

Enrollment Management

Presented by:

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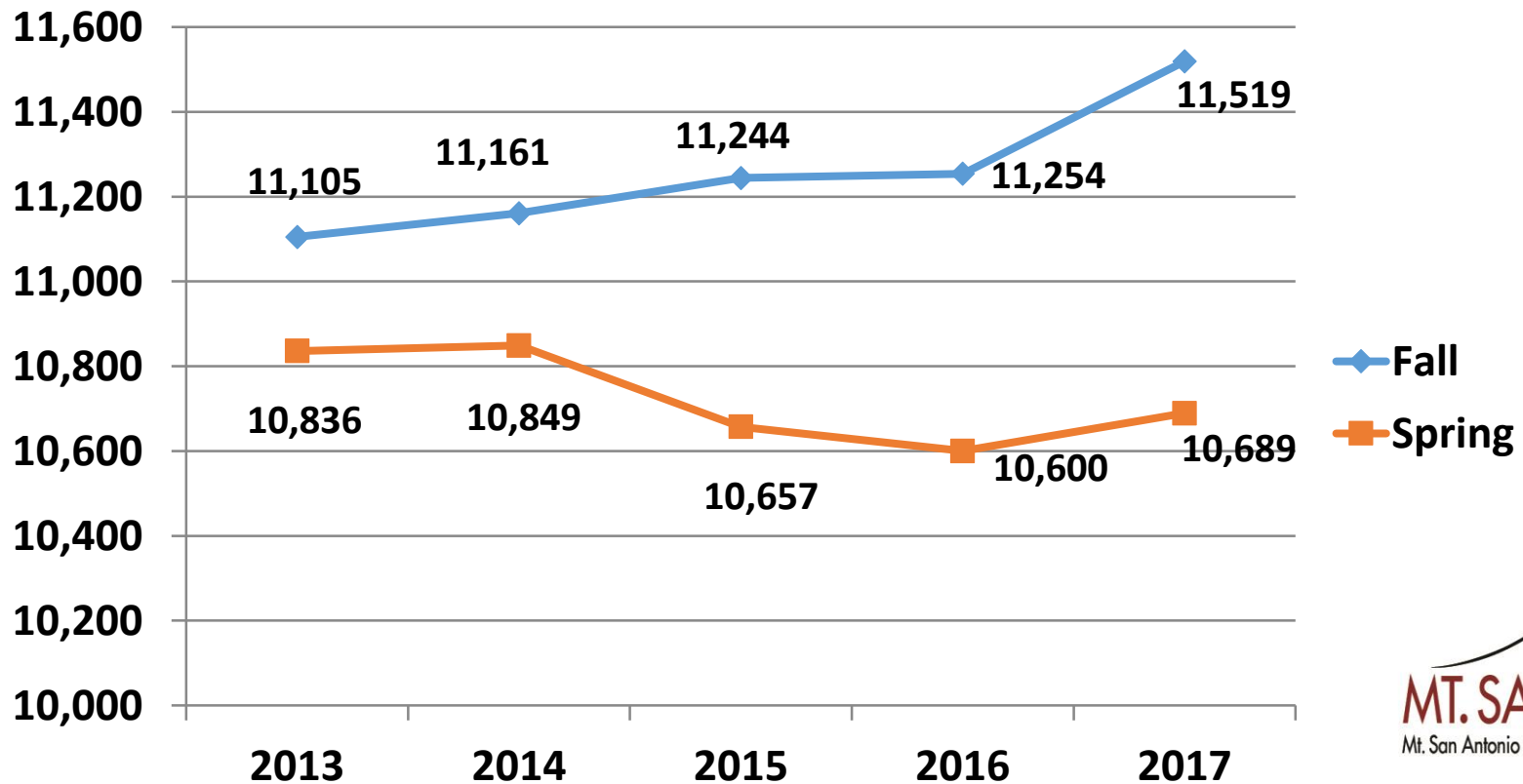
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Dr. Joumana McGowan-Associate Vice President, Instruction

