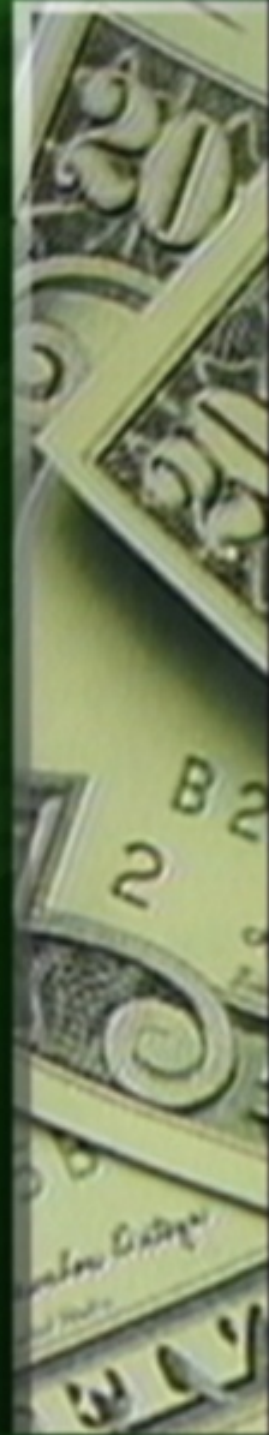


**ASSOCIATION OF COLLEGE  
BUSINESS OFFICERS  
INSTITUTE**  
February 13, 2009

***AN OVERVIEW OF  
ENROLLMENT MANAGEMENT***

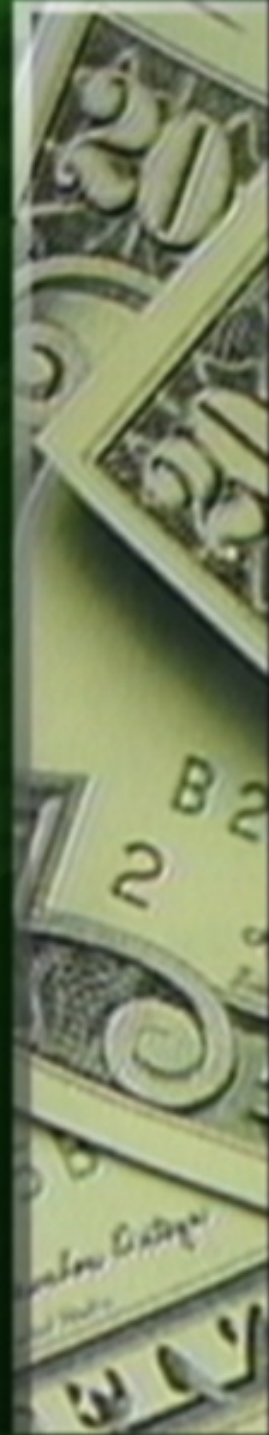
**Dr. Judy C. Miner, President  
Foothill College**



