



# **Enrollment Management**

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# Enrollment Management

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- Enrollment Management is about:
  - Recruitment
  - Retention
  - Success
  - Analysis

# Recruitment

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## High School Outreach – Connect 4 Program

Class of 2016

**3,734** completed assessment either at the college or at their high schools

**2,069** completed New Student Orientation through Counseling

**1,682** registered for Fall classes

**82%** overall net enrollment = completed orientation/registered

# Access

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## Mountie Fast Track

Designed to assist first time students to Mt. SAC to understand the matriculation process to the college

**1,378** new students attended; **44** sessions held

### Evaluations:

- **94%** understand the importance of attending test information sessions
- **94%** would recommend new students to attend
- **88%** know the basic steps of applying for financial aid
- **82%** understand the “8 Easy Steps to Becoming a Mt. SAC Mountie”
- **81%** know the steps and tips in registering for classes

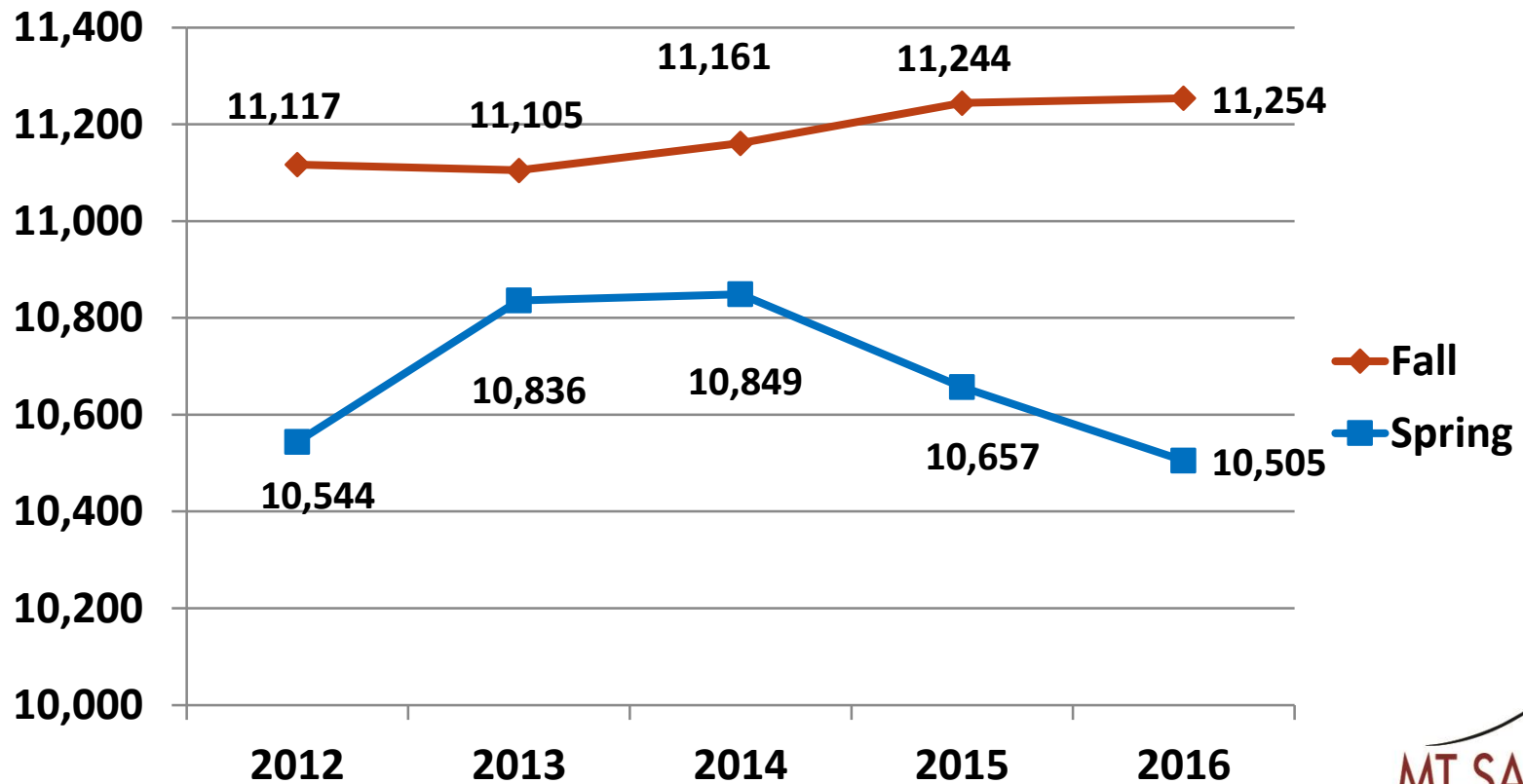
# Retention and Success

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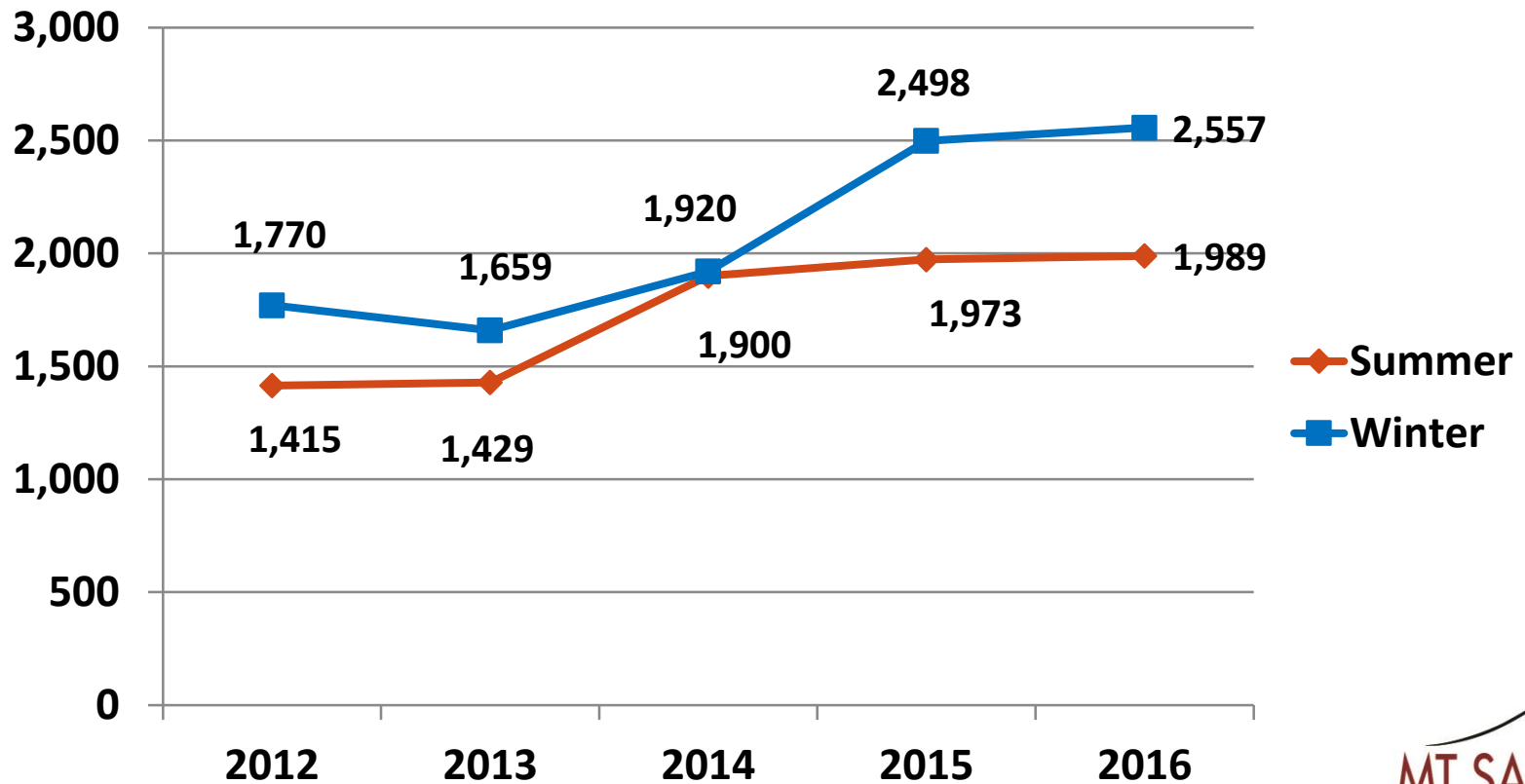
## Summer Bridge 2016

- 327 students
- 97.3% retention rate
- 90% average successful pass rate
- 90% basic skills English pass rate
- 75% basic skills Math pass rate

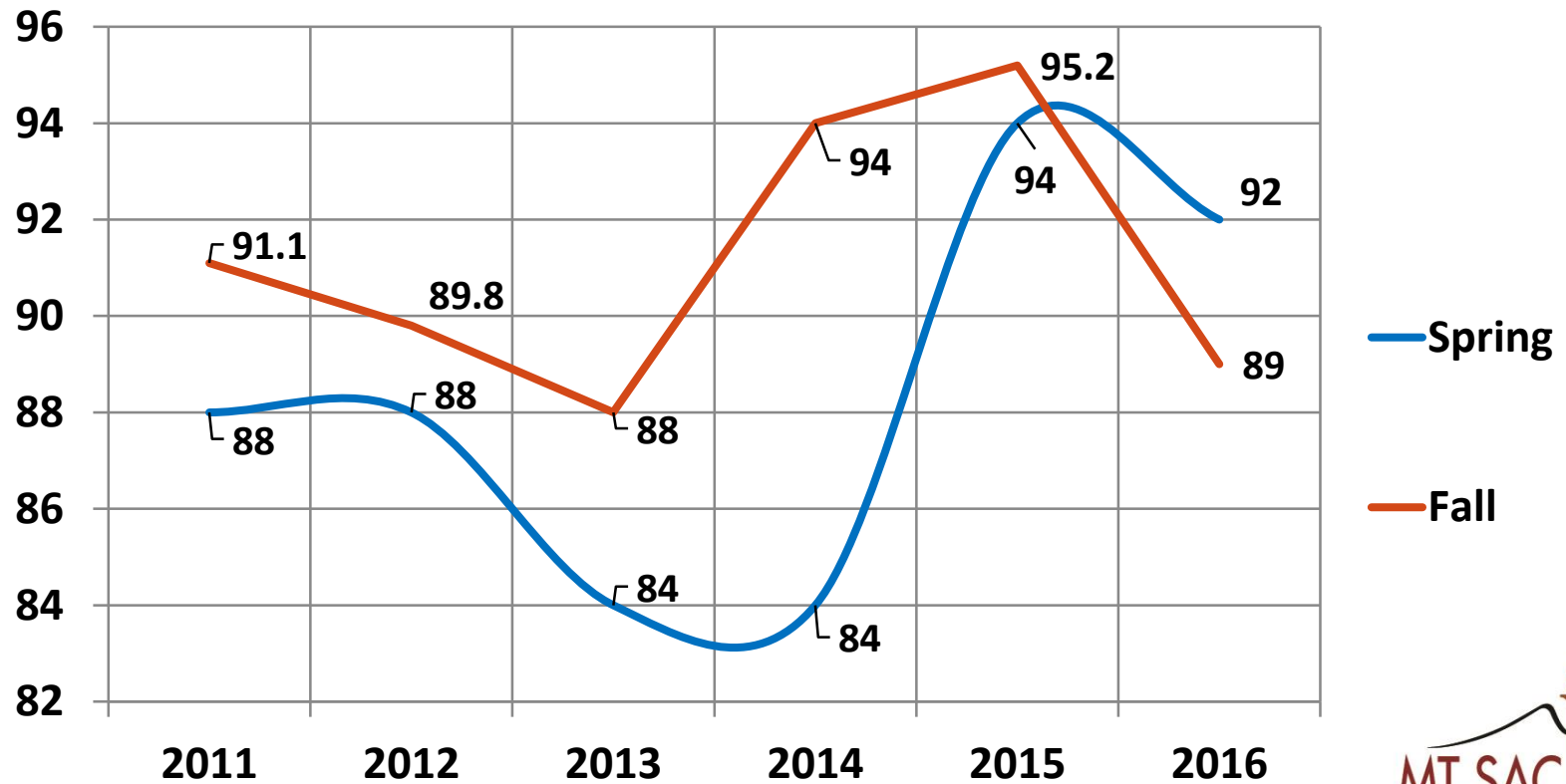
# FTES by Semester (Credit)