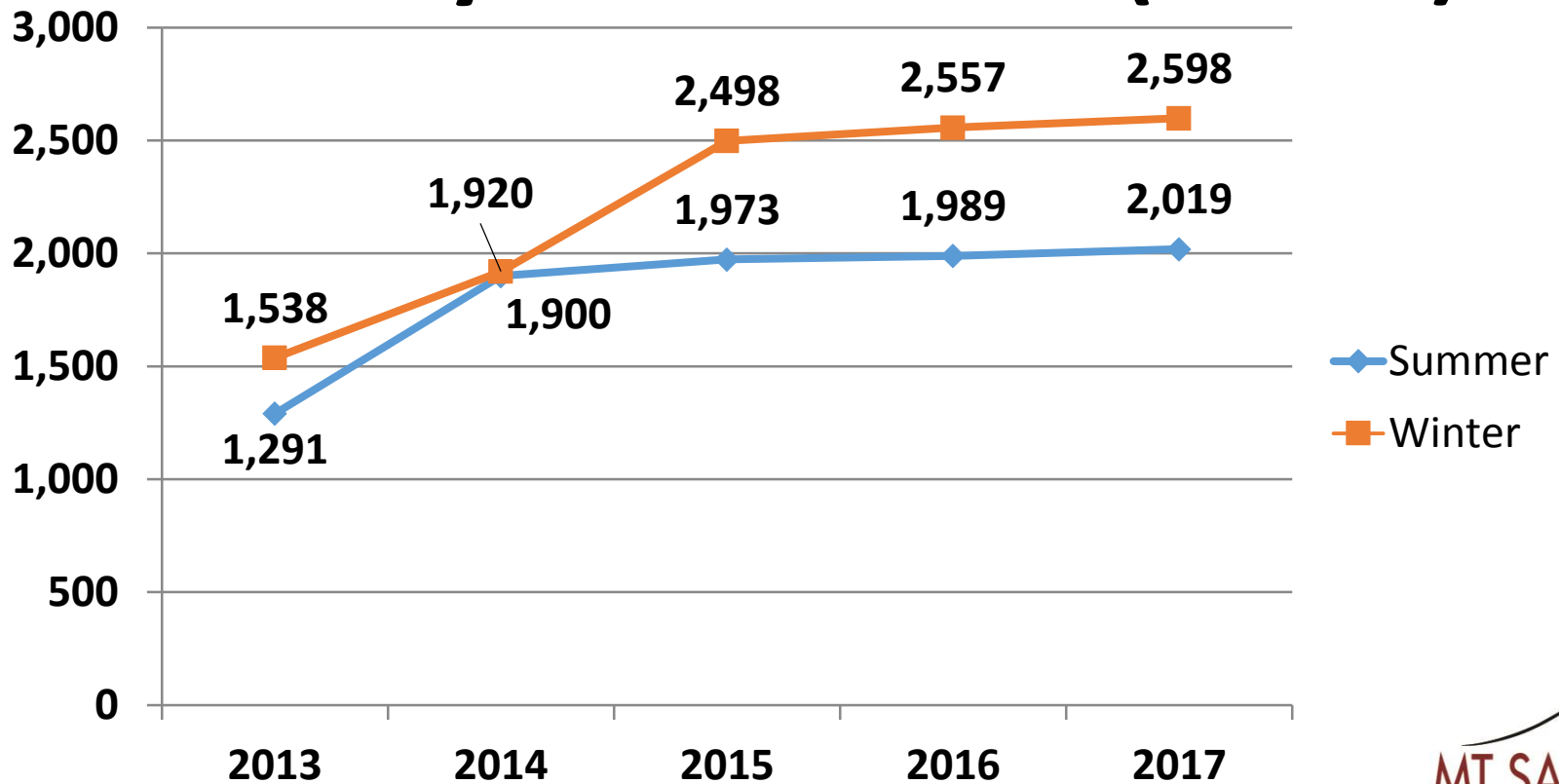
Enrollment Management

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

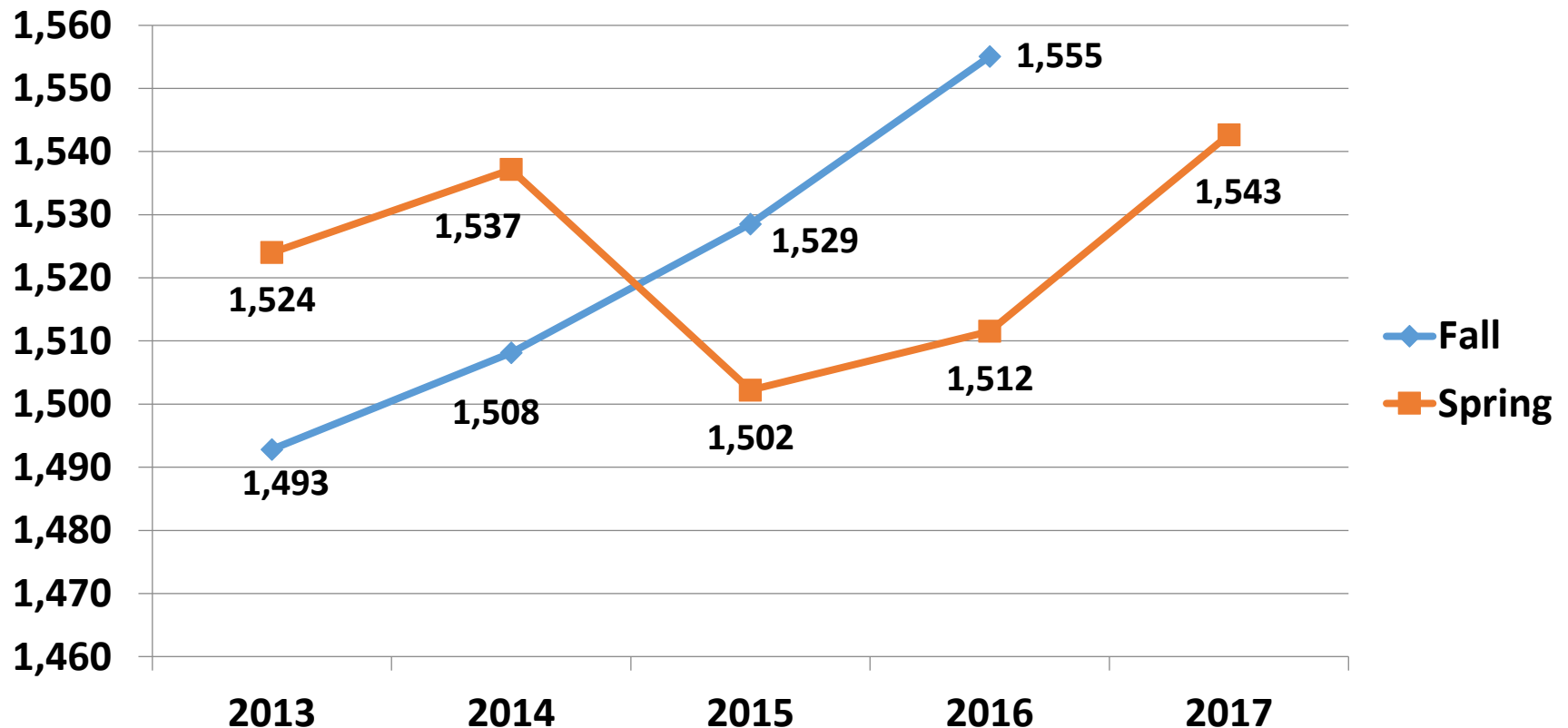
FTES By Semester (credit)



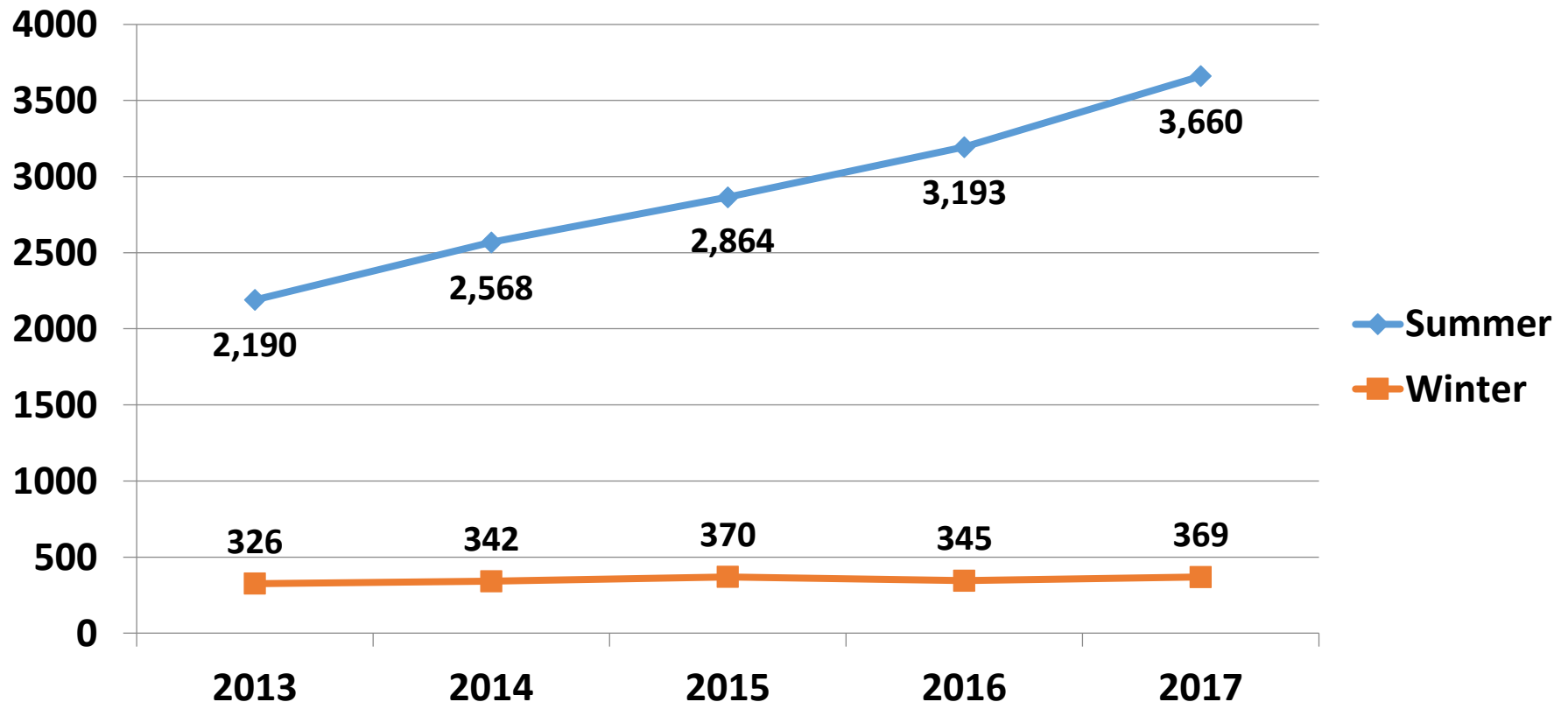
FTES By Interession (credit)



