Enrollment Management Committee
Meeting Summary
Thursday, October 8, 2009
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary Jo Apigo, Judy Chow, Linda Clowers, Judith Ann Friedman, Mary Ann Gavarra-Oh, Michael Goltermann, Eric Ichon, Sholeh Khoroooshi, Helen Lin, Michelle Long-Coffee, Betsy Regalado, Curt Riesberg, Mark Rocha, Barry Sloan, Robert Sprague, Rebecca Tillberg

Absent: Fran Leonard, John Oester, Rod Patterson, Glenn Schenk, Olga Shewfelt, Angel Viramontes, Kathy Walton

The meeting was called to order at 10:13 a.m.

1. Baseline Research: Data and Reports (R. Tillberg):

   a. Current Fall enrollment projection and projection for 2009-10: Credit enrollment is up 5%, but overall enrollment is down 1% due to the elimination of Older Adults/Noncredit classes. Although WSCH is up by 9%, the projected WSCH FTES is only up by 0.05%. DSCH is down by a significant 30%. The updated FTES projection for 2009-10 is 7100. The projection for spring is 6% less than fall which has been the pattern, but the actual enrollment number may be higher.

   The AFT Faculty Guild expressed their concern about the projected FTES being higher than the funding base of 7060 FTES. In response to this concern, it was pointed out that the projection is close enough to the base that it may not result in unfunded FTES. Due to the current budget situation, the college will try not to go over the base FTES; however, in the future when the budget condition improves, the State may decide to fund up to the 2% growth, which has happened in the past.

   b. Student Success Measures: Awards: degrees, certificates, and transfers: The two variables used to look at the data of successful completion were by disciplines and by ethnicity. Successful completion rate for Mathematics is normally lower compared to the other disciplines. Allied Health has the highest number because they are allowed to screen candidates. From the ethnicity aspect, Asians and Whites have the highest success rate followed by Hispanics and African-Americans. Gender stereotype that females generally perform better than males is no longer true in the last few years.

   Other ways of looking at the data are as follows: by time of day of the class being offered; by delivery method: online versus in-class; by class size; etc. With standardized
report criteria, the college can analyze trends and then connect them to program review and action plans. For example, the Vocational Education programs use gender and race categories in developing ways to break stereotyping in the subject areas—Aviation a male-dominant program or Dental Hygiene as female-dominant occupation. This issue will be discussed again at a future meeting.

Pointed out at the last meeting was the difference between Academic Affairs and Admissions numbers on degrees and certificates awarded. Both divisions stood by their numbers; however, it was agreed that the numbers are significantly higher than last year’s. The final updated data will be generated on Monday, 10/12/09.

c. Other – open week concerns that need to be corrected for next semester: Not discussed.

2. Around the Table: Your Items

a. Veterans (M. Goltermann): West is currently serving 130 veterans who are all receiving benefits. The college’s low tuition fee allows for 100% coverage of benefits and housing stipend for the veterans. West does not actively recruit veterans, but the Department of Veterans Affairs assists in distributing information about our programs. There is also a section on the website for veterans information. Admissions has been working with the Dean of Advancement and Program Development to identify any grant opportunities for the veterans program.

With enough interest and faculty participation as an advisor, the college can form a Veterans Club that can be a channel for activities such as bringing in speakers to the campus.

b. FTES plan and unfunded enrollment (O. Shewfelt, per memo): Discussed in Item 1.a.

c. Etudes-NG Training Course Funding (E. Ichon): Forty instructors expressed an interest in attending the course. It costs approximately $3,000 to offer the course, and hopefully it can be paid out of a grant. It was mentioned to explore funding possibilities through the Tech Prep fund. Faculty who attend the class can get 100% reimbursement through the Academic Senate.

d. Marketing Update (M. Long-Coffee): The Spring 2010 schedule will be out in approximately eight days. It will highlight the opening of the Math/Science Complex. The student model on the cover is a dental hygiene student who already has a bachelor’s degree from UC Davis but chose West’s Dental Hygiene program in continuing her education.

When the Winter 2010 classes have been finalized, students would be notified about the schedule availability.
As a cost saving measure, the spring mini schedule will not be printed. Students will be encouraged to go to the website. The cost savings will be used to enhance the International Education program for ad campaign, etc., and improving the current online schedule accessibility. M. Long-Coffee has done some research on the type of software being used by other campuses such as USC or any of the CalState universities. B. Regalado mentioned that the District is in the process of replacing the current Student Information System, and Cabinet will vote at their November meeting on whether or not to replace the system. The vendors that are being considered are SunGard; Datatel; PeopleSoft; and SAP. All of the vendors being considered will allow easier accessibility to the online schedule.

