Enrollment Management Committee
Meeting Summary (REVISED)
Wednesday, November 10, 2010
1:00 p.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary-Jo Apigo, Michael Goltermann, Eric Ichon, Sholeh Khoroooshi, Ken Lin, Michelle Long-Coffee, Betsy Regalado, Barry Sloan, Rebecca Tillberg

Guest: Kathy Walton

B. Regalado called the meeting to order at 1:04 p.m. The new agenda format and proposed charge for the committee were discussed. The committee charge was revised as follows: “EMC manages enrollment to achieve and maintain target level. The Committee will do this by tracking students’ characteristic and outcomes and developing and evaluating recruitment programs.”

1. Approval of Meeting Notes: M/S/P (Goltermann/Lin): To approve the notes from October 14, 2010, meeting as presented.

2. Baseline Research: Data and Reports:

a. FTE Projections: The College’s FTES increased by 0.9% compared to 2009 and WSCH is up by over 5%. The latter means that students are taking more classes.

Spring 2011 credit courses sections were reduced by 7%. The reduction was done prior to the beginning of the semester before students can enroll into the classes. Despite of the cut, however, the projected FTES at 7350 will still be over the target 7200 (includes the 2.21% growth), so more reduction will be needed. The decision still has not been decided yet.

b. Increase New Student Enrollment – Develop Strategies: Data in IPEDS showed that West has a high number of part-time enrollment compared to full time (Figure 2). Strategies need to be considered to remedy this. Several efforts that had already been implemented were moving to block scheduling in Fall 2009 to avoid overlap classes and creating curriculum road maps.

Student Success Measures-Awards: Degrees, Certificates, and Transfers: No new update. The IPEDS Data Feedback Report 2010, comparing West to its comparison group, was reviewed and discussed. Items of concern identified on the report were as follows: 1) high number of unknown ethnicity reporting and part-time enrollment, 2) low rate of AA degree awards and graduates.
RECOMMENDATION: the committee takes on the task of will refer this item to the newly established Fundamental Skill Course Committee to researching and understanding the causes for low rate of graduation and AA degrees. It is estimated that the high percentage of non graduate is due to math requirement. Issue should be discussed with division chairs. Approaching students in advanced courses to check for graduation requirements so also should be considered.

3. **Enrollment Growth Initiative: New Programs:** B. Sloan explained to the committee about the different programs-noncredit, enhanced noncredit, fee-based courses, and contract education.

   a. **Contract Education:** Contract education can offer either credit or noncredit courses. The College can customize the classes or follow a certificate pathway. Contract education often times will be the result of individuals wanting to take an existing customized training or companies approaching the College for a customized set of classes for retraining its employees. For the latter, the company will cover the employees training costs. Examples of contract education are ETP in Aviation Maintenance program and Pharmacy Technology through Westside Extension.

   b. **Fee-based Programs/Westsie Extension:** All classes offered through Westside Extension are considered fee-based classes, and most are not for credit. Classes are developed by the Extension office, which also does the instructor hiring and determines the fees for the class.

   - **Westside Language Academy Presentation and Revenue Projections:** The *West Language Academy at a Glance* was distributed. The challenges that the program faces are getting the word out and getting the approval for contracts with student recruiter agencies.

   c. **Noncredit:** Noncredit classes are free for the students and no grades are issued-only pass/no pass. Just as with any regular credit courses, noncredit courses have to go through the proper curriculum process and are subject to approval by the State. Faculty must meet the California Minimum Requirement to teach the courses. Apportionments are generated through positive attendance rather than WSCH/DSCH reporting. Examples of noncredit courses at West are tutoring courses and the In-Home Supportive Services (IHSS) certificate program. Student receives complete or incomplete upon completion of class.

   **Enhanced noncredit:** West does not have a base allocation for enhanced noncredit courses. For a course to be eligible for the enhanced rate, the course must meet one of the following four categories: workforce development, workforce readiness, basic skills or ESL/VESL; and it must also be in a sequence of classes that lead to a certificate of completion or competency. Currently the only courses that meet the requirements are the IHSS certificate program recently developed as a pipeline to Allied Health programs and offered through the Career Advancement Academy grant. The District is
willing to establish the base line; however, they want to make sure that we think it through since the base will be the foundation for moving forward in future years. B. Sloan is working on determining the base allocation.

d. **International and Non-Resident Students:** Not discussed.

e. **Distance Education/Hybrid:** Not discussed.

4. **Special Populations**

a. **Athletics:** S. Aggers shared with the committee about the activities done to encourage the student athletes: scholar athlete of the month, posting biography of each male and female athlete, etc. The program is once again in compliant with Title IX, Federal General Regulations and Office of Gender Equity in Test 2.

b. **Jumpstart/Recruitment:** Not discussed.

c. **Veterans:** Not discussed.

5. **Student/Administrative Services report**

a. **Admissions and Records:**

   - **Discussion – Priority Registration for Athletes (M. Goltermann):** M. Goltermann reported on the issue of priority registration for student athletes. He found a discussion back in May 2009 on this topic and said that student athletes do not fall under Title V, so they are not eligible for priority registration. The priority registration system is based on the Board Rules, and any change will have to be approved by the Board of Trustees. There are other colleges Board that approved priority registration for athletes. S. Aggers will communicate with colleagues from other colleges about the issue.

b. **Counseling:** Not discussed.

c. **Financial Aid:** Not discussed.

d. **Business Office – Fee Collection:** Not discussed.

6. **Marketing and Advertising Update:** The new researchable schedule project is almost ready. Positive feedback was received from different levels of students who tested the program. M. Long-Coffee gave a demonstration of the program and its features: varieties of search options, MyPlanner to view schedule and see conflicting classes, option to save as PDF file or email to self, etc. ID number is not required to use the function, so the usage is not restricted to just current students. As of now, West is the only District college that will be
implementing the program. Try-out period is scheduled for winter break around December 16. Once the program is functioning smoothly, it will be promoted through the home page, paper schedule, and email blast. An update will be given in the January meeting.

Spring campaign was going to be linked to the road opening. The Spring mini schedule, to be out in January 2011, will feature new facilities, pieces of faculty story, international online, career, etc.

The College will shoot a cable commercial that can be utilized for different purposes.

The meeting was adjourned at 2:57 p.m.

Next meeting: Thursday, December 9, 2010, January 13, 2011, 10:00 a.m. 12:00 p.m. in Winlock Lounge.