Enrollment Management Committee
Minutes
Thursday, February 14, 2013
Winlock Lounge

New Enrollment Management Committee Charge: EMC oversees enrollment to achieve and maintain target level, FTES. The Committee will do this by tracking students’ characteristics and outcomes and by reviewing the development of the various recruitment programs.

Present: Judith Ann Friedman, Agyeman Boateng (New Research Analyst), Adrienne Foster, Steve Aggers, Barry Sloan, Eric Ichon, Casey Hunter (Academic Senate rep), Marcela Hernandez, Glenn Schenk, Angel Viramontes, Michelle Long Coffee, Celena Alcala and Sholeh Khoroooshi

Meeting chaired by Shalamon Duke, Acting Vice President of Student Services

1) Approve December 2012 meeting notes

2) Summer Schedule – June 17 through July 28 – Welcome Week News has list of summer course offering, all 4 and 5 units classes begin at 8am. The considerations were transfer, entering high school students and current students. There will be support activities to encourage community with events focusing on the college experience. Michelle Long-Coffee requested that registration dates be sent to her from Michael Goltermann, the deadline for submitting information is in two weeks. There are no online courses offering in order to create a community experience.

3) Budget Update – Ken Takeda absent

4) Research Update – Agyeman Boateng (handout) – section count reduced by 2% but enrollment down 9% and a decrease in students taking 12 or more units; across the board decline in headcount. Students have complained that the courses are scheduled at the same time which doesn’t allow for them to take the needed classes to complete their education on track. Barry Sloan asked for a comparison of the enrollment trends when we were doing well, such as overall enrollment, section count versus enrollment, ten to twelve years back with a graph over history between unemployment and our enrollment patterns. Ethnicity data reporting has changed and the research department hasn’t retooled the report to get the ethnicity data. Long-Coffee noted we are doing something right with Male students, it looks like a lesser drop in male population. How close are we to the FTES quota? Veterans may be a contributing factor. We need to increase our FTES. Jumpstart may not be reflected in the report.

5) Financial Aid Workshops – Casey Hunter – the goals are tied into the campus master plan and accreditation. The SEP rules and regulations will increase student success, academic plans and units required to be successful. The Chronicle reported that Community College enrollment is down due to the economy improving and females working and the PELL grant lifetime eligibility decrease. Seven to eight workshops have been conducted serving between 450 students. Judith Ann Friedman inquired whether we are capturing non-credit enrollment for these students. At this time we are not, but will look into it since over 2,000 appeals are being processed and education planning is prepared. The students know what SAP means and what is expected. The workshops are posted on line so that the instructors can be informed and announce the workshops in their classes. Welcome Week News has the information as well, Michelle will keep posting the workshops in west week. This is evidence for
student, faculty and staff usage. Student will go to the FA website to access information and make appointments for the workshop. There needs to be an informational piece, Casey explained that the workshops were created to give the students information. The first three workshops were first come first serve, the current procedure allows the student sign up for a workshop which is a more efficient system. Eric Ichon suggested doing a video in order to capture more students. We do need to capture a larger audience but the information for the SAP deficient students must be thoroughly explained. Ichon has resources to conduct video at little or no cost. It is now mandatory to attend the workshop before submitting their appeal. Most of the students have already enrolled in classes and received the BOGG fee waiver but there is a process to keep them moving forward. Michelle Long-Coffee would encourage reservations first and then enter those that did not sign up to fill empty seats. There must be a stop gap in place and set expectations for the students not to wait until the last minute. There will be additional workshops for other services throughout the academic year. Students are made aware that 90 plus units are not normal for a community college education and the 600% financial aid limitation. We can also consider a penalty if you sign up for the workshop and don’t show. There is a system in place like DSPS and counseling grid for more than two appointments or missed appointments, we can suggest a stand by process at first and then appointments. It is a more personalized workshop but it is not individualized counseling but more general.

6) Academic Affairs – Judith Ann Friedman is working with Faculty on the TMC’s to articulate with the Cal State’s (AJ and Math) deadline is fall 2014 we are cutting low enrollment classes today. The majority of classes are 40 plus students ground, 49 online and math is at 60 students. Some low enrollment classes are 14 students (political science), 15 is the cut limit. We have GE classes that are not full and Eric Ichon was shocked because online is turning away students for the same low enrollment ground classes. There are no online or night classes during the summer. We can text student the classes with low enrollment and online classes to boost enrollment. Psychology 74 is one class that is required for transfer and graduation which should be offered.

7) Marketing/Publicity Update – Michelle Long-Coffee – welcome week news was meaty this time, with information such as, changes to priority registration, transfer degrees, and workshops. We Circulated 4,000 direct to students and faculty has been requested to have it available in the classroom. Brandman and National covered the expenses of printing.

8) High School Day (Angel & Michelle) April 19 from 9am-2pm, this event will bring the community to campus and maintain our presence with high school students. We will bring five feeder schools every other year which include uniting charter schools and LAUSD. The budget is $15,000 mainly for food, buses and marketing item for seniors (Culver, Venice, Hamilton, Dorsey and Crenshaw) will be in the first group of schools. Major department will be highlighted including Allied Health, computer sciences, motion picture and science. Next year maybe coincide with student showcase or combine with the kick off for AtD to look at one big event instead of two of three small ones. Also consider holding the event on Saturday with open house. Michelle Long-Coffee stated that Saturdays are not favored by High School counselors or the students. The majority of our students are coming from Dorsey and Crenshaw who have shown a long term investment with us. Agyemon asked about having the event semi-annual to bring in more students, however our budget doesn’t permit such an undertaking. The focus will be “what do you as a parent need to know to make your student successful” and the counselors will also engage in the same conversation.
9) Other items - Marcela is working with the AB540 club and information will be placed in west week about the formulation and progress of the club.

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<thead>
<tr>
<th>EMC Meetings Dates</th>
<th>2013: March 14, April 11, May 9 &amp; June 13</th>
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<tbody>
<tr>
<td>Important Dates</td>
<td>Last Day to Drop with refund/no fee owed 2/14/13</td>
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<td></td>
<td>Drop classes w/o a “W” 2/14/13</td>
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<tr>
<td>Summer session</td>
<td>June 17 thru July 27 - Registration begins April</td>
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11:17am end.