

# *Enrollment Management*

Presented by:

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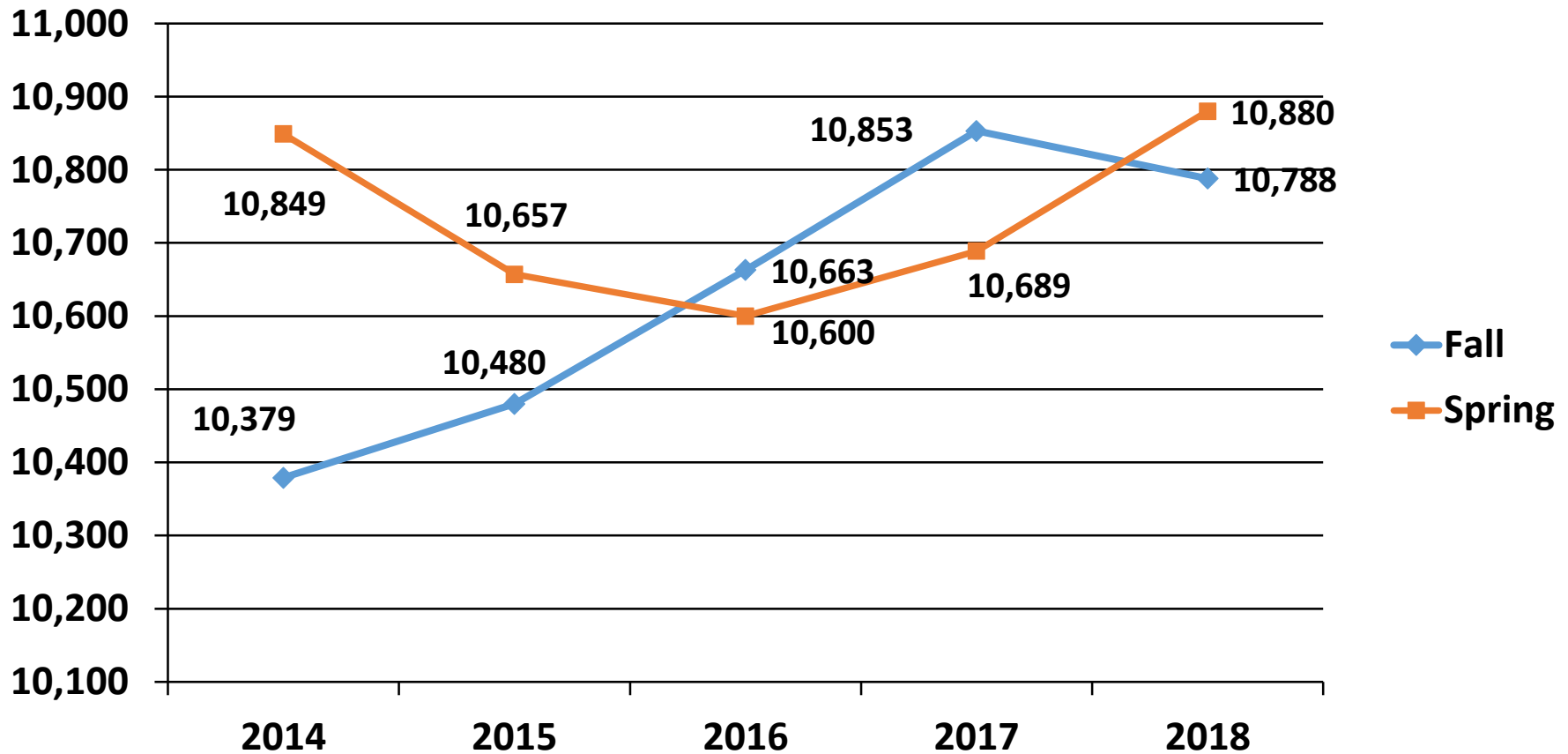
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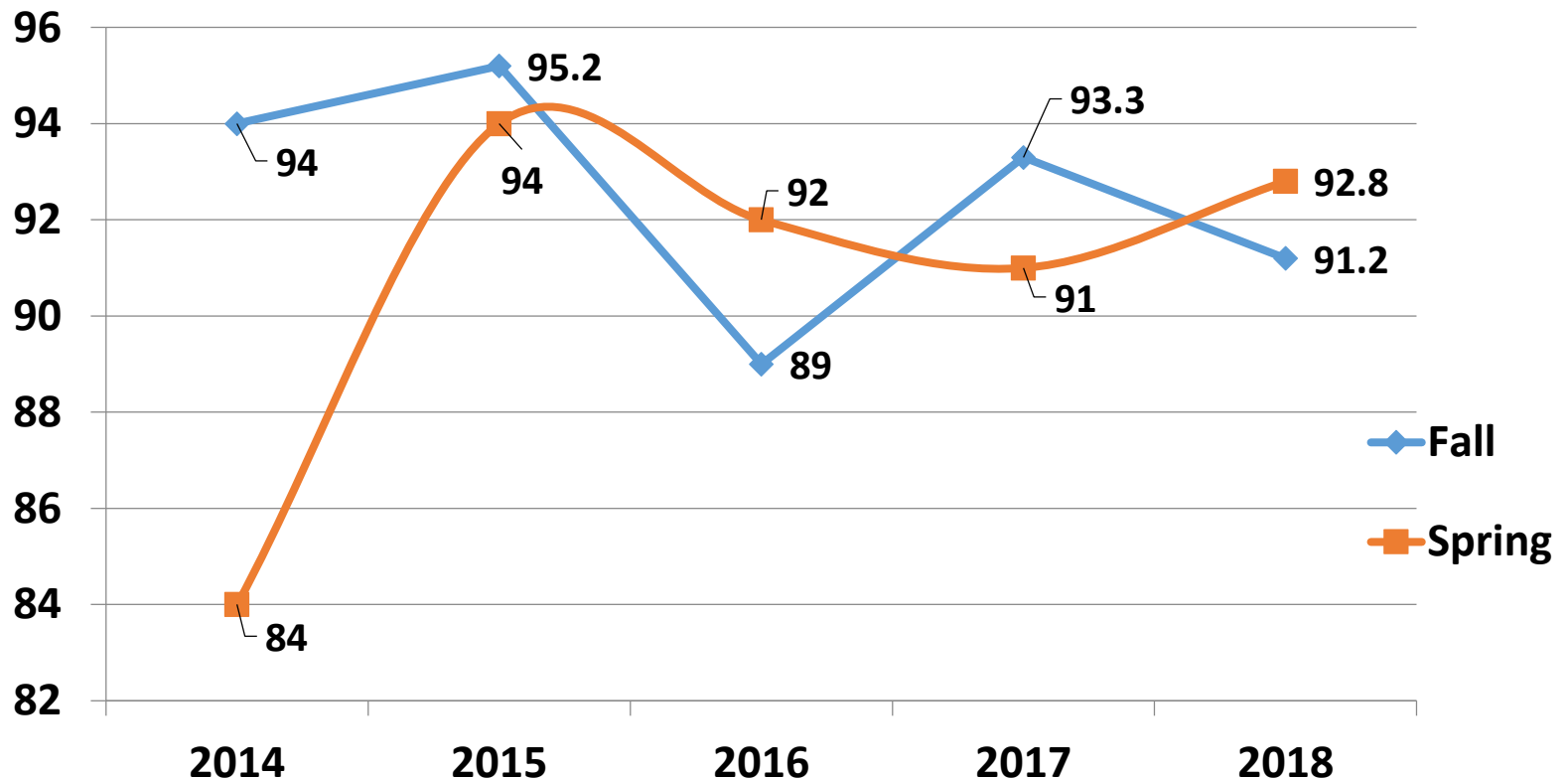
# Enrollment Management