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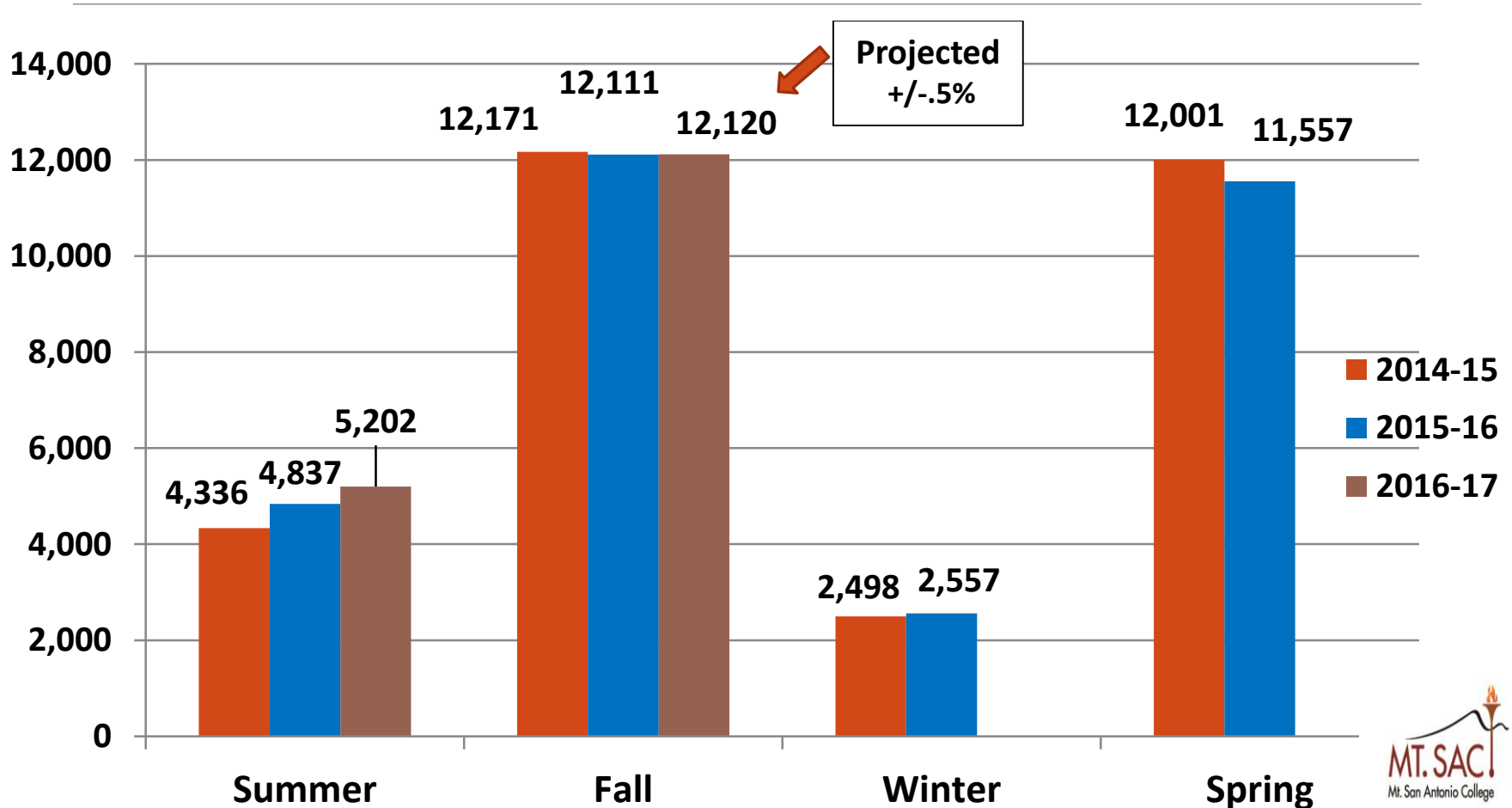


