



Enrollment Management Minutes

Wednesday, February 24, 2016
L-201
Time – (11:00 -12:00)

Type of Meeting: (Regular)
Note Taker: (LaDonna Trimble)
Please Review/Bring: (Agenda, Minutes and Supporting Documents)

Attendance: L.Trimble, D. Rumsey, Dr. Vines, E. Diachun, N.Williams, M.Hernandez, Dr. Uhazy, J. Jones, L.Diaz

Committee Members:

- LaDonna Trimble ~ Chair
- Duane Rumsey ~ Co-Chair
- Dr. Erin Vines ~ Member
- Dr. Bonnie Suderman ~ Member
- Dr. Ed Beyer ~ Member
- Angela Koritsoglou ~ Member
- Justin Webb ~ Member
- Elizabeth Diachun ~ Member
- Nichelle Williams ~ Member
- Dr. Meeta Goel ~ Member
- Michelle Hernandez ~ Member
- Dr. Jill Zimmerman ~ Member
- Dr. Les Uhazy ~ Member
- Newton Chelette ~ Member

Items	Person	Action
I. Approval of Previous Minutes of (October 28, 2015)	All	<u>Issues Discussed:</u> Minutes approved from October 28, 2015 <u>Action Taken:</u> <u>Follow Up Items:</u>
II. Updated Budget & FTES	D. Keelen	<u>Issues Discussed:</u> <ul style="list-style-type: none"> • 3.28% growth - Estimated FTES 11,029 • FTES to capture growth <ul style="list-style-type: none"> LAC 900 classes Training an Workforce Math 99 positive attendance • AVC is having difficulty meeting growth. Therefore will not include growth in next year’s projection • Larger number of students are expected in new location. • Per Fred Trapp... demographics will influence enrollment. Number of students in new location is untapped. <u>Action Taken:</u> <u>Follow Up Items:</u>



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III. Enrollment Management Plan	All	<p><u>Issues Discussed:</u> Will be able to move forward once projections from Education Master Plan Consultant are available.</p> <p><u>Action Taken:</u></p> <p><u>Follow Up Items:</u></p>
IV. Discussion	All	<p><u>Issues Discussed:</u></p> <p>Strategies to Increase Enrollment:</p> <ul style="list-style-type: none"> • Untapped enrollment market in Palmdale. • Perkins funding will continue to be used for Enrollment advertisement with businesses. For Example: Advertisements will be placed on buses that pass the high schools in unrepresented areas. (E. Diachun) • Pandora advertising appeals to the 16-39 age group (E. Diachun) • Discussion for John Vento to visit high school campuses to inform them about the AVC Honors program. (Dr. Vines) • SSSP will soon support AVC counselors at to the high schools (Dr. Vines) • Moving Student Success Kick-off to April is positive for marketing high schools students (M. Hernandez) • Reach out to students in adjoining states like Nevada and international students as recruitment targets. (D. Rumsey) • Local Aerospace industry as possible recruiting target. (Dr. Uhazy) <p><u>Action Taken:</u></p> <p><u>Follow Up Items:</u></p>
V. Goals		<ul style="list-style-type: none"> • The college as a community will provide student with an environment which supports learning and facilitates student success. • The college will diversify Technical Education options for students. • The college will increase student success in Basic Skills courses. • The college will utilize campus resources efficiently and effectively.
VI. NEXT MEETING DATE: (March 9, 2016)		



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2015-16 Meeting Schedule

Date	Location
September 9, 2015	LIB 201
September 23, 2015	LIB 201-Cancelled
October 7, 2015	LIB 201-Cancelled
October 21, 2015	LIB 201
November 11, 2015	Holiday
December 9, 2015	LIB 201-Cancelled
February 24, 2016	LIB 201
March 9, 2016	LIB 201
March 23, 2016	LIB 201
April 13, 2016	LIB 201
April 28, 2016	LIB 201
May 11, 2016	LIB 201
May 25, 2015	LIB 201