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

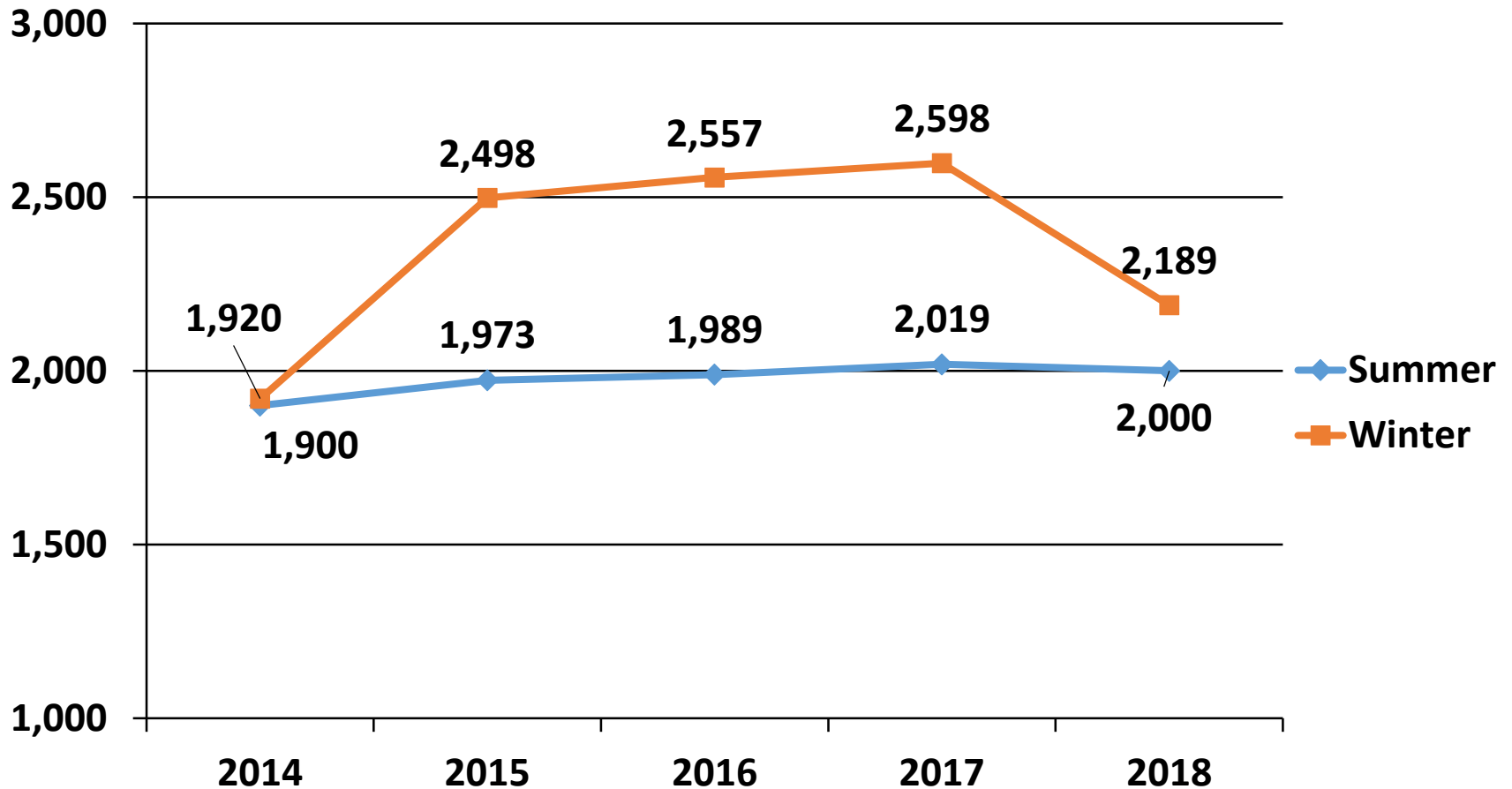
# FTES By Primary Semester (credit)



