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. R. Williams opened in prayer.

II. R. Bloem reviewed enrollment numbers for fall 2015.
   a. He explained that the drop in prospect numbers was because enrollment chose not to purchase names of “moderately engaged” students this year, as doing so last year made negligible difference.
   b. This year is off to a good start, as shown in the number of Applicants. A number of tactical changes appear to be paying dividends:
      i. VERGE magazine (a high-impact publication) mailing dates are adjusted
      ii. Modifications in purchased names are adjusted
      iii. The virtual campus tour is highlighted on the Visit Calvin website
   c. There are two areas of focus in enrollment – to get more Applicants in the system and to increase the number of completed applications. One practice to help with this is to call “stealth shoppers” – students who were not in our system until they submitted part of their application file or requested information – within 48 hours of their Calvin contact.
   d. As of Wednesday, Nov 5, we are up in Applicants and significantly up in completed applications.

III. A brief discussion on questions that should be addressed to the Board of Trustees yielded input that question “B,” regarding Market Analysis and Competition would be helpful to answer.

IV. Conversation ensued regarding faculty sharing visitor comments with enrollment. Several questions (Q) and suggestions (S) followed:
   a. S - Make sure faculty know about application deadlines and have received seasonal talking points so that they can share them with students when they visit.
   b. S - Add the Affordability piece to Calvin-news to increase publicity on campus.
   c. S - Put the Affordability piece in a poster format to hang up on office doors around campus.
   d. Q – Can we measure the impact of a student meeting with a professor on likelihood of that student enrolling at Calvin?
   e. Q – How can we deal with the perceived “snobbishness” of Calvin as an institution and of Grand Rapids in general?
   f. Q – How can we make the best use of our travel voucher funds? Should we do away with the radius of ineligibility?

Divisional staff will consider, follow-up and report back to the committee.

V. Committee adjourned.

Next meeting: Wednesday, December 3, 2:00 – 3:00 p.m., International Conference Room