Minutes
Enrollment Management Committee
Monday, February 6, 2012

Members Present: Diane Obenchain, Doug Koopman, Ellen Van’t Hof, Lew Klatt, Dale Kuiper, Russ Bloem, Todd Dornbos, Tom Steenwyk

Members Absent: Jason VanHorn, Julie Walton, John Britton, Mary Hulst, Mike Van Denend, Phil Beezhold, Tim Ellens

Also Present: Rick Zomer, Nunana Nyomi

I. Prayer (Dale Kuiper)

II. Admissions and Merit Scholarship Awarding Update – As of February 1 (Russ Bloem)

- FTIAC applicants and admits continue to track about 6% ahead of last year
- We are also tracking very close to our monthly target goals
- Transfers numbers are very comparable to last year
- We are also seeing strong numbers from selected sub-groups (CRC, Canadians)
- The entire 6% increase in admits is with women
- Encouraging increases in scholarship students
- More even distribution among award levels
- More Diversity awards

III. Pre-College Programs & Visits Update (Rick Zomer)

- Fall 2011 show a 17% increase in “Fridays” visitors (799 compared to 680)
  - Two large departmental visit days
  - Good participation in Ontario bus trip
  - Strong increase in Reception for Scholars
- PCPV Presentations given in the community to younger audiences have been very well received
- Spring 2012 partnerships/events bringing many new students and leaders to campus
- New Honors Fellows Weekend planned for March 2-3 has been well received

IV. International Student Recruitment Update (Nunana Nyomi)

- Review of international enrollment trends show strong increases over the years
  - Canadians, North Americans Living Abroad and Internationals now account for 12% of Calvin students
- Review of International staffing structure/organization
- Review of current efforts and activities
• Highlighting several areas of focus
  o Korean students
  o Domestic Internationals
  o Chinese students
  o Canadian students
  o West African students
  o Missionary Kids

V. Update on Ongoing/Planned Initiatives (Russ Bloem)

• Overviews of several current/existing initiatives including impact scorecards and evaluation for each
• Overview of new/planned initiatives with metrics/measures for each

VI. Discussion

• It was noted that faculty/departmental calling initiatives with admitted students will begin this week.
• It was highlighted that faculty contacts have a significant influence on students’ decisions to enroll.
• All EMC members were reminded to encourage colleagues to participate.

VII. Adjourn

Next Meeting: March 1, 3:00 – 4:30 p.m., International Conference Room