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

Present: Steve Aggers, Mary-Jo Apigo, Linda Clowers, Michael Goltermann, Cari Hildebrandt, Sholeh Khoroooshi, Michelle Long-Coffee, John Oester, Betsy Regalado, Mark Rocha, Robert Sprague, Rebecca Tillberg

The meeting was called to order at 10:09 a.m.

1. **Baseline Research: Data and Reports** (R. Tillberg): The LACCD Summary Count Comparison showed West is up 24% in enrollment compared to last spring with credit class count up 4%. FTES could be up more than the projected base plus six percent (base is 7045 FTES.) Other items highlighted were: new students-up 35%; male students-19%, higher than female-15%; high school students headcount-down 8% due to the 40% reduction in sections, but enrollment is up. The average class size went up to 38 compared to 32 in last spring. Enrollment for early afternoon classes was up indicating that students do choose the time slot.

   **TASK:** For the next meeting, R. Tillberg was requested to provide the standard course time blocks for the committee to discuss and review for possible improvements on accessibility for students. Academic Affairs met with the division chairs to look into a more strict time block model. Also, courses should be aligned to the four-year university.

   There was a discussion regarding the hybrid course offering. They seem appealing to students and could be one solution to the facility shortage issue. Currently hybrid courses are offered with one in-class meeting and the rest online. To be counted toward WSCH, a hybrid course needs to have at least 51% in-class meetings of a full 16 weeks term.

   a. **Current Spring enrollment projection and annual projection for 2009-10:** Final number is still pending upon the census and exclusion rosters. R. Tillberg would provide a math model for the enrollment. 35 sections will be offered for summer 2010.

      The colleges will be more restricted for 2011; therefore, section offerings for fall and next spring will have to be brought down closer to the base funding (7100 FTES), which means cutting roughly 139 sections, as well as coming up with methods to increase efficiency. Academic Affairs will start the class cancellation process for fall ‘10 in the next two weeks. There is still enough time to pull out these classes from the printed
schedule. The cuts are going to be based on demand rather than across the board. Another alternative is to offer certain classes such as yoga as fee based.

b. **Student Success Measures: Awards: degrees, certificates, and transfers:** To date, a total of 213 certificates and degrees were awarded for 09-10. The liberal arts degrees, with the four additions, are coming along well. Last year, liberal arts degrees counted for half of associate degrees that were awarded. Focus should be given to the liberal arts because they assist students with efficiently completing transfer requirements. Some divisions have updated and aligned their degree requirements to transfer requirements. The Pharmacy Clerk certificate is a fee-based program; so even though it is on the report, it does not generate any FTES. Discussion was made on how the program can be changed to become a regular program.

2. **Around the Table: Your Items:**
   a. **Move into MSB:** The move-in schedule is going as planned. Faculty members will move into their offices, while the decision to move classes is still to be determined.
   
b. **Census:** Support the census process by incorporating it to the various campus activities.

   c. **Student Internship:** With no job development office on campus, internship information is disseminated to the related divisions. M. Long-Coffee will approach UCLA for a product they have developed, using grant money, on web job posting program.

   d. **Student Ethnicity Issue:** The College’s effort to get students to report or update their ethnicity report had not been successful. The ethnicity data is important for the college in terms of grant eligibility. A recommendation was made on requesting assistance from the Puente Club to reach out to students with Hispanic surname and asking them to update their ethnicity information.

3. **2009-2010 FTES Enrollment:** see no. 1.
   a. **Non-resident and IS FTES and revenue projection 2009-2010:** Not discussed.

   b. **Winter 2010 results:** 25 sections were offered.

   c. **No Summer I:** No summer I.

   d. **Plan for Summer II:** 35 sections are planned to be offered for summer II.

4. **International Students program update:** One new student who was added to the list is not from a foreign country but currently attending another school. IS website has been further developed and features collaborative programs with Regis and Bradman. To promote the International Student Facebook page, a free book and a how-to-take-online-course guidebook were given to those who signed up. Many had joined as a fan, and one of the questions they raised is whether they can take just summer; so five sections of general education may be offered for summer. One obstacle
encountered is the allowable method of payment that differs depending on the country. A question was brought up on allowing international students to join an online class at any time; however, the method was opposed by District due to complication in terms of attendance accounting, I.T. support, etc.

5. **Student Services report**: The office is working on preparing for the commencement ceremony.

   a. **Admissions and Records**: A new system to convert student’s transcript to an electronic format, including those from the past ten years, is now up and running. Counselors can now easily access student’s transcript.

   b. **Outreach and Recruitment**: The university prep academy program is almost ready to start. The program allows students to do concurrent enrollment for their first two years at West. Transportation, books and scheduling are the stumbling blocks. Need to have more discussion with the high schools, parents and do class recruitment. Marketing material will be distributed in late spring or early fall. Transportation will be needed for spring, summer and fall on Tuesday and Thursday to take students to and from the high schools (Hamilton, Westchester, Venice and Culver City) from 3 p.m. to 5 p.m. **The transportation issue is resolved by utilizing the shuttle including in the summer.**

   c. **Financial Aid**: **Update on FT students**: Not discussed.

   d. **Counseling**: Not discussed.

   e. **Veterans**: Not discussed.

6. **Westside Extension Report**: **Regular cost-center report**: Enrollment, staffing and revenue projection report was distributed. Westside would like to do more hybrid courses to increase enrollment. Pharmacy tech, fee-base program, is going well. 75% of participants will be on financial aid. West Language Academy website is completed and will go live in two weeks. There will be students who will enroll once classes are ready to start in May. Attendance will be limited to 15 for the first year. The program will prepare international students for a college level English. Westside is at an early discussion stage with CalPoly, Pomona on offering a new construction continuing education program in the Los Angeles area. Westside is also branching toward contract education growth mode to increase the College’s revenue. In anticipation of the new Allied Health and Wellness Center, M. Rocha asked Westside to work with the Athletic department on developing a formal fitness program that can benefit the students and the community and also become a source of revenue.

7. **Marketing and Advertising Update**: The fall class schedule is in its final phase, but any changes to the sections can still be incorporated. A printed brochure (without class listing) instead of the mini schedule will be sent out this year. Billboard and cable advertisements...
will run until June. Contract for a new online schedule listing has been approved. We will seek assistance from a marketing company to review the international students program and help with networking.


10. **Next Class Starts**

   a. Spring II: April 12-June 5
   b. Summer: July 5-August 5 (five weeks)

11. Next meeting: **Thursday, April 8, 2010, 10:00 a.m.-noon**.

The meeting was adjourned at 12:09 p.m.