Enrollment Management Committee  
Meeting Summary  
Thursday, October 14, 2010  
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Clarissa Castellanos (for M. Long-Coffee), Judith-Ann Friedman, Michael Goltermann, Cari Hildebrandt, Eric Ichon, Ken Lin, Maureen O’Brien, Betsy Regalado, Barry Sloan, Rebecca Tillberg

The meeting was called to order at 10:06 a.m.

Minutes from September 9, 2010, was approved as presented.

1. Around the Table: Your Items

   a. Committee Reorganization: The topic was raised at the last meeting by A. Foster. The committee members discussed the leadership composition, the agenda format and committee tasks. Everyone agreed that the current leadership composition suits the purpose of the committee. B. Regalado will consult on the issue with A. Foster and College Council.

   b. Priority Registration for Student Athletes: S. Aggers raised the idea of priority registration for student athletes. With the campus doing substantial reduction in offerings, it became difficult for student athletes to get into classes. Over 100 schools in California with competing sport programs offer priority registration. The issue will be put on the next meeting agenda.

      TASK: M. Goltermann has been tasked to look into the priority registration issue.

      Report showed that the number of new students had dropped this year. Giving new students priority registration may help boost the number back up. The LACCD recently changed the registration appointment assignment method with a consolidated appointment date, so a student will only have one appointment for all district colleges. This will make it easier for students since they will no longer be assigned different dates if they are enrolled in multiple LACCD colleges.

   c. EMC Format and Function: Suggestion was made to make EMC format to be outcome driven. The topic which had been discussed a year ago is now contemplated again. The current committee discussion format mostly surrounds regular reporting. Members expressed their interest in bringing crucial campus and district-wide issues related to enrollment management, e.g. improving registration process, sharing
information and obtaining feedback on course deduction and modification, enhancing campus revenue, serving special populations, and improving fee collection (West ranked low among other district colleges in fee collection), etc.

**TASK:** B. Regalado will work with V. Nesia in restructuring the agenda to be more tasks driven.

d. **Dean of Student Support Services:** B. Regalado announced the new Dean of Student Support Services, Dr. Shalaman Duke, will begin his position on Monday, October 18. Dr. Duke will assist vice president of Student Services with the categorical areas (DSPS, EOP&S, and Foster/Kinship Care) and student discipline issues.

2. **Baseline Research: Data and Reports:**

   a. **Final projection for 2009-10:** Credit enrollment is up one percent just as District wide. Full-time enrollment is up 11%; however, part-time enrollment is down. The latter could be due to the fact that students are enrolled in multiple colleges and may actually be carrying a full load. Hybrid class, which consists of 40-60 split of on campus and online, is the fastest growing area that seems to fit well with students. Further development of hybrid course can be one way of attracting new students.

   **TASK:** Develop overall strategies to increase new students enrollment.

   b. **Student success measures-awards: degrees, certificates, and transfers:** Not discussed.

3. **FTES Enrollment**

   a. **Initial FTES projection for 2010-11:** The FTES Projections handout showed a projection of 7345 for 2010-11 which is 300 over the base FTES. The summer and current fall FTES had been higher than expected. Due to the projected $1.5M deficit, there will not be fund to cover any unfunded FTES. The plan for Spring 2011 is to reduce offerings by 8.5% (approximately 60 sections) compared to last spring. Division chairs have been informed about the cut and the considerations guiding the decision. It is still unknown if the college will get base+2%. It was announced at the last District Budget Committee (DBC) meeting that the State budget plan includes a 2.21% enrollment growth for community colleges; however, how the FTES growth will be distributed among the district colleges has not yet been determined.

   West did not request the District to establish the non-credit enhanced base because at that time there were no programs that fit into the category. Now that West has the programs, the non-credit enhanced base allocation should be added. **STATUS: B. Sloan is working with District to set up the base allocation for non-credit enhanced.**

   Classes from the C bungalows are being moved to other locations, and the move will
be completed by the end of next week. The move was due to the end of lease period for the bungalows, and need to save the cost of extending the lease.

4. **International and Non-Resident Students Program Update:**
   a. **Projection for revenue for 2010-11**: No new update.

5. **Student Services report**
   a. **Admissions and Records**: No new update.
   b. **Outreach and Recruitment**: Not discussed.
   c. **Financial Aid: Update on FT students**: Not discussed.
   d. **Counseling**: Continue collaboration with Academic Affairs in DegreeWorks, etc.
   e. **Veterans**: No new update.

   Four students of the first round of West Language Academy will graduate today. New class will begin on October 25. Work on recruitment continues through brochures and agents.

   Audit process had been completed in the summer. The Extension is now focusing on growth by incorporating contract education in their program. Several new contracts have been obtained in collaboration with Kaiser, Northrop Grumman and Da Vinci School. The popularity of the CNA program in collaboration with Southwest brought in more demands that exceed the available spaces.

   B. Sloan will be moving to the CE Building, and C. Hildebrandt will be doing the day-to-day activities of the Extension.
   a. **Projection for fee-based revenue for 2010-11**: Not discussed.

7. **Marketing and Advertising Update**: The new campaign theme will mainly surround the new road opening in addition to new buildings, programs, alumni stories, etc. Ads will be put up on billboard, brochure, and cable TV.

8. **New Program and Satellite Development**: Not discussed.

9. **Athletics Report**: Athletics will not be getting the new anticipated building due to the recent bond budget shortfall. New efforts have been put on developing an alternative PE II building.

   They have been working on completing several reports that are due soon. Fall enrollment remains steady since last year.
10. **Next Class Starts:**
   a. Fall: August 30-December 9
   i. Fall I: August 30 – October 23
   ii. Fall II: October 25 – December 18

Meeting adjourned at 11:17 a.m.

Next meeting: **Wednesday, November 10, 2010, 1:00 p.m. in Winlock Lounge.**