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, Mary Hulst, Dale Kuiper

Members Absent: Guest: Deb Van Beek, Craig Heerema, Tom Van Eck

1. Current Admissions Update – Dale Kuiper
   Reports were distributed to show an update as of March 10 as compared to goals and data from previous years. It was encouraging to note that admits are slightly ahead and that deposits are showing a nice increase over last year. Efforts focused on admit-to-enrolled yield and on undecided admits are a high priority at this time of year.

2. Discussion of Scholarship and Financial Aid Strategies, Policies and Programs
   a. Overview of recent consultation with Maguire Associates – Russ Bloem
      A summary of a predictive modeling analysis and the resulting recommendations to optimize the distribution of aid in order to build and shape the class through our current financial aid awarding strategies was presented and discussed.

   b. Scholarship Programs – Craig Heerema
      A detailed explanation of our merit scholarship programs was provided – including information about selection criteria and processes for both awarding and renewal for new and returning students.

   c. Need Based Financial Aid Programs – Deb VanBeek
      The committee was introduced to the close interrelatedness of merit and need based aid. The committee was provided with an overview of need-based programs and awarding policies – including an explanation of the Calvin grant tables and the interplay between institutional, state and federal aid.

3. The review of the “Executive Summary” produced by the Student Retention Committee was deferred to the next meeting due to lack of time.