



East Carolina University

Enrollment Services Council

Newsletter

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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..." As you may have learned earlier, 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 meets 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 teams will convene additional focus groups to consider and develop relevant areas of enrollment services.

The Council held its bi-monthly meeting on August 31st. Fall semester enrollment figures were discussed. With a final head count of 17,445, it appears that we must make significant gains in the spring to avoid our FTE enrollment for the year falling below the -2% barrier that could cause a reduction

in faculty position allocation for 1996-97.

This state of affairs adds yet another immediate dimension to the importance of retention of students. All offices should offer assistance in retention as respective missions would allow in advising, registering, counseling, and the like.

Another important issue is course availability. As we balance our several and vital objectives, we must strive to maximize our effectiveness. The essential faculty research/creative activity function must be supported with research/creative activity assignments made available as much as possible. However, "as possible" must be calculated with an eye to providing courses in such numbers as to facilitate student progress so as to ensure that we do not create retention problems due to course unavailability. The Council will this year poll deans and department chairs about course availability for majors and pre-majors, especially in the high course demand areas. Discovering the "thin areas," if any, would have implications for resource allocations as we strive to maximize research/creative activity opportunities **and** effective progress to graduation, the latter clearly an aspect of an effective accomplishment of our educational mission.

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