

BOARD OF REGENTS
EASTERN MICHIGAN UNIVERSITY

SECTION: 22
DATE: June 19, 2012

RECOMMENDATION

ENROLLMENT INNOVATION AND GROWTH

ACTION REQUESTED

It is recommended that the Board of Regents approve an enrollment innovation and growth plan that provides direction for Eastern Michigan University to grow student credit hours and thrive by supporting students from admissions to graduation via a highly innovative, responsive, and student-centric admissions process to an affordable and active educational pathway supportive of their successful degree completion. This action also welcomes Eastern alumnae and their children to come home to Michigan with a legacy award for an in-state tuition differential grant.

Highlighted in this action is Eastern Michigan University's continued and vigorous commitment to supporting community college transfers and their institutions as well as providing a global and innovative educational environment that embraces international initiatives and leading-edge technology-enabled learning platforms.

STAFF SUMMARY

COME HOME TO EASTERN – COME HOME TO MICHIGAN!

This will establish a new award to welcome home Eastern alumnae to the Eastern family and to come home to Michigan. Eastern Michigan alumnae and their children (including step or adopted children) will receive a tuition differential award for the difference between in-state and out-of-state tuition. Come home to the Eastern family and back to Michigan again! This initiative builds upon efforts of the Governor and the MEDC to bring Michigan's legacy of talent back to our state. This award echoes the VET CONNECT tuition differential award for the difference between in-state and out-of-state tuition approved on October 20, 2009 for in-state tuition for any non-resident veterans who have been honorably discharged or medically separated from service with at least one year of service.

EASTERN'S "FOR YOU" ADMISSIONS – The Office of Admissions will enhance and streamline the student admissions process directly aimed at providing highly responsive and simplified admissions for all students – whether first-time, transfer, or graduate – and ensure a quick and timely response focused on the needs of the student. Also, Eastern Michigan undergraduate students seeking to add to their outstanding Eastern Michigan education through pursuit of a graduate degree at Eastern will be supported by a specialized application process that further streamlines the process and timeliness of their admissions decision. In addition, other qualified graduates of Michigan universities should be supported by a process that streamlines the process and timeliness of their admissions decision. Additionally, the use of the Common Application will be evaluated as a means to enhance and extend admissions access and responsiveness to additional students seeking the quality and relevance of an Eastern Michigan undergraduate degree.

COMMUNITY COLLEGE PARTNERSHIPS AND TRANSFER STUDENTS – Eastern Michigan will continue its strong commitment to support four year degrees for transfer students and their goal of an affordable degree that maximizes the education received and credits earned at our partner community colleges. This will further support and encourage Eastern Michigan’s dedicated and broad-based collaboration with community colleges including articulation agreements that support transfer students entering Eastern with 84-92 credits fully transferable toward their Eastern degree.

ONLINE AND INTERNATIONAL STUDENTS – We will expand and open Eastern to students from around the world inviting them to live and learn on our campus and to provide pioneering, innovative, and technology-enabled learning platforms that extend access to a quality Eastern education beyond the physical classroom, spanning time-zone and geographic boundaries, and recognizing the complex demands on the modern student as they juggle their personal and professional lives while in pursuit of their educational goals.

ACADEMIC PROGRAMS – Eastern will create new academic programs (example would be the Physician Assistant program) to meet Michigan societal needs and increase capacity in existing programs to meet high market demand (examples of such high-demand programs would be the BSN in Nursing and the MS in Speech Pathology). Eastern seeks to serve our students and our State by offering sustainable degree programs responsive to market demand.

FISCAL IMPLICATIONS

The establishment of the alumnae legacy tuition differential award may result in a slight reduction in revenues due to granting out-of-state tuition differentials to alumnae and/or their children. However, any such reduction will be offset by an increase in enrollment by alumnae and their children. Streamlining admissions and allocating resources to serve our community college transfer students, online and international students and meet market demand in high-demand programs may require some investment of funds that will be offset by subsequent increased enrollment.

ADMINISTRATIVE RECOMMENDATION

The proposed Board action has been reviewed and is recommended for Board approval.

University Executive Officer

Date