# Average Fill Rates by Primary Semesters



# FTES By Interession (credit)



# Credit Enrollment Retention Strategies

**Scheduling**

**Dual  
Enrollment**

**Texting  
Messages**

**Guided  
Pathways**

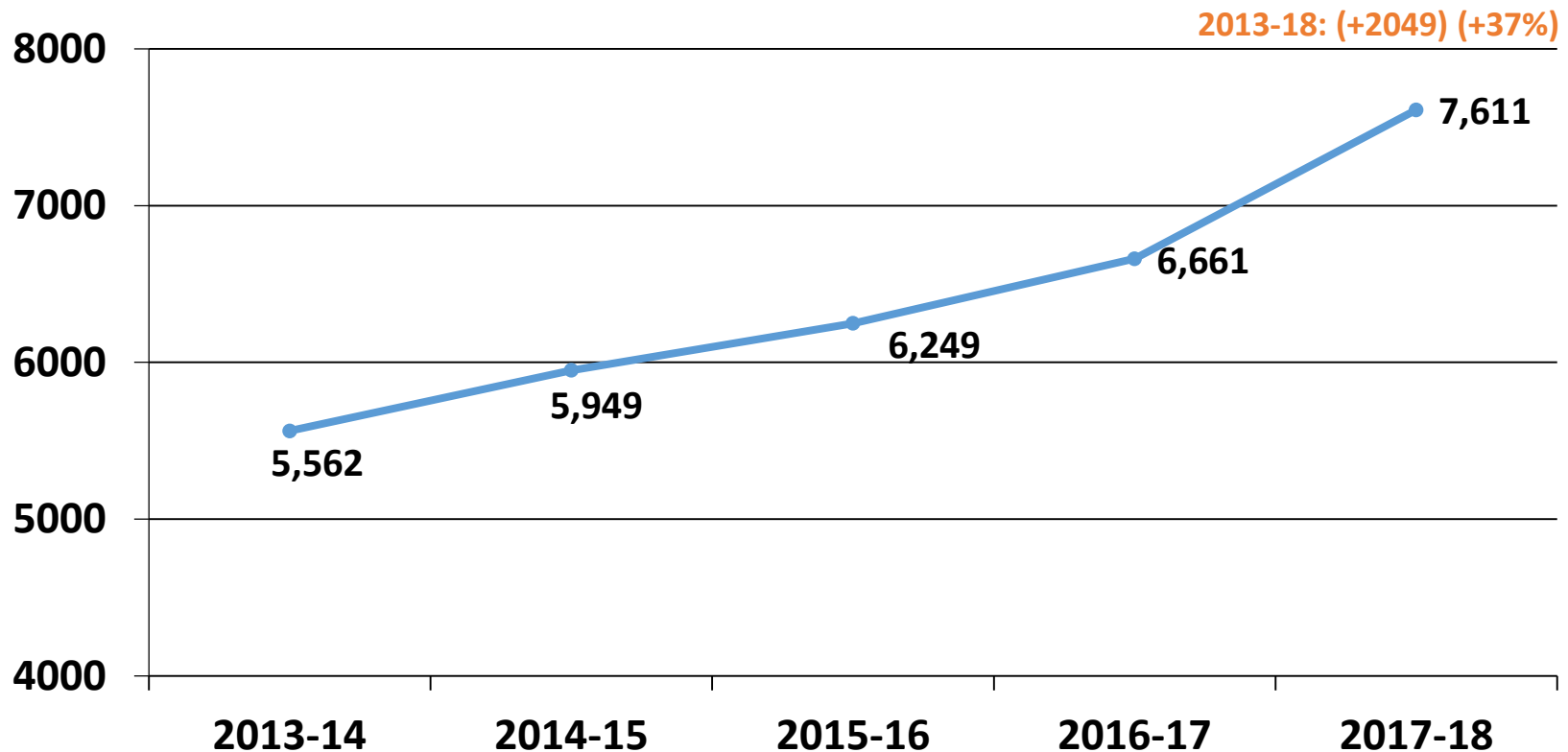
**Multiple  
Measures  
(AB705)**

**Weekly  
Tracking**

**Outreach &  
Marketing**

**Academic  
Support**

# School of Continuing Education Overall Growth by Academic Year 2013-2018





# **School of Continuing Education Student-Focused Enrollment Strategies**

**Meeting  
Regional  
Demand**

**Multiple  
Measures  
(AB705)**

**Weekly  
Tracking  
and  
Efficiency  
Data**

**Off Campus  
Partnerships  
in CTE, ESL,  
