Enrollment Management Committee  
Meeting Summary  
Thursday, October 13, 2011  
10:00 a.m., Winlock Lounge

Present: Steve Aggers, Adrienne Foster, Judith-Ann Friedman, Michael Goltermann, Eric Ichon, Sholeh Khoroooshi, Michelle Long-Coffee, Betsy Regalado, Barry Sloan, Rebecca Tillberg

B. Regalado called the meeting to order at 10:02 a.m.

1. Marketing and Advertising Update
   a. Dashboard Information
   b. Class schedule update

   Michelle reported the following:
   - Spring 2012 class schedule has already been posted on the web, and the printed schedule will be out soon.
   - The billboard advertising still continues into the spring. The main goal of advertising is still to maintain awareness. The president requested that we also include information on what we have done for the community as a way of building relationship.
   - Facebook is going well and currently has 2100 fans. Report shows that students share our information with others.

   She went over the Google Analytics dashboard report, a free service that tracks down and generates reports showing the frequency of visits made to the campus web pages. The data can be used to enhance services and information.

2. Baseline Research: Data and Reports
   a. Enrollment Report

   Fall and spring data comparison reports were reviewed. Fall headcount declined 5% and new student count is down 15%. The decline should not be a cause of worry because it brings the enrollment to within the college cap. There were discussions on ethnicity codes reporting, concurrent enrollment data, priority registration policy to boost high school students enrollment, and comparison of West data with other colleges.

   b. Achieving the Dream Overview

   The key points on Achieving the Dream (ATD) listing its goals, four principles of institutional improvement, and five-step process for increasing student success was distributed.
The ATD initiative is a district-wide project with the main goals of student success and completion. Implementation of ATD will be done closely alongside the college’s present and future efforts on increasing student success. One positive outcome from completing the ATD process is that the college will gain a status that will bring a positive view and impact for grants application. The ATD data and core teams will work closely with the Student Success Committee.

- **Who are our students**

  The student demographic and enrollment trends report was reviewed. Among the data shown on the report are comparisons on credit census headcount and distribution data on ethnicity, primary language, age, gender, etc. Discussion on the following topics followed:

  - Ethnicity codes: The Hispanic percentage increased after the question was broken into two categories allowing specific answer. It was suggested to move African-American/Black to the top in the Ethnic Identity question in the Application Admission form to increase response rate and reduce the percentage in the Unknown category.

  - Math placement: Several suggestions to help boost math placement level were made such as identify age group, consider refresher course, and look at models used at the sister campuses. The decision to make the assessment test as a mandate needs to be made at the state level.

3. **Academic Affairs/Student Services/Administrative Services Report**

   i. **19 unit district-wide registration restriction** (Betsy): The policy will be effective in the Winter 2012 session.

   ii. **Winter intersession offering within LACCD** (Betsy): West will notify students that it will not offer classes during the winter session and inform them which sister colleges that will offer winter courses.

      District Academic Senate will discuss how the adoption of one District-wide registration date violates the Board Rule.

   iii. **Withdrawal policy** (Michael): The new withdrawal policy is a state-wide policy that limits students to three (3) attempts for a specific class. The new policy will take effect in July 2012. Students will be informed (by email, web posting, etc.) on how this new policy will affect them.

   iv. **Enrollment as an experience**: Bob was not present. Item is deferred to the next meeting.

   v. **From parking or bus to end of finals**: Item is deferred to the next meeting.
vi. **Waiting list for adding students** (Adrienne): A concern about the lack of uniform method used by faculty in adding students was brought up. Students have voiced their complaints due to what they perceive as unfair methods that are currently being used. The college needs to develop a system.

A discussion about the possibility of adding a prerequisite for certain gatekeeper courses followed. Adrienne will work on identifying the courses, Michael will look into how to work the coding in the system, and Eric and Kathy will work on the curriculum aspects.

Next agenda items: the college decision on how to divide the FTE allocation, EMC membership, and new meeting time for EMC to increase faculty participation.

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