

## LAMC Strategic Enrollment Management Meeting Minutes

September 10, 2015, 11:00am-12:10pm

**Present:** VP Allen, Ludi Villegas-Vidal, Louise Barbato, Leslie Milke, Zoila Rodriguez-Doucette, Dennis Schroeder, Patricia Chow, and Irma Luna

- I. Strategies to target new and returning college students:
  - A. Counseling
    1. Abbreviated vs. Comprehensive Education Plan.
    2. Counselors will visit classrooms before priority registration.
  - B. Social Media
    1. Hire a full time web master and social media expert to keep up with student trends. There is a concern about funding this position, but it will also be an investment to attract students.
    2. Currently the college does not have a dedicated web master, but an IT person helping. When the person went on paternity leave, there was no one else to do the job.
    3. During the Strategic Enrollment Management Conference in Riverside it was pointed out that successful colleges have media experts.
    4. The committee will recommend to College Council to create this position.
- II. Student services and academic affairs need to work together to serve students and increase growth.
- III. The following areas will be addressed as part of strategic enrollment management:
  - A. Programing
  - B. Outreach (needs improvement) - Relationships with local high school are not as strong as before.
  - C. Assessment
  - D. Orientation and Educational Plans (need improvement)
  - E. Retention and Completion
  - F. Scheduling
    1. Our outdated student system is only capable of creating a wait list, but not enrolling students.
    2. We don't have a degree audit system to identify students close to completing degrees.
    3. Department chairs needs to look at the local student population to determine scheduling needs.
    4. The current strategy is to fill high enrollment classes in order to offset low enrollment courses.
- IV. Review and update Strategic Enrollment Plan as needed.
- V. Find out if student education plans can be entered in student system to track students better.
  - A. We will begin tracking EOP&S students, then expand to the rest of the student population
- VI. Explore offering weekend college.
  - A. This may be challenging because you need to identify a cohort of students in order to have good enrollment. Due to the schedule it is also difficult to find faculty.
- VII. Departments need to identify plan to address enrollment via Distance Education
  - A. Online classes that will be offered in the upcoming semesters
  - B. Classes will be put through curriculum to be offered in online mode
  - C. List of instructors who have made a commitment to attend training
- VIII. FTES for the year 2015-2016 = 6,503 plus 5% growth (325) = 6,828 Total FTES
  - A. There are scheduling challenges due to space limitation.
  - B. We will try to grow by offering online classes and boot camps.
  - C. WINTER 2016 - Last year FTES was 154. For Winter 2016 the goal will be 300 (double).
    1. There are concerns about Winter affecting Spring 2016 enrollment. To prevent a negative spring 2016 effect, departments should offer courses that are sequential.
- IX. ITV will remain part of the District for another year until an evaluation is completed and a decision is made to see if it will remain as is or become part of Mission College.
  - A. There are concerns that ITV format is outdated. Could be replaced by online classes.
- X. There will be expansion in the CTE program.