EOA/AWD,  
Counseling**

**Articulations**

**HS CTE  
Expansion**

**Targeted  
Outreach,  
Low-  
income  
Students**

**Guided  
Pathways**



# What's new for SCE in 2018-19

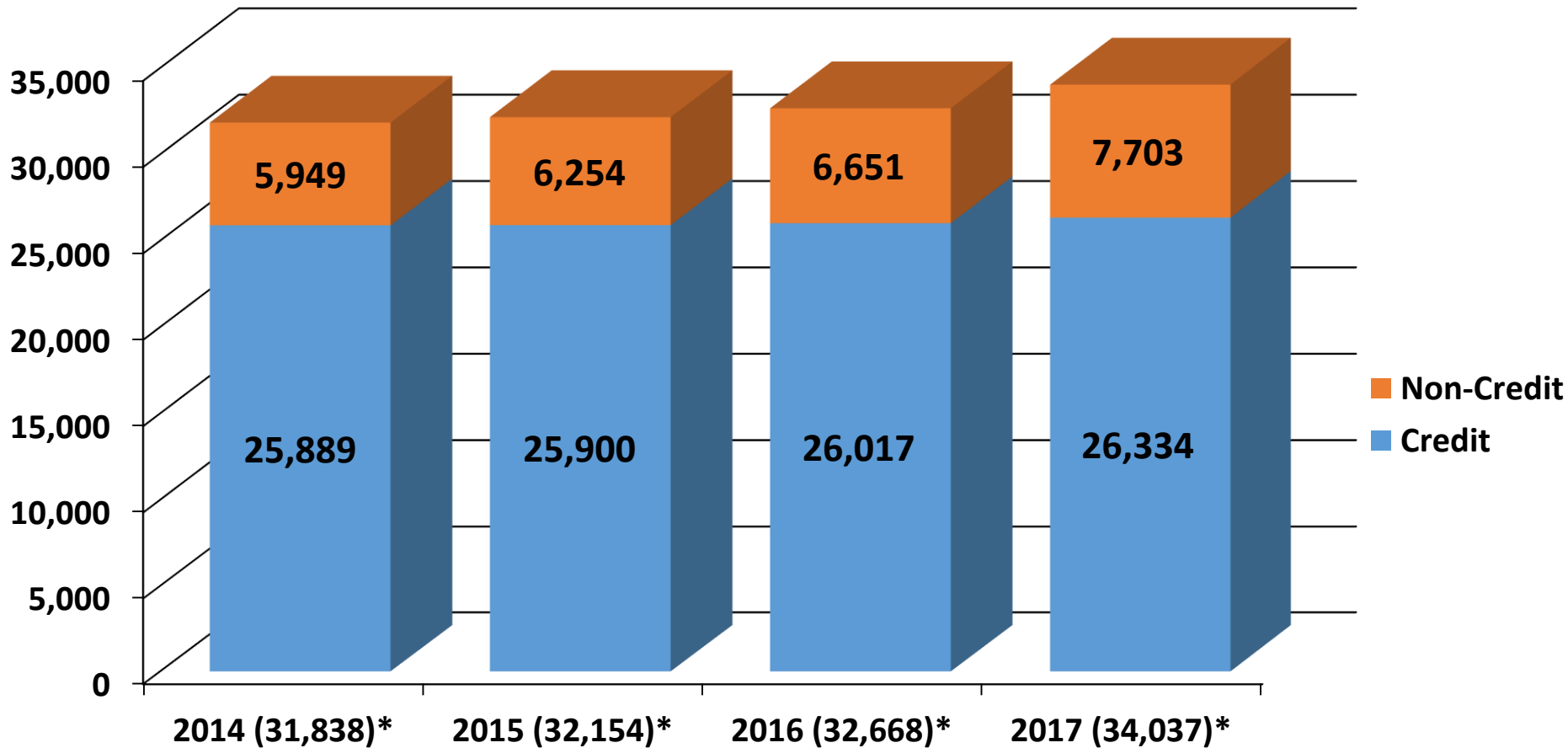
## Priorities

- Testing center growth
- Regional Consortium/  
3-year plan
- CTE support classes
- Integration with credit programs
  - Supporting credit success
  - Increase transitions to credit programs

## New Partnerships

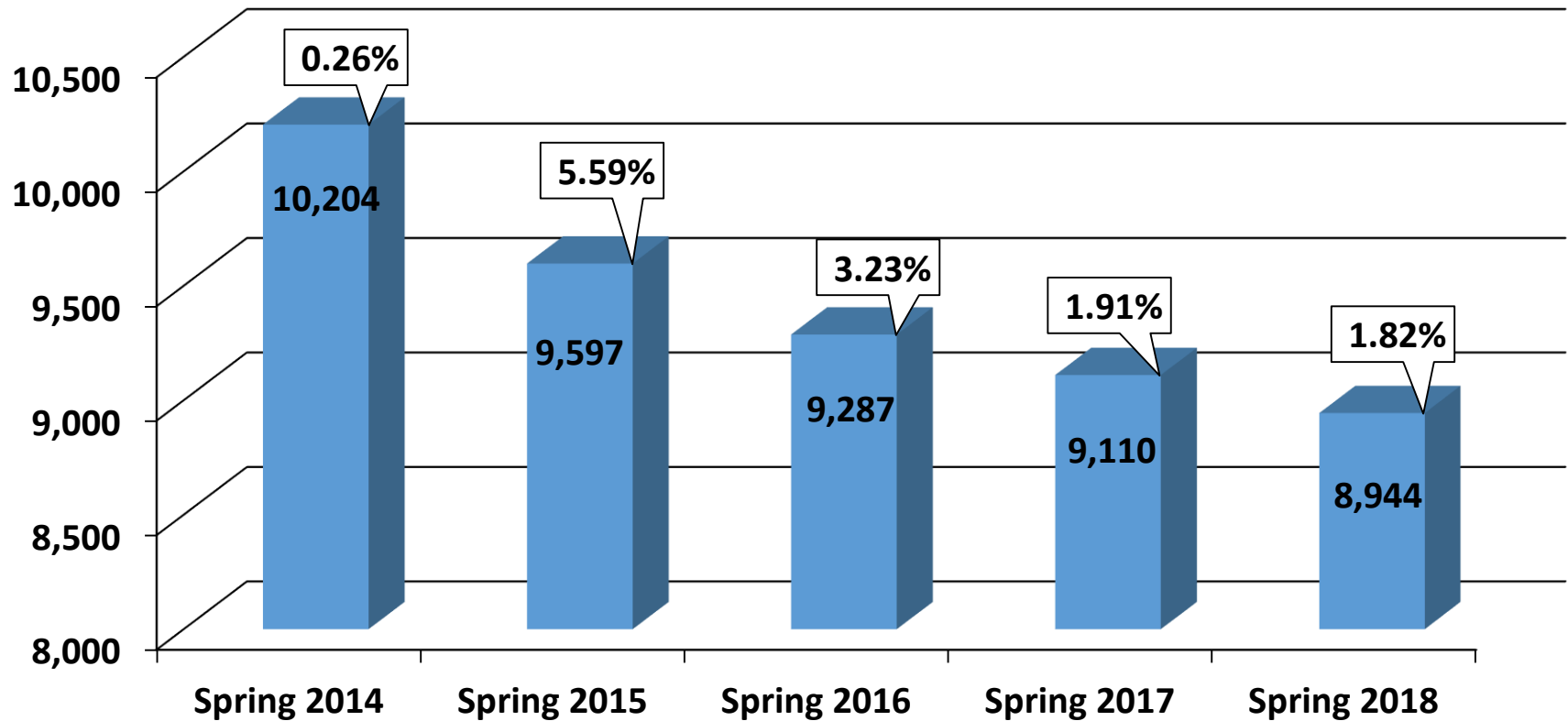
- Early College Academies (noncredit pathway courses)
- Credit partnerships (AB705, articulation, AMLA, VESL/CTE)
- AJCC Co-locations
- America's College Promise in the County