# Average Fill Rates by Primary Semesters

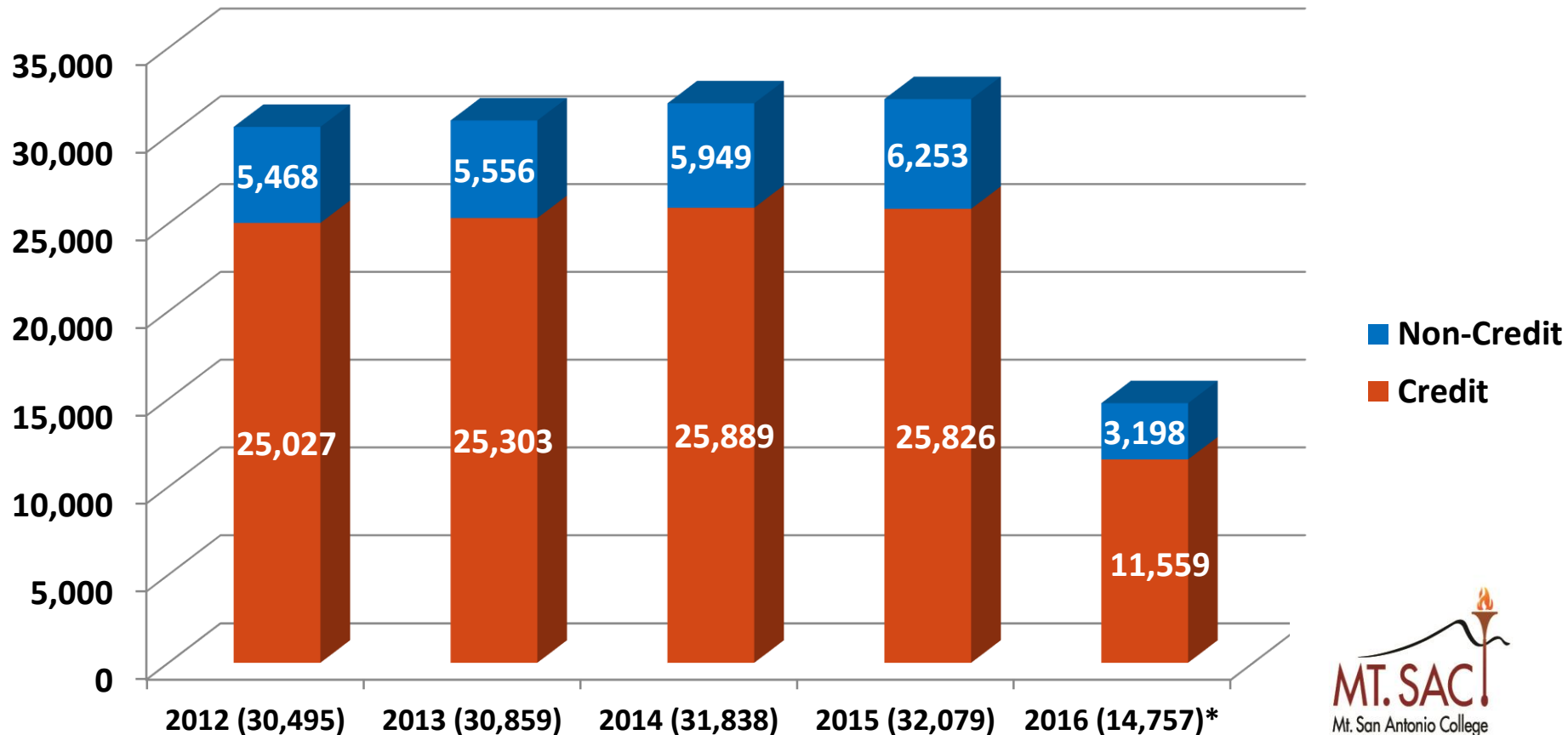




# Where are our FTES for this Academic Year 2016-2017?

