Enrollment Management Committee  
Meeting Summary  
Thursday, January 13, 2011  
12:00 p.m., Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary-Jo Apigo, Judy Chow (for K. Lin), Adrienne Foster, Judith-Anne Friedman, Michael Goltermann, Eric Ichon, Rose Marie Joyce, Sholeh Khoroooshi, Fran Leonard, Helen Lin, Michelle Long-Coffee, Betsy Regalado, Barry Sloan, Robert Sprague, Rebecca Tillberg, Kathy Walton

B. Regalado called the meeting to order at 12:05 p.m.

1. Approval of Meeting Notes: The meeting notes from November 10, 2010, meeting is approved as presented.

2. Meeting Format: B. Regalado explained the new meeting format. The committee’s new charge was reviewed and discussed. No change was made.

3. Baseline Research: Data and Reports

   a. FTE Projections: Enrollment is declining. The Spring Enrollment Comparison document was reviewed. The committee discussed the attendance accounting reporting method for distance education classes, and how it is being coded on the system.

   - Increase New Student Enrollment – Develop Strategies: New students headcount is down by 11%. The possibility of changing registration priority was explored.

   b. Student Success Measures Awards: Degrees, Certificates, and Transfers: No discussion.

4. Spring 2011 Preparation/First Day of School Report:

   a. Welcome Week Plans: Welcome week will be held from February 7 through 9.

      o Next Step: Faculty and staff will receive a request for volunteering for the information kiosks. Admissions, matriculation and counseling will open at 8:00 AM during the first week of school. Welcome Week magazine will include information on the various existing and new services available for students, such as the new student email, important dates, textbook rental, etc.
5. **Enrollment Growth Initiatives:**
   
a. **International and Non-resident Students Report:** The *Growth Trends in the International Students Program* report was distributed.

6. **Academic Affairs/Student Services/Administrative Services Report:**
   
a. **Admissions and Records:**
   
   - **New Student LACCD email address:** West and Harbor are the two campuses that pilot the program. The email can be linked to their personal email for convenience. Information is available on West main website, Welcome Week magazine, and email sent to students.

   b. **Academic Affairs:**
   
   - **Course Reductions:** Academic Affairs had to do additional section reduction. They were mindful of the college mission for providing “quality academic programs leading to transfer, strong workforce driven vocational programs leading to employment, and basic skills instruction” that guided their planning strategies in the course reductions.

7. **Marketing and Advertising Update:**
   
a. **Budget Impact on Marketing Campaign:** *Advertising/PR Budget History* document was distributed and reviewed.

The meeting was adjourned at 1:15 p.m.

Next meeting: **Thursday, February 10, 2011, 10:00 a.m. in Winlock Lounge.**