Enrollment Management Committee
Meeting Summary
Thursday, May 13, 2010
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Judith-Ann Friedman, Cari Hildebrandt, Sholeh Khoroooshi, Helen Lin, Ken Lin, Michelle Long-Coffee, Betsy Regalado, Mark Rocha, Glenn Schenk, Robert Sprague, Rebecca Tillberg

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

1. Around the Table: Your Items

   a. Update on the “incremental mission based class schedule request”: Academic Affairs had been working on prioritizing new “needs” and getting down to the required FTES according to the budget allocation. Final plan will depend on the anticipated May revise to be announced on Friday. An update will be given at the next meeting.

   b. Enrollment Management Plan: The draft Academic Affairs Enrollment Management Plan 2010-11 was distributed. R. Sprague went over the report. The draft has been presented to the Senate and the College Council.

      TASK: Please review and send feedback to Academic Affairs. The updated version will be presented to the EMC at the next meeting for a final review before going to the College Council and the president for approval.

2. Baseline Research – Data and Reports:

   a. Current Spring enrollment projection and annual projection for 2009-10: Second Period Report is showing 7,544 FTES, which is 8% over the credit base. Academic Affairs is working on eliminating the unfunded FTES. The Chancellor has directed the colleges to strictly adhere to the base number and the budget allocation.

   b. Student success measures-awards – degrees, certificates, and transfers: An accurate report on degrees and certificates will be available after Spring ’10.

   c. Competitive environment – SMCC enrollment: SMCC seemed to be offering a large number of classes for Spring ’10.
3. **FTES Enrollment**

   a. **Initial FTES projection for 2010-11**: It is still too early to accurately project the Fall ‘10 numbers. Credit classes are down 7%, while enrollment is up by almost 80%.

   Academic Affairs and Student Services will discuss the possibility of converting services provided to students, such as the Financial Aid workshops, into non-credit classes to generate enrollment. This had been applied to the library and learning center services and had been successful. 50 to 70 FTES could be generated through this delivery method which could translate to approximately 2% growth.

4. **International and Non-Resident Students Program Update**: The online program will offer four to five classes in the summer to maintain presence. Recruitment efforts will continue.

   a. **Projection for revenue for 2010-11**: No report.

5. **Student Services Report**: Decision on a new SIS system is still in discussion. Factors that have come up and were being discussed were registration dates for students with concurrent enrollment, district-wide or individual college transcripts, fees issues, class waiting lists, assessment scores standards, etc. B. Regalado will request the CSSO to write up the recommendations to be presented to the colleges for their vote.

   a. **Admissions and Records**: The office is focusing on the Fall ‘10 registration.

   b. **Outreach and Recruitment – Review of concurrent enrollment classes in high schools**: Field trips scheduled for the year were completed. Currently working on follow-up and academic planning.

   c. **Financial Aid – Update on FT students**: Continue working on the new FA debit card that will be coming up in the fall.

   d. **Counseling**: No report.

   e. **Veterans**: No report.


   a. **Projection for fee-based revenue for 2010-11**: The Extension will be offering 400 to 500 courses in the summer. The West Language Academy website is now online. The first class is scheduled to start at the end of June.

7. **Marketing and Advertising Update**: Billboard and cable advertising will continue. New ideas for marketing involved offering Facebook points for games and doing a treasure hunt game on the West website. Marketing goal is to go after students who are considered college prepared and the north and northwest community.


10. **Next Class Starts**
    a. Summer: July 6-August 15 (six weeks)
    b. Fall: August 30-December 19
        i. Fall I: August 30-October 23
        ii. Fall II: October 25-December 18

The meeting was adjourned at 11:05 a.m.