

ASSOCIATION OF COLLEGE
BUSINESS OFFICERS
INSTITUTE
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*AN OVERVIEW OF
ENROLLMENT MANAGEMENT*

Dr. Judy C. Miner, President
Foothill College

ENROLLMENT MANAGEMENT QUIZ

True or False?

- The lack of a state budget makes it impossible to manage enrollment.
- The CIO needs to concentrate on curricular offerings and not worry about apportionment issues.

ENROLLMENT MANAGEMENT QUIZ

True or False?

- The CEO should have a general understanding of the tension between productivity and comprehensive curricula.
- Productivity targets should be derived from FTES targets.

ENROLLMENT MANAGEMENT QUIZ

True or False?

- All courses should be allowed to meet at least once before they are subject to cancellation.
- If a classroom instructor is given a non-instructional assignment, there is no impact on productivity or FTES.

ENROLLMENT MANAGEMENT QUIZ

True or False?

- Enrollment management is most successful with a CBO/CIO/CEO partnership.

FOOTHILL'S DEFINITION OF ENROLLMENT MANAGEMENT:

Construction of a schedule of course offerings that is consistent with the Foothill Educational Master Plan while achieving productivity and FTES targets.

FOOTHILL TARGETS FOR 08-09

- 535 Productivity
- 15,235 FTES

QUALITATIVE PARAMETERS

- Educational master plan goals
- Program reviews
- Student equity
- Rigorous academic standards
- Depth and breadth of curricular offerings

CONTRACTUAL REQUIREMENTS

- Load
- Minimum qualifications
- Re-employment preference

INFRASTRUCTURE ISSUES

- Non-teaching support
- Operating budget
- Facilities
- Equipment

FOOTHILL BUDGET PLANNING

08-09

Foothill Divisions	Projected Values		
	FTES	FTEF	PROD
Adaptive Learning/Disabled Services	940	29.8	473
Biological & Health Sciences	1,858	49.0	580
Business & Social Sciences	2,113	58.2	550
Computers, Tech, & Info Systems	1,239	30.9	835
Economic Development	435	19.6	360
Fine Arts & Communication	1,689	56.0	457
Guidance/Counseling	127	5.0	380
Language Arts	1,410	47.0	441
Library	5	0.9	158
Physical Ed & Human Performance	1,458	38.0	574
Physical Sci/Math/Engineering	1,973	52.9	539
FH College (w/o 5210)	13,246	387.3	532
5210 Budget - Primary Care	264	6.1	644
5210 Budget - Performing Arts	1,686	28.0	1,011
Total FH (including 5210)	15,196	421.4	558
TARGET	15,235	421.6	535
DIFFERENCE	-39	-0.2	23

WORDS OF ADVICE TO CBO'S

- Collaborate closely with CIO's
- Learn about instructional operations
- Adopt an attitude of service
- Uphold institutional integrity



QUESTIONS AND ANSWERS