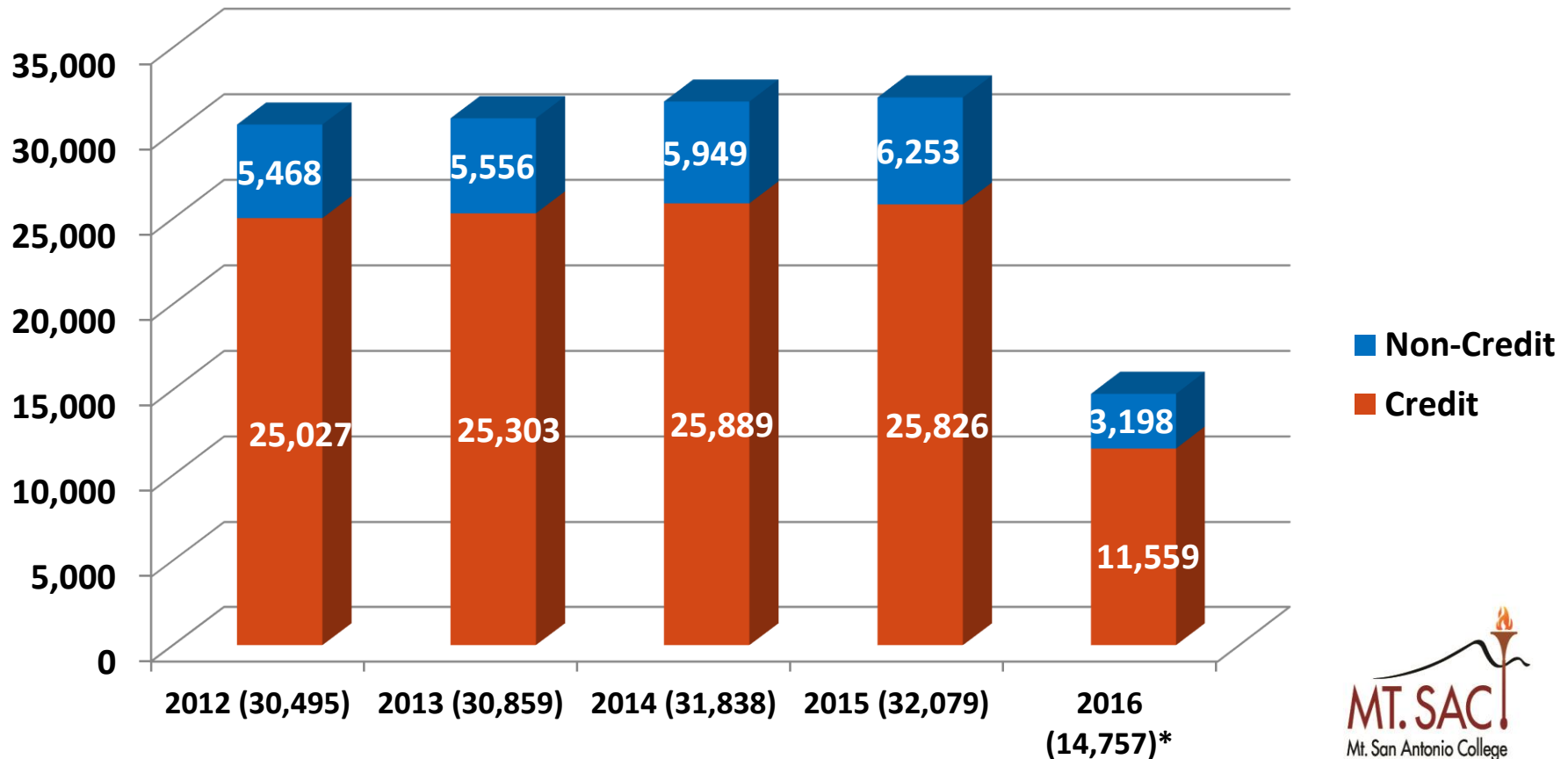


# Academic Year FTES Comparison



\*2016 Academic Year Total FTEs as of 09-12-2016

