Enrollment Management Committee
Minutes
Wednesday, June 23

Members Present: Russ Bloem (Chair), Mike Van Denend, Lew Klatt, Rhae-Ann Booker, Phil Beezhold, Tom Steenwyk, Tim Ellens, Dale Kuiper
Members Absent: John Britton, Mary Hulst, Jason VanHorn, Diane Obenchain, Todd Dornbos
Guest: Tom Van Eck, Steve Ruis, Nunana Nyomi, Rosemary Etter

1. Prayer – Russ Bloem

2. Current Admissions Update and Projections – Dale Kuiper

Reports were distributed to show an update as of June 23 as compared to goals and data from previous years. It is anticipated that our fall new student enrollment will include ~960 FTIACs and ~100 Transfers.

3. International Admissions Overview – Nunana Nyomi and Rosemary Etter

Nunana and Rosemary gave a presentation that provided an overview of current structures, programs and strategies with international admissions and discussed future goals and initiatives with the committee.

Russ Bloem outlined the goal to establish three advisory committees that are linked to EMC and have campus-wide representation to facilitate an ongoing dialogue, coordination and campus-wide support for our specific initiatives in three countries:

- Canada
  - A group is already established.
  - Mike Van Denend will serve as the EMC representative.
- China
  - Informal, irregular meetings have taken place.
  - Russ will ask Diane Obenchain to serve as the EMC representative.
- Korea
  - Conversations have been taking place at the time of BOT meetings to include BOT member Moses Chung and Prof. Won Lee.
  - Russ will identify an EMC member for this (possibly Phil deHaan even though he is no longer on EMC?)

4. Prospect Quality Rating System Presentation – Tom Van Eck and Steve Ruis

Steve and Tom made a presentation outlining the ongoing development and implementation of a quality point system that predicts likelihood of applying. This tool allows us to track and “rate” each prospect on our file in an ongoing basis to allow for more strategic targeting and allocation of resources. The next related initiative will be the development of a similar model predicting admit-to-enroll behavior.

5. Discussion and questions