



Enrollment Management Planning
January 17, 2007
PCR

Attendance: Kathleen Burke-Kelly, Merrill Eastcott, Lisa Fitch, Daryl Kinney, Mitchell Polin, Maria Reisch, Myra Siegel, Ken Sherwood, Rebecca Tillberg, Andrew Walzer, Kalynda Webber

Absent: Randy Anderson, Richard Galope, Will Marmolejo, Dan Wanner

Meeting Convened: 1:40 PM

The meeting notes from January 10 were approved as presented.

The revised Environmental Scans report summarized information on internal reports (student demographics, student preparation, existing LACC curriculum, facilities events, and faculty changes) and external reports (service area demographics, state budget, labor market information, the economy, and major employers in our service area). Based on the information in the reports, the committee's conclusions were:

- To re-package and market existing courses to make them more attractive to students and employers
- To emphasize mastery of essential skills in preparation for higher level/transfer courses
- To make faculty development a priority
- To emphasize marketing

The report from the Educational Master Plan (EMP) summarized the Ed Plan goals from 2002-08 as well as the draft goals from the new Educational Master Plan, 2008-14. The new EMP is currently in development and will necessarily reflect much of what is contained in the EMaP materials.

The report of the Strategic Plan summarized the eight strategic priorities from the 2002-08 Strategic Master Plan (SMP) and delineated the specific activities planned to carry those priorities forward.

The report from the group on Schedule of Classes, Catalog, Marketing, and Communications began by stating the obvious: that both the schedule of classes and the catalog should be student-friendly and as accurate as possible. Specific attention was directed to course descriptions in the schedule of classes and that they should reflect the descriptions in the catalog and the Course Outline, which many currently do not do. This is an issue for the curriculum committee to discuss. Because of frequent errors in the final publication of the class schedule, the group also outlined primary responsibility for each of the areas in the schedule of classes.

In terms of marketing, the new LACC website is currently being launched. Feature stories are planned on Project Harmony (music department), the Math Club, and OSS. Marketing efforts are concentrated on billboards, bus shelter ads, door hangers and local newspapers, One Stop postcards, and a mini-schedule for fall and spring semesters only. A mini-schedule is a tiny version of JUST the

class schedule from the full schedule of classes, with none of the other information (how to register, contact information, and so forth).

Finally, the group addressing distance education, outreach, off-site locations, and recruitment described current efforts in these areas. No report was actually presented for distance education; this is being addressed by the Technology Committee. Recruitment efforts at LACC are made by classified staff (Student Services Assistants) who primarily target our major feeder high schools and other selected high schools in the area. These recruiters are out of the EOP&S Office and therefore are required to recruit for EOP&S programs. However, it is felt that because so many in our service area are EOP&S-eligible that recruiting for all students is de facto recruiting for EOP&S students. The process they use was described. The need for a general recruiter paid for from Program 100 funds was expressed so that targeted recruitment could be conducted for specific programs. A report of the current and upcoming (spring 2008) off-site courses was presented. Off-site locations have reached the maximum capacity with the current staff allocations. There is concern that the opening of City College at Wilshire (3020) will have a significant impact on the classes at the current Wilshire Center since most of the classes at the Wilshire Center are ESL classes and the lower level ESL classes will be moving from the LACC main campus to the site at 3020 Wilshire Blvd (CCW).

The spring meeting schedule for EMaP was proposed: the second Monday of each month at 1 PM and the fourth Thursday of each month at 12:30 PM in the PCR. These meeting dates would be:

February 11 (M), 1-2:30 PM

February 28 (TH), 12:30-2 PM

March 10 (M), 1-2:30 PM

April 14 (M), 1-2:30 PM

April 24 (TH), 12:30-2 PM

May 12 (M), 1-2:30 PM

Homework assignment: Each group was asked to develop one or two EMaP goals for their area of investigation and send them (it) to Daryl no later than February 6 so that the entire list of goals can be sent out to the group before the meeting on Feb 11.

Proposed EMaP vision: Where educational resources meet the learning philosophy.

Meeting adjourned at 3:50 PM.