



East Carolina University

Enrollment Services Council

Newsletter

James LeRoy Smith, Interim Chair

Thomas E. Powell, Recruitment/Entry Team Leader

Robert J. Thompson, Resource Management Team Leader

David A. Emmerling, Student Support/Retention Team Co-Leader

Dorothy Muller, Student Support/Retention Team Co-Leader

Donald Y. Leggett, Graduation/Placement/Alumni Team Leader

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On the recommendation of the University-wide Implementation Committee on Enrollment Management and as an experiment in total quality management, Chancellor Eakin has established the Enrollment Services Council. The membership by position of the council and the associated "teams" are listed on the attachment to this newsletter. James LeRoy Smith will serve as interim chair until a permanent vice chancellor for academic affairs is appointed, after which time a decision will be made on a permanent chair of the Council.

The leading idea behind the creation of the Enrollment Services Council [ESC] is that seamless quality control and continuous quality improvement should exist over all enrollment services provided to our students from recruitment to their experiences as alumni. The teams have a descriptive model of the "inputs, processes, and results" for their respective areas and will be developing that model as they meet and discuss how well we now do and where we might make advances in order better to serve our students.

The Council has met three times over the spring and early summer and the respective teams will be convened soon to begin their discussions. **This newsletter is the vehicle by which we now ask team members, identified by position on the attached sheet, to serve. The Vice Chancellors are encouraged to attend**

at least the first team meeting on which they or their delegates serve before deciding on delgation. Team leaders will be convening the teams sometime in July.

The Council will meet bi-monthly and will issue a monthly newsletter that describes activities, discusses issues, and reports on any recommendations that it may forward to the Chancellor and the Vice Chancellors.

The Council is empowered with the following charge: **"The Enrollment Services Council is responsible for developing and implementing the enrollment management model, for regularly informing the Chancellor and the Vice Chancellors on all matters pertaining to enrollment management, and for recommending to the Chancellor on any appropriate aspect of enrollment management. The ESC is also charged with recommending to the Chancellor the membership, beyond the respective team leaders, of the four teams."**

The teams will convene focus groups beyond team membership to consider and develop relevant areas of enrollment services.

Please send comments and suggestions to James LeRoy Smith, 202 Spilman, 6105, e-mail PYSMITH.

Associate Vice Chancellor for Enrollment Services

Enrollment Services Council

- Associate Vice Chancellor for Academic Affairs and Director of Enrollment Services
- Director of Undergraduate Admissions
- Director of PIR
- Dean of Undergraduate Studies
- Dean of Student Development
- Associate Vice Chancellor for Institutional Advancement and Director of Alumni Relations
- Representative of Arts and Sciences, Graduate School, Faculty, Educational Policies and Planning Committee, Student Advising and Retention Committee, Admissions and Recruitment Committee, Continuing Education and Summer School

Secretary

**TEAM - PHASE I
RECRUITMENT/ENTRY**

- Committee on Recruitment and Admissions Representative
- Director of Admissions
- Director of Alumni Relations
- Director of Continuing Education
- Director of Financial Aid
- Director of Orientation and the First Year Experience
- Director of Planning and Institutional Research
- Graduate Admissions
- Registrar
- Student

**TEAM - PHASE II
RESOURCE MANAGEMENT**

- Director of Planning and Institutional Research or Designee
- Educational Policies and Planning Committee Representative
- Student
- Vice Chancellor for Academic Affairs or Designee
- Vice Chancellor for Business Affairs or Designee
- Vice Chancellor for Health Sciences or Designee
- Vice Chancellor for Institutional Advancement or Designee
- Vice Chancellor for Research and Graduate Studies or Designee
- Vice Chancellor for Student Life or Designee

**TEAM - PHASE III
STUDENT SUPPORT/RETENTION**

- Assistant Vice Chancellor for Student Life and Director of Minority Affairs
- Assistant Vice Chancellor for Student Life and Research, Assessment and Testing
- Associate Vice Chancellor for Academic Affairs or Designee
- Dean of Student Development
- Dean of Undergraduate Studies
- Dean of Students
- Director of Planning and Institutional Research or Designee
- Student
- Student Advising and Retention Committee Representative
- Vice Chancellor for Health Sciences or Designee

**TEAM - PHASE IV
GRADUATION/PLACEMENT/
ALUMNI**

- Career Education Committee Representative
- Director of Commencement
- Director of Career Services
- Associate Vice Chancellor for Alumni Relations
- Director of Public Affairs
- Registrar
- Student