

Enrollment Management

BOARD OF TRUSTEES MEETING FEBRUARY 26, 2018

FTES Trends

Year	2014-15	2015-16	2016-17	2017-18
Earned				
Summer	1,662	1,454	613	1,722
Fall	8,780	8,619	8,581	8,493
Winter	-	-	813	1,095
Spring	8,189	7,967	7,921	7,846*
Borrowed	532	1,446	-	486*
Reported FTES	19,163	19,486	17,928	19,642

^{*}Projected data

2016-19 Enrollment Management Objectives

Outreach Goal

Outreach and Communication strategies will be employed to increase the number of high school students completing core services and enrolling by 2%.

Students completing all core services increased 5% from Fall 2016 (65%) to Fall 2017 (70%)

 Strategy: Expand Dual Enrollment Pathways with in-district high schools and increase enrollment 10% in each of the next three years.

Fiscal Year	2015-16	2016-17	2017-18
Sections	34	43	59
FTES	82	110	165
FTES Growth	-	34%	50%

 Strategy: Design online offerings to increase access and options.

Online Enrollment			
	2015-16	2016-17	2017-18
FTES	1,104	1,321	1,729
Growth	-	19.7%	30.9%

• Strategy: Expand the South Bay Promise.

	2014-15	2015-16	2016-17	2017-18
CVUHSD	12	16	40	29
IUSD		8	21	8
TUSD				35
Total	12	24	61	72
Growth	-	100%	154%	18%

• **Strategy:** Implement Winter Intersession in January 2017.

	Winter Intersession			
Term	2008	2017	2018	
Sections	200	224	328	
FTES	800	813	1095	

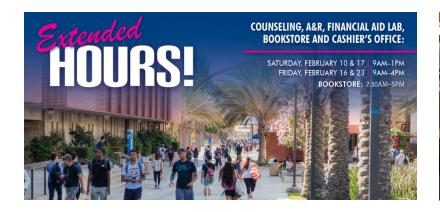
Waitlisted Sections with the Most Students

- A survey identified the need:
 - History 101
 - Math 150
 - English 1C
- Sections added to meet demand.

Registration Efforts

Added In-person, Weekend Registration Days, and Counseling and Admissions Options

- February 3: Event filled with 125 RSVPs and 76 attendees.
- February 8: 200 RSVPs and 84 attendees.





Registration Efforts (cont'd)

- Personal phone calls, texts and emails to:
 - Students who completed core services, but hadn't enrolled.
 - Students who had enrolled in 6+ units in fall, but hadn't enrolled in spring.
- Increased phone banking to:
 - Financially and academically eligible EOPS, CalWORKS, and Guardian Scholars students who applied, but were not enrolled in 12 units.
 - Direct students to a Program Orientation when they enroll in 12 units.
- Possible "Drop for Non-Payment" Students
 - Students affected was reduced from 1,100 in spring 2017 to less than 600 in spring 2018.

Marketing and Communications

Campaigns/Messages

 Winter Registration Open, Spring Registration Open, Concurrent/Dual Enrollment, "It's Not Too Late to Register," "Hundreds of Classes Available," DACA Application deadline, and key events.

Channels

- Paid Social Media Ads Facebook, Instagram, Twitter
- Paid digital display, user behavior, print ads
- Direct mail, bus wraps, movie screen/online ads, radio spots
- Organic ECC social media posts and tweets
- Text messages and emails
- Website homepage banner messaging

Marketing and Communications Reach

ECCCD residents + 10-mile radius

- Prospective Students high school juniors & seniors (+parents)
- Current Students 18-34 year-olds
- Working Adults 35+ year-olds







El Camino College
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Questions?