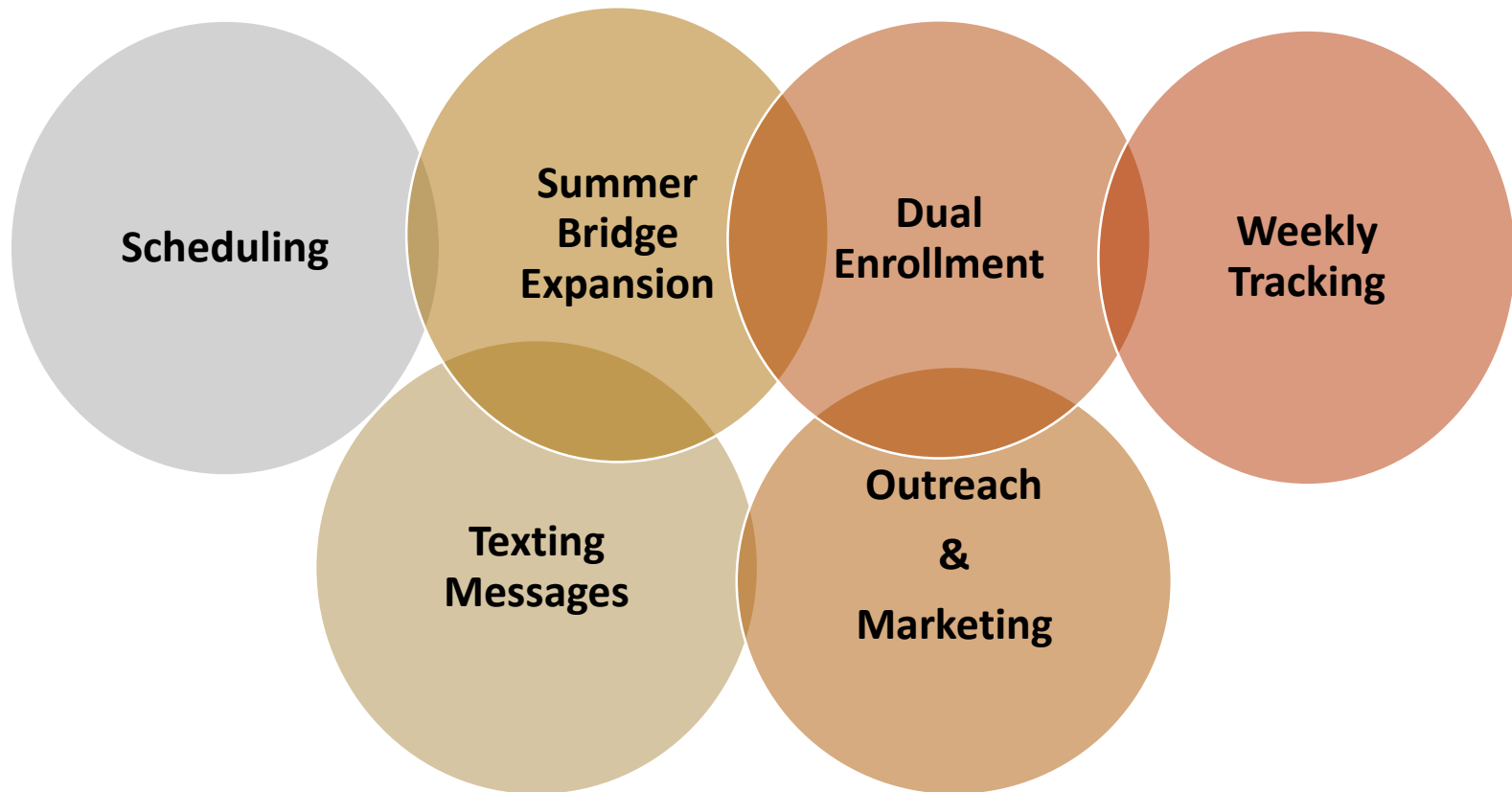
FTES By Semester for SCE (non-credit)



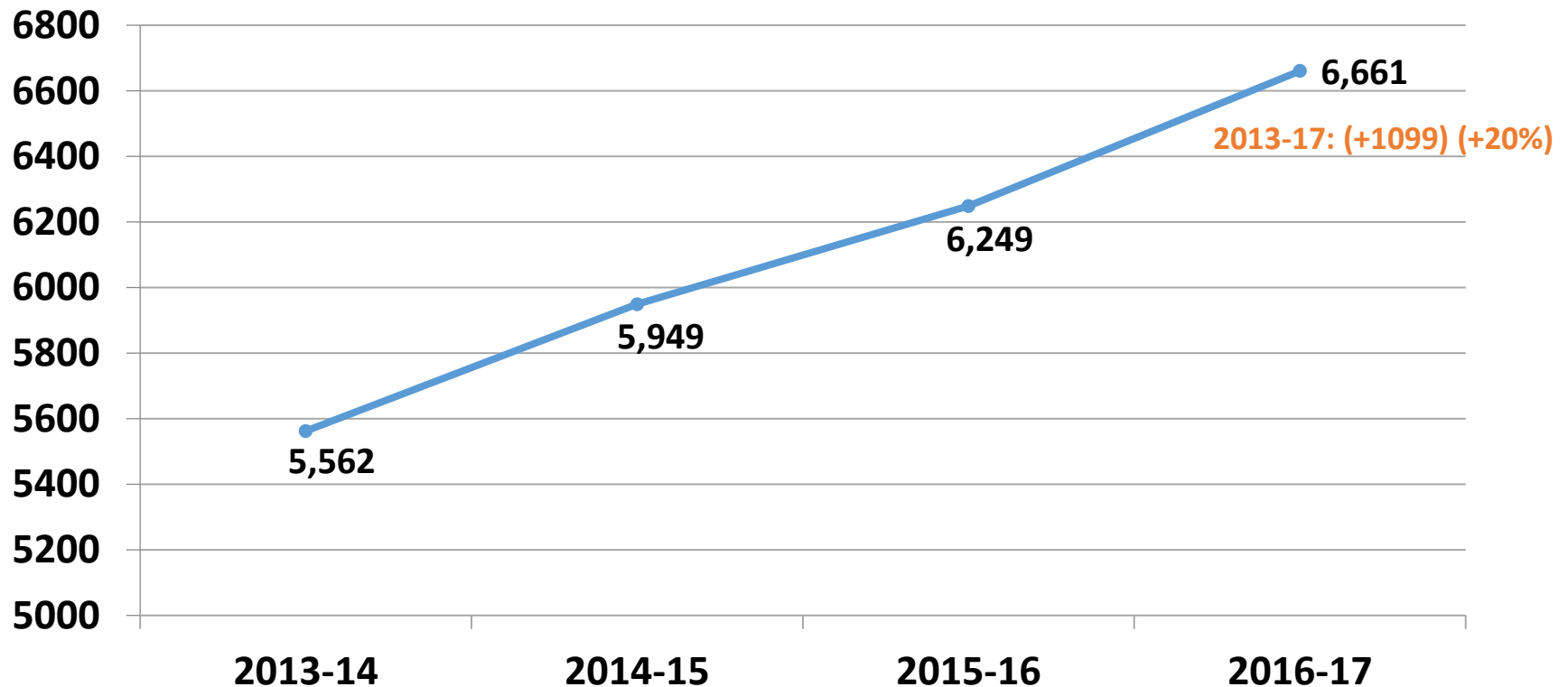
FTES By Intersession for SCE (non-credit)



