Enrollment Management Committee  
Meeting Summary  
Thursday, April 14, 2011  
10:00 a.m., Winlock Lounge

Present: Steve Aggers, Celena Alcala, Judith-Ann Friedman, Michael Goltermann, Sholeh Khoroooshi, Ken Lin, Michelle Long-Coffee, Robert Sprague, Betsy Regalado, Rebecca Tillberg

Guest: Maureen O’Brien

B. Regalado called the meeting to order at 10:05 a.m.

1. Approval of Meeting Notes: No March meeting notes.

2. Baseline Research: Data and Reports

   a. FTE Projections for 2011/2012:

      – FTES is within the projection despite of the 8% decrease.
      – Non-credit FTES is below the base and needs to increase.
      – New student enrollment is down by 23%.
      – Degrees and certificates awarded are not expected to be high because of the cap on enrollment.
      – Two projected FTES scenarios based on budget cut plan at 5.52% (6,798 FTES) and 15.31% (6,120 FTES) will be presented to the Budget Committee. The direction from the chancellor is to plan for 5.52% cut.

3. Academic Affairs/Student Services/Administrative Services Report:

   a. Enrollment Management Plan: Sections have to be reduced to meet the funding assumption at 5.52% or 15.31%. The target is to be just slightly above the target.

      Deans have consulted with division chairs on the additional reduction before the registration period. Students will be warned to check the online schedule for class cancellations.

      The goals of the Enrollment Management Plan 2010-2011, in alignment with the Educational Master Plan, are 1) scheduling and sequencing to enhance retention, persistence, and completion and 2) mapping certificates and degrees. The document describes current assumptions of the budget situation and FTES projection; strategic focus on students, programs, classes, and outcomes; operational focus; marketing and recruitment; and new program development. The plan will be presented to the
b. **Proposed change to priority registration schedule**: The chancellor put forward a recommendation to address the issue of decrease in new student enrollment. The District practice is regulated by statutes in assigning registration appointment for students. Continuing students with a high number of cumulative units will be assigned an earlier registration date. The proposal will divide the continuing students into two groups: **not** on progress or academic probation with higher priority registration date and **on** progress or academic probation with lower priority registration date. This will allow earlier registration date be available for new students. The recommendation is at the District level and will not take effect until spring 2012.

c. **JumpStart Update**: The program experienced reduction but is still maintained at the minimum level to keep the pipeline open. Funding from the Verizon grant enables field trips and campus tour to be conducted.

d. **International and Non-Resident student program update**: The growth trend continues. Marketing efforts will continue to promote the program.

4. **Marketing**

   a. **Marketing Campaign**: Billboard and cable ads are still running until the end of June. Summer projects will include looking into the suitable uses of the web page for events, scholarship announcements, etc. and create online brochure to reduce cost.

   b. **Searchable Schedule-feedback**: New searchable schedule already goes live, but improvements will continue. Printed class schedule was reduced to 11,000 and will be sold for $1/copy.

The meeting was adjourned at 11:27 a.m.