

**Enrollment Management Committee
Minutes**

Thursday, March 14, 2013
10am -12pm 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: Phyllis Braxton, Steve Aggers, Adrienne Foster, Sholeh Khorooshi, Michelle Long Coffee, Agyeman Boateng, Michael Goltermann, Glenn Schenk, Casey Hunter, Marcela Hernandez, Angel Viramontes, Rebecca Tillberg

1. February Minutes adopted as corrections; agenda adopted moving item 5 up to item 2. Committee agreed to redefine its membership and model the makeup of College Council.

2. Research and Planning Update - Degrees and Certificates Awarded included data up through 12/13, the award date is 2014 and the last graph shows the month of award. The break is in June and it is unclear whether annual totals are correct. The problem is in the student process not the clerk; the degree is posted in the correct semester on the transcript. However, the student may have processed paperwork months prior. The AS and AA degrees are separated on the graph which is in time for coding on MIS so we are on track. We are currently monitoring the positive reporting, this year we are working on the learning skills or library hours. The format is three spring semesters with enrollment and section count data, we have apportionment and non-apportionment, credit and noncredit (tutoring and courses with CE) paid class count combined classes once, not twice. The most important is the credit apportionment paid classes which are down 2% and overall enrollment down 4%, district wide down 3%. Our reported FTES from Census will be down lower than we hoped, but the gap is closing due to the low penalty date. The late start classes do not have an impact on the numbers. This feeds into our FTES report, female enrollment is and older females are returning to school from the workforce. The FTES report is from the first period in January, WLAC total noncredit FTES is 6,490 in which we are short of our target of 6,716 FTES. Based on the assumption that spring is doing well we need to make up the FTES gap by adding to summer. We are going to be funded at 6,431 projected FTES, less efficiency in spring so we need an additional 30 semester units in summer, we have a choice for the DSCH classes for the last day of class or census date, next year we expect a 2% workload increase, Nabil wants 35 sections added. Summer priority Registration published date is April 8. The instruction in July is paid out of the following fiscal year and we are paid when the work occurs. Exclusion roster return has been poor and this semester we are the worst in the district for collecting exclusion rosters. West had 60% exclusion rosters returned and east had 95%.

3. Summer Schedule Update - Michelle Long-Coffee will put together a marketing piece to announce summer generally. Angel stated that the students need to know that we are offering a summer session and the schedule needs to be available as soon as possible. Academic Affairs is working on the final draft of the summer schedule.

4. Planning for Summer Enrollment - VP Braxton spoke with Dean Goltermann and Student Recruiter Viramontes about filling the gap in Admissions and Records during peak enrollment periods. Angel stated that he updated the website and communicated to counselors at the high schools and adult schools regarding summer enrollment. March/April is a good time to talk to parents of high school students, 250 to 300 students will be addressed during the recruitment schedule. There was a rumor in the community college arena that we didn't have classrooms available to meet the demand of more classes. This will allow the instructors the opportunity to push their summer classes like English, Math, Science and Social Science now. There may be a special need for counseling and assessment services and we are notifying the other colleges know that we are offering summer. Based on the first period projection for summer Trade Mission, Harbor and East will not have a summer session. We need summer classes that do not need prerequisites. The classes need to be geared towards new students. Matriculation needs to be involved so that the students can push through the system. The current schedule is set for major changes, but the schedule will vary as to the offering and the student may be at a disadvantage. Marcela suggested a district blast to all students that we are offering summer. VP Braxton will work on the assessment piece with Patty and counseling to get them on board. The times offering must be balanced so that students can get a full load. The classes are currently set for morning hours (2/3 at 8am and the balance at 10am) with some online classes. We are trying to maximum enrollment and focus on whether students will attend summer school during the morning or afternoon. On the 19th of April we will have heavy representation from HS counselor to get their input.
5. Budget Update - None
6. SB1456 – VP Braxton will work with Patty Banday to get her guidance on the issue of standardized orientation and assessment. Patty is on the district and state committee for implementation of SB1456.
7. Meeting time change proposal - Committee recommends the meeting time change in fall 2013 from 10:00 a.m., to 12:45 p.m. VP Braxton will work with faculty discuss other convenient times.
8. Other items:
Marketing update: High school Day planned for April 19, 2013, we have received 22 RSVP's from the Culver City Unified School District and its Board for lunch with the President. Dorsey and Crenshaw were not invited to participate in this High School Day due to staffing and accreditation issues. When Venice dropped out Dorsey called and stated that their counselor was back from leave and would like to participate to fill the empty slot. We are looking for tour guides now. This is an advertising opportunity for people who don't look to west as an educational option. For the past few years Angel has brought student in to go through the enrollment process.

The day will be filled with a campus tour, student success workshops, and financial aid workshops, two workshops on transfer, which will include liberal arts majors and study goals. The STEM grant is the catalyst for the Math and Science involvement. You must decide whether you want the student workshops posted. Send MCL the SAP and all student services workshop posted.

Counseling – We are not doing transfer like other states, once you finish your IGETC you have an AA and transfer. Our students benefit from Transfer Admissions Guarantee (TAG) agreements with all UC's except UCLA and San Diego. The UC's don't care where the student only whether they meet the requirements to get into their University. We can say that we guarantee admission consideration to UCLA, but the other part that SMC, El Camino and Pasadena partner with UCLA. We can highlight the three TAG agreements in our advertisements. A big transfer day is planned for March 27, 2013 on campus. Student don't want to linger, they want to move to the four year college.