# 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.

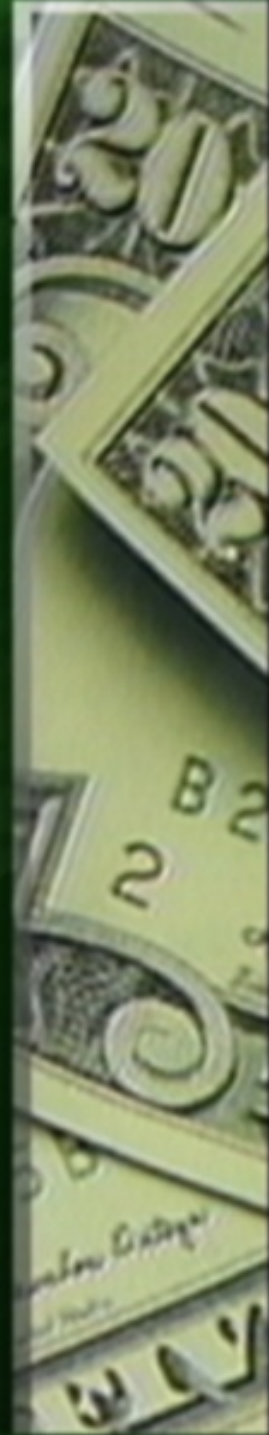
# ENROLLMENT MANAGEMENT QUIZ

## *True or False?*

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

# FOOTHILL'S DEFINITION OF ENROLLMENT MANAGEMENT:

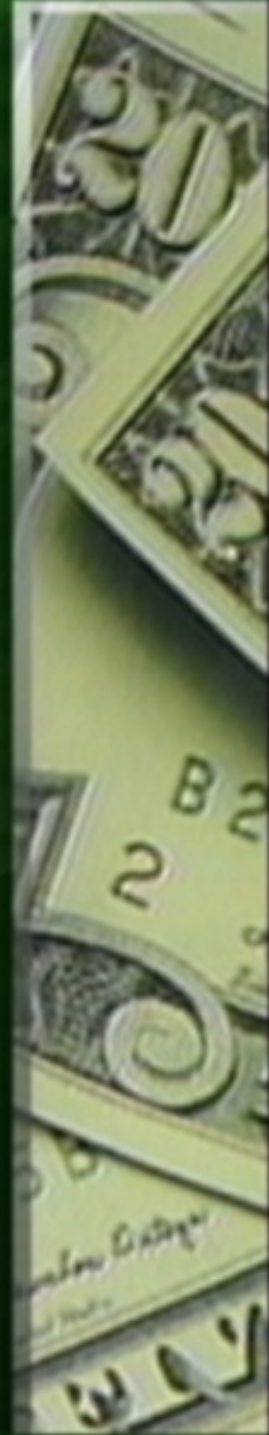
*Construction of a schedule of course offerings that is consistent with the Foothill Educational Master Plan while achieving productivity and FTES targets.*





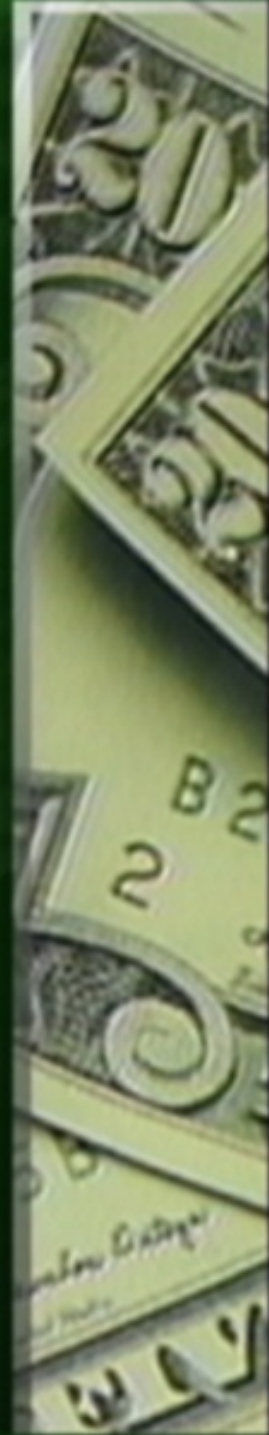
# FOOTHILL TARGETS FOR 08-09

- 535 Productivity
- 15,235 FTES



# QUALITATIVE PARAMETERS

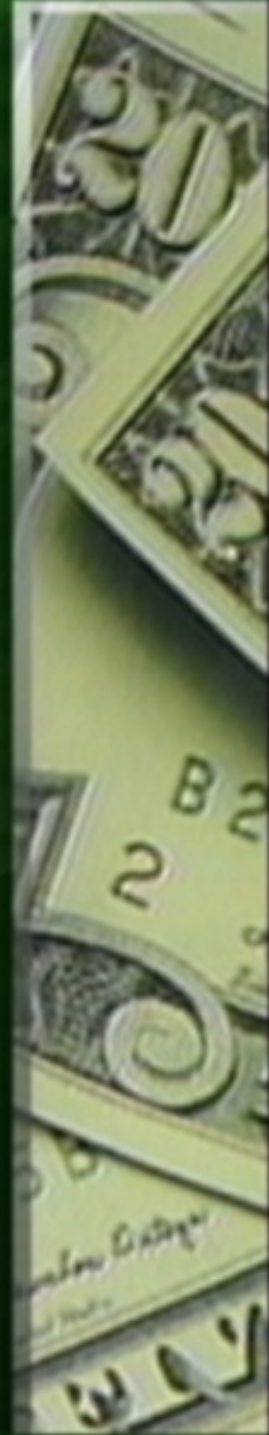
- Educational master plan goals
- Program reviews
- Student equity
- Rigorous academic standards
- Depth and breadth of curricular offerings





