Enrollment Management & Marketing Workgroup

MEETING NOTES
August 6, 2015 • SSB 414 • 9:30 AM – 11 AM

Present: Aracely Aguiar, Patty Banday, Michael Goltermann, Iris Ingram, Michelle Long-Coffee, Sherron Rouzan, Rebecca Tillberg, Angel Viramontes, Kathy Walton

1. **Purpose of Meeting**
Michelle related her understanding of the goal of a new workgroup President Sprague would like to put in place. It should be an advisory group to the president on matters pertaining to enrollment management and meeting the FTES goal, recruitment strategies, class management, marketing efforts and other related issues. In the past, the tasks were undertaken by the formerly Enrollment Management Committee which now has grown into the Student Equity, Access & Completion (SEAC) with broader objectives. The Enrollment and Marketing Workgroup will not be a shared governance committee but rather an advisory body to the president.

2. **What should we be empowered to do? Decide? Recommend**
It was recommended that the group, with all 3 VPs being members, be given a certain amount of budget and FTES allocation over which it could make decisions with regard to high school, cohort, community based, and contract efforts.

It was also recommended that the group develop a criteria by which it could recommend that classes/sections be cancelled or added and that the criteria be adjusted each year to support FTES goals. Furthermore, the group should make recommendation on class offerings at the beginning of the schedule process and add/cancel sections in the weeks just before the start of school.

3. **Are the right people here?**
The group believed the attendees all were appropriate and needed and suggested that Helen Young from the Transfer Center be added as a standing member – a counseling representative AND Helen Young. The new ISA for outreach and recruitment should also be added. Glenn Schenk from Financial Aid should be either a regular resource person or a standing member.

4. **What should be the format/agenda of meetings? What reports are needed? Seasonally adjusted?**
The agenda should always include how close we are or aren’t to the FTES goal.

But the agenda will not necessarily have other standard components – it depends on where we are in the year. Topics will include the Census data, the outreach programs, advertising, sections and course offerings...

It was agreed that the three vice presidents will create agenda items for each meeting based on the needs identified by the President’s Cabinet.

5. **Frequency/time of meeting? Immediately after [Academic Affairs] deans’ meeting?**
For now, the workgroup will meet every other week, prior to the Academic Affairs deans’ meeting day. The rational is that recommendations coming from the work group which include counseling will help the Academic Affairs deans make more broadly informed decisions. The frequency was seen as necessary since meeting the growth target looks to be a big challenge. It was suggested that Michelle lead the meetings (with the VPs setting the agenda).

6. **Where are we with FTES goal?**
The current FTES goal for the college is 7,446 (Base FTES+3% growth) as determined by the District Office. The way FTES translates into funding for the college was explained. Unlike in the past, now that California is out of the budget crisis, community colleges will receive funding for growth over the base target. But, it will be more efficient if growth in FTES is accomplished by getting existing students to take more units (move from part-time to full-time and/or take all classes at West instead of some at West and some at X college) rather than to grow headcount.

West’s enrollment, headcounts and class size are in line with the trend in other LACCD colleges.

It is crucial that the college community has a good understanding of the link of enrollment and budget allocation and its impacts to different areas of the college, such as personnel, supplies/equipment, etc.

7. **Immediate suggestions?**
   Iris suggested that the campus community get primed on the importance of meeting the FTES goal and its impact on college budget allocation. The idea of having a video resource was mentioned.

8. **Other.**
   None.

The meeting ended at 11:10 AM.