Enrollment Management Committee
Minutes
Monday, February 8, 2010

Members Present: Russ Bloem (Chair), John Britton, Mike Van Denend, Diane Obenchain, Lew Klatt, Jason VanHorn, John Sparks, Rhae-Ann Booker, Todd, Dornbos, Phil Beezhold, Phil deHaan, Tom Steenwyk, Dale Kuiper
Members Absent: Mary Hulst
Guest: Ben Arendt

1. Enrollment Management Division Update – Russ Bloem
   The Enrollment Management report to the Board of Trustees was distributed and reviewed, with the following areas highlighted and discussed:
   ● EM Division Mission and Vision Statements
   ● EM Division Areas of Focus
   ● EM Division Reorganization – Objectives and resulting organizational chart
   ● ReCommend Calvin Campaign

2. Current Admissions Update – Dale Kuiper
   Reports were distributed and discussed detailing current admission numbers and our goals for 2010 fall new student enrollment.

3. Yield Update – Ben Arendt
   We outlined and discussed the many initiatives that are in place for the winter and spring to connect admitted students with academic majors/programs or to specific areas of interest – in addition to the ongoing contacts by the admissions and financial aid staff. Specific discussion focused on reaching students who are undecided on an area of study and on how to best train and equip others from the Calvin community who are participating in these yield efforts.

   Discussion of the planning and budgeting processes that have been addressed through the President’s Cabinet, Planning and Priorities Committee and the Enrollment Management Leadership Team in order to set the framework for pricing, financial aid budgeting and financial aid awarding decisions. The FA “Yield Grid” showing the impact of financial aid and scholarships on 2009 new student enrollment was explained and reviewed as one tool that is used in determining awarding strategies for 2010.

5. Future Agenda Items
   ● Enrollment Planning Next Steps
   ● Scholarship Awarding and Renewal Strategies
     ○ Update on current policies and procedures
     ○ Consideration of ideas for future implementation
   ● Communication Strategies and Messages
     ○ Value messages
     ○ Differentiation messages