

Enrollment Management Planning  
Organizational Meeting  
December 20, 2007  
AD 202

Attendance: Randy Anderson, Kathleen Burke-Kelly, Merrill Eastcott, Daryl Kinney, Will Marmolejo, Joe Meyer, Mitchell Polin, Maria Reisch, Ken Sherwood, Myra Siegel, Andrew Walzer, Dan Wanner, Kalynda Webber

Absent: Rebecca Tillberg

After group introductions, an opening power point presentation served as a framework for preliminary discussions about the purpose of the group and the direction we should take in designing an overall enrollment management plan (EMP). An EMP is an overarching vision for both the classes we offer as well as the services we provide to support those classes. The plan should be driven by the other college plans: Strategic, Education, Equity, Facilities, and Technology but, in fact, is a larger vision of those plans. The EMP should be ready and available when we are trying to grow as well as when circumstances may force us to reduce our programs and/or services. Having a plan in place will enable us to make any necessary changes with a minimal amount of damage to our core programs.

The components of a this plan should include (but are not limited to) defining a philosophy or purpose for the task force (reflecting the college mission and vision) setting strategic goals for growth and reduction (both short term and long term), developing a presence in our feeder schools, distance education and outreach, marketing and recruitment, retention and persistence, and access in terms of both facilities and technology.

The group decided to meet every Thursday in January from 1:30-3:30 beginning on January 3.

To access the existing college strategic or educational plans, go to [http://www.lacitycollege.edu/citymain/facultystaff\\_files/periodicals.html](http://www.lacitycollege.edu/citymain/facultystaff_files/periodicals.html).

To see the Instructional Technology Plan, go to [http://www.lacitycollege.edu/resource/oac/IT\\_Plan\\_Draft03.pdf](http://www.lacitycollege.edu/resource/oac/IT_Plan_Draft03.pdf).

The college Equity Plan does not seem to be available online.

Taskforce members were asked to think about the purpose and vision for strategic enrollment planning.