Present: Aaron Einfeld, Michael Van Denend, Phil Beezhold, Roman Williams, Russ Bloem, Tim Ellens, Todd Dornbos, Tom Steenwyk

After a review of the up to date admissions numbers for the Fall 2014 incoming class, Russ reviewed the process employed for the development of the Strategic Enrollment Management (SEM) Plan: 2014-2019 and the proposed Student Retention Goals.

A few highlights regarding the process:
- Upon approval by EMC, the SEM Plan and Student Retention Goals will be submitted to PPC subsequently to Faculty Senate for information.
- Once approved by EMC and PPC, an implementation plan, including identification of persons responsible and resources required, will be developed to align the various enrollment initiatives with the SEM Plan, Retention Goals, and college-wide Strategic Plan.
- The approved SEM Plan will be reviewed and adjusted annually and serve as the foundation for an annual recruiting plan.

Discussion ensued regarding the SEM Plan, around the following themes:
- Questions regarding external review of SEM Plan and Retention goals: How do we know these are ‘good’ and appropriate strategic plans?
  Action: Russ will identify and distribute reference material to provide context for the SEM Plan.
- Retention goals for student subpopulations. Questions regarding the particular benchmarks, but there was overall support for enhancing retention rates for target populations.
- Calvin’s admissions requirements, and the connection to retention rates and the historic mission of the College.
- The degree to which Calvin should look to peers for benchmarks vs. implementing innovative policies, practices, and programs
- Graduate Programs – These are not addressed in the SEM Plan because decisions regarding these offerings will be made as a part of regular review of programmatic offerings by the Provost office.
Action Item:
Several committee members were not able to attend this meeting, so Russ invited each member to submit any additional feedback regarding the SEM Plan and/or the Retention Goals to the committee via an email thread discussion. Once all input has been considered and reflected in the document, votes of affirmation will be sought electronically,