Enrollment Management Committee
Meeting Summary
Thursday, August 12, 2010
10:00 a.m. – Noon, Winlock Lounge

Present: Judith Ann Friedman, Michael Goltermann, Cari Hildebrandt, Eric Ichon, Sholeh Khoroooshi, Michelle Long-Coffee, Maureen O’Brien, Barry Sloan, Rebecca Tillberg
Angel Viramontes

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

1. Around the Table: Your Items

a. [Added] Announcements from BOT meeting, August 11, 2010: The Board announced Dr. Rose Marie Joyce as West’s new interim president. Dr. Joyce will begin her one-year assignment (until a regular appointment is made) at West on Tuesday, August 24. She will be invited to attend the Flex Day activities on August 26.

The Board also unanimously approved the SEIR certification and the 2009 Facilities Master Plan Update. Culver City may decide to enter litigation, but construction can move forward. The City will have to obtain a court order to cease construction.

b. Update on the “incremental mission based class schedule request”: Item will be discussed at another time. In the next three weeks, Academic Affairs plan to cancel 10 to 20 sections with low enrollment, look at adding high-demand courses and propose raising the enrollment limit for online classes, if possible. The deans will consult with division chairs prior to making changes. So far, enrollment numbers are high despite the section reductions.

c. Update on the Enrollment Management Plan 2010-11: Spring 2011 schedule is finished. Institutionalizing some services in the library and learning center areas could help the College generate non-credit FTES. Another possible growth area is developing the enhanced non-credit geared toward careers and basic skills. District should be notified if the college intends to offer enhanced non-credit courses, so District can assign a base number.

The plan for next year will be based on Fall ’10, Spring ’11 and the budget situation. The FTES cap for this year is 7045.
2. **Baseline Research: Data and Reports**

   a. **Final projection for 2009-10**: 2009-10 final projection was over the base FTES of 7045 despite class reductions, no summer and small winter. The college went under base in non-credit but with the one-year held harmless policy, penalty will not be imposed this year. District total showed an over cap of 7%.

   b. **Student success measure - awards: degrees, certificates, and transfers**: Data on degrees and awards are still not final, pending grade reports for Summer 2010. The total for 09-10 (511) is significantly lower than 08-09 (756), which is a cause for concern. M. Goltermann will look into it.

   Transfer data for 08-09 was distributed. West’s transfer rate has held steady for the last few years which showed that improvements are needed. The Foundation Think Tank Committee learned that many of West students do not complete the assessment test. Without completing the assessment test, the students will not meet the English and Math requirements for graduation. Various ways to encourage students to complete the assessment test were discussed: allow students to repeat the test; accept test taken from other institution, especially for out-of-state students; conduct a two-day assessment test period utilizing all available computers on campus; conduct assessment test in the high schools along with orientation; or assign an English prerequisite to other courses. Admissions can request that the prerequisite flag on the system be activated, but divisions will need to take part in the reinforcement effort. The reason that prerequisites have not been strictly reinforced in the past was due to the fear of low enrollment. Divisions will need to be consulted about this plan.

3. **FTES Enrollment**

   a. **Initial FTES projection for 2010-11**: The goal is to keep the number stable and not lose the 8% (566 FTES) generated in 2009-10. So far, our enrollment looked better than the other colleges, but the number is anticipated to decline. West credit number increased 3% over Fall ‘09.

4. **International and Non-Resident Students Program Update**

   a. **Projection for revenue for 2010-11**: Online International Program Update was distributed and discussed.

5. **Student Services Report**

   a. **Admissions and Records**
   b. **Outreach and Recruitment** - Review of concurrent enrollment classes in high schools: No update.
   c. **Financial Aid**: Information on the new Financial Aid debit card has been publicized on the website, Welcome Week Magazine, and also sent through the mail. Students are still provided the option of receiving a check.
d. **Counseling**: No update.
e. **Veterans**: No update.

6. **Westside Extension Report** - Regular cost-center report: Extension’s fall semester had started. They had a good summer session. The first group of the West Language Academy students had begun. Extension was able to link the Thai summer trips educational program to the Academy by doing field trips to experience L.A.
   
a. **Projection for fee-based revenue for 2010-11**: For the fall, Extension will do more contract education in collaboration with Academic Affairs Office. Last year’s contracts have provided Extension with a significant amount of revenue.

7. **Marketing and Advertising Update**: M. Long-Coffee will put up signage directing students to the new Bookstore, MSA Buildings, Admissions, etc.

   The searchable schedule could not be implemented during the summer due to problems with the network. The software had to be redesigned for speed and efficiency. The new expected online date will be sometime in November or December.

   Marketing plan for this year will be building awareness of the new road and the new buildings and also continuing a steady stream of ads on cable and billboards. Due to the limited marketing budget this year, priorities needed to be made whether the college will focus on advertising in the fall or next spring.

8. **New Program and Satellite Development**: No update on the airport campus.


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 11:52 a.m.