1) Report on the Handouts Distributed – Russ Bloem
   a. Daily numbers report – Enrollment is watching for completed application files, which are ahead of last year with a higher completion rate of files started. There are also strong deposit numbers compared to last year. We are overall ahead of last year’s numbers, and ahead of our monthly goals. Projecting forward we expect numbers to grow, but it boils down to yield. We are projected to increase yield by 3% from last year to this year.
   b. Yield Projection Table – We are similar in academic representation, but lower in yield projection because of the lower numbers in traditional student groups (CRC, Alumni Children). There is a small decline in visitor yield but up in FAFSA submitters. We project to enroll 975-1025 students, and given our numbers right now we are in a good spot.
   c. NACCAP Statistics – We are steady with our peers by staying in the middle of the list.
   d. Spending by Category – We spend more than other schools, but are about average in percentage of budget spent on recruiting. We have a high amount of students/admissions counselor, and are lower in the amount spent per student.
   e. Overall, we are ahead of last year, and although yield is down on our projection table, it is up in Financial Aid projections. We are in the middle of the pack of our peer institutions according to our February enrollment numbers and responsible with our recruiting resources.

2) Branding Update – Tim Ellens
   a. Consultants have delivered a MasterBrand document that includes research results, Calvin’s personality profile, a competitive analysis and a messaging framework.
   b. Training is underway to help the college and its individual departments use the storylines and language of the messaging framework effectively.
   c. The visual expression of Calvin’s new brand is currently being developed including new graphics, color palette, font palette, photography and templates. As part of this process a new Calvin logo is being created to replace the existing nameplate (not the heart in hand seal).
   d. We have an opportunity to embed the brand deeper into our culture, not just limiting the brand to use by Admissions.
   e. We haven’t decided on whether or not we will use a new tagline (e.g. Minds in the making). It has not emerged as a priority, but there has been some suggestions to consider a new tag line.
   f. Some concern was raised about the lack of data that proved the market desires our new brand story.