Enrollment Management Committee
Meeting Summary
Thursday, November 12, 2009
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary Jo Apigo, Linda Clowers, Michael Goltermann, Cari Hildebrandt, Eric Ichon, Sholeh Khoroooshi, Michelle Long-Coffee, Betsy Regalado, Curt Riesberg, Glenn Schenk, Barry Sloan, Robert Sprague, Rebecca Tillberg

Absent: Judy Chow, Judith-Ann Friedman, Mary Ann Gavarra-Oh, Fran Leonard, Helen Lin, John Oester, Rod Patterson, Mark Rocha, Nancy Sander, Olga Shewfelt, Angel Viramontes, Kathy Walton

Guest: Geneat Walton

The meeting was called to order at 10:09 a.m. B. Regalado and R. Sprague presided the meeting on behalf of M. Rocha.

1. Baseline Research: Data and Reports (R. Tillberg)
   a. Current Fall enrollment projection and projection for 2009-10: Final projection for fall 2009 and preliminary number for Winter 2010 are not yet available. FTES apportionment for 09-10 is on target.

   b. Student Success Measures: Awards: degrees, certificates, and transfers: Data shows an increase in the total number of degrees and certificates awarded for 08-09 although the number for degree awards is slightly lower than 03-04.

      A problem was encountered in the degree reporting to the U.S. Department of Education. There are discrepancies between the CA TOP codes and the IPEDS CIP codes. It is being handled at the district level because it also affects the other LACCD colleges. The Academic Affairs Office is working with the District and the State in cross checking the degrees list and taking the necessary steps to get unlisted degrees posted in the IPEDS database. Fortunately, the problem will not affect student’s records because the degree will still be posted on the student’s transcript.

   c. Other – Welcome days concerns that need to be corrected for next semester: Welcome days are scheduled for February 8th and 9th, and it will showcase the MSA Building. Handouts for welcome days will be prepared and distributed soon.
2. **Around the Table: Your Items**

   a. **HBC Satellite Center**: West is working with Southwest to bring the HBC into the two campuses. Articulation agreements have been established for students to complete their first two years at LACCD and transfer to a HBC campus. M. Pracher, M. Long-Coffee and G. Schenk are working on the project.

3. **Discussion Items**

   a. **Moving Forward**:

      i. **Basic Skills**
      ii. **Transfer**

      An introductory concept regarding the continuance from basic skills and transfer was discussed at the last JACDC meeting. The idea is to design a mapping of instructional pathway and services that will successfully move the basic skills students into the right track for transfer or completion of a career education program for job readiness. A better method for tracking student success is also needed. The following were brought up in the discussion: assessment, counseling, and the cohort concept.

      **TASK**: B. Regalado and R. Sprague will discuss the details and the next course to be taken and form an ad hoc group to discuss the idea.

4. **2009-2010 Enrollment**

   a. **Non-resident FTES and revenue projection 2009-2010**: Revenue projection was not available. More marketing efforts are being done for spring that will start on March 8, 2010. **An update on marketing efforts will be given at the next meeting.**

   b. **Winter 2010**: None.

   c. **Summer 2010**: None.

   d. **On-line degree program, Oct 5 March 8 start date**

      i. **IS Update**:

         - A partnership with Regis University for pathway to a fully online undergraduate degree in Business Administration is in development.

         On a side note, CSU Dominguez Hills has approved a Transfer Agreement Guarantee (TAG) with West in which students will be accepted to CSUDH upon their first year of
enrollment at West. Collaboration with CSU Northridge for a similar concept is also in progress.

- IS website will be modified to include information on UC and CSU campuses that accept transfers.
- International students Thanksgiving dinner is scheduled for Tuesday, November 17, 2009, at 4 to 6 p.m.
- This year the District allocated a non-resident FTES projection of $750,000. Hopefully enrollment generated from the fall and spring semesters will show a number that warrants the allocation. Revenue generated from the IS program will significantly assist the projection.

**Action:** The committee approved decision to reduce application fee for online international students to $35 to attract applicants.

5. **Student Services report**

a. **Admissions and Records:** The current method of reporting race and ethnicity presents a problem for allowing students to fall under the unknown category. A steering committee at the state level is currently working to resolve the problem by devising a new reporting mechanism. It is still unclear whether the new reporting method will help our statistics or not. The race and ethnicity data is crucial for the college in terms of grant qualification. For example, at 24.90% of Latino population, West barely missed the 25% cut to be considered as a Latino-serving institution. The categorization of the unknown number may bring up the percentage and make the college eligible for population-specific grants.

**TASK:** The committee requested that M. Rocha raise the race and ethnicity reporting issue at the Cabinet meeting. M. Goltermann and R. Tillberg will write a paragraph on how the race and ethnicity reported as unknown being on a separate group may negatively affect a college’s chance on its eligibility for grant opportunities.

b. **Outreach and Recruitment:** The Verizon Virtual Counselor grant continues its work by training high school counselors in using the DegreeWorks program to look up West templates and articulation agreements and also getting high school students assessed early. The work will assist the degree awards outcome.

i. **LAPD Magnet:** No report.

c. **Financial Aid:** G. Schenk reported a 40% increase in Financial Aid applications received compared to last year. The main focus now is to process all of the applications in a timely manner. They will campaign for students to apply early and also continue the ongoing workshops.
Financial Aid started a pilot program intended to avoid delays to the completion of student’s education plan and ease up the burden for counselors. Students will be given an initial orientation and information on educational plan, transfer and degree information, followed by an actual appointment with a counselor before the end of the semester. So far it has been working well. The program is currently only for FA students, but hopefully, by next summer it will be available to new students.

6. **Westside Extension Report**: Efforts to establish the English Language Academy program for 2010 is in progress.

   a. **Regular cost-center report**: A new method of mass mailing the schedule will result in a significant savings of $15,000 in postage fees.

7. **Marketing and Advertising Update** (M. Long-Coffee): The process of getting a more user-friendly web scheduling system is still in progress. The committee agreed to the purchasing of a new program now rather than waiting for the District’s decision on a district-wide system update.

   **TASK**: M. Long-Coffee and N. Dang reviewed several proposals, and they will report their recommendations at the next meeting.

   With the enrollment target being reached, upcoming marketing efforts will focus more on doing a steady, low profile murmur using the local billboards and cable TV between now to next summer.

   A portion of the marketing funds is available to provide incentives for students recruitment. For example, the College can provide a $100 to $400 book award money to 60 to 100 students. The committee discussed the criteria for the recruitment. The item is tabled for further discussion.

   **TASK**: M. Long-Coffee will work with C. Alcala in putting together plans surrounding the opening of the new buildings and road.

8. **New Program and Satellite Development**: No discussion.

9. **Athletics Report**: The department is undergoing a Title IX research project on being compliance to the gender and ethnicity regulations. They will need R. Tillberg’s assistance for data and information.

10. **Next Class Starts**

   a. Winter 2010 (5 week): Tues Monday, January 5, 2010
   b. Spring 2010: Monday, February 8, 2010

11. **Next regular meeting**: Thursday, December 10, 2009, 10:00 a.m.-noon.

The meeting was adjourned at 11:58 p.m.