Minutes
Enrollment Management Committee
Thursday, October 31
History Department Conference Room
10:30-11:30 a.m.

Present: Aaron Einfeld, JB Britton, Jessie Moes, Lew Klatt, Mary Hulst, Phil Beezhold, Roman Williams, Russ Bloem, Tim Ellens, Tom Steenwyk

Absent with notice: Todd Dornbos, Michael Van Denend, Julie Walton

I. Open with prayer

II. R. Bloem reviewed the Fall 2014 numbers. Applicants are down 10% from last year at 1,513 vs. 1,679 but up from 2012. Admits were also down with 246 vs. 370 at this same time last year. Problems with the Common App are most likely a factor.

III. R. Bloem reviewed the current efforts to increase the number of completed applications. Changes included increasing emails to prospective students, sending hand-written notes, accelerating the production and distribution of VERGE, and extending the free application deadline were among the ideas highlighted.

IV. Conversation regarding the Fellows Programs ensued. The possibility of doubling the number of Honors Fellows and or a Fine Arts Fellows was discussed.

V. R. Bloem reviewed the current yield grids

VI. R. Bloem presented the specifics of the Loan Repayment Assistance Program (LRAP) to the committee. There was general agreement that this would be a nice benefit to students. When asked about whether there might be faculty objections to offering the LRAP to students of specific majors, the committee didn’t think there would be concerns of one department’s students getting the benefit over the other. There were some concerns about the cost of the benefit, but agreement that it would be a good idea to ‘pilot’ the LRAP by offering it to a small group of incoming students. The committee acknowledged the difficulty of determining the direct yield impact of a program such as this, given the multiple factors that influence enrollment yield.

VII. Committee adjourned.