

ASSOCIATION OF COLLEGE BUSINESS OFFICERS

May 18, 2010

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President
Foothill College



*ENROLLMENT MANAGEMENT:
THE QUANTITATIVE AND
THE QUALITATIVE*

May 18, 2010

FOOTHILL'S DEFINITION OF ENROLLMENT MANAGEMENT

*Construction of a schedule of
course offerings that is consistent
with ...*

FOOTHILL'S DEFINITION OF ENROLLMENT MANAGEMENT

*Construction of a schedule of course offerings that is consistent with the **Foothill Educational Master Plan**...*

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.

THE QUANTITATIVE

FOOTHILL TARGETS FOR 09-10

- 544 Productivity
- 15,067 FTES



THE QUANTITATIVE

FOOTHILL COLLEGE Divisions	2009-2010 ESTIMATES		
	FTES	FTEF	PROD
Adaptive Learning/Disabled Services (SE)	710	20.5	518
Biological & Health Sciences (BH)	1,935	49.2	589
Business & Social Sciences (SS)	2,446	61.0	601
Computers, Tech, & Info Systems (CB)	1,303	25.1	778
Economic Development (CE/CWE/JRYM)	562	3.5	2,407
Fine Arts & Communication (FA)	1,998	54.5	550
Guidance/Counseling (GU)	117	5.4	328
Language Arts (LA)	1,333	49.8	401
Non-Credit (Middlefield Campus)	7	0.3	392
Physical Ed & Human Performance (PE)	1,265	32.4	586
Physical Sci/Math/Engineering (PS)	2,228	56.0	597
Other			
Performing Arts Alliance (PA)	1,200	3.0	
Primary Care (PC)	200	2.0	
GRAND TOTAL	15,304	362.8	583
TARGETS PER REVISED BUDGET 11/09	15,046	366.0	544
VARIANCE	2%	-1%	7%

THE QUALITATIVE

- EDUCATIONAL MISSION
- STUDENT EQUITY
- PROGRAM QUALITY
- ORGANIZATIONAL EFFICIENCY

THE QUALITATIVE

EDUCATIONAL MISSION: *WHAT IS THE APPROPRIATE PROGRAM MIX?*

- BASIC SKILLS
- TRANSFER
- WORKFORCE DEVELOPMENT
- LIFELONG LEARNING

THE QUALITATIVE

STUDENT EQUITY:

*WHAT IS THE COMMITMENT TO UNDERREPRESENTED
AND UNDERSERVED STUDENTS?*

- RECRUITMENT
- RETENTION
- SUCCESS

THE QUALITATIVE

PROGRAM QUALITY: *WHAT ARE THE INDICATORS?*

- STUDENT OUTCOMES
- STUDENT SATISFACTION
- REPUTATION
- FACULTY/STAFF ACHIEVEMENTS

THE QUALITATIVE

ORGANIZATIONAL EFFICIENCY: *ARE STRUCTURES AND PROCESSES COST-BENEFICIAL?*

- REDUNDANCY
- DUPLICATION
- IMPACT
- HIDDEN COSTS

WORDS OF ADVICE TO CBO'S

A THROUGH F

FROM

JCM

WORDS OF ADVICE TO CBO'S

A is for Accreditation

- Play a leadership role
- Document your contributions to student learning
- Volunteer for site visits

WORDS OF ADVICE TO CBO'S

B is for the Board

- Be clear about delineation of authority and lines of communication
- Be timely and accurate on urgent and high-profile issues
- Develop recommendations that both inform and guide Board action

WORDS OF ADVICE TO CBO'S

C is for Credibility

- Earn it and keep it by acting with integrity
- Maintain high standards of accuracy and access
- Admit and correct mistakes

WORDS OF ADVICE TO CBO'S

D is for Data

- Analyze its meaning
- Use it to inform decision making
- Understand its limitations

WORDS OF ADVICE TO CBO'S

E is for Engagement

- Participate in campus life
- Learn about instructional programs and support services
- Share your expertise

WORDS OF ADVICE TO CBO'S

F is for Fun

- Maintain or develop a sense of humor
- Smiling offers many psychological advantages
- F is also for Friends who are there when you need them!

*QUESTIONS
&
ANSWERS*

