Enrollment Management Committee
Meeting Summary
Thursday, April 8, 2010
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary-Jo Apigo, Judith-Ann Friedman, Michael Goltermann, Cari Hildebrandt, Sholeh Khoroooshi, Ken Lin, Michelle Long-Coffee, John Oester, Betsy Regalado, Curt Riesberg, Mark Rocha, Glenn Schenk, Barry Sloan, Robert Sprague, Rebecca Tillberg, Angel Viramontes

The meeting was called to order at 10:08 a.m.

1. Around the Table: Your Items

a. **PE courses**: The concern over having to reduce either PE classes or the athletics sports classes due to the summer budget allocation was discussed. There are students who need the PE classes in order to meet the graduation requirement. On the other hand, Athletics uses summer as an opportunity to recruit, evaluate and prepare students for the competitive season. To comply with the State regulation, the students will have to be registered in a class in order to participate in training session. One recommendation is to convert the sports classes to instructional classes under the Student Services or Learning Center area. A few other divisions have also voiced their concerns on the reduction of their summer offerings.

   **TASK:** R. Sprague and B. Regalado were tasked to make a proxy and a task group that will pick up the “incremental mission based class schedule request” from the divisions. The outcome is to be presented to the committee in May for its decision and recommendation on which growth to be funded.

b. **New Searchable Schedule**: The software for the new searchable schedule had been purchased and with the help of the consultant, the screen designs were nearly completed. M. Long-Coffee went over the features of the new schedule: a pop-up window of class description, planning tools that allow switching between the planner and registration windows, PDF format for printing, tutorial links, etc. The new program is easy to use. The expected operational date will be sometime in late summer. Data will be updated approximately every night. Input and questions pertaining to the following items were raised: canceled or closed classes; online, hybrid, TBA and short-term classes; and whether student ID is required for the initial class planning phase.

   **TASK:** Do a demo of the program for EMC.
2. **Baseline Research: Data and Reports:**
   
a. **Current Spring enrollment projection and annual projection for 2009-10:** Headcount is up 13%. The number of classes offered outside of regular time block has decreased significantly with the exception of large-unit courses because they will not fit the block pattern.

   The College is funded for 7045 FTES for 2009-10; however, the current projection is showing 7,570.11 FTES will be generated. As a result over 500 FTES will be unfunded. To avoid unfunded FTES and negative balance, we need to reduce sections: small summer offerings, no winter, and approximately 80 sections must be cut for Fall ’10. Academic Affairs is working with the divisions on the necessary reductions. The Spring ’11 galleys will be ready today.

   b. **Student success measures-awards: degrees, certificates, and transfers:** No discussion.

   c. **Competitive environment: SMCC enrollment:** No discussion.

3. **FTES Enrollment**
   
a. **Copy of Iyemura’s report of 4/6/2010:** WSCH for Spring is 3,037.58 (121%) which is close to the estimated Comparison by Accounting Method.

   b. **Initial FTES projection for 2010-11:** No discussion.

4. **International and Non-Resident Students Program Update**
   
a. **Projection for revenue for 2010-11:** The Online International Program Update was distributed and reviewed. The strategy for summer is to reach out to the existing F1 students from other universities and community colleges and to maintain awareness of our program internationally. Several problems on recruitment are the disproportionate economic condition in some of the targeted Asian countries and the need to increase our recruitment efforts.

5. **Student Services Report**
   
a. **Admissions and Records:** Priority registration for summer on will begin on Monday, April 12. Fall registration will begin in early May.

   b. **Outreach and Recruitment:** Review of concurrent enrollment classes in high schools: No discussion.

   c. **Financial Aid: Update on FT students:** The new legislation on student loans removed the bank’s role from the process. Loans will be handled directly at the Federal level. LACCD will be launching a debit card disbursement method within the next ten weeks. The new method will save the District approximately $1.25 million by eliminating
printing and mailing costs. Options for a paper check will still be available. Information will be posted on the web. A suggestion was made to ask the District to consider making the debit card double duty as a student ID card as well. B. Regalado and G. Schenk will inquire whether the District is planning to allocate some of the cost saving to the colleges.

d. **Counseling:** No update.

e. **Veterans:** West had signed up for a new Veterans classes reimbursement program GoArmyEd ([www.goarmyed.com](http://www.goarmyed.com)).


   a. **Projection for fee-based revenue for 2010-11:** *How to Grow Westside Extension* report was distributed and discussed. The numbers are not yet final and are still in the works. Fees are comparable to the non-resident and international student rates. The programs are intended to attract students who need to fulfill the graduation requirement, who would like to obtain a certificate in customized programs, or who are currently university-level students. They will receive the college credit even though classes are being offered through Westside because the curriculum has gone through the state approval and minimum qualification processes. Upon completion, students will go through the equivalency process and have their grades posted on the transcript. They can also apply for Financial Aid. Westside is working with the support services divisions and Academic Affairs on handling the operational issues.

7. **Marketing and Advertising Update:** A student club is rallying against smaller winter and summer offerings and an increase of tuition to $60/unit.

8. **New Program and Satellite Development:** Academic Affairs had convened a meeting on cohort programs to be held on April 20 at 12:30 p.m. More information will be sent out.

   No new update on satellite development. The hospitality industry training program is moving forward. The new associate dean who will oversee, operate and implement this program, as well as the two other grants from the city, has been selected. She will be reporting to Dean Aracely Aguiar.

   The College received a $450,000 grant through Vice Chancellor Martinez’s office. The money will be used toward training the hospitality workers in green practices.

9. **Athletics Report:** no update.

10. **Next Class Starts**

   a. Spring II: April 12-June 5
   b. Summer: July 6-August 15 (six weeks)
   c. Fall: August 30-December 19

The meeting was adjourned at 12:16 p.m.