



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%)

Access Strategies

- **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% |

Access Strategies

- **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% |

Access Strategies

- **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% |

Access Strategies

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

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

Enrollment Management Activities

Waitlisted Sections with the Most Students

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

Enrollment Management Activities

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.



Enrollment Management Activities

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.

Enrollment Management Activities

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

Enrollment Management Activities

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



Questions?