# Academic year FTES Comparison



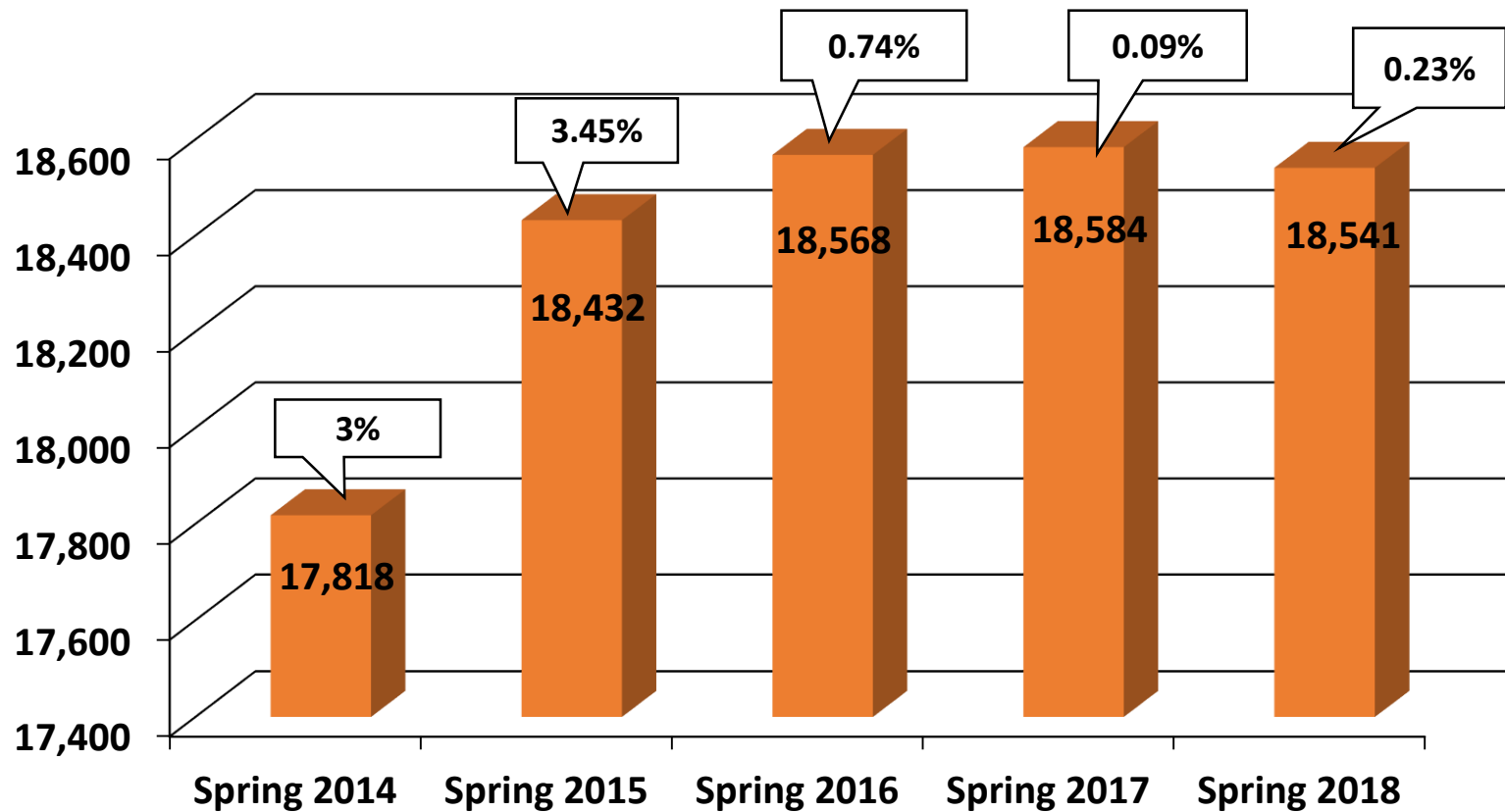
\* Data extracted from CCC Chancellor's Office Data