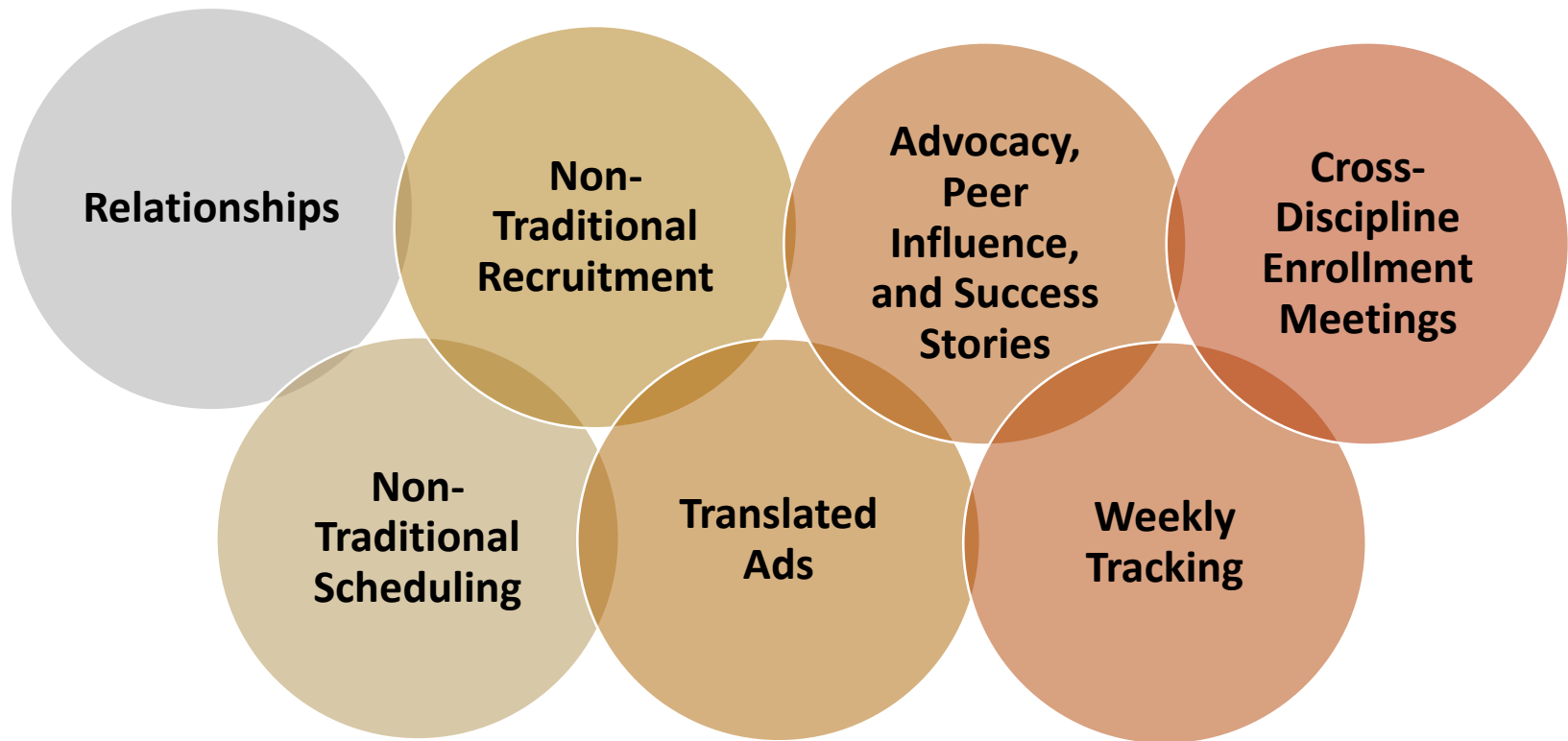
Credit Growth & Retention Strategies



School of Continuing Education Overall Growth 2013-2017



SCE Growth and Retention Strategies



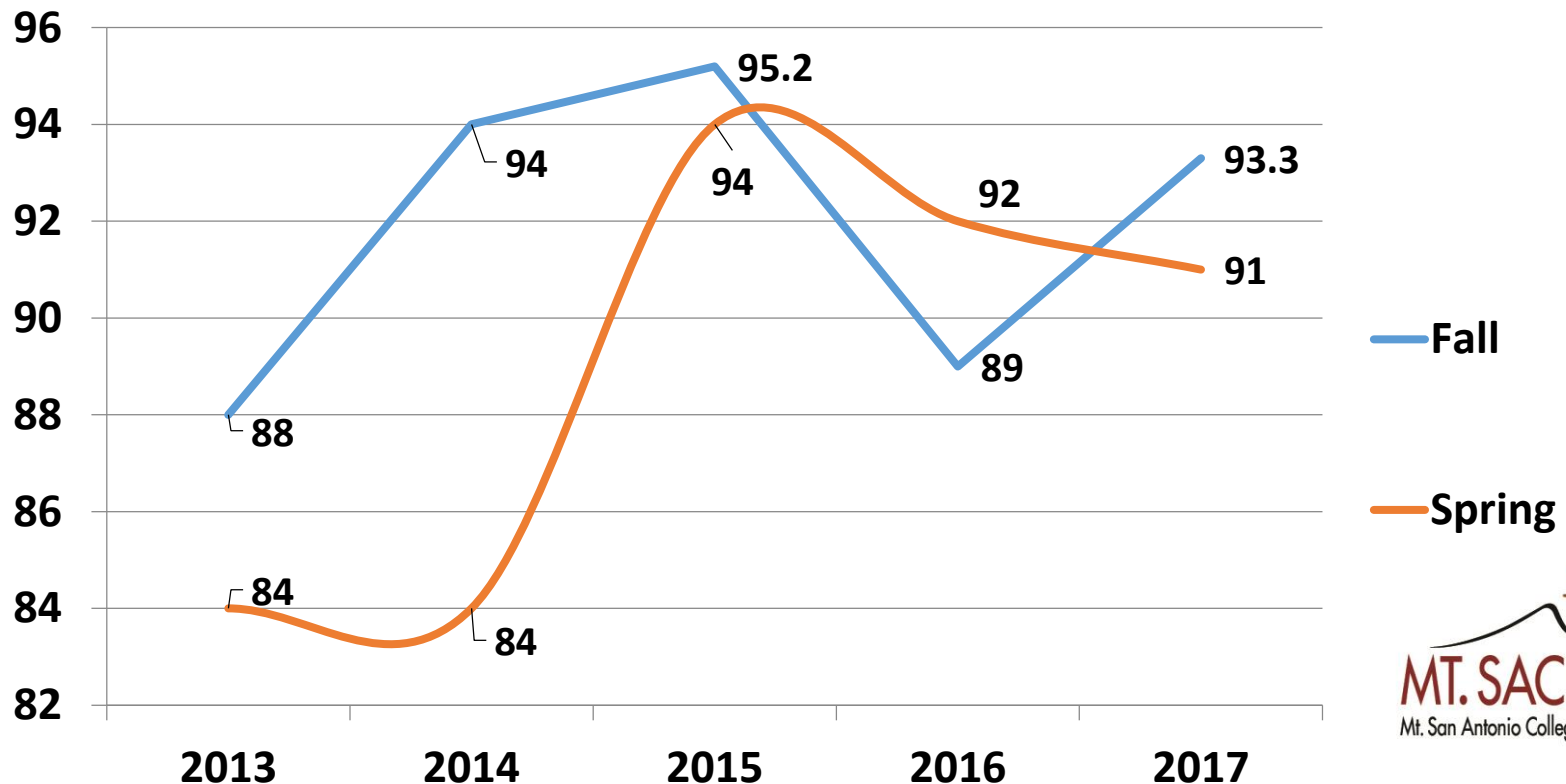
What's new for SCE in 2017-18

Summer 2017 Growth was BIG!

