Enrollment Management Committee
Minutes
Thursday, September 13, 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: Adrienne Foster, Celena Alcala, Kathy Walton, Steve Aggers, Barry Sloan, Sholeh Khoroooshi, Eric Ichon, Michele Long-Coffee, Michael Goltermann, Judith Ann Friedman, Casey Hunter, Marcela Hernandez, Betsy Regalado

Guest: Deputy Johnson

Chair Regalado called meeting to order at 10:07 a.m.

1) May 10, 2012 minutes approved with corrections. No committee co-chair, Ken Lin stepped down. Academic Senate needs to appoint a new co-chair.

2) Publicity Update – Michelle Long Coffee - cover of schedule will contain new stem scholars program information, featured alumni is a 50 year old female student and her quote will be on the importance of voting, open spaces will include book rental information, NEMO usage, academic planning importance, etc.
   a. Spring 2012 event was successful, Nabil dedicated to have an event every semester with community involvement in which the focus will be on the spring event. Tentatively planning High School Open House, will check LAUSD schedule through Angel. The target date is May with tentative planning to coincide with standard testing on a Friday not a Saturday and centered around the LAUSD schedule coordinated with Angel Viramontes.

3) Baseline Research – Chair Regalado presented in Rebecca Tillberg’s absence. Two handouts passed and discussed on enrollment, section count and percentages. Noted that classes not as full as in the past, enrollment is up but students are dropping earlier to avoid receiving a “W”. Enrollment is down 12% but section cuts are 8%, this is a red flag, why are we losing students? Currently, instructors are pressured since they have to issue add slips and the student is responsible for adding as opposed to the instructor adding the students. Students are holding on to add slips and not processing immediately. The wait list system is not in effect and not favored by SIS.

The second handout reflects Headcount numbers, noted were drops in High School students, returning students, all the age groups have dropped in enrollment, non-resident and international enrollment increased. It was suggested that AtD look at student success to allow students to enroll after classes start. The chair will recommend that Rebecca mention to AtD that one to two days into the semester if faculty has seats available, to fill the seats. This may be difficult since we already established a culture that they obtain ADD slips from the instructor. Casey stated that students feel that if they miss the enrollment date that they are too late and have to wait until the first day of classes. Student Services will address that problem with more information on the website and during in-person visits.

The goal was to meet enrollment and FTES targets, and we did, adjustments were made to our FTES this year because we lost 44 FTES under Athletics and PE courses. The culprits are (concurrently enrolled students) Bright Star and K-12 student population. Chair Regalado will ask Rebecca to provide Add/drop percentages and a report on the unit drop issue.
Marketing will play a part in filling the classes that are still open with justification why they need to enroll in this class. A blurb on website about the open classes was suggested so those students are aware. People know that we are here but they need to know how they fit into the classes that are available. Our delivery will shift as well with classes that don’t result in degrees or certificates. We are looking at more transfer degree classes which will shift how we deliver classes and boost full-time enrollment. AA degrees are up but certificates are a little lower, Chair Regalado will forward the data to the committee. Transfer numbers have been compiled by Helen Young on the number of students attending private and public universities.

4) Pre-requisite enforcement – Divisional Council has disciplines that want to enforce the pre-requisite requirements. Some pre-requisites are enforced and others are not and the schedule should reflect the same. This issue should go to the curriculum committee. JAFriedman suggested that the Chair get in touch with the disciplines and a solution can be reached. New divisional chairs may not be aware of the issue. Goltermann requested a list from district office to address the classes with/out pre-requisites. He will then communicate with the divisional chairs and Judy Chow. Goltermann is getting the list of pre-requisites currently enforced in DEC, not sure whether the division chairs know they have to inform Goltermann to turn on the pre-requisites. Example: Computer Science had pre-requisites that were not enforceable. Foster (Academic Senate) echoed the pre-requisites are not being activated by the instructor to direct A&R, the problem is that the instructors are not aware of the process. All pre-requisites in the schedule are real pre-requisites but they are not enforced. Ichon recommended turning on all pre-requisites, this may result in low enrollment. Example: Computer Science had pre-requisites for all of their classes, and Academic Affairs had to change some of them to recommend instead. The pre-requisites must be turned on in DEC in order to be effective. What steps shall we take? Currently all of the pre-requisites in the schedule were approved by the Curriculum Committee. We need to compare what is enforced and compare with schedule and it will go back to Curriculum for decision. Final decision, Goltermann will go through schedule and compare with list and leave to Curriculum and division chairs. We must look at the catalog as well, it is important to compare the district list, the catalog and the schedule. Goal is to have all three documents align. Long-Coffee will check with Karen Burzynski on Protocol and schedulers input of the pre-requisites on the schedule and catalog.