# Spring Full-Time Credit Enrollment Comparison (Head Counts)

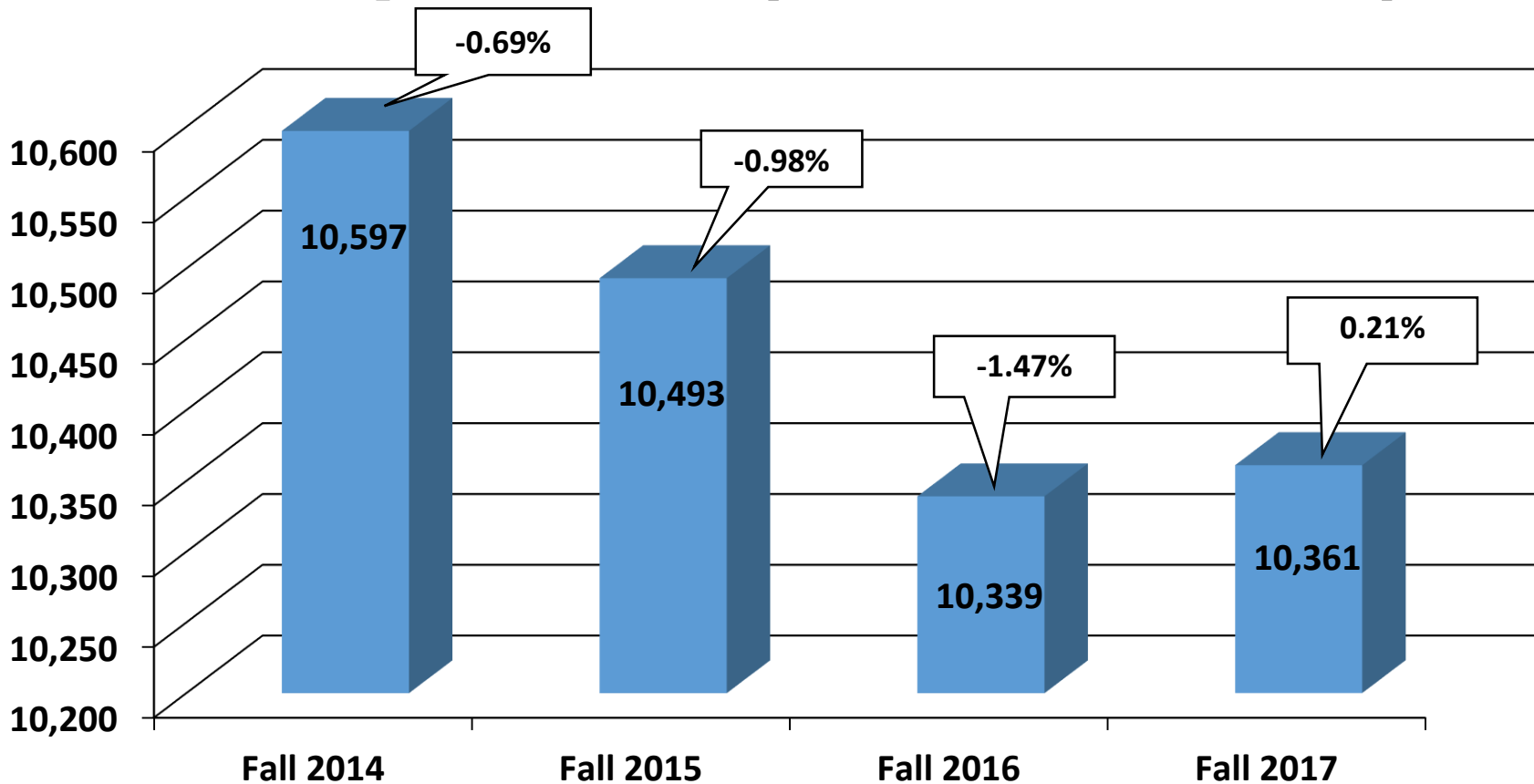


Data extracted from CCC Chancellor's Office Data Mart

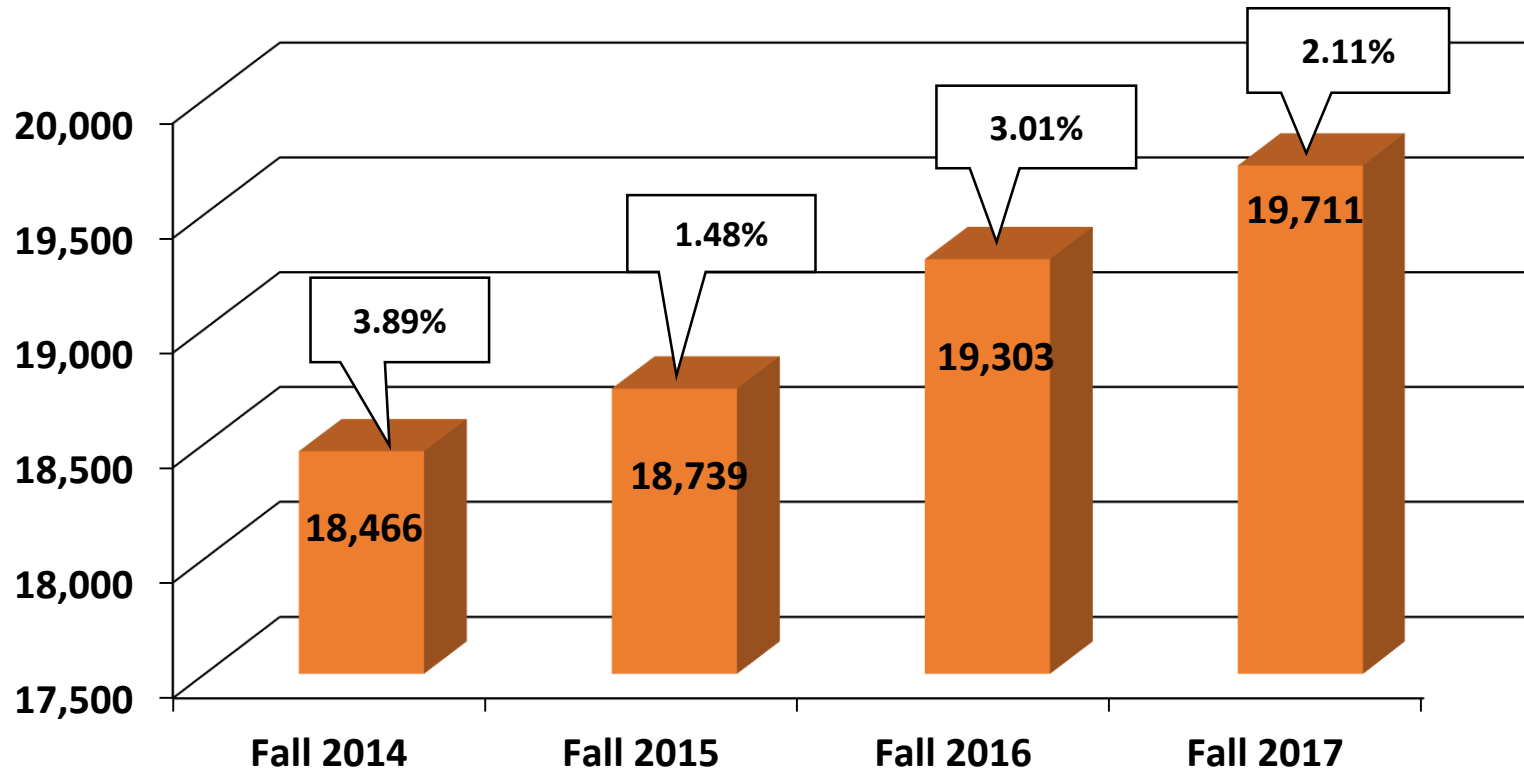
# Spring Part-Time Credit Enrollment Comparison (Head Counts)



