Minutes
Enrollment Management Committee
Wednesday, October 8
International Conference Room
1:30-2:30 p.m.

Present: Phil Beezhold, Russ Bloem, Paul Bylsma, Todd Dornbos, Tim Ellens, Jesse Moes, Carl Plantinga, Tom Steenwyk, Mike Van Denend, Julie Walton, Roman Williams

Absent: JB Britton

I. P. Witte opened the meeting with discussion on the recent financial aid review provided by consulting firm Scannell & Kurz (S&K).
   a. S&K identified awarding strategies that would increase net tuition revenue while attracting over 1,000 FTIACs with a profile in line with our strategic enrollment plan.
   b. They also identified ways to speed up the process of determining and awarding financial aid to students, simplify and clarify the procedures, and create a more sustainable process of awarding financial aid.
   c. P. Witte and R. Bloem fielded several questions about the current timing of financial aid package release dates and early scholarship awarding. The consensus was that Calvin’s timing is consistent with our peer institutions and that while an earlier release of financial aid packages is generally desirable, it has not been found to give other schools (e.g. Cornerstone) greater advantage.
   d. Over 30 different simulations were considered before selecting a model for the coming year that would meet these given objectives and set the stage for a further refinements. However, P. Witte and R. Bloem emphasized the importance of seeing this as a 2-year plan with anticipated benefits for the 2015-16 and for the 2016-17 school years.

II. R. Bloem facilitated the rest of the meeting and reviewed the Fall 2014 Day 10 numbers.
   a. Because there were fewer applications and fewer admitted students, the total number of incoming students fell short of the goal despite a yield percentage consistent with last year. This is an area of focus for the coming year with a number of modifications made to increase applicants and application completion rates.
   b. It was noted that students from public schools both inside and outside of Michigan increased while the number of students from Christian schools outside of the state of Michigan decreased. Guidance counselors from out-of-state Christian schools who have sent students in the past will be contacted and offered a travel voucher and information on group-visit options and reimbursement programs.
   c. The number of transfer students at Calvin was substantially lower than expected. Other colleges reported lower transfer student numbers in their admissions reports as well.
d. While “melt” (deposited students who later decided not to attend Calvin) this year was comparable to previous years, it was agreed that enrollment and student life should work together more closely to ensure appropriate overlap in the “handoff” of communication.

III. The committee recommended that the enrollment division consider ways to publicize:
   a. Use of the consulting firm in determining changes in financial aid processes
   b. The fact that, despite the lower number of incoming students, the 2014-15 operating budget is still clearly “in the black.”

IV. Committee adjourned.

Next meeting: Wednesday, November 5, 1:30 – 2:30 p.m., International Conference Room (SC 238)