Enrollment Management Committee
Meeting Summary
Thursday, February 10, 2011
10:00 a.m., Winlock Lounge

Present: Celena Alcala, Mary-Jo Apigo, Adrienne Foster, Judith-Ann Friedman, Michael Goltermann, Eric Ichon, Sholeh Khoroooshi, Helen Lin, Ken Lin, Michelle Long-Coffee, Robert Sprague, Betsy Regalado, Barry Sloan, Rebecca Tillberg.

Guest: Maureen O’Brien

B. Regalado called the meeting to order at 10:02 a.m.

1. Approval of Meeting Notes: (R. Tillberg/Barry Sloan): to approve the meeting notes from January 13, 2011, as presented.

2. Baseline Research: Data and Reports
   a. FTE Projections:
      -- Enrollment is down 10% and section counts down 12%.
      -- Non credit is under the target. Tutoring service needs to be expanded. Assistance from Distance Learning and Marketing to promote the service will be sought.
      -- TASK: To increase non credit FTES.

3. Spring 2011 First Week of School Review:
   Admission, distance ed., classes/academic related issues, welcome days, traffic flow, bookstore, and other items.
      -- DEC system crash caused a problem in processing student’s paper work.
      -- Light needs to be installed at the welcome kiosk for evening coverage.
      -- Having “floaters” to help direct students to their classes will be helpful.

4. Academic Affairs/Student Services/Administrative Services Report: None.

5. Marketing and Advertising Update:
   a. Marketing Campaign: Due to budget cut, ad campaign will be reduced.
   b. Searchable Schedule: The new searchable schedule is being tested, and it will go live at the end of the month.
6. **Other Item** – A. Foster requested that the Co-chair for Enrollment Management Committee be an agenda item at next week’s meeting. This practice results from the Standard IV effort to align the co-chairs composition for campus committees.

The meeting was adjourned at **11:12 a.m.**

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