Enrollment Management Committee
Meeting Summary
Thursday, December 10, 2009
10:00 a.m. – Noon, Winlock Lounge

Present: Steve Aggers, Celena Alcala, Mary Jo Apigo, Michael Goltermann, Eric Ichon, Sholeh Khoroooshi, Ken Lin, Helen Lin, Michelle Long-Coffee, Glenn Schenk, Rebecca Tillberg

Guest: Geneat Walton

The meeting was called to order at 10:09 a.m. M. Goltermann presided the meeting on behalf of M. Rocha.

1. Baseline Research: Data and Reports (R. Tillberg):
   a. Current Fall enrollment projection and projection for 2009-10: Spring ’10 credit course enrollment is up by six percent compare to ’09. Comparison of section counts was made against spring ’08 because substantial cut was made in ’09. Compare to spring ’08, section counts for spring ’10 are down ten percent. Winter and spring preliminary numbers are going according to the projection.
   c. Other – Welcome week concerns that need to be corrected for next semester: No update.

2. Around the Table: Your Items: None.

3. Discussion Items:
   a. Moving forward: No update.
      i. Basic Skills
      ii. Transfer

4. 2009-2010 Enrollment
   a. Non-resident FTES and revenue projection 2009-2010: No update.
   b. Winter 2010: No update.
c. **Summer 2010**: No update.

d. **On-line degree program, March 8 start date**

- **IS Update:**
  - Received an additional $50,000 for marketing efforts.
  - Completed a partnership agreement with Regis University for a fully online track for a bachelor degree in business administration.
  - Develop an articulation agreement for concurrent enrollment with Brandman University for a bachelor degree in business administration or liberal studies in culture and media.
  - Will meet with Fort Hays University regarding a potential partnership. The University has a physical unit in China.
  - Develop an agreement with CSUDH for online international students.

5. **Student Services report:**

a. **Admissions and Records**: The effect of the race and ethnicity reporting on grant eligibility was discussed at the last meeting. Admissions reported that 11% of West students did not report race and ethnicity.

  **Action:** West would propose the following approaches to notify students about the importance of providing the race and ethnicity information in terms of the college’s eligibility for grant application: 1) send a memo to the CCC Apply Steering Committee with recommendations for different methods of alert to students, 2) request District Legal Counsel to review the possibility of sending out an e-mail notification to these students. A copy of the memo and the e-mail were distributed.

b. **Outreach and Recruitment**: Concerns were expressed by faculty members about the K-12 students’ readiness for college level classes and how their attendance is affecting the limited seats available for regular students.

  **Action:** Upon consultation with the faculty, K-12 students are now required to pass assessment test at the English 101 level to be enrolled at the college; and they will only be eligible to attend as part-time students.

  i. **LAPD Magnet**: No update.

6. **Westside Extension Report**: The Extension plans to launch the English Language Academy in March ‘10.
a. **Regular cost-center report**: No update.

7. **Marketing and Advertising Update** (M. Long-Coffee): A handout on marketing and advertising plans was distributed. The plans include advertisements on billboards and cable channels. M. Long-Coffee asked everyone from the different areas to ask students on how they hear about a campus event, so the most effective method can be determined. **Update on the searchable schedule proposal will be given at the next meeting.**

8. **New Program and Satellite Development**: The Korean Daily newspaper offered West to hold classes in their office facility. E. Ichon will talk to VPAA about the offer and any implications since the location is within the LACC’s geographical area.

M. Goltermann reported that the district is looking at replacing the current SIS system with a new one. The Cabinet has not made a final decision and is still making considerations. They do not want to purchase an expensive system that may not work; however, if we do not update the system now, the money may no longer be available in the future. Charter Facilities Management (CFM) is currently working on mapping up the current and future processes. M. Goltermann encouraged everyone to participate in providing feedback when requested because the decision will affect many areas of the college.


10. **Next Class Starts**

    b. Spring 2010: Monday, February 8, 2010

11. Next meeting: Thursday, February 11, 2010, 10:00 a.m.-noon

The meeting was adjourned at 10:42 a.m.