# Fall Full-Time Credit Enrollment Comparison (Head Counts)



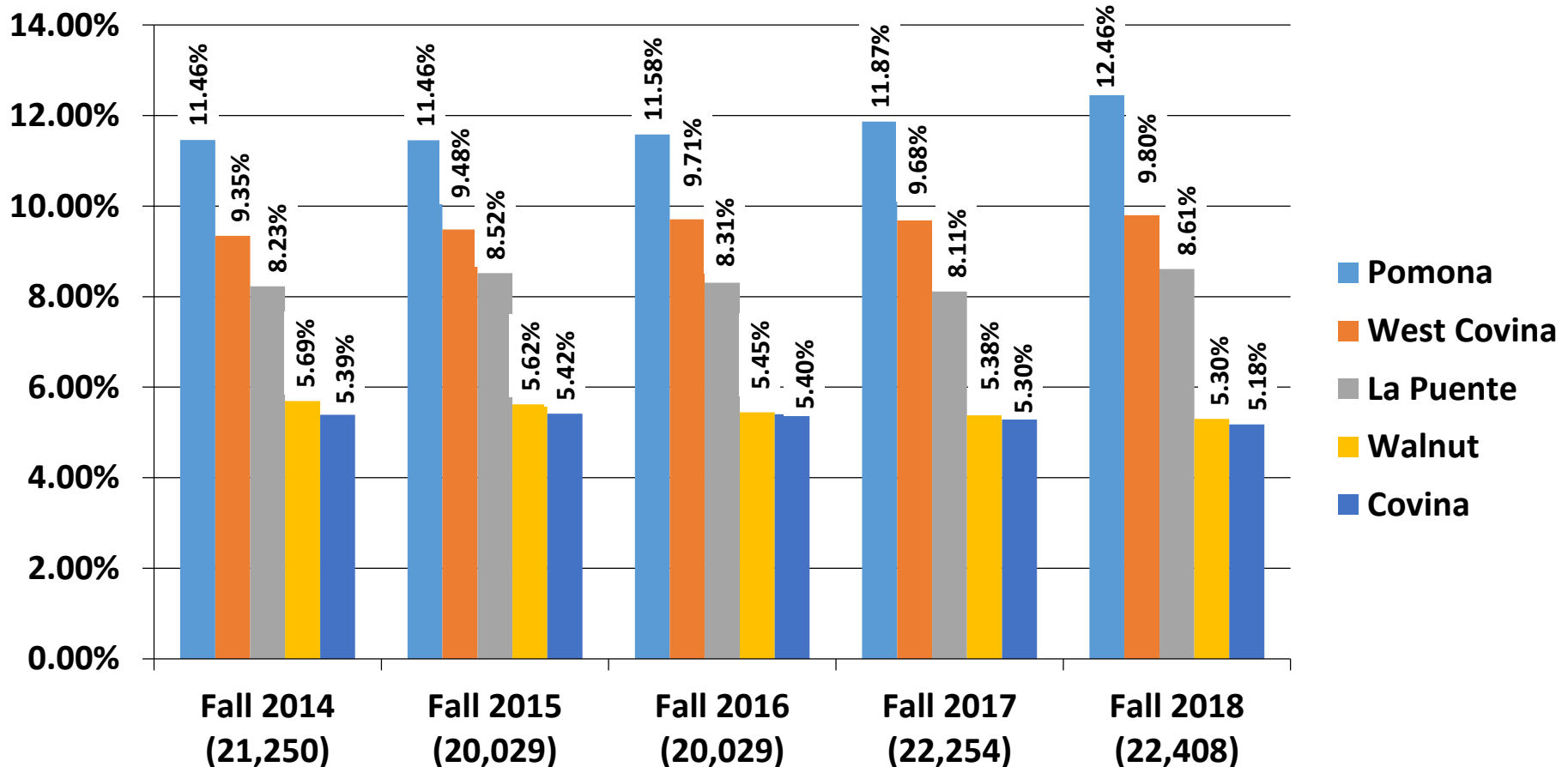
# Fall Part-Time Credit Enrollment Comparison (Head Counts)



\* Data extracted from CCC Chancellor's Office Data Mart \*\* From IT's 320 report as of 09-10-2018

\*\* AS of 8/28/2015

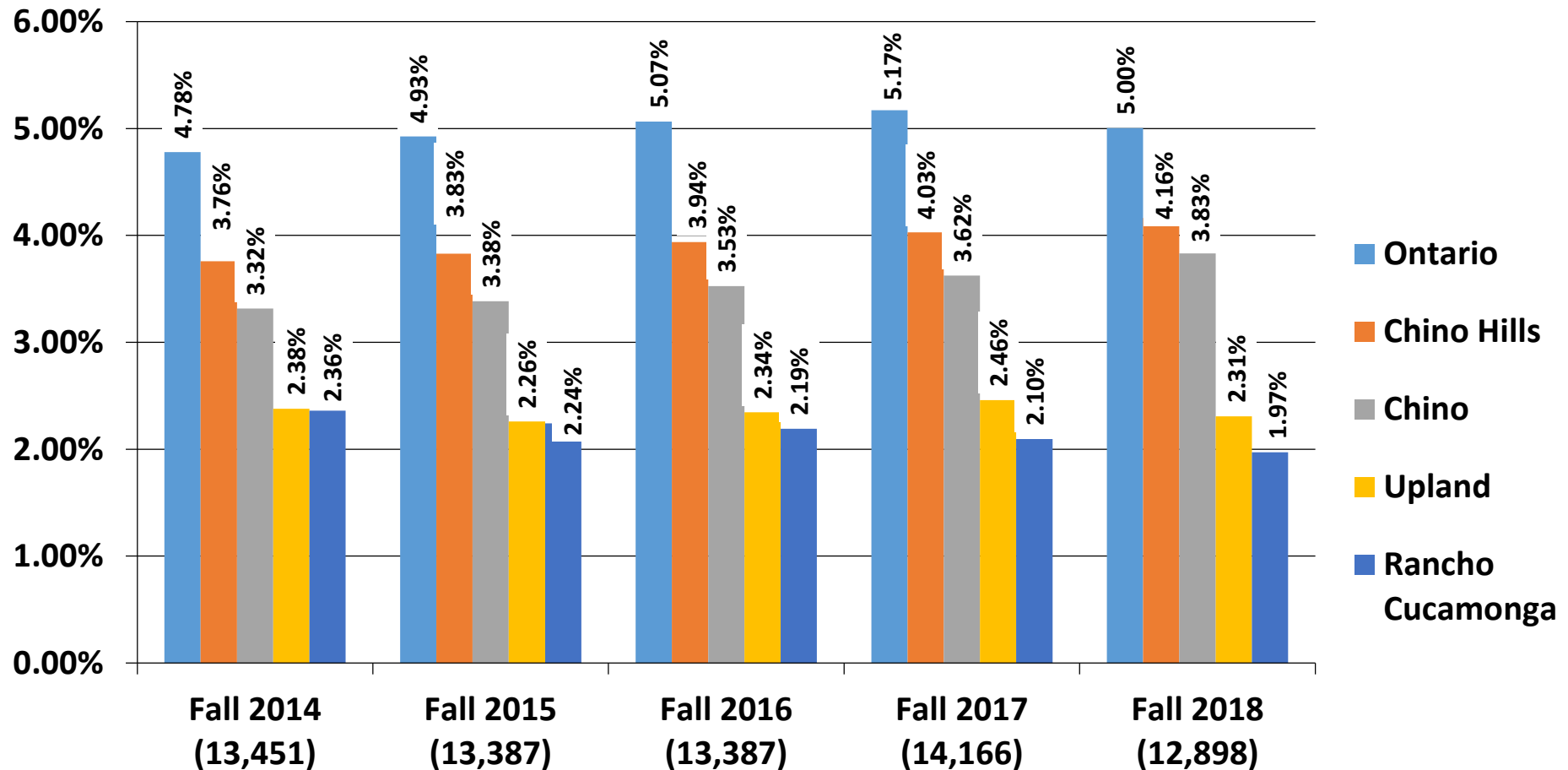
# Fall Top 5 In-District Enrollment Percentage (includes both Credit and Non-Credit)



