

Enrollment Management Planning
January 10, 2007
PCR

Attendance: Randy Anderson, Kathleen Burke-Kelly, Richard Galope, Daryl Kinney, Mitchell Polin, Maria Reisch, Myra Siegel, Ken Sherwood, Rebecca Tillberg, Andrew Walzer, Kalynda Webber

Absent: Merrill Eastcott, Will Marmolejo, Dan Wanner

Meeting Convened: 1:35 PM

The meeting notes from January 3 were approved with corrections.

The group that reviewed the internal and external environmental scans felt that rather than trying to develop new programs at LACC, we should focus our efforts on packaging and marketing our existing programs. Because LACC has such a wide variety of programs available, it was felt that given the coming budget restrictions, our most useful strategy would be to maximize our current programs to attract more students to them. This might also entail some re-tooling of the current programs. However, it was pointed out that we should not be planning for just the next year or two, but for a longer time and that planning with the current budget crisis in mind would limit the scope of our efforts. This group decided to start over and will report out again next week.

The next report (Instructional Technology) provided a summary of the IT Plan that was written in 2002 (?) which described the Technology vision and mission statements as well as goals for the six-year plan. It also summarized the challenges that were delineated in the tech plan in addition to the staffing shortages. After asking ourselves the question, "How does technology and its use impact enrollment?", the group generated a list of possible areas to explore with regard to technology:

- Online registration
- Online SEP
- Online appointments for assessment
- Seamless entry
- Beef up Student Assistance Center with more computers
- Designate some computer labs for online registration
- Add cards with "add codes" so students could add online
- Publicize the availability of online adds
- eCollege/online classes/Distance Ed/hybrid classes with training for faculty on how to do online classes
- wireless network

Other areas that were discussed included establishing criteria for what the EMT does. An additional suggestion in this area involved establishing a schedule cycle for sections that may have low enrollment but are necessary for graduation in certain majors so that students can have the opportunity to take even low-enrolled but necessary classes in a timely manner. This might require a formal process for modification of degree major requirements.

Finally, a suggestion was made to restructure the administrative assignments so that one academic dean would have responsibility for only the schedule and catalog (*and perhaps the curriculum as well*).

The next group to report reviewed the Facilities Plan. However, in 2002, about the time most of the most recent college plans were being developed, was the time that both building bonds were passed, and the Facilities Plan for LACC morphed into the Bond Construction Plan. Because of that, the only facilities plan that is available from that time is the bond construction plan. This plan, developed by Bobrow and Associates and summarized by the EMaP subcommittee, described building efficiency; classroom and lab utilization; department desires, needs, and deficiencies; and traffic, parking and pedestrian access. The Table of Contents for the facilities plan was included with the report.

Finally, the Student Equity Plan (2005) was summarized describing the college goals (student success indicators), the gaps in reaching those goals, and activities to eliminate those gaps.

As time ran out, the remaining plans to be summarized (Educational Master Plan and Strategic Master Plan) were scheduled to be reviewed next week along with the internal and external scans in addition to the already scheduled discussion topics for next week. These are 1) schedule of classes, catalog, marketing, and communications and 2) Distance Ed, outreach, off-site locations, and recruitment.

Meeting adjourned at 3:35 PM.