Building Program Management Committee is seeking input on the new naming convention. Input can be sent to M. Long-Coffee at wlacinfo@wlac.edu.

3. 2009-2010 Enrollment (R. Sprague):

a. Non-resident FTES and revenue projection 2009-2010: The State is not going to fund any growth this year. One way to grow is by drastically increasing the international student enrollment. City and ELAC earn more than $2.5 million from their International Student program, and the students are enrolled in the college credit programs. The administrative costs of running the program is less than 20% of the income produced. Academic Affairs and Student Services are working on expanding the International Student program and the income can be used to assist the general fund.

b. Winter 2010: There will be 25 courses offered in the winter session. The plan is to offer 50% of the classes online and 50% on campus. The on-campus classes will be scheduled in the D Village. Library and Learning Center coverage will be needed during the session.

c. Summer 2010: Summer classes may not be offered due to the budget challenge. If we decided to offer summer session, classes will begin on July 6 (summer II); so next year’s funding can be used. The plan will be presented to the Budget Committee for approval.

d. On-line degree program, Oct. 5 start date:

   i. IS update: A question was raised on whether or not the online program attracts the out-of-state students. There are only a few out-of-state students at West. According to the survey done by District, West has six percent of the population that never has any affiliation with West or the other colleges in the district. This provides a potential outreach opportunity for the college.
4. **Student Services Report**

   a. **Admissions and Records** (M. Goltermann): Title V issued a new 30-unit limit on remedial courses with the exception of DSPS and ESL students. The fall audit findings have been released and the district was cited for not being in compliance. The new limit has already been programmed on the DEC system for the spring semester. Admissions found 77 students who are in the danger zone with units closing in to 30, and they have been notified and given advice on how to proceed. Students can go to another district and then come back to LACCD when they are ready to enroll in college-level programs.

   Winter registration will begin on October 26, 2009, so class schedule needs to be posted as soon as possible. District decided to eliminate the STEP phone system because the usage rate is down to two percent district wide. Registration letter will be sent via e-mail instead of on paper. Students without an e-mail address will get their letter via the mail with a warning that paper letter will no longer be issued.

   b. **Outreach and Recruitment** (M. Goltermann): West offers 34 sections in 9 schools, and they generate over 700 in enrollment. Culver City High School has the most sections.

   i. **LAPD Magnet (see report)**: Not discussed.

   c. **Financial Aid: Update on FT students** (B. Regalado): By the end of the fiscal year, the number of applications received will be double from last year’s numbers.

   d. **Counseling**: Not discussed.

5. **Westside Extension Report** (B. Sloan):

   a. **Regular cost-center report**: Things are going well except for several facilities related issues that had occurred, such as power outage incidents and the removal of the tennis court.

   More career oriented classes are being offered. Career Advancement Academy started a new program Home Support Services which is a precursor to the CNA program. They are trying to get grants to fund more classes and begin a pathway to the Allied Health programs.

   The new English Language Academy program may be offered through the Westside Extension. By offering it through the Westside Extension, classes can be developed faster since they do not require the curriculum approval procedure. Items that still need be discussed are pricing, type of class, scheduling, teachers, etc. International Student program will handle the issuing of I-20. The program can begin in the Spring 2010.

7. **New Program and Satellite Development** (M. Rocha): There is no new development with the satellite development, but exploratory conversation still continues. Collaboration with Southwest and Harbor on the hospitality training grant from the City of Los Angeles is moving along.

8. **Athletics Report** (S. Agger): The Athletics program is no longer in probation status. 48 student athletes graduated this past summer which is significantly higher than the numbers from previous years. The department uses various methods to encourage students such as posting names of students with academic achievement and who graduated. Students are also encouraged to complete their AA degrees before transferring.

Instead of reducing sport programs to deal with the budget shortage, they will reduce the number of games and eliminate assistant coach positions. Different sources of revenue stream will be reviewed such as soliciting for corporate sponsorship, putting an ad on the uniform, selling ad spaces in the field, and generating more facility rentals.

9. **Next Class Starts**
   a. **Fall II: Monday, October 26**
   b. **Winter 2010 (5 week): Tues, Jan 5:**
   c. **Spring 2010: Monday, February 8**

10. **Next regular meeting: Thursday, November 12, 2009, 10:00 a.m.-noon**

11. The meeting was adjourned at 11:57 p.m.