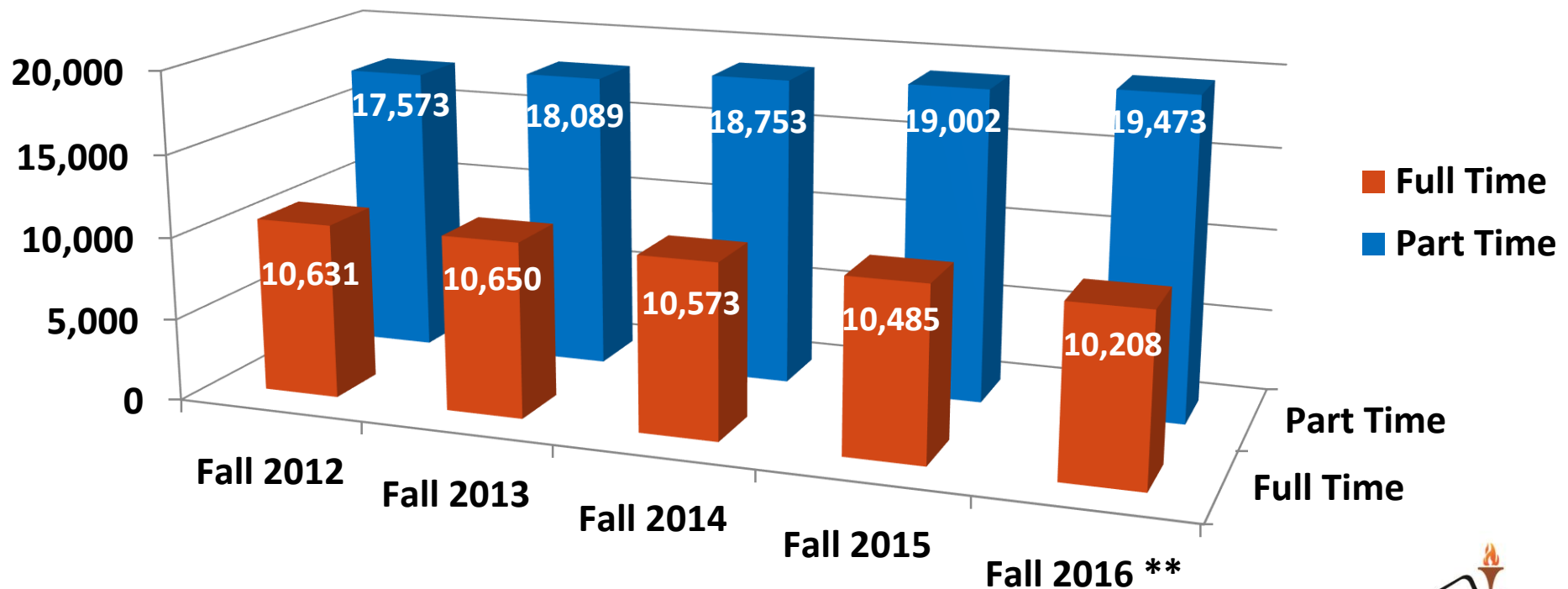
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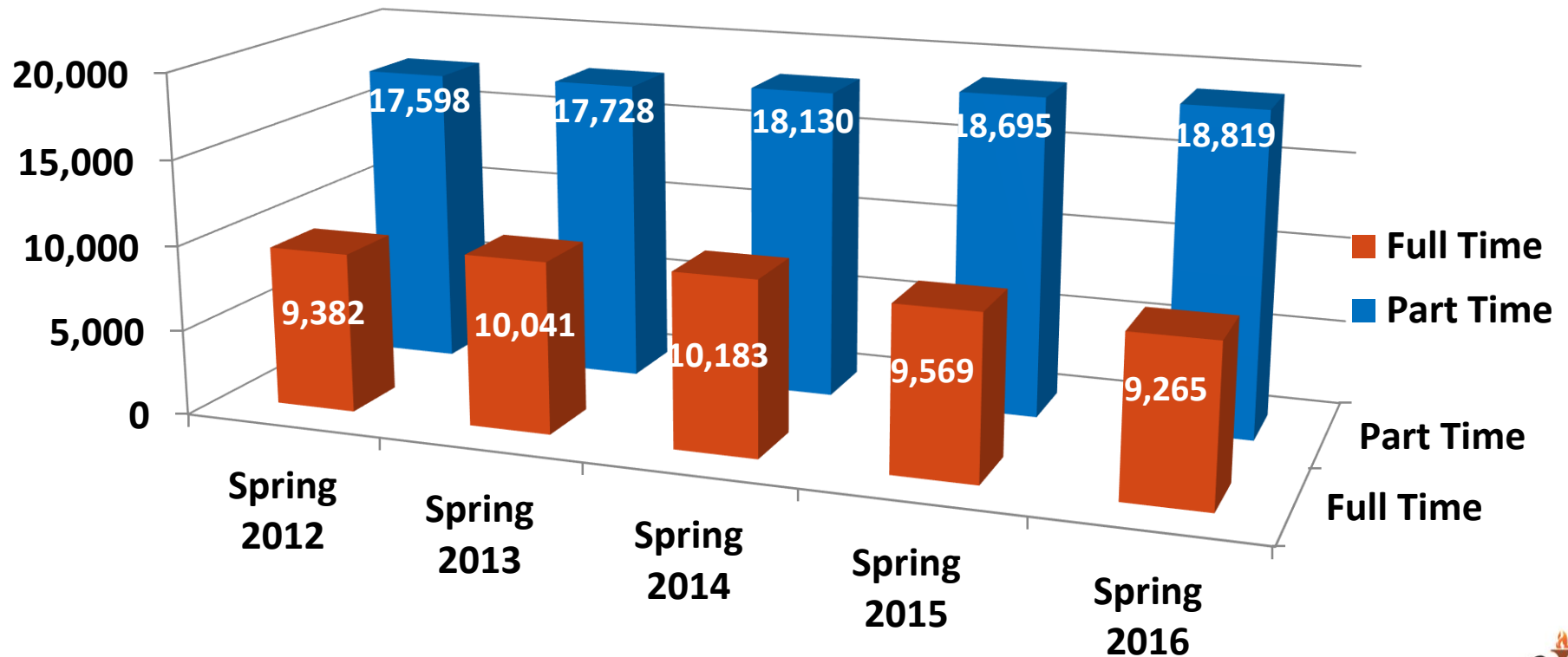


