Enrollment Management Committee
Minutes
Thursday, October 14, 2010

Members Present: Russ Bloem (Chair), Mike Van Denend, Lew Klatt, Rhae-Ann Booker, Phil Beezhold, Tim Ellens, John Britton, Mary Hulst, Jason VanHorn, Julie Walton, Diane Obenchain, Todd Dornbos, Dale Kuiper
Members Absent: Tom Steenwyk

1. **Prayer** – Russ Bloem

2. **Review of Committee Mandate and Membership**

   Copies of the committee mandate and membership roster were distributed. With key attention given to the “specific duties” outlined in the mandate. It was also noted that the Retention Committee is a sub-committee on EMC and that Todd Dornbos chairs that committee.

3. **Review of Fall 2010 Enrollment Data**

   The committee was led through a presentation and discussion providing an overview of Fall 2010 enrollment data and 2011 enrollment plans.

4. **Overview of Senior Search Strategy and the New On-Line Application**

   The committee was provided with an overview and samples of the new initiatives that have recently been implemented in partnership with “Fire Engine RED.” These programs are targeting 93,000 “rising seniors” (including 31,000 from our inquiry pool and 62,000 from ACT or SAT test sources) to invite and encourage submission of a Calvin on-line application through a series of targeted email messages and direct mail pieces. The initial application activity has been very encouraging. The committee members were also encouraged to log on and complete Calvin’s on-line application to experience it for themselves.

5. **Current Admissions Update**

   A report was distributed showing a current update on applicants indicating that we are 13% ahead of last year on this date. Although it is early in the cycle, this is still an encouraging trend.

6. **Discussion of enrollment trends showing losses in yield for women from “other church” backgrounds**

   A report showing enrollment and yield trends by gender and denomination was distributed and discussed, but discussion was cut short due to lack of time. It was noted that this is an
audience that continues to be of concern and needs additional attention and targeted strategies to impact enrollment decisions.

7. **Other actions and future agenda items**

    The committee members were also encouraged to sign up for a campus tour as a way to learn more and provide input into how we are presenting Calvin to our visitors. A schedule is to be distributed via email.

    The committee members were also encouraged to participate in the “meet and greet” times at Fridays at Calvin.

    The following were identified as possible future agenda items for EMC meetings:
    - Continued discussion regarding the enrollment patterns and resulting strategies for women
    - Appropriate faculty involvement in recruiting
    - Visit programs
    - Enrollment implications of “controversies” on campus and within our community
    - Enrollment implications of the economic downturn
    - Learnings from/enhancements to campus tours