Enrollment Management Committee
Minutes
Thursday, December 6, 2012
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: Judith Ann Friedman, Agyeman Boateng (new research assistant), Adrienne Foster, Michael Goltermann, Steve Aggers, Eric Ichon, Casey Hunter (Academic Senate rep), Marcela Hernandez, Glenn Schenk, Angel Viramontes and Michelle Long Coffee

Meeting chaired by Shalamon Duke, Acting Vice President of Student Services

1) November 8, 2012 minutes approved with corrections change Agenda replace with Minutes for November. Motion Goltermann, second Long-Coffee.

2) Enrollment Management Principles – Duke – framing conversation about EMC and its role of collaboration with instruction, management and student services. All three of the campus areas contribute to make the student successful.

3) Prop 30/Budget Update – Campus looking at increasing offering and looking at summer. Ken will make a report at the next meeting.

4) Research Update – Agyeman Boateng – (handout) – Count Comparison how all colleges are doing with credit and noncredit classes. We are down 6% for paid classes and 8% on enrollment. FTES down 11%, discussion ensued about the true percentage. Page two, week 16 headcount, we are down 6% from the previous year July 1, 2012, which could be a result of blocking enrollment. The change in census date can be examined to determine the impact with exclusion or withdrawal before pivotal dates. New student’s population is decreasing by a negligible amount; we are seeing 3,461 new students in fall 2012 as of 11/26/12. The committee wants to know the percentage of new students who were not able to get classes, since the returning population is small. The committee would like to add demographics to the report as in the past as it relates to grant development and the decrease in African American students. The 3,447 represents new applications or how many students were enrolled (the information is available in DEC) to get the yield rate and what percentage of those who applied actually took classes. Why are we losing a greater percentage of enrollments when the classes were available? The census date and exclusion were moved one week earlier than the past. The committee wants to know more to determine whether faculty should enroll more students due to the drop rate.

5) Enrollment Factors – Michael Goltermann – District Chancellor instituting an application deadline two weeks prior, 873 applicants will generate 230 FTES impacting the enrollment by a 2% to 3% decrease. If we follow the Chancellors directive we will lose FTES. Michele Long-Coffee suggest that all colleges reply back to the district that we need publicity to the high schools, PSA, media etc. The language went through CSSO, CIO, Bobbi Kimble has the language but there is no effective date for publicizing. The enrollment priority shifted from college level to District level which presents problems for student to obtain the classes they need, which may be in violation of Board Rule 8603.
Students have priority to register based upon the accumulation of units in the district and not at your home campus. If you have taken over 100 units you lose your priority, only 2% of student’s district wide fall within the over 100 unit range. Other enrollment factors are the three strikes policy, if a student has three or more “W’s” or D & F’s” on their record there priority is dropped. We have more students dropping and more instructors removing students from classes which impacts financial aid. Pre-requisites put pressure on the students and impact enrollment. Effective fall 2013 the Academic Senate will enforce pre and co-requisites in the DEC system, the policy will go to the president for information purposes only. The faculty will have an opportunity to make changes by March 2013. What are the implications and challenges for counseling? Marcela stated that computer science pre-requisites are already on DEC and enforced. If the student takes the pre-requisite outside of our colleges we need to know what classes will meet the pre-requisite for that division. Rouzan and the computer science department worked together to develop the grid to use for computer science. The colleges currently on the grid for Math, English and computer science are Santa Monica College, El Camino, CSUN, CSULA, Long Beach and Cerritos. If the counselors can’t figure out the pre-requisite they will ask the chair of the division to assist in the determination. Counseling and each division definitely need to work together to establish the rules to be consistently applied. The gateway courses don’t have pre-requisites, such as sociology etc. We would like Michael to come to the Senate meeting to discuss how the list came about.

6) Marketing/Publicity Update – Michelle Long-Coffee – No updates, mainly questions. Budget reduced so she would like to keep West in front of the community, unsure whether we need to drive more enrollments vs. awareness. She needs direction from senior management and academic affairs as to our direction. Do we want to drive enrollment or educate the students on application deadlines? Is the summer schedule going to be on the Web? If so, what is the timeline for welcome week magazine (what content do you want to see) and should the pre and co-requisites be included as a feature? Current image of West is that we don’t offer summer sessions, so we need to get the word out via web and hardcopy advertising and welcome week magazine. Eric stated 120 sections will be offered, based on Summer 1 beginning in June either 6 or 8 week sessions. What was the enrollment at the beginning of the census is the questions, are students getting in the wrong classes and then dropping when need the data to determine. Duke stated that we only have two counselors in the summer which will impact students getting into the right classes. How can we ensure that all areas on campus are working together on the success of students? Adrienne suggested that we ask the division chairs and others to assist with the pre and co-requisites. The instructors are knowledgeable and able to guide students into the right classes and sequence for their major. We should look at professional development to start engaging the faculty in working with the students to direct them towards their goals. Casey stated that the majority of first time and returning students are here in the summer. Foster concerned that SSA will impact the students we need to start conversation now if a student needs an SEP; there will never be enough counselors to meet the demand. Marcela is working on Major cards to help expedite the students SEP process. Currently, counseling is impacted by the Financial Aid SEP requirement, we are looking at 4 to 6 weeks to go through the wait list, in November we are all caught up, but there are Financial Aid appeals requiring an SEP. The purpose of the major card is to give the student information on what they need for transfer and fulfilling their goals. Marcela was not aware of degree maps that Ashanti has in Academic Affairs. Marcela will check with Ashanti to eliminate the duplication of work. The roadmap through Academic Affairs is broader, but it is not a model for every student, however some of the students will be able to follow the road map. Michelle Long-Coffee suggested that students be able to refer to the catalog to map out the classes they need. Aviation is a perfect example of the schedule v. catalog method and the discrepancy of applying the information.
7) Student, Academic or Administrative Services Updates

- AtID Spring Kickoff – Friday before school starts (Feb 1). Michelle Long-Coffee suggested taping the workshop so that students can view at a later time. It will be topic driven this time with counseling AB540, financial aid and assessment prep to help direct the students. A learning workshop is scheduled January 7th through 25th for all students by Tim and Sue to elevate student Math and English scores. We are also looking at non-credit Math and English classes to be used as a refresher. Trade Tech and Southwest have basic skills classes for Math and English targeting personal enrichment. These classes are attractive to staff wishing to promote or increase skills. There are a lot of mature students who can’t meet the pre-requisites for Math and English and we may lose those students to UCLA Extension.

- Welcome Week – Celena will send out information, scheduled for the first and second day of semester only.

8) Other items

Hours of Operating will be sent out. Duke will get more information and then distribute information.

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<tr>
<th>EMC Meetings Dates</th>
<th>2013: Jan 10; Feb. 14; March 14; April 11, May 9 &amp; June 13</th>
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<tbody>
<tr>
<td>Important Registration Dates</td>
<td>Winter 2013 Registration begins November 12</td>
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<td>East and Trade offering a winter intersession. SMC after 21 years will not be offering a winter intersession</td>
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<td>Spring 2013 Registration begins November 26</td>
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