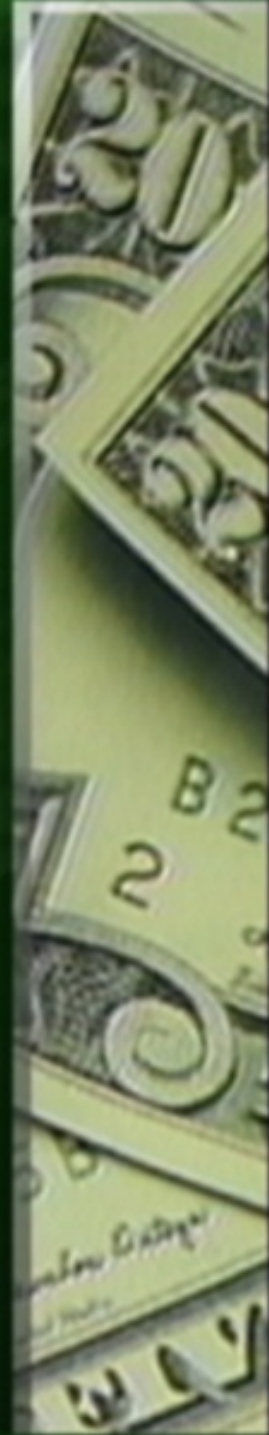
# CONTRACTUAL REQUIREMENTS

- Load
- Minimum qualifications
- Re-employment preference



# INFRASTRUCTURE ISSUES

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



# FOOTHILL BUDGET PLANNING

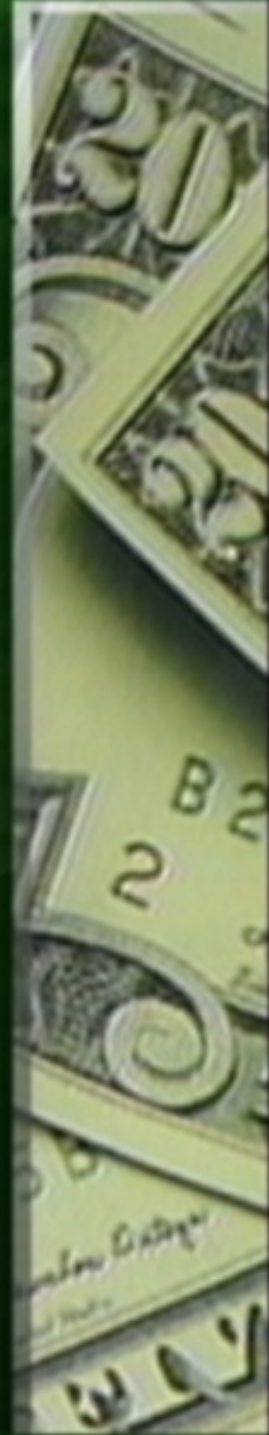
## 08-09

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
<b>FH College (w/o 5210)</b>	<b>13,246</b>	<b>387.3</b>	<b>532</b>
5210 Budget - Primary Care	264	6.1	644
5210 Budget - Performing Arts	1,686	28.0	1,011
<b>Total FH (including 5210)</b>	<b>15,196</b>	<b>421.4</b>	<b>558</b>
<b>TARGET</b>	<b>15,235</b>	<b>421.6</b>	<b>535</b>
<b>DIFFERENCE</b>	<b>-39</b>	<b>-0.2</b>	<b>23</b>



# 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*

