



Photo by Ted McKenna

Bagging rays

Premature summer sun last Monday distracted numerous students from their studies. Bodies could be found lying prone on the grass, flipping Frisbees, or in quiet conversation with other sun wor-

shippers. The sunshine which lasted throughout the weekend dissipated Tuesday afternoon to sporadic rays, fluffy storm clouds, and crisp spring breezes.

print

Clackamas Community College

Wednesday, April 12, 1978

faces monetary committment

Proposal seeks advertising, FTE increase

department will come May 1 if the College Education approves a expenditure of approxi- \$5,000 for enrollment purposes. needs to be a central- and coordination of all management efforts office, and a College which will provide administrative support and resources necessary to success," according to College counseling and chairman of the re- committee enrollment management "because recruit- a bad connotation," ed. "It's out of the like you are trying to people here. Enrollment is informative-it's the programs we here's how the school assistance."

A committee review of potential student resources shows that with a properly staffed and funded enrollment program approximately 550 to 630 FTE (Full Time Equivalency) could be generated in the following areas:

- a stabilization of veteran enrollment and perhaps a slight increase would generate 30 FTE.
- concentrated programs of information and marketing for the high school student would produce 200 FTE.
- an effort directed towards the GED students would produce approximately 50 FTE.
- part-time GED and increased enrollment in basic skills would generate 150 additional FTE.
- increased emphasis at Job Skill Improvement course enrollment would generate 50 FTE.
- the marketing of external degree programs would generate 25 FTE.
- increased enrollment of women over the age of 25 would generate approximately 50 FTE.
- older students over the age of 62 years could generate 10 FTE.
- additional agency sponsored students would generate an additional 50 FTE.

FTE is a standard by which enrollment is measured for the purposes of receiving state funds. One student taking 15 hours for three consecutive terms or 45 credit hours per year equals one FTE for college transfer programs. In all other programs, 650 contact hours per year is

equivalent to one FTE. This FTE figure can also be made up of two half-time students, four quarter-time students or 15 one-hour students.

The expected income from projected FTE figures is used in estimating the College's budget each year.

Since an effective recruitment program needs to attract a cross section of potential students and Clark Community College's recruitment program has proven genuinely effective, a meeting was arranged between Clark representatives and College staff March 2. Representatives from Clark explained its recruitment program and discussed techniques which might be adopted or initiated at the College.

At this meeting, class scheduling, registration processes, disbursement of information and suggestions for making enrollment management work were discussed.

At present time the College is about a 1.5 service level per 100 population compared to Clark's 1.97 service level. Projecting a 1.9 service level on its population would mean a projected FTE of 4,188. Total FTE projection for 1978-79 is approximately 3,800.

"To reach this number will require about a 10 to 11 percent increase over the current year's estimate of 3,498 total FTE," Hames said. "Based on current enrollment information, it would appear that this institution will not reach even its projected FTE,

which is approximately 400 FTE below a 1.97 service level. Therefore, we must take immediate and positive steps to begin an aggressive marketing cam-

If the proposal passes at tonight's board meeting, budget monies will be used for a full-time enrollment manager and staff appointments, community (Continued on Page 2)

Instructor dies

Dan Leithoff, department chairman for electronics, died Monday, following a heart attack. Leithoff had been hospitalized since Sunday after suffering the attack.

Leithoff had been a part of the College since 1968 and was a driving force in getting new programs started in electronics, audio-video technology and industrial hydraulics.

He was recognized statewide as a leader in electronic technical instruction and helped develop one of the first individualized instructional curriculums for electronics in Oregon.

Before being hired here, he worked as an electronics engineering technician in industry and taught at Portland School District No. 1 and at Portland Community College.

Leithoff attended Oregon State University, State College of Washington, Gonzaga University in Spokane, Wash., Whitman College, the University of California and Portland Community College.

He resided at 240 Third Street in Lake Oswego and is survived by his wife, Gae, a son, Greg, and a grandchild.

Funeral arrangements have been tentatively scheduled for Thursday morning at The Chapel by the Lake in Lake Oswego. For specific information, please contact Bob Lehman, ext. 280.



Dan Leithoff
... Succumbs to heart failure

CLACKAMAS COMMUNITY COLLEGE ARCHIVES

