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FOR IMMEDIATE RELEASE:

EIU CREATES A DIVISION OF ENROLLMENT MANAGEMENT

CHARLESTON, IL--Eastern Illinois University students are likely to benefit the most from the creation of a division of enrollment management, which will facilitate the coordination of enrollment services at the university.

The new division, headed by EIU student affairs administrator Frank Hohengarten, was among a host of administrative changes recommended by Eastern President David Jorns in the President's Council Articulated Plan, which are intended to increase organizational efficiency.

It is comprised of financial aid; orientation/AIDS, alcohol and drug information; admissions; records; registration; and textbook rental service.

"Essentially what we have done is join the offices of financial aid and orientation/AIDS, alcohol and drug information with four other areas that are involved with the recruitment, registration and retention of students," Hohengarten said.

He added, "Having all of these related areas in one unit will enable us to provide better services to current and prospective students. Not only will it allow us to improve the coordina-

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tion of enrollment services, but it will enable us to share staff expertise and resources."

The primary role of the division of enrollment management, Hohengarten said, will be to coordinate efforts to recruit and enroll a high quality student body; maximize the retention and graduation rates of these students; and produce a well educated and loyal body of alumni.

"While the university now has a designated administrative unit referred to as the division of enrollment management, the responsibility for the development and execution of these services and activities is a responsibility shared by every member of the campus community, each bringing his or her particular expertise to the educational endeavor," Hohengarten added.

He said an increasing number of colleges and universities from across the country are adopting the concept of enrollment management, realizing that the successful recruitment and retention of students depends on a campus-wide effort.

"Faculty," he noted, "are the most important element in the enrollment management process since they have direct contact with students in the educational environment."

In a recent study conducted by the Illinois Board of Higher Education, Eastern reported the second highest retention rate among Illinois public universities. "The faculty and other academic affairs units, such as academic development, counseling and academic assistance are responsible for this outstanding result," Hohengarten said.