retention, to stabilize enrollment at approximately 10,000 students.

Groups of Prospective Students

1. High school students
2. Presidential Scholar applicants
3. Community College transfers
4. Disadvantaged and minority students
5. Graduate students
6. Older adults

1979-80 Recruitment Actions

1. Regular visits by SIUE Admissions Counselors to 200 high schools and community colleges in 18 Illinois counties, and St. Louis City and County.
2. Participation in 75 College Day/Night programs, and three college fairs.
3. Three-person teams (presidential scholar, faculty member, and admissions counselor) visited 25 area high school and talked with outstanding high school seniors about SIUE and the Presidential Scholars Program.
4. Articulation agreements will be instituted with SIUE departments and their counterparts in the area community colleges. Engineering has already developed agreements with Belleville Area College, Lewis and Clark Community College, Kaskaskia College, and the St. Louis Community College District.
5. Admissions counselors, assisted by Academic Resource Center counselors, are visiting inner city high schools to inform students of SIUE programs and services.
6. SIUE announcements are being broadcast by area TV and radio stations throughout the year.
7. Ads are placed in local newspapers and will appear in area community college newspapers. We will also publicize our summer program in the campus newspaper at SIUC, Illinois State University, the University of Illinois, Eastern Illinois University, and Western Illinois University.
8. Displays and a slide presentation have been prepared for use in special promotions.

9. Direct mail campaigns provide information on all SIUE programs and services to over 6,000 prospective students. Included in these mailings are:
 - a. Students who submit ACT or SAT scores
 - b. National Merit students
 - c. Outstanding Black High School Students
 - d. Alumni nominees
10. Admissions counselors and financial aid counselors are working together on both recruitment and financial aid programs in area high schools and community colleges.
11. Counselor Appreciation Day is scheduled for May 2. It is estimated that 100 high school and community college counselors will attend.
12. Prospective students and their parents are invited and encouraged to tour the campus with University Ambassadors.

Long Range Plans

The following long range recruitment activities are in addition to those currently in practice.

1. Information concerning prospective students is developed a year before they are scheduled to begin college. We are utilizing that knowledge to furnish students with needed information. Deans, directors, and chairpersons are involved in this effort. This matter is also being addressed through the marketing project being conducted with ACT.
2. The recently acquired IBM System Six word processing unit will be used to personalize correspondence from the University to prospective students. This is an additional step in the development of our direct-mail program complementing the recruitment effort.
3. Deans and chairpersons are encouraged to sponsor programs which will bring groups of high school students to the campus. Examples of successful programs are the Biology Open House, Math Field Day, Future Business Leaders regional competition, and Engineering Open House.
4. A Summer Institute for talented high school students begins in 1980.
5. Utilizing existing articulation agreements referred to previously, we have established a goal of developing similar agreements involving all SIUE undergraduate programs.
6. The decision to phase out the Experiment in Higher Education program at the East St. Louis Center incorporated two other agreements. The first was that SIUE personnel at the Center would assist State Community College in remediation efforts. The other agreement was that SIUE

would provide "capstone" programs to appropriate SCC offerings. The East St. Louis Center can effectively serve 700 - 1,000 students if the appropriate courses and programs are made available. The expansion of educational opportunities at the East St. Louis Center is directly related to the recruitment of disadvantaged and minority high school students.

7. The term "older adult" refers to those who have never attended college; have interrupted their education for an extended period of time; are considering a career change; or, who just wish to "take a class." It is difficult to identify and locate this group of prospective students, and for this reason their recruitment will be accomplished, primarily, through an imaginative career education effort. The Office of Continuing Education will sponsor a series of programs built around the theme, "Careers in Transition," which will involve individuals in the University with strong interests in older adults and career awareness. We will be assisted in this undertaking by the American College Testing Corporation, and will rely to a great extent on materials they have recently developed. The University will provide members of the older adult group with an opportunity to talk with professionals about various careers and to examine their skills and abilities in relation to new career possibilities. Means by which SIUE can assist them to fulfill their aspirations will be presented.
8. Student Search Modules
 - a. The recruitment/admissions system recommended by the recent data processing study team project includes two modules which will assist our search for new students. The first, Student Search and Matriculation: Follow-up Correspondence, is designed to record on computer file any indication of interest in the University by a prospective student. All inquiries for academic information will be entered on this file, and appropriate responses will be made by the Admissions Office. If required, referrals will be processed to academic departments or other administrative offices. Follow-up correspondence to prospects will be performed routinely to inform them of University activities and encourage their eventual enrollment.
 - b. The second search module, termed Outreach, will provide a communications mode for businesses, institutions, and agencies that have contact with prospective students. By regularly informing these entities of University programs, activities, and admissions procedures, large numbers of potential students will be reached with minimal effort. This outreach activity is expected to facilitate identification of special programming needs of the SIUE region which can be fulfilled by the University.

