

Enrollment Management Committee

The college's Enrollment Management Committee met last Wednesday, April 11th and the following represents a draft of the minutes of this meeting:

Members Present: S.Tramel, R. Azarmsa, R. Castillo, D. Smith, R.Cardoza

Guests: D. Ysais, M. Anglin, C.Kwan, E. Usaha

Members Absent: J. McDowell, R. Royal, P. Westmoreland-Swope, L. Barajas, T. Douglas, C. Johnson, J. Messinger

1. Review Activities Implemented for the Spring '07 meeting
 - A. Marketing ideas were somewhat successful e.g. cable station and movie theater advertisements. However, the question of effectiveness is still unanswered. The college marketing committee met last week and with the addition of David Ysais, as our new Public Relations expert, these activities will be reviewed by that committee
 - B. Extended Hours of Admissions, Financial Aid, Business Office, and Counseling were well received by the students. We recommended that we continue this practice for the summer and fall semesters
 - C. Welcome Week was highly supported and we will continue to provide this service on the first week of the sessions
 - D. New In-Person Orientations were re-initiated when Chini led this effort to get these orientations back on schedule
 - E. Take One More Class effort did not do well. We made efforts to encourage more students to take an additional class to help our FTES
 - F. Metro I-Pass certainly helped our students but did not generate more full time students. This effort was good only for the Fall'06 and Spring '07 semesters. Discussions about continuing this I-Pass are currently taking place

2. Discuss Plans for Summer and Fall '07
 - A. The committee reviewed the January 18, 2007 minutes where ten enrollment related ideas were discussed and all implemented. The committee requested that we repeat these efforts again for Summer and Fall
 - B. Some of these ideas seemed to be implemented very well with good results. Therefore, we will continue the following:
 - (1) Keep the offices open until time of closure
 - (2) Need at least two administrators the first week of class
 - (3) During the first week use walkie-talkies to communicate problems with changed classroom locations, cancelled classes, no teacher present, etc
 - (4) Carey Roth will communicate to physical plant to ensure classroom doors are open
 - (5) Need to have at least two satellite information centers the first week of the session which are staffed by our student workers
 - (6) Announce the cancellation policies and procedures to all staff
 - (7) Mike Wheeler will continue to provide us with daily enrollment information
 - (8) Recommend that the Financial Aid office not close between 2-4pm
 - (9) Definitely need to have better building signage
 - (10) Try another campaign to encourage more of our students to take "one more class"

3. FTES Goals for 2006-07

We are currently 119 FTES short of our annual goal. David Ysais shared a brief description of yesterday's marketing meeting where he presented both short and

long term goals. His immediate goal is to increase our FTES by 119 to reach our annual FTES goals and described some ideas that he wants to implement immediately

4. Budgets Available for Recruitment and Marketing

David Ysais mentioned he is currently developing a marketing budget. Dorothy is also trying to finalize a firm number for recruitment.

5. New Business

A. Cecilia Kwan asked that we include BOG fee waivers when we distribute the college applications. Ester suggested that we also include more forms like the K-12 concurrent

Enrollment form and/or AB 540 form in a nice and new folder. David Ysais offered to investigate about designing a new folder

B. Ramon Castillo gave a passionate plea that we need to expand the consciousness of recruitment and retention throughout the campus not only to ensure that we reach our

FTES goals but also to provide our students a real opportunity to attain their academic and vocational goals.