# Fall Full-Time To Part-Time Enrollment Comparison

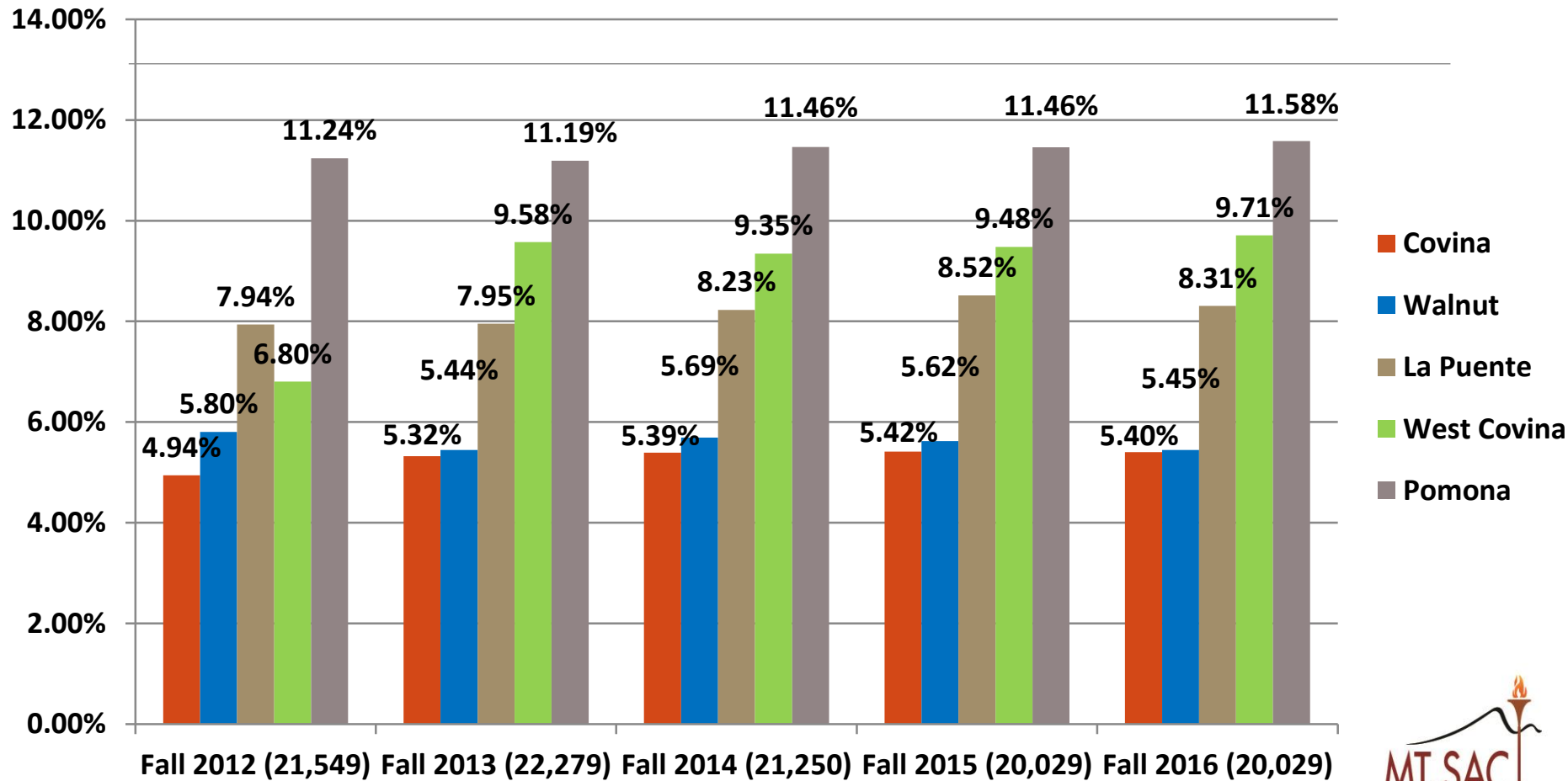


\*\* As of 09-12-2016

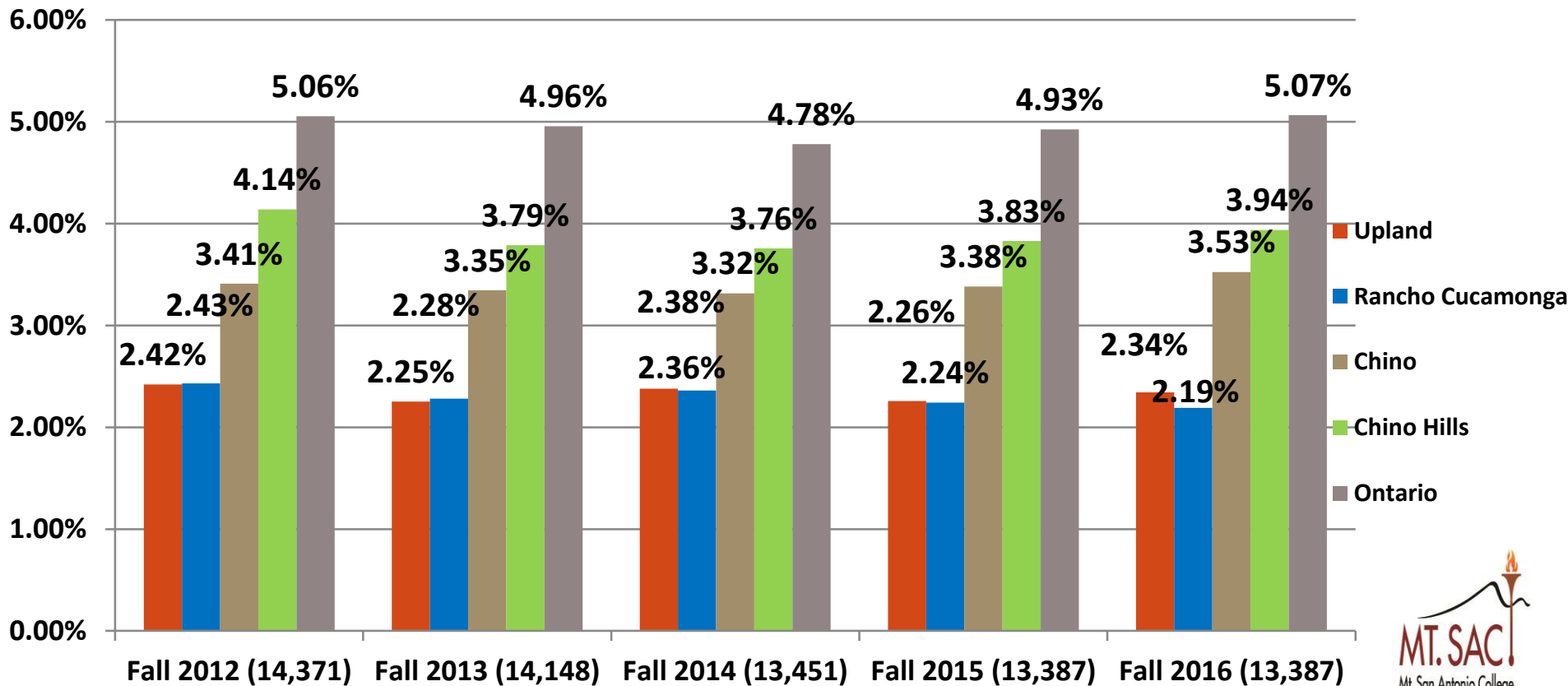
# Spring Full-Time To Part-Time Enrollment Comparison



