Enrollment Management Committee
Meeting Summary
Thursday, September 9, 2010
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Adrienne Foster, Michael Goltermann, Eric Ichon, Rose Marie Joyce, Ken Lin, Michelle Long-Coffee, Rebecca Tillberg

The meeting was called to order at 10:05 a.m.

1. Around the Table: Your Items

   a. Feedback on Welcome Day event and Welcome Week Brochure (staffing issues, location of kiosks, etc.): The following feedback were mentioned: provide a list of new, changes, or cancelled courses for volunteers; open Admissions Office earlier at 7:30 AM on the first day of the semester; and send an email to students if their classes had been cancelled and include a list of available sections for that class. Also suggested was a more frequent update to the online class schedule by IT.

   b. Registration issues (late adds, room locations, etc.): See above.

   c. Committees Co-chairs (Added): A. Foster shared that one of the tasks of Standard IV is to standardize campus committees by having a faculty and an administrator co-chairs. Building Program Management Committee had already done it, and Grants Management Committee is doing the process. EMC is requested to look into its leadership composition.

2. Baseline Research: Data and Reports: Student headcount is up 2%; however, new students are down by 4% which is a concern for the coming years and needs to be addressed.

   a. Final projection for 2009-10: West’s credit enrollment increased by 3%. As directed, most colleges have cut down the number of sections.

   b. Student success measures-awards: degrees, certificates, and transfers: The total number of certificate and degree awards had declined in 09-10 compared to 08-09. It is a concern but little can be done about it. The decline occurs district-wide. R. Tillberg was requested to list all of the certificates on the report rather than just the ones in which awards were issued.
3. **FTES Enrollment**
   a. **Initial FTES projection for 2010-11**: Not discussed.

4. **International and Non-Resident Students Program Update**: *F1 Student Update* was distributed and discussed. As of Fall 2010, the international students enrollment (1,360.50 units) had generated an income of approximately $300,000. The international students are required to carry higher load than regular students. M. Goltermann complemented those who have been working on doing activities for the international students. The activities attracted students and contributed to the increase in enrollment.
   a. **Projection for revenue for 2010-11**: Not discussed.

5. **Student Services report**
   a. **Admissions and Records**: Students will be issued a West email address (.edu) upon acceptance or completion of registration. Implementation is expected around mid October. Admissions sent out a letter encouraging students to get an email address and explaining its importance. RFP for a new student information system has gone out. Once the new system is implemented, students will be able to access the portal and get information.
   b. **Outreach and Recruitment**: Not discussed.
   c. **Financial Aid: Update on FT students**: Not discussed.
   d. **Counseling**: Not discussed.
   e. **Veterans**: The college has been receiving assistance from the Veterans Affairs (VA) Office. Information was received recently that the college can get a VA intern to work on campus. Currently, 130 students are receiving VA benefits.

   It was suggested that the college looks at other VA programs in the community such as PVJOBS, community centers, and others that may have grants and can help support the VA program. A subcommittee can be formed to discuss the issue further. Also mentioned was that Dean of grants development M. Pracher is currently working on a VA grant.

6. **Westside Extension Report**: Regular cost-center report
   a. **Projection for fee-based revenue for 2010-11**: Not discussed.

7. **Marketing and Advertising Update**: M. Long-Coffee asked for feedback on the following aspects of the Welcome Week magazine: helpfulness of the magazine and things that should be added to the magazine. Please send comments to her. Adding faculty name, email address and phone number was suggested.
22,000 copies of the Fall 2010 schedule was printed, and so far 10,000 had been used. The purpose of selling the printed schedule was not to generate profit but for conservation. Offices or divisions can send a request for additional copies to M. Long-Coffee. It was suggested to have the schedule be sold in a vending machine near Admissions Office for convenience in addition to the Bookstore, Paws and Business Office. To reinforce the habit, everyone was asked not to give away the schedule to students.

With more students going online to check class schedule, the question is whether the number of printed spring 2011 schedule should be cut by 20%. M. Long-Coffee went over the Spring 2011 schedule cover designs. Just as the Fall schedule, there will be a profile story on the schedule cover. Other components in the schedule are a student story and an announcement on the road opening depending on its status.

For this year, the method considered to maintain people’s awareness about the college is by doing a mailer promoting programs and new campus development. With Academic Affairs’ approval, there is a budget of $15,000 that can be used to do the campaign.

M. Long-Coffee would like to hear from those who live in Culver City about what they have read or thought on the traffic and SEIR issues. Please send feedback to her.

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

9. **Athletics Report**: With the help of Admissions, a student survey regarding student’s sport interest had been posted on CCC Apply. The result will be used to determine future programs and also for the development of new sports for female athletes.

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 11:04 a.m.

Next meeting: **Thursday, October 14, 2010, 10:00 a.m.-noon**