Data extracted from Argos Report SFR0107



# Fall Top 5 Combined Out-District Enrollment Percentage (includes both Credit and Non-Credit)



Data extracted from Argos report SFR0107

# Marketing Overview

## National Data

- E-Expectations
- Marketing Data

## Local Response

- Student Survey
- Anecdotal

## Feedback

- Campus
- Students

informs

## Communication

- Text Messages
- Emails

## Outdoor

- Billboards
- Posters

## Radio

- Spotify
- Broadcast

## Digital

- Social/Web
- Google Search

## Other

- Print
- Events

# Online Results

## Google Ads

- Clicks 108K
- Impressions 2.15M
- CTR 5.02%
- Ave. CPC \$0.91
- Conversions 3.38K

## Display Ads

- Clicks 80K
- Impressions 6.8M
- CTR 1.38%
- Ave. CPC \$0.50

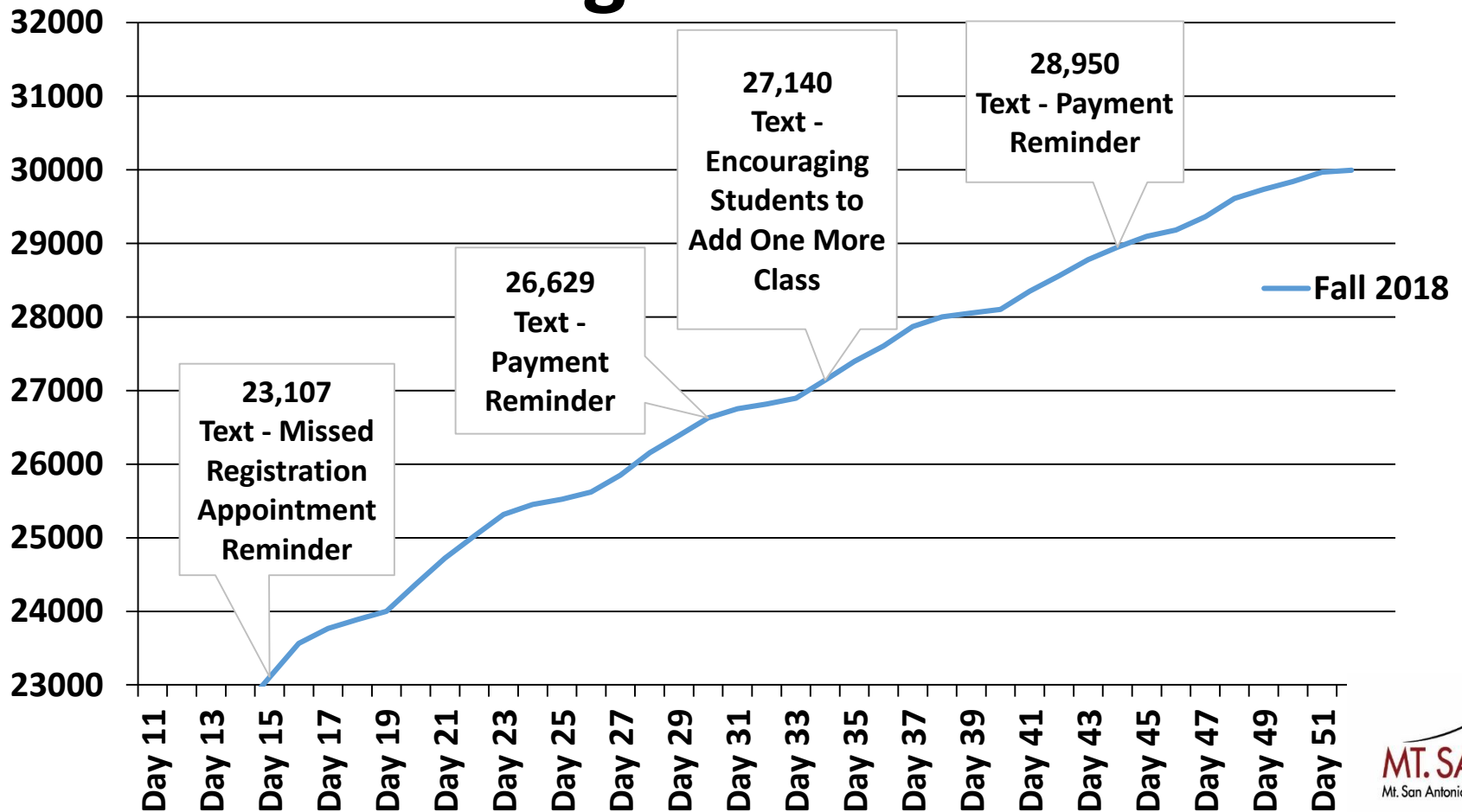
*\*Based on ads in the last year*

# Call Center (New)



- Outreach to (1) students who were previously enrolled, but haven't enrolled as well as (2) students who applied but haven't registered
- Helps with headcount and completion

# Increased Text Communication on Registration



# Increased Automated Email Communication

- Priority registration reminder
- Missed appointment reminders
- Waitlist notification
- Balance due notification
- One-course-away-reminder from completing a Business Division Certification Program
- Ability to notify waitlisted students when similar class opens up (semi-automated)

# Student Centered Funding Formula

<b>FTEs Description</b>	<b>\$ Amount Funded for 2017-2018 per FTEs</b>	<b>\$ Amount Funded for 2018-19 per FTEs</b>	<b>\$ Amount projected for 2019-20 per FTEs</b>
<b>Credit</b>	\$5,457	\$3,727	\$3,387
<b>Credit: Special Admit</b>	\$5,457	\$5,457	\$5,457
<b>Noncredit</b>	\$3,347	\$3,347	\$3,347
<b>CDCP</b>	\$5,457	\$5,457	\$,5457

**\*FTEs are being discounted by Student Centered Funding Formula**



# Funded Growth

- Actual funded FTES for 2017-2018 = **32,529**
  - 24,973 Credit FTES
  - 7,479 Noncredit FTES
  
- The funded growth cap for this academic year (2018-2019) is **.5%** =
  - 163 FTES
  - or estimated **\$759,266**

Thank YOU