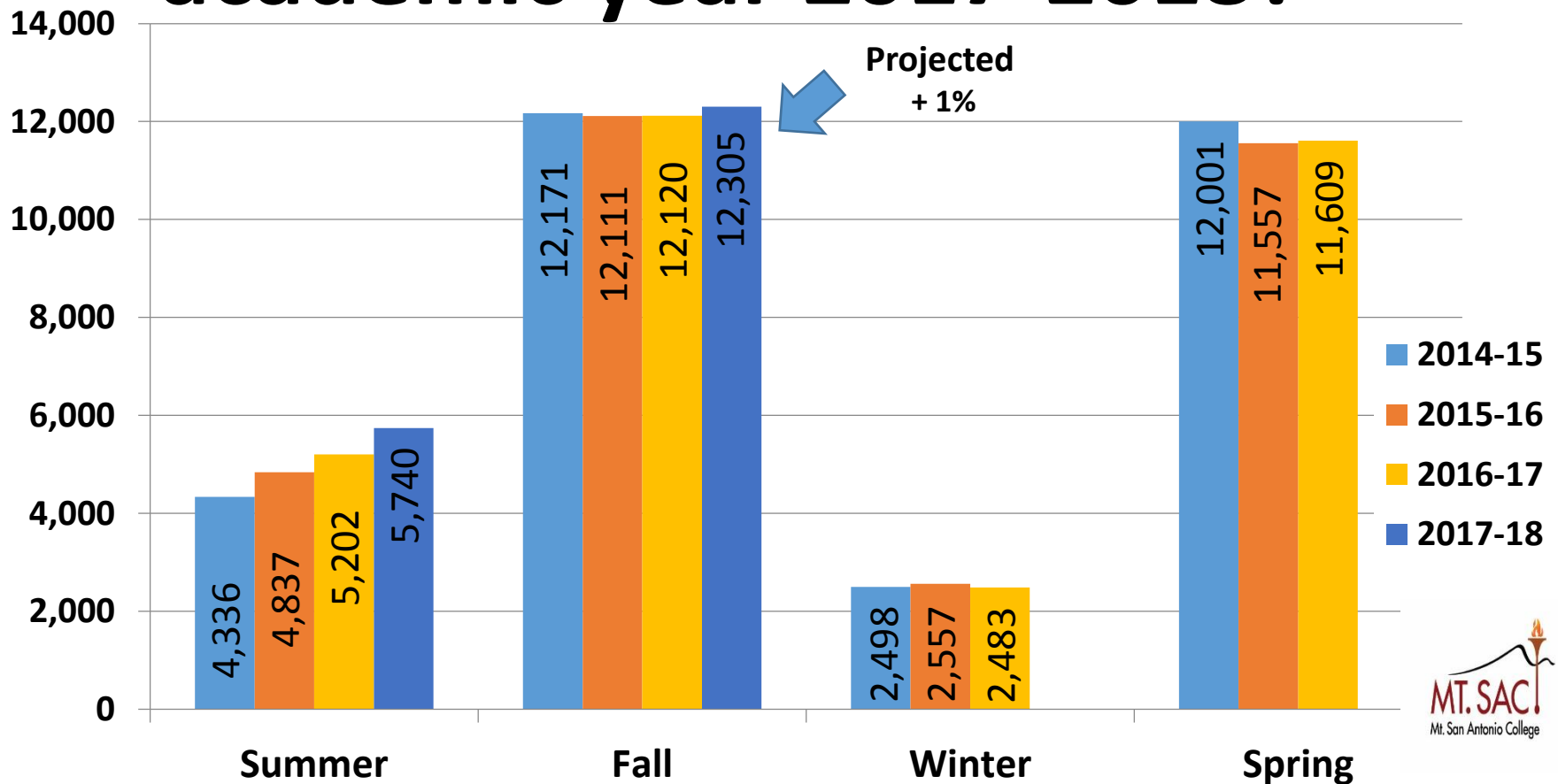
**Partnerships and Community Responsiveness =
Access and Growth**

- PUSD for ESL, HS, and STV classes
- LA County Workforce Development and Community Services – STV
- Diamond Bar Community Center – EOA

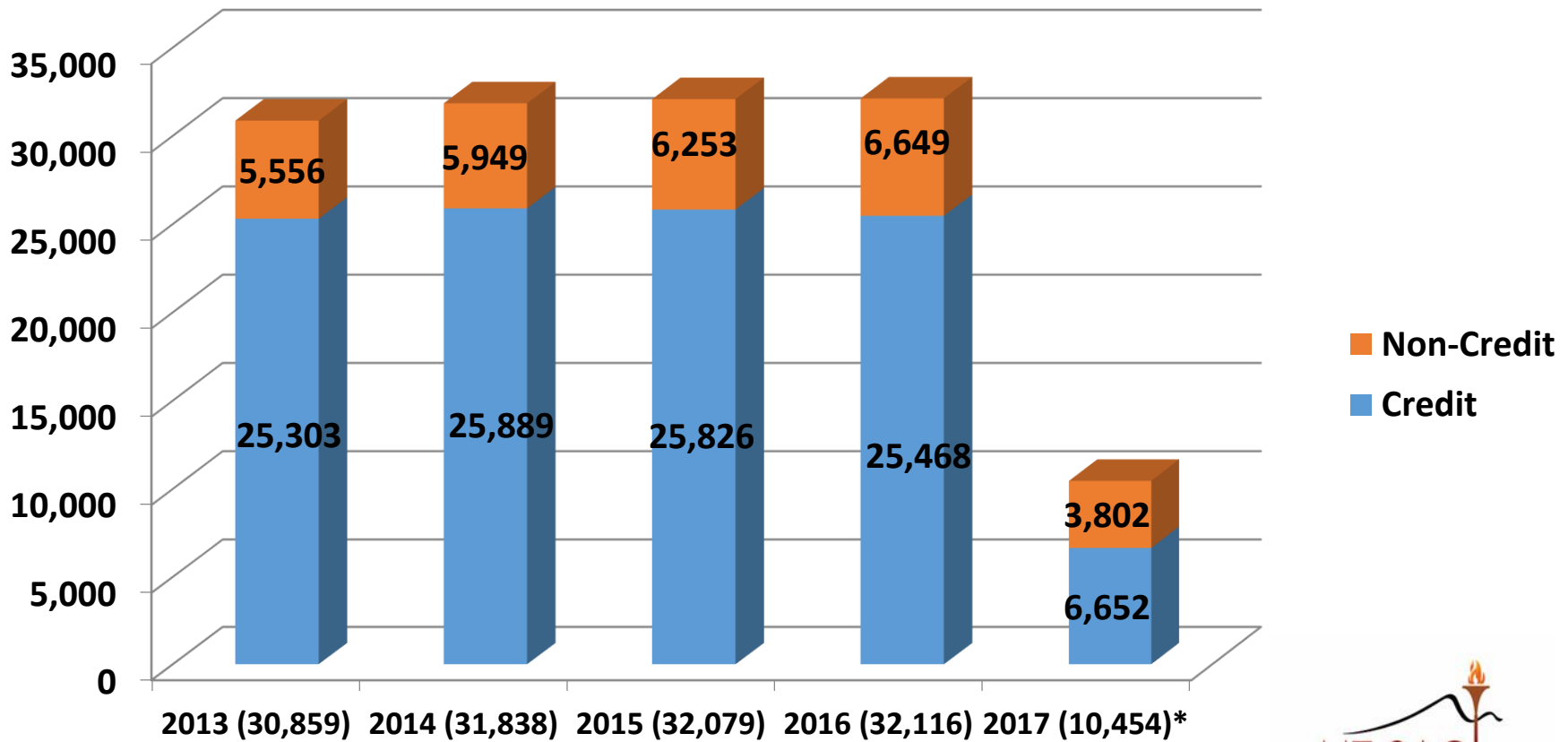
Average Fill Rates by Primary Semesters



Where are our FTES for this academic year 2017-2018?

