A. Major issues addressed by the committee during the 2015–16 year

The Enrollment Management Committee provides direction and advice regarding the various services and functions that contribute to the enrollment goals of Calvin College. This includes both the enrollment of new and transfer students in order to support the educational and graduation goals of the college.

In the fall, the Enrollment Management Committee reviewed the results from the 2015 recruiting year and the 2015 Day 10 Report. It was noted that the goals set for FTIACs and Transfers were not met. Recruiting an increased number of students from decreasing traditional populations with the same amount of resources has proven to be difficult. Discussion centered on the need for a shift from a cost savings to an investment mindset.

Strategies for the 2016 recruiting year included roll-out of the new Calvin brand, streamlined financial aid awarding (FA16), additional admissions counselors, expanded use of media and advertising and the set-up of a new CRM. Also discussed were the Calvin College 2015-16 Shared Goals for Recruitment:

- Increasing participation in outreach programs and connection building
- Enhancing curriculum and programming to attract prospective students
- Improving processes and policies which impact prospective student engagement

Specific input was requested and received regarding how to increase faculty and staff involvement with prospective students, including the use of the new “Let’s Connect” cards and the “Schools App.”

In the spring, the Enrollment Management Committee reviewed progress toward the Fall 2016 goals and the establishment of the 2016-17 Enrollment Management Objectives for the second year of the two-year investment plan:

- Extending the new Brand communication
- Leveraging the admissions counselor expansion
- Building on FA16
- Capitalizing on Prior-Prior Year (PPY) revised regulations
- Implementing Slate (CRM)
- Launching the Calvin LifeWork Program

Specific input was also requested and received regarding the 2016-17 tuition, fees, and room & board changes.

B. Actions brought before Faculty Senate

None

C. Other actions, not involving Faculty Senate, that the committee initiated or implemented

None

D. Issues that will continue to be before the committee next year

None.