

PRESIDENT'S PLANNING GROUP
Monday, October 1, 2007
5:00 p.m. • Hoffman House

In Attendance

Dr. Bruce Anderson
Dr. Don Dale
Dr. Jane Flood
Ms. Karen Green
Mr. Adam Hirsh '09
Mr. Tilghman Moyer

Mr. Michael Bruckner
Ms. Karen Dearborn
Dr. Giacomo Gambino
Dr. Lawrence Hass
Mr. Christopher Hooker-Haring
Ms. Allison Schnall '08

Mr. Ken Butler
Mr. Kent Dyer
Ms. Audrey Fernald
Dr. Randy Helm
Ms. Heather Mill '10

1. Review of Proposed Change to Fundamental Institutional Values (see below)

Based on the previous week's discussion, the group agreed to a revision of one of the bullet points in the Fundamental Institutional Values which addresses Muhlenberg's role in the local community.

2. Initiative Review: Admission and Financial Aid

Review of Market Conditions

Mr. Chris Hooker-Haring led the group in a review of data gathered from our Benchmarks, pointing out admissions trends. He spoke at some length about the decline in prospective college-bound seniors that will occur in the Northeast after 2008, as well as the changes in the demographics of that group of potential students, then spoke about those changes' implications for Muhlenberg. He then presented his department's SWOT Analysis. The President led a discussion on how we can more effectively we can communicate the value of the liberal arts. Mr. Hooker-Haring then took the group through selected sets of data from the Accepted Student Questionnaire, noting trends over the past three years.

Initiative Review

Mr. Hooker-Haring led the group through the Admissions Initiatives, noting the progress made on each of the Initiatives. Discussion followed.

Important Questions Moving Forward

Mr. Hooker-Haring concluded his presentation by noting some important questions Admissions faces in the future, notably the rapid rise in the use of new forms of media used by both Admissions departments and by prospective students in the Admissions process. Discussion followed.

The meeting was adjourned at 7:05 p.m.

Respectfully submitted,
Ken Butler