I. R. Bloem opened with prayer.

II. R. Bloem provided an overview of the May 1 admissions status for the Fall 2012 class (supporting documents attached). Deposits and commitments to attend are running 2-4% ahead of last year, and we are projecting a FTIAC class of approximately 1,000 students with 105-110 transfers.

III. The committee discussed the SEM Plan Area of Focus #1: Student Body Size and Composition.

It was noted that Hope College has reported strong growth in their number of deposited students this year, and the committee reflected on what we might learn from their success. Key factors identified for consideration by the division include the following.

a. Engagement of faculty and coaches in student recruiting
   Hope includes recruiting in faculty job descriptions and departmental expectations and provides incentives. Also, there is limited requirement for participation in governance activities which frees up time and energy. Is there more we should or could do to support Calvin faculty and staff in recruiting students?

b. Synergies of town and gown
   Hope gains significant “buzz” from its location and interaction with the city of Holland. What more should we do in and around Grand Rapids (e.g. residences in East Town…)?

c. Diversity of faith populations
   A significant proportion of Hope’s student body is Catholic. Is this a potential target for Calvin?

It was noted that our efforts to attract transfer students are (necessarily) primarily reactive. Given the increasing potential size of this pool, it was suggested that we consider preparing a “Why Calvin” message which highlights the benefits for this group.

It was noted that the Honors Fellows Program has successfully yielded a high percentage from a difficult population. Given our goals and challenges attracting AHANA students, it may be worth considering a comparable multicultural fellowship program.

IV. Prospect and Lead Generation was deferred to the next season.

V. Adjourn