5) Set goals – monitor FTES; look at marketing strategy to boost enrollment; standardize pre/co-requisites and advisories in schedule. Currently FTES 6,291; if prop 30 passes FTES 6,400 – must increase class offering by adding late start spring and summer programming. If prop fails FTES should stay at District allocation of 6,170.

6) Student, Academic or Admin Services Update – (handout) a slow roll out planned before we have to be fully aligned. The matriculation advisory committee meets monthly, Patty Banday is our representative at State level. Recommended that we activate the committee now so that we have a baseline when the changes are implemented we are ahead of the game. Casey and Marcela will do most of the orientation in preparation for these changes. The AtD student success should be working with Casey and Marcela.

Assessment – (Banday). When does the matriculation process begin? If you test in Math 115 you must go into Math 115 or lower. The process is not advisory but more of a placement test. Once the act is signed then we will move but it will take one to two years before all of the details will be available. The cut scores will be determined by college. There will be information on the website on the score cards with race and demographic information. What we do know is BOG 2.0 GPA required and no more than 110 units. We don’t have the details of the 110 units at current college or over all college experience. The 2.0 GPA is a given.
Committee reviewed Board of Trustees Notice of June 13, 2012 – BR6201.17 – Double Counting of coursework, students are not aware that they can use courses twice. Casey observed that students are made aware that it is important to declare a major so that they don’t have excessive units. Counselors are mapping out the SEP and showing the students which courses double count. Students are geared towards a liberal arts degree and transfer. Student need to know that they need a professional to help them do their educational plan.

District wide email system – 112,000 students have email accounts, it will be the main mode of communication to students district wide. Beginning spring of 2013 the person email addresses will not appear on the attendance accounting rosters. You will lose your email account if dormant for one year, but your same email account will be issued upon your return just like admissions process.

SIS – district approved PeopleSoft/ Oracle June 2012, installation service team is Cedar Crestone. A portion of the contract was approved yesterday at the board meeting. Target completion October 1, 2012. First year working with district and cleaning data, second phase out to pilot campuses Pierce and Valley; then the remaining campuses.

Pedestrian and vehicle circulation - Deputy Johnson (present). Vehicle circulation – first two weeks of school is the busiest, traffic control, pedestrian and pedestrian control are the major concern. Students walk down the middle of the aisle, recommend a pedestrian line to direct them to walk on a path. “B” street being one way is an issue, cars go the wrong way to get to “F” street, mainly faculty and staff need to be reminded to go the right way. Parking – there is plenty of parking on campus, we are directing cars to the parking structure. Lot 5 is used because it appears to be closer to GC but the structure is actually closer. The over flow lot in PEC houses 50 cars. Lot C is used by aviation and PE. Deputy Johnson hasn’t seen the plans for the bus turn around but he will view the plans. Exiting the parking structure is dangerous since you must pull way out to see if the traffic is clear on “C” street. There are no pedestrian walkways in the parking structure and signage is needed to indicate what level you are on. Long-Coffee noticed when students exit from the bus on Overland they are dropped off on a cement slab and the student are getting ticketed, facilities committee is addressing the matter. There are joggers using the street instead of the sidewalk, it may be a result of the skunks and there are a lot of skunks around here. Also noted a flow issue coming up from lot 5, it is difficult to get to GC and SSB due to the railings. Lot 7 repairs target completed by 9/14, however it will take another month or so along with a delay in the bus turn around project. The “A” buildings, excluding A9, will be demolished between 11/26/12 and 1/11/13; campus entry completed June 2013.

Chair Regalado will be absent on October 11, 2012, Judith Ann Friedman volunteered to chair the meeting.

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<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>Spring 2013 Registration begins November 26</td>
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