Enrollment Management Committee
SEM Plan Working Group
Minutes
Friday, September 16, 2011

Members Present: Russ Bloem, John Britton, Tim Ellens, Dale Kuiper, Mary Hulst, Diane Obenchain, Tom Steenwyk, Jason VanHorn, Michelle Loyd-Paige, Tom Betts, Jolyn Dahlvig

Members Absent: Phil Beezhold, Todd Dornbos, Lew Klatt, Mike Van Denend, Ellen Van’t Hof

1. **Prayer** (Russ Bloem)
   - Particularly for the Miller and the DeHeer families in their time of loss and grief.

2. **Review of Mandate and Membership** (Russ Bloem)
   - The mandate and membership of both groups (EMC and SEM Plan Working Group) were reviewed. Highlighting the overlap of the two groups and the expectation of this broader group serving in a key role in the review and approval process for the SEM Plan.

3. **Fall Enrollment Day 10 Update** (Russ Bloem/Dale Kuiper)
   - Initial Day 10 enrollment data was shared with the group highlighting the increases in both FTIACs and transfers and a strong overall enrollment that exceeded budget projections. More details will be available as the final/official reports are finalized over the next few days.

4. **Enrollment Management Division Update/Presentation/Discussion** (Russ Bloem)
   - Russ Bloem led a presentation and discussion highlighting key initiatives and priorities from last year and looking ahead to this year.
   - The group was encouraged to participate in and support the “ReCommend Calvin” and “ReCommend One” campaigns that will be launched soon.
   - Discussion of the 2012-13 Financial Aid Plan portion of the presentation was deferred to the next meeting due to lack of time.

5. **Strategic Enrollment Plan – Review, Revision and Approval Process** (Dale Kuiper)
   - Draft copies of the SEM Plan were distributed, but due to lack of time there was no discussion other than to briefly describe that this combined group will be working to carefully review and approve this document in our next meetings this fall.

6. **Adjourn**

Next Meeting: Friday, October 7, 2:30 p.m., International Conference Room