II. RETENTION ACTION PLAN

According to a recent national study, 50% of the Freshmen class will not graduate from the four-year institutions in which they originally enrolled. At SIUE, 65% of the Freshmen entering in Fall of 1976 did not enroll in Fall of 1979.

In an effort to improve our retention rate and to stabilize enrollment, the following retention activities are under way or being developed for implementation by Fall 1980:

1. In concert with the recruitment action plan, the retention program is being expanded to include prospective students from the time of their initial contact with the University. The Academic Deans are involved in a mail/telephone campaign to provide students admitted for Fall 1980 with more specific information concerning their proposed field of major interest. All admitted students who have ACT scores below 18 are being apprised of special assistance courses and services provided by the Academic Resource Center. Academic units are also inviting students admitted for Fall 1980 to special activities sponsored by these units, such as the recent Open House of the Engineering Department.
2. On the recommendation of the Academic Standards Committee, the following actions will be implemented: (a) regardless of ACT scores, placement testing will be conducted for all incoming Freshmen during the new student orientation program to provide better advisement. (b) effective Fall 1980, students placed on academic warning or probation will be required to receive counseling from the Academic Resource Center and, where warranted, tutorial assistance from the Center.
3. In an effort to assist the Office of Academic Advisement which currently has responsibility for advising some 3,300 students (1,200 Freshmen and 2,100 students who have not as yet declared a major), a proposal for voluntary and selective faculty participation in Freshman advisement is being considered by the recently formed Academic Advisement Council.
4. The Educational Services Division of the American College Testing Program will sponsor three activities at SIUE: (a) an Academic Advising Workshop on Friday, May 16; (b) a Pre-Enrollment Workshop for personnel involved in the orientation program for new students, and, (c) a Retention seminar in October.
5. Effective Fall 1980, University College will sponsor a monthly newsletter to all students housed within the College, i.e., Freshmen and students who have not declared a major, in order to keep them apprised of various student services, special events, activities of student academic clubs, and so forth.
6. A committee has recently been charged to assist University College explore the feasibility of honors programming at SIUE. If the committee finds such programming to be warranted, its further charges will include

designing an honors program, determining criteria for entry into same, and defining the relationship of the proposed program to existing programs, e.g., the Deans College and the Presidential Scholar Program, as well as the Phi Kappa Phi Chapter. The committee is comprised of Charlotte Frisbie, Chairperson, Lois Cady, Howard Davis, Edwin Graham, Lynn Kluth, Robert McLaughlin, Gilbert Rutman, and Arthur Zahalsky.

7. To further improve articulation agreements with the community colleges and facilitate the transfer of students to SIUE, an advisor exchange agreement has been initiated with Belleville Area College for a three-week period during the Spring Quarter. Specific concerns of each institution regarding transfer students will be explored during this exchange. Proposals for such exchanges with other community colleges will be initiated by SIUE in 1980-81.

III. SIUE-ACT MARKETING PROJECT

As a result of discussions with representatives of the American College Testing Corporation, an SIUE-ACT marketing project has been developed. Internal segments of the project involve student and faculty perceptions of the institution, academic advisement, retention of students, and an inventory of institutional strengths and weaknesses. The external factors of the project include an image assessment in our primary service area (8 Illinois counties plus St. Louis City and County), a needs assessment for the area, enrollment planning, methods to increase the career awareness of high school students, and programs and services for older adults. The project consists of a variety of surveys, special programs and workshops.

The series of surveys to assess our image in the primary service area and to assist in the identification of institutional strengths and weaknesses will include the following specific populations:

1. Enrolled students
2. Students at the time of withdrawal
3. Former students who withdrew from the University and did not return
4. Alumni
5. Faculty
6. High school counselors
7. High school students who sent us their ACT scores
8. High school students who did not send us their ACT scores
9. Parents of high school students in the primary service area

ACT will utilize recently constructed survey instruments which will be used for groups 1-4. In addition to ACT-developed questions, each survey has room for thirty questions which the institution may design for special topics or purposes.

Three programs which ACT has conducted successfully on a nationwide basis are to be held on campus: (1) An academic advisement conference is scheduled for May 16, and the participants will include individuals with primary responsibility for academic advisement, to be selected by Dean Carol Keene and Vi Daugherty. (2) A pre-enrollment workshop conducted by the ACT Illinois Regional Director is scheduled for early July, prior to the beginning of our new student orientation sessions. The workshop will include individuals involved in advising and counseling new students; more effective ways to use ACT data in advisement and counseling; methods to increase the career awareness of entering students; and, the identification of factors which relate to a student's decision to "persist" or withdraw from school. (3) A retention seminar is scheduled for October, 1980, and will involve faculty and professional advisors, and representatives from those support units whose services bear on student retention. The program will be conducted by Dr. Lee Noel who is regarded as the country's foremost authority on retention.