Enrollment Management Committee Minutes  
October 8, 2012  
International Conference Room

Present: Phil Beezhold, Russ Bloem (chair) David Noe, Diane Obenchain, Tom Steenwyk, Mike VanDenend, Jason VanHorn, Julie Walton, Rick Zomer (reporter)

Absent: John Britton, Mary Hulst, Lew Klatt

Guest: Tom Van Eck

I. R. Bloem opened with prayer.

II. R. Bloem provided an overview of the Day 10 Report. The committee discussed how the information is best communicated to faculty and suggested distributing it to the department chairs.

III. The committee discussed how visits could be equally shared among departments and suggested acknowledging those who help.

IV. R. Bloem presented the 2012 ReCommend ONE program. Further distribution and advertising could include sending ReCommend cards to department chairs, noting the program on departmental web and/or Facebook pages, and encouraging faculty to encourage their students to ReCommend ONE.

V. T. Van Eck, Director of Institutional and Enrollment Research, introduced “Dashboards” as a way to measure the implementation and success of the Strategic Enrollment Plan (SEM) goals – part of a larger, institution-wide evaluation led by the President’s Office.

The committee suggested monthly goals versus yearly goals, evaluating peer institution results, and designating a person to keep departments informed on the enrollment numbers.

VI. Adjourn