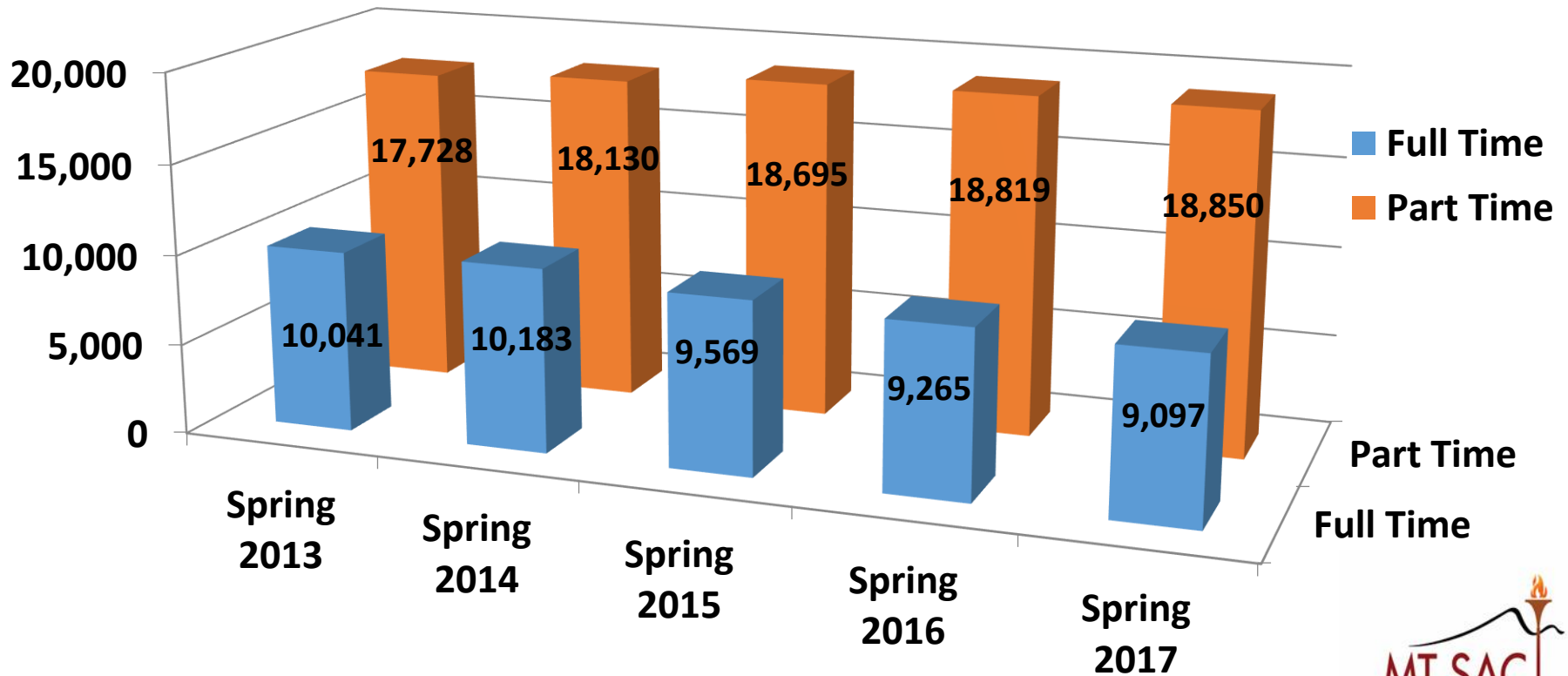


Academic year FTES Comparison

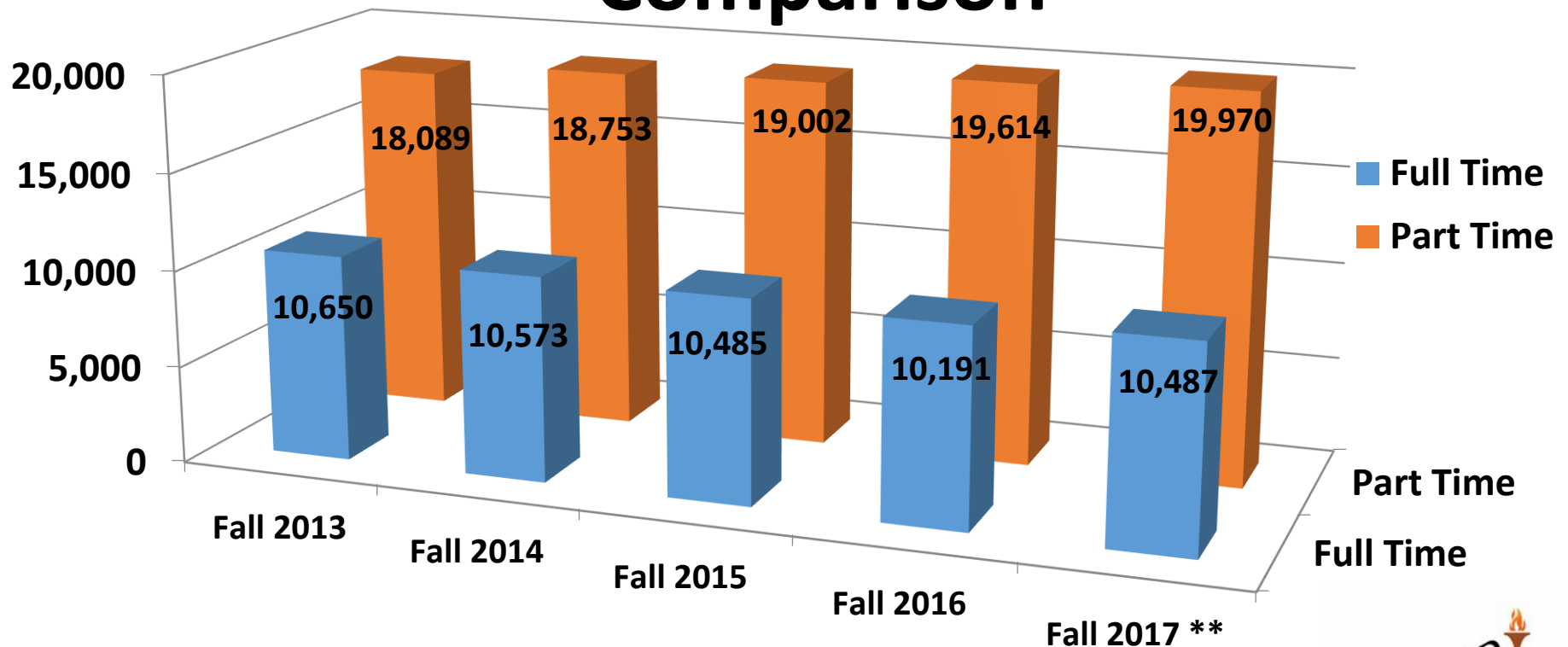


*2017 Academic Year Total FTES as of 09-11-2017

Spring Full-Time To Part-Time Enrollment Comparison

