

LAS POSITAS COLLEGE
College Enrollment Management Committee
Minutes
May 9, 2014

Attending: Mr. Craighead; Dr. Everett (voting); Dean Garoupa (voting); Ms. Hart (chair, voting); Ms. Migliaccio; Dean Miller (voting); Dr. Noble (voting); Dr. Russell; Ms. Scott; Dr. Weaver (voting).

Absent: Ms. Debbie Fields (voting); Dean Morrissey; Dr. Orf (voting); V.P. Rodriguez (voting); Dean Rodriguez; Dr. Barry Russell; Mr. Samra;

1. Call to order: 10:35 a.m. by Chair, Ms. LaVaughn Hart; Room 2450

2. Approval of minutes

MSC: L. Weaver/D. Miller to approve minutes of March 28, 2014 meeting -
(unanimous)

3. FTEF Update

	LPC	Chabot
Summer	24.17	37.26
Fall	180.58	271.58
Spring	180.24	270.69
Totals	384.99	579.53

4. Enrollment Update – Summer & Fall

Ms. Hart shared enrollment numbers with the committee. She compared this time with the same time last year and found that the FTES for summer is 12% over last year's and FTES for fall is over by 20%.

Dr. Everett gave a brief summary of the last DEMC meeting. Two messages she received: 1) Both colleges are not where they want to be. She's not sure if there will be a target set by the District, but as a college she thinks we need to set some of

our own internal targets. She mentioned that at the meeting Dr. Russell inquired as to whether we had a list of 30 courses (high productivity) that we could put on the schedule. Ms. Hart stated that it would have been nice for him to report that directly to this committee since this is the committee that would make that decision. This is a discussion that needs to happen here. Dr. Everett stated that she did inform them that it's a discussion that needs to happen at CEMC. Ms. Hart stated that she might see if she can schedule a meeting with Dr. Russell.

Ms. Hart spoke about the follow-up email she sent to Jeff Kingston regarding the marketing opportunities he spoke about at the last CEMC meeting. She stated that the District seems unconcerned. But thankfully Dr. Russell recognized the need and will see what we can do as a campus. Some possible marketing areas to hit: we are open for everyone if you are looking for skills updating, job training, transfer, physical fitness and wellness; make it friendly; come back to LPC or choose LPC. We want people to come. We have the space and they are welcome.

Dr. Weaver spoke about a couple of hurdles that we face regarding marketing: 1) We once had an active presence in the community. Then we went through a period of rapid changing of presidents and some very negative publicity, which takes a long time to overcome. A positive message needs to be sent out to the community to build those bridges again. 2) The programs that are under-enrolled have a responsibility to accept accountability for their own programs, and to go out and do their own outreach. We have a limited amount of money.

The committee spoke about advertising that does not involve funds - things like public relations, press releases, visiting high schools (middle college discussions), and having personal relationships with faculty on those campuses.

Dr. Russell informed the committee that he spoke with a marketing person who has been looking at our numbers and noted that we aren't doing too badly. But he would like to step it up. So the marketing person would like to meet for further detail/direction. Ms. Hart suggested that Dr. Weaver might be of some assistance. Also Dr. Everett might be a resource for some ideas.

5. Good of the Order

Ms. Hart stated that there are currently 5 voting administrators on the roster and there should be only 4. So a decision has to be made as to which one will be removed.

Updated 2014 – 15 discipline plans are due by June 9.

Last new faculty orientation is at 12:30 p.m. today

Dr. Weaver reported that 15 groups applied to participate in the LPC Shark Tank; 9 were chosen. \$250 per team member. Selected 2 individuals.

6. Adjournment: 11:49 a.m.