Enrollment Management Committee
Meeting Summary
Thursday, February 11, 2010
10:00 a.m. – Noon, Winlock Lounge

Present:  Steve Aggers, Celena Alcala, Linda Clowers, Michael Goltermann, Cari Hildebrandt, Eric Ichon, Helen Lin, Michelle Long-Coffee, Ken Lin, Betsy Regalado, Curt Riesberg, Mark Rocha, Glenn Schenk, Barry Sloan, Robert Sprague, Rebecca Tillberg,

Guest:  Geneat Walton

The meeting was called to order at 10:08 a.m. B. Regalado and R. Sprague presided over the meeting on M. Rocha’s behalf.

1. Baseline Research: Data and Reports (R. Tillberg): The ARCC report was distributed. The report was generated by the State based on the data reported by the colleges. There is a huge state wide project initiated to correct the Basic Skills and ESL data (table III) to be completed by March. West’s Annual Successful Course Completion Rate for Credit Vocational Courses is higher compared to the other colleges in the peer group. The peer group members are determined by the State Chancellor’s Office researchers.

   a. Current Spring enrollment projection and annual projection for 2009-10: District asked the colleges not to go over the base number that they are funded for. West’s summer, fall and winter are solid, and spring is projected to have a six-percent increase over the prior spring semester. Comparison Data report showed that West has the highest increase in spring enrollment (24%) among the colleges (excluding ITV). The College’s plan for next year is to maintain the core program offerings during the fall and spring. Summer offerings will consist of 35 sections that will start on July 5. There is no plan of offering winter at this point, but this can change if the College needs to meet the enrollment goal.

   M. Goltermann gave an update on the students’ ethnicity Reporting. An e-mail was sent out by Admissions and Records to those students who marked Unknown for ethnicity. Only 46 students, a fraction of 1%, responded and updated their ethnicity information.

   b. Student Success Measures: Awards: degrees, certificates, and transfers: Planning process to anticipate the economy turn around should begin now. The two strategies mentioned were 1) keeping up with the high school students’ recruitment and 2) focusing on new workforce and the growing career demands. Employment information, curriculum pathway, etc., can be obtained through the online data inquiry system by Economic Modeling Specialist, Inc. (EMSI). R. Tillberg can set up a training session for those who are interested in using the EMSI. She will work with M. Long-Coffee in terms
of marketing, branding, timing and outreach efforts surrounding the plan.

2. **Opening week issues to address and resolve**: None.

3. **Around the Table: Your Items**:
   a. **Class Schedule Times**: Not discussed.
   b. **iWest**: Not discussed.

4. **2009-2010 FTES Enrollment**
   a. **Non-resident and IS FTES and revenue projection 2009-2010**: See *F1 and Non-CA Resident Students Budget vs. Revenue for Year 0910* handout.
   b. **Winter 2010 results**: See Item 1.a.
   c. **No Summer I**: See Item 1.a.
   d. **Plan for Summer II**: See Item 1.a.

5. **International Students program update**: Four handouts were distributed on the international students update: *Online International Program Update, International Students District Wide, F-1 Visa Including Concurrent Enrollment* report, and *F1 and Non-CA Resident Students Budget vs. Revenue*. M. Goltermann went over the information on the handouts.

   West has formed a partnership with Regis University for a fully online bachelor degree in Business Administration and with Bradman University for an early acceptance program followed by a fully online degree program. Representatives from Fort Hayes University, Florida came this week for a meeting regarding opportunities in a hybrid partnership in China, Vietnam, etc.

   The international student program marketing is getting a better focus. Many applications were received; however, they were not accompanied by payment. The District does not accept wire transfer, so alternatives are being looked into. West also has a contract with several agents for recruiting international students.

6. **Student Services report**:
   a. **Admissions and Records**: See Item 6.b.
   b. **Outreach and Recruitment**: Handouts on the Jumpstart program were distributed. Field trips, funded by the Verizon grant, have been organized for the high school students to familiarize them with West environment. The program is transforming into an early transfer academy (p. 1B) where student’s commitment is shown by the completion of applications form along with a letter of endorsement from parents and
the school. The students will be ready for the university by the end of their first year at West.

c. **Financial Aid: Update on FT students:** An average of 600 students is served per day by the Financial Aid Office. *Percent of All Students Receiving Financial Aid 2008-2009 Academic Year (Major Terms)* handout was distributed.

d. **Counseling:** No update.

e. **Veterans:** M. Goltermann distributed a handout and went over his report on veterans benefits.

7. **Westside Extension Report: Regular cost-center report:** The program will be going through an audit process. New programs that are in the work: Certificate in Pharmacy Technician in conjunction with credit program-65 students attended orientation, HISS program career advancement academy—expecting 40-45 students, academy of beauty, bartending, medical billing and coding, and an extensive 18-hour/week English Language Academy for those students who have low TOEFL score and not ready to take college credit courses.

8. **Marketing and Advertising Update** (M. Long-Coffee): Cable and bulletin board advertisements and Facebook are being used. Class schedule for fall is in progress. Image of the two possible cover pages were distributed and discussed. Individual on each picture is West alumni with a success story. It was decided to continue mailing the schedule to reach those who may not watch TV, use computer or live outside of the area.

9. **New Program and Satellite Development:** LAX hospitality project is moving forward. Additional $500,000 was awarded by the city. There has been a discussion on how the property will be utilized in the short term, such as housing the hospitality program classes, etc.

10. **Athletics Report** (S. Aggers): See the *Athletic Department Year to Year Comparison* report for Fall 08 and Fall 09 Academic Performance by Team and highlights.

11. **Next Class Starts**

   a. Spring 2010: Monday, February 8
   b. Spring II: April 2-June 5
   c. Summer: July 5-August 5 (five weeks)

12. **Next meeting:** Thursday, March 11, 2010, 10:00 a.m.-noon.

   M. Rocha joined the meeting after he attended Congresswoman Watson’s press conference announcing her retirement. He mentioned the congresswoman’s contribution to the College and announced that the College will honor her during a fundraising event on Saturday, June 5. The meeting was adjourned at 12:13 p.m.