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10-14-1991

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Recommended Citation

University Marketing and Communications, "10/14/1991 - EIU has Record Number of Summer Visitors" (1991). *Press Releases*. 1757.

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91-358

October 14, 1991

FOR IMMEDIATE RELEASE:

EIU HAS RECORD NUMBER OF SUMMER VISITORS

CHARLESTON, IL--"Beyond the Ordinary," the theme of Eastern Illinois University's 1991 summer camps, seems most appropriate since the camps attracted a record 16,902 visitors to campus and generated nearly \$1 million in revenues, according to EIU Associate Vice President for Student Affairs Lou Hencken.

"We had more people and more income (\$996,532) than any previous summer in Eastern's history," Hencken said, adding that summer conference enrollment has nearly doubled and income has increased five times since 1980, without a corresponding increase in administrative staff.

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Mary Smith, Assistant Director of Student Housing, said in addition to the economic impact on the local area, the camps are significant to the University because the campers are mostly high school students and represent future Eastern students (twenty percent of the student body had attended a summer program before enrolling).

"While most of the revenue generated from camps and conferences covers operational costs, the remaining monies are returned to the general housing fund. This additional income helps keep both room/board rates and student fees as low as possible," Smith said.

In 1980, Eastern hosted slightly more than 8,500 visitors and that figure has continued to increase each year, bringing the number of campers in 1990 to 16,301, with an increase of 600 to near 17,000 in 1991, Hencken said.

"It was our commitment to summer conference groups that we wanted to provide them with an experience that was 'Beyond the Ordinary.' We wanted to show every person who came to EIU that they were special," Hencken said.

He attributes the continued success of Eastern's summer camps and conference program to Eastern's outstanding housing staff.

"This year, the student and professional staff members were exceptionally enthusiastic, supportive and always willing to put their best foot forward as ambassadors of EIU," Hencken said.

He added, "We received more compliments from the groups about food services and cleanliness of the residence halls than we have ever received. Our food service workers, building service workers, student conference assistants and summer counselors did a job that was truly 'Beyond the Ordinary.' We also received a tremendous amount of cooperation from the offices on campus with which we work."

The 1991 camps and number of participants who stayed in University housing from May 12 to Aug. 16 included special/religious camps, 2,837; Illinois High School Association girls track, 2,420; IHSA boys track, 2,380; cheerleading, 1,982; marching bands, 1,491; new student orientation, 1,429; Panther sports, 1,605; music, 1,134; Premier Boys State, 980; and Illini Girls State, 644.

Hencken said Premier Boys State, which has held its conference at Eastern every year except one since 1974, has extended its contract through the year 2000 and Illini Girls State to 1998.

Enrollment in student orientation, Panther, marching band and music camps was at an all time high this year, as was participation in high school boys and girls track meets.