

Enrollment Management

Presented by:

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Board of Trustees Meeting

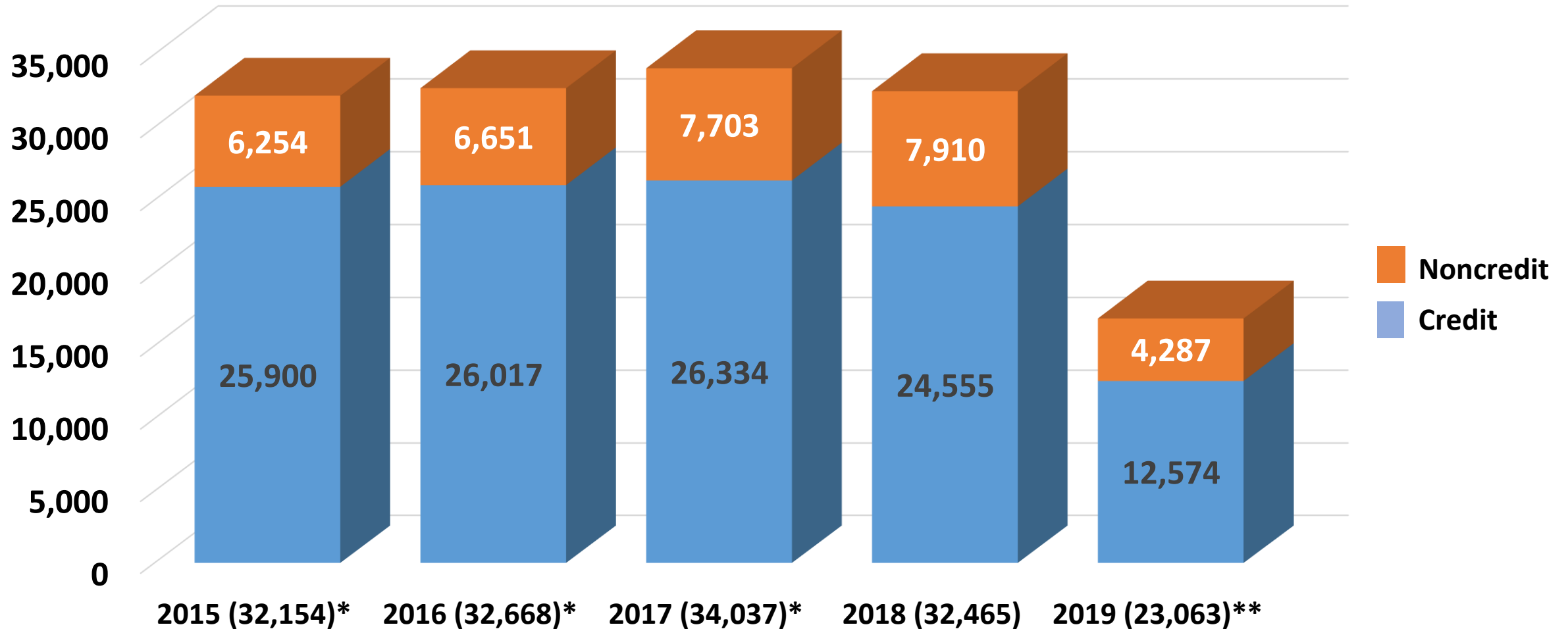
October 9, 2019

Enrollment Management Strategy Topics

1. The “Big Picture” of overall college enrollment
2. Scheduling strategies
3. Impact of AB 705 on enrollment
4. Various types of classes
5. Areas of growth



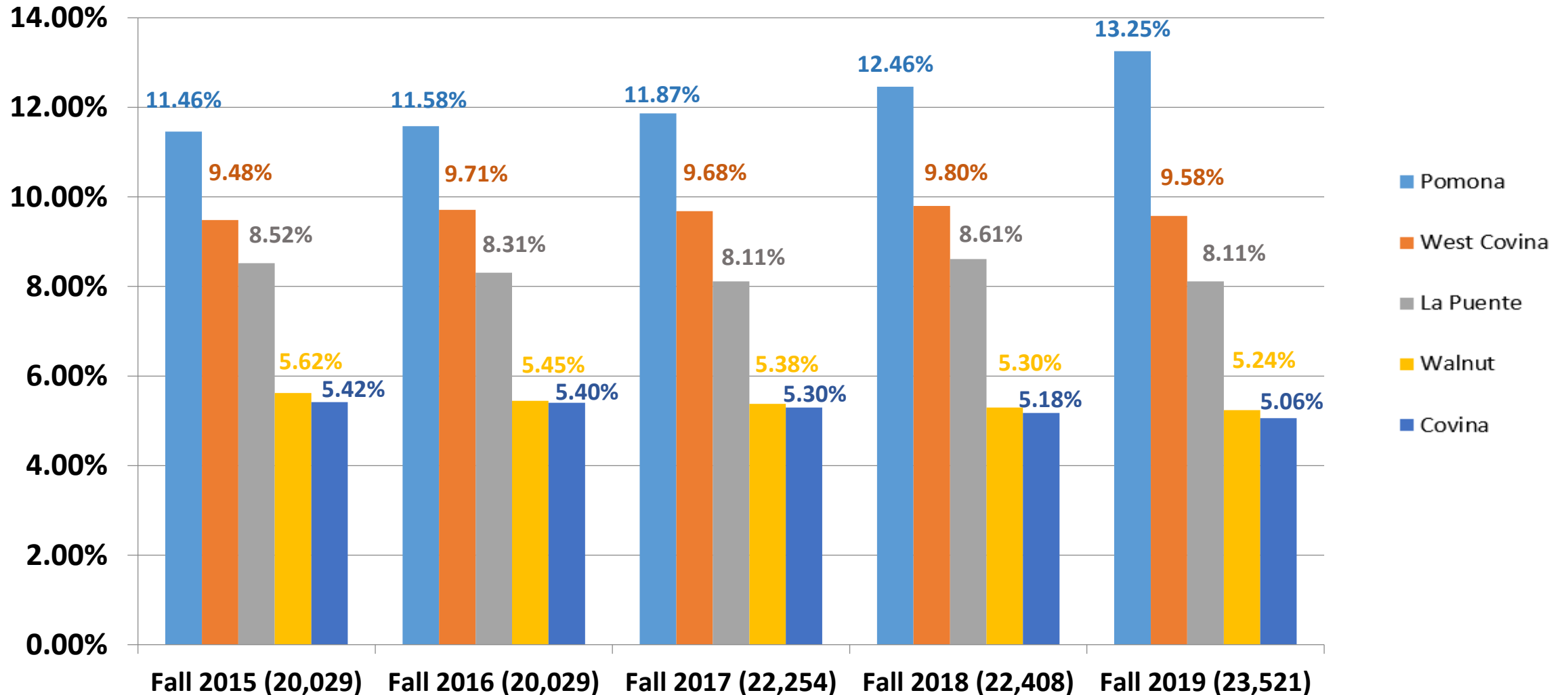
Academic Year FTES Comparison