# Fall Top 5 In-District Enrollment (percentage)



# Fall Top 5 Out-District Enrollment (Percentage)



# Advertising

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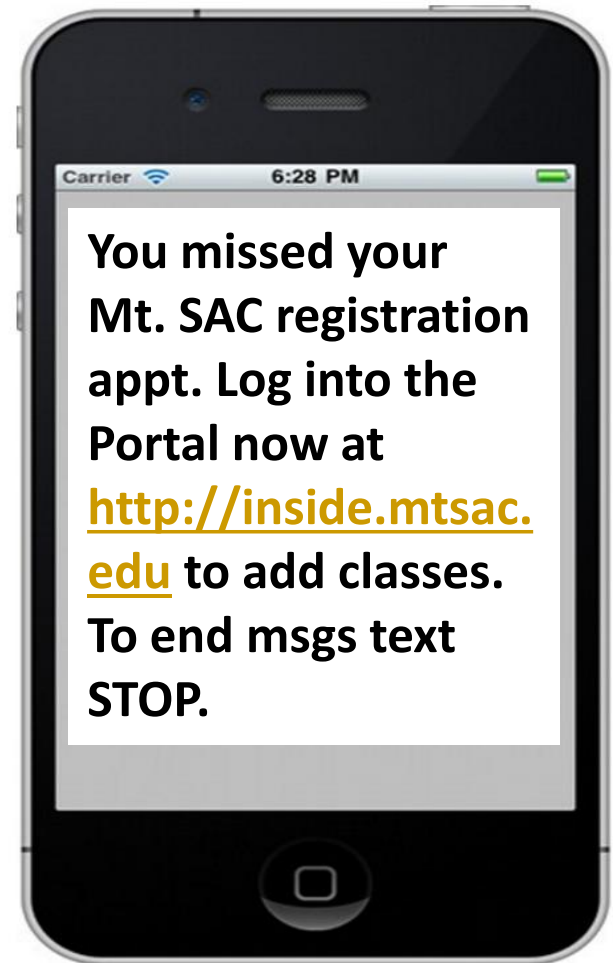
- Online search ads
- Online display ads
- Print ads in Mandarin and Spanish
- Radio ads
- Email ads
- Social Media
- Billboards
- Bus tails



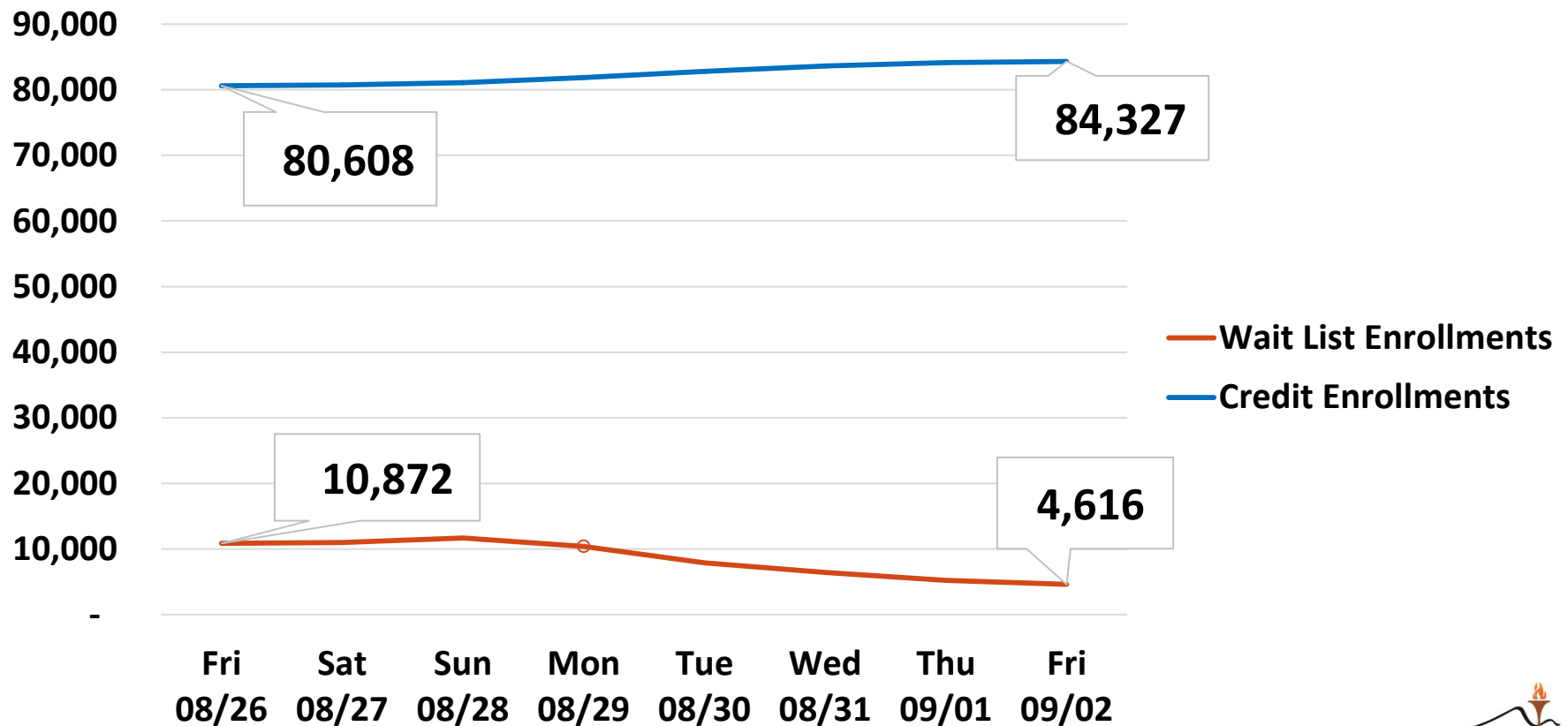
# New Fall 2016 : Text Messaging

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- Last year, IT and Marketing began automating targeted emails.
- This year, IT and Marketing partnered to launch text messaging with the Enrollment Team and Financial Aid.



# Impact: Waitlist Reduction and Enrollment Growth



# Text Messaging

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Goal	Message	Count*
Enrollment	Registration Appointments Available	23,280
Enrollment	You Missed Your Appointment	13,772
Financial Aid	Financial Aid Academic Progress Status	240
Enrollment	You Haven't Paid For Classes	2,084

# Funded Growth

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- Actual FTES for 2015-2016 = **31,467** (3.83 % growth)
- The funded growth cap for this (2016-2017) academic year is 2%
- For Mt.SAC **2% = 629** FTES

Thank YOU