Enrollment Management Committee Agenda
Thursday, October 14, 2010
1:00-3:00 p.m., Winlock Lounge

Proposed Enrollment Management Committee (EMC) Charge:

EMC will maintain growth to its District mandated level of 7200 FTES for 2010/2011 while strengthening relationships to external constituencies to secure future enrollment growth. EMC will assure that the various revenue enhancement programs support the existing educational commitments to students and serve as a feeder to the college credit programs.

1. Around the Table: Your Items

2. Baseline Research: Data and Reports
   a. FTES Projections
      • Increase New Student Enrollment – Develop Strategies
   b. Student Success Measures – Awards, Degrees, Certificates, and Transfers

3. Enrollment Growth Initiative: New Programs
   a. Contract Education
   b. Fee-based Programs/Westside Extension
      • Westside Language Academy Presentation and Revenue Projections (B. Sloan)
   c. Non-Credit
      • Set up Base Allocation for Enhanced Non-Credit (B. Sloan)
   d. International and Non-Resident Students
   e. Distance Education/Hybrid

4. Special Populations
   a. Athletics
   b. Jumpstart/Recruitment
   c. Veterans

5. Student/Administrative Services Report
   a. Admissions & Records
      • Discussion – Priority Registration for Athletes (M. Goltermann)
   b. Counseling
   c. Financial Aid
   d. Business Office – Fee Collection

6. Marketing and Advertising Update

<table>
<thead>
<tr>
<th>EMC meeting dates</th>
<th>Fall 2010: Dec 9, 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2011 Important registration dates</td>
<td>Priority – Nov 15-17; Continuing – Nov 18-Dec 12; New &amp; Returning – Dec 13</td>
</tr>
</tbody>
</table>