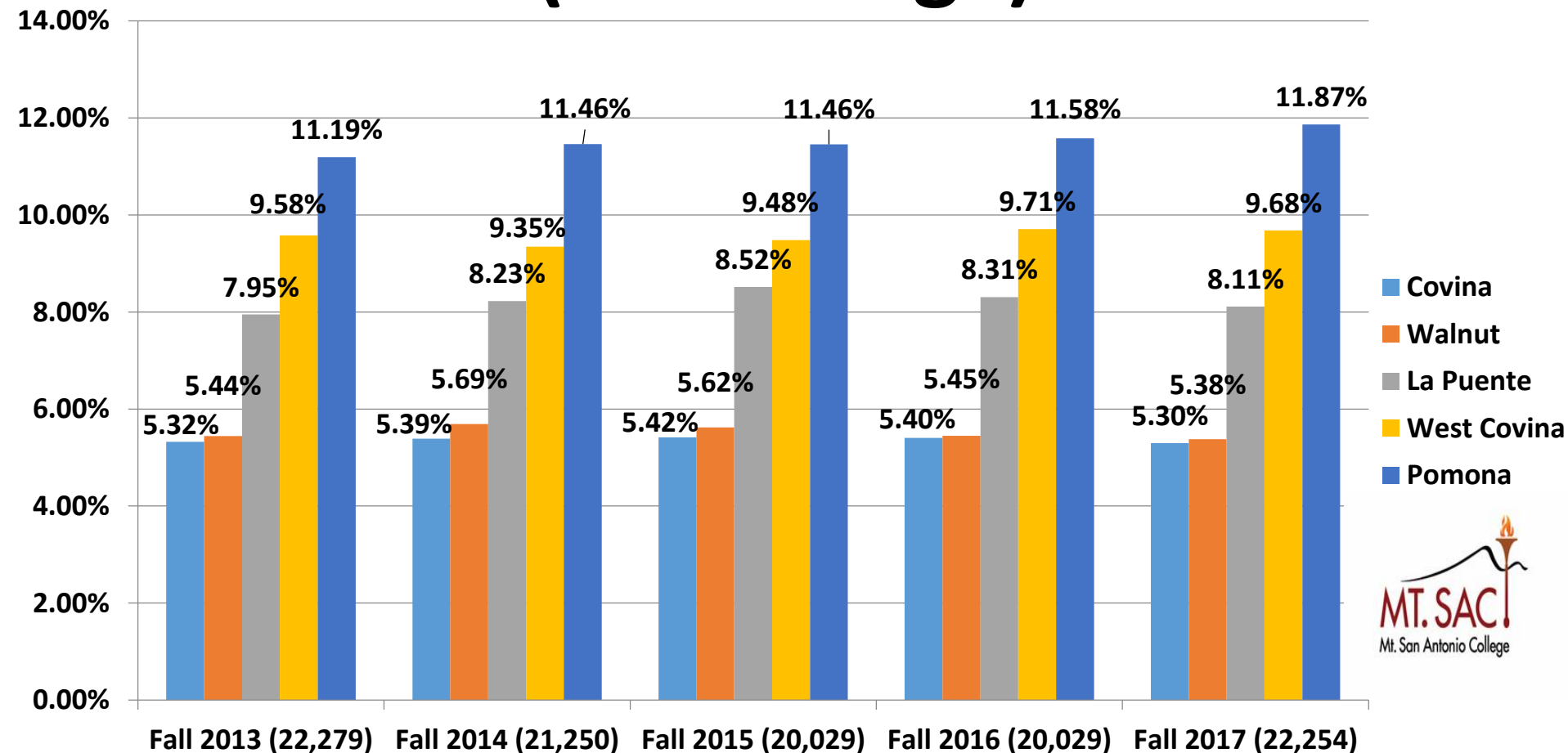


Fall Full-Time To Part-Time Enrollment Comparison

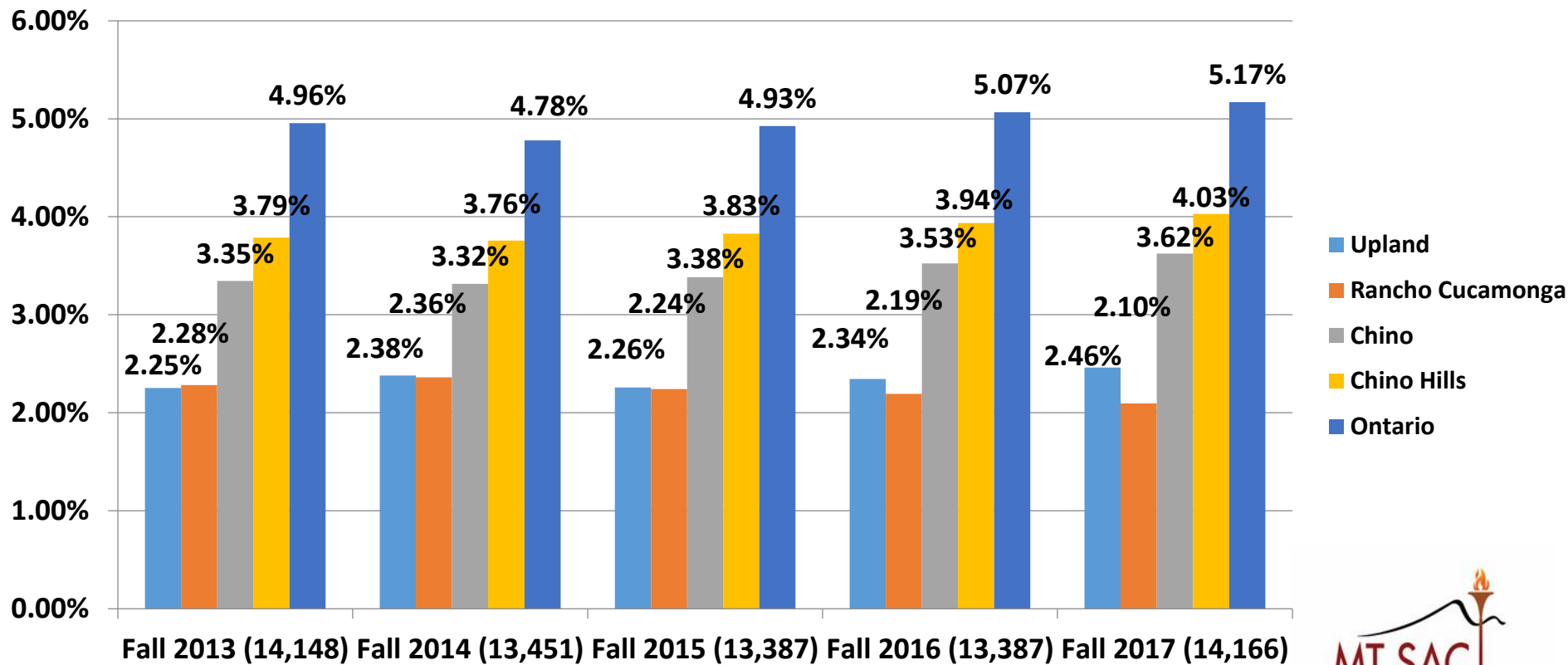


**** As of 09-05-2017**

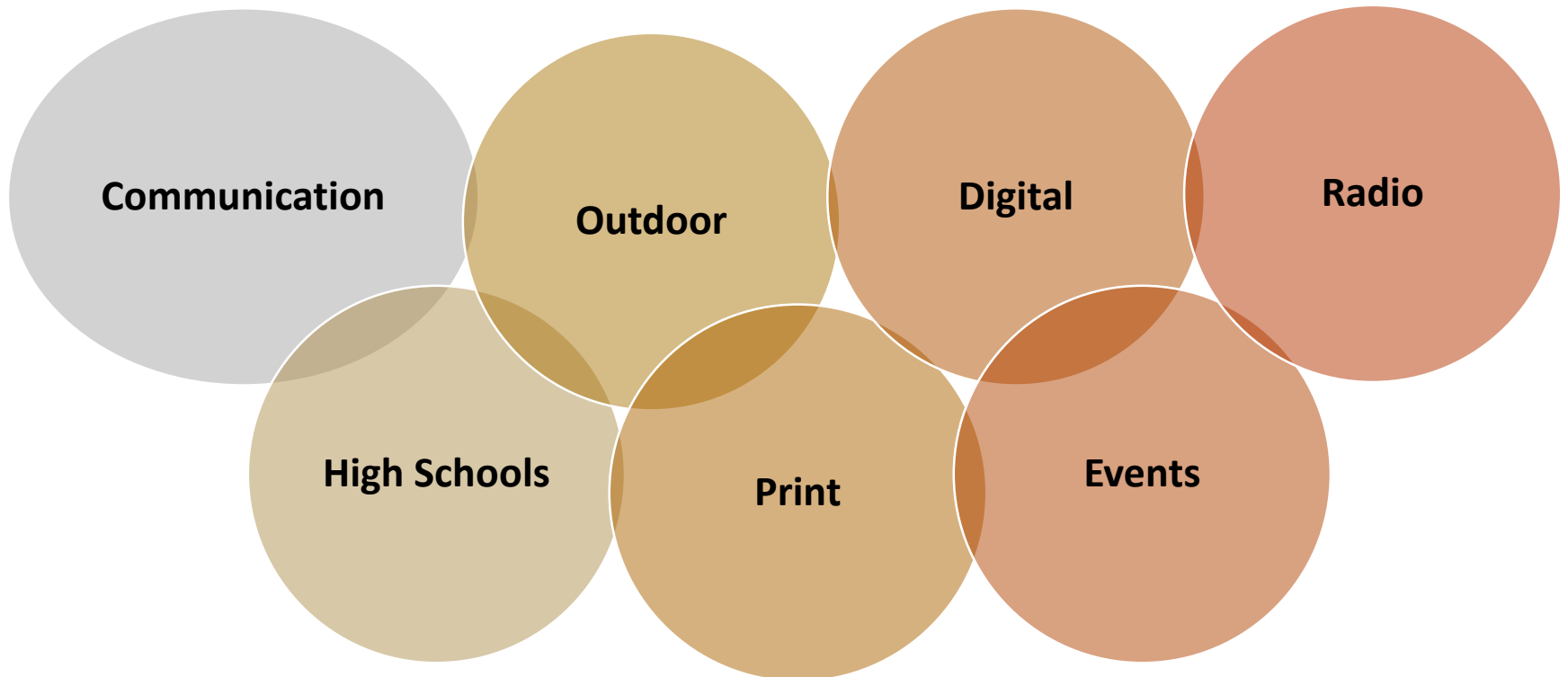
Fall Top 5 In-District Enrollment (Percentage)



Fall Top 5 Out-District Enrollment (Percentage)



Marketing Overview



Online Results

Google Ads

- Clicks 44,209
- Impressions 1,139,780
- CTR 4.51%
- Ave. CPC \$0.90

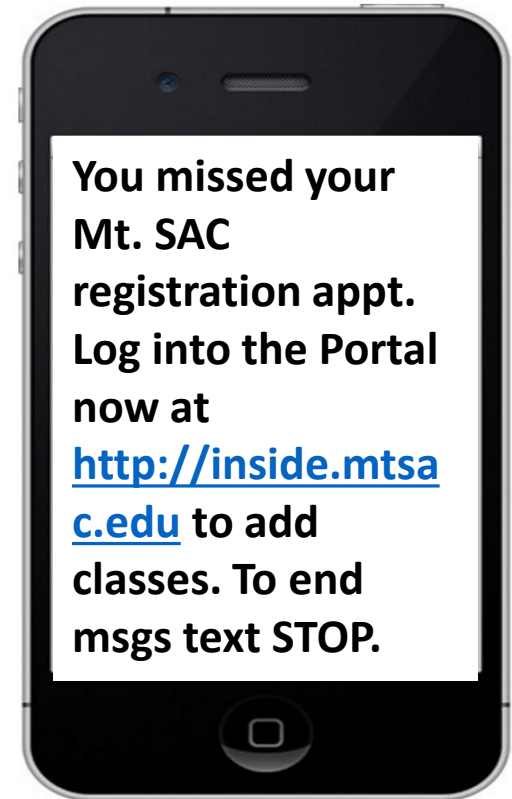
Display Ads

- Clicks 161,845
- Impressions 1,412,717
- CTR 2.46%
- Ave. CPC \$0.23

**Based on ads in the last year*

Communication

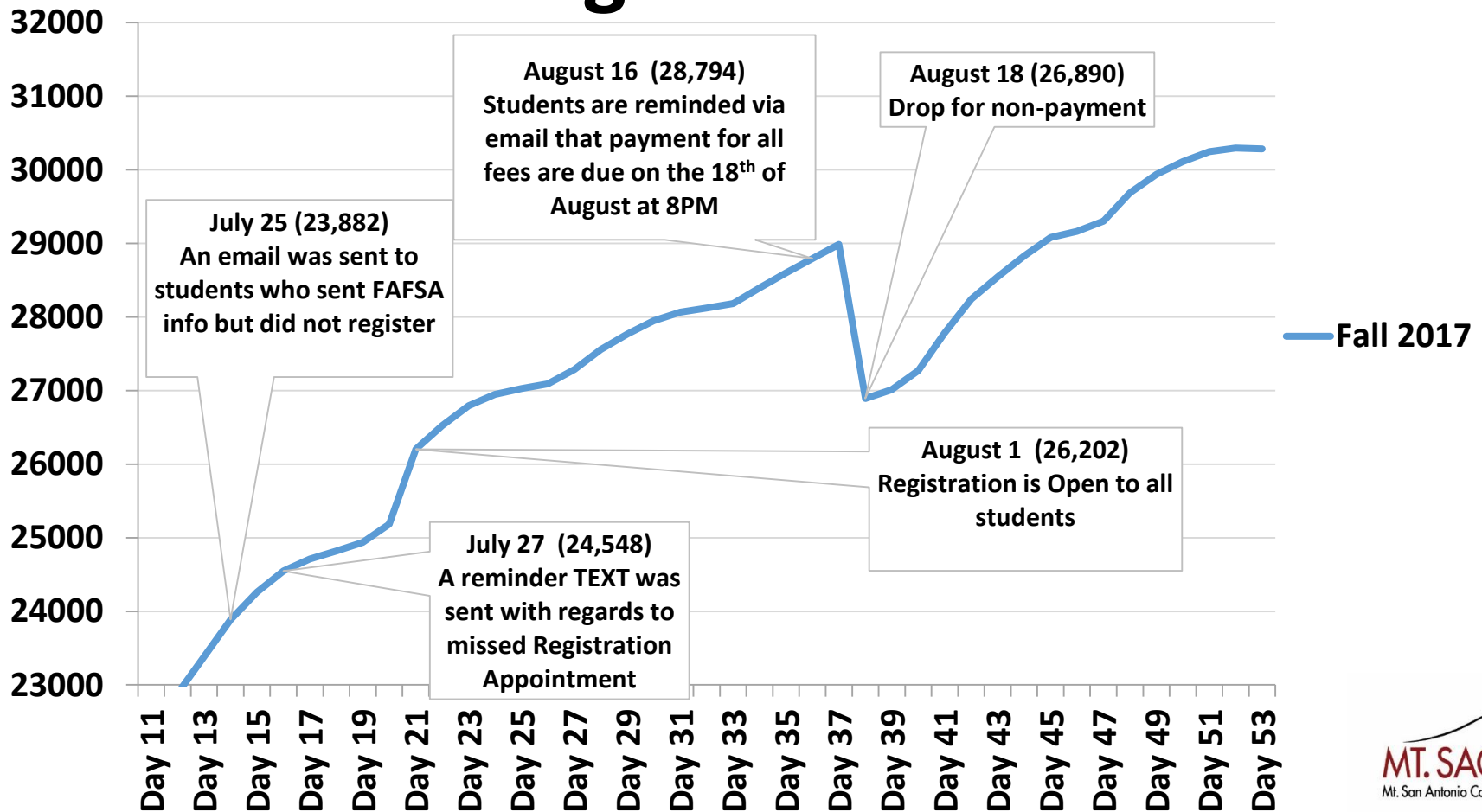
- IT and Marketing have partnered to automate emails and send text message reminders.
 - Up to 34,506 texts have been sent to students reminding them about registration deadlines, financial aid, due fees and more.
- This year, IT and Marketing reached out to new lists of students who sent FAFSA information but didn't register
 - 20,551 emails sent on 7/25/17
 - 7,467 opened the email
 - 3,187 (15.5%) registered by the first week of school



Communication to Waitlisted Students

- Students are receiving the following when space becomes available and they are invited to register:
 - Automated Email, Portal and Text Notification (Once)
 - Automated Email Reminder (Everyday)
- Fall 2017 Waitlist Activity (as of Sept 7)
 - 13,235 Total Occupied Waitlist Seats
 - 10,305 Registration Invitation Notifications
 - 7,177 Successful Registrations
 - 54.2% Moved from Waitlist to Actual Enrollment

Increased Communication on Registration



Funded Growth

- Actual FTES for 2016-2017 = **30,944**
- The funded growth cap for this (2017-2018) academic year is 1%
- For Mt.SAC **1% = 309 FTES**

Thank YOU