Enrollment Management Committee
Minutes
Thursday, November 8, 2012

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: Ken Takeda, Michelle Long-Coffee, Celena Alcala, Shalamon Duke, Steve Aggers, Sholeh Khoorhsi, Michael Golterman, Casey Hunter, Rebecca Tillberg, Marcela Hernandez

1) Approve October 2012 meeting as amended with corrections noted

2) Publicity Update – Michelle Long Coffee
   a. Update on High School Day in Spring – President sent notice out to the campus at large; Angel is working with Student Services to get the volunteers, tour guides and workshops. Early next week letters generated to division chairs, college council and senate, AFT groups to present at VIP lunch. What kinds of things to discuss and who should attend. Presentation will be in one or two building to allow students two information sessions on majors held in GC or MSA. Michelle is working on posters now and promotion materials. The date is set for 4/19/13 – 300 students from six schools. The upward bound programs have been informed and their participations is also expected.

3) Baseline Research: Data and Reports – Rebecca Tillberg
   a. FTES Update - (handout) 2012-13 best case funding of 6,655 does come up to the 6,781 from 2011-2012, we need to shoot for the base and a little higher than 6,655. If you miss your base in a given year we have one year to make it up, so we can come in below and not lose any funding. Every FTES above base is instruction cost we don’t get paid for. The funding rate for 1 FTE is $4,565; it may be adjusted lower for non-credit and enhanced.

   b. Proposition 30 impact on FTES – (handout) additional fund will be $2 million net and the district taxes a portion to fund district wide. Our FTES will go from 6,170 up to 6,655 which includes credit, noncredit and enhanced. We need to add 120 sections between now and 6/30/13 and grow spring and early summer semester. The budget component on instruction should cost about $700,000 for adjunct salaries leaving $1.3 to cover other college needs. The Board of Trustees wants to see the college restore its summer sessions. This committee should consider what we want our summer sessions to look like, second 8wks in spring etc. Dr. Duke suggested since the counselors are “C” basis the summer will be impacted. We must be careful how we spend the money and the district is watching spending on campus’ so we need to avoid hiring counselors in the summer. We would need library hours as well unless we offer all online during the summer. For three years the revenue will support 4% growth over the 6,655 for Community Colleges, so we should look ahead to planning for 2013-2014 year (winter and spring). We must make up for the growth last year and look at any budget cuts the state may impose (income tax, property tax, etc., shortages will affect our enrollment).

4) Pre-requisite Report Update– Michael Goltermann – pre-requisite list was sent to The Curriculum Committee and the package was disseminated. Banday reported that the
committee was confused by the data provided. English and Math are fine but the sciences must consider the enrollment and student success impact.

5) Student, Academic or Administrative Services Updates

- **Update on Family Cluster** – Casey reported that the music division will have three clusters and course repeatability is an issue. The divisions are looking at interdivisional clusters to cut down on the number of courses student can take. The programming must be done now to meet the deadline of Fall 2013 and avoid the $1 million penalty.

- **Proposed application deadline** – Chancellors directive vetted at last Admissions and Records district meeting – students can still submit applications after the deadline. Currently, even with an add slip the student can make the application deadline effective Fall 2013. Banday stated that Bobbi Kimble was concerned about developing a new culture for student to apply early. There is no research to determine what the students are actually doing. How many applications are submitted prior to the start of semester, after, etc? Duke stated that when Orange Coast College instituted application deadlines there were impacts to Financial Aid and Admissions and Records. We must make base this year because next year we may have a problem if the application deadline is imposed. Our successful students will be more successful but what about the struggling students. Under the current system there was no connection between add date and success and there was no effect if you missed the first week of class. If it’s a once a week class versus a daily class, there is no penalty drop date anymore. We are targeting institutional success and not student success. The cluster family is an example that community college is not what we are doing anymore. Duke suggested that we take a field trip to Orange Coast and other successful colleges although their demographics are different and their model is working. Michael will look enrollment and demographics at three weeks prior, one week before, first day of classes. The student relying upon financial aid may be a late decision makers based on whether the university didn’t accept them or they must appeal. The UC geared student is at West just to qualify for Financial Aid. What about the students who need 12 units but can’t get them without attending several colleges. Other districts have already instituted the application deadline process. Angel makes sure anyone who sets foot on campus has an application on file for West to catch them if they are not accepted at the college of their choice. Patty Banday revealed that there are assessment changes and the workshop cover ever areas, High School grade point average, holistic approach for the student to be aware of our culture and to get the information to them quickly.

- **Elimination of Census roster** – exclusion rosters will be the only rosters left after the census rosters is eliminated.

- Patty Banday reported on SB 1456 – Matriculation will be renamed statewide under the Student Success Act. Several things will be redefined starting with priority enrollment. A Student Success committee has been convened to look at the changes. There is no funding at state level, however, next year equity and centralized assessment will be discussed. 2013-14 are the implementation years; 2011-12 is working year; there are many changes coming down the pipe. The task force is looking at the

Revised 12/6/12
implementation problems. Go to www.ccco.edu and go to student services, there is also a web page SB1456. Patty will email the power point to the committee. Michelle asked to get notice of the classes that have low enrollment to be placed on the website. The committee must look at increasing services if we are ramping up class offering. The current catalog must be downloaded and there is no ETA, we must check with academic affairs.

*Old Business* – none

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<thead>
<tr>
<th>EMC Meetings Dates</th>
<th>Fall 2012: Sept 13, Oct. 11, Nov. 8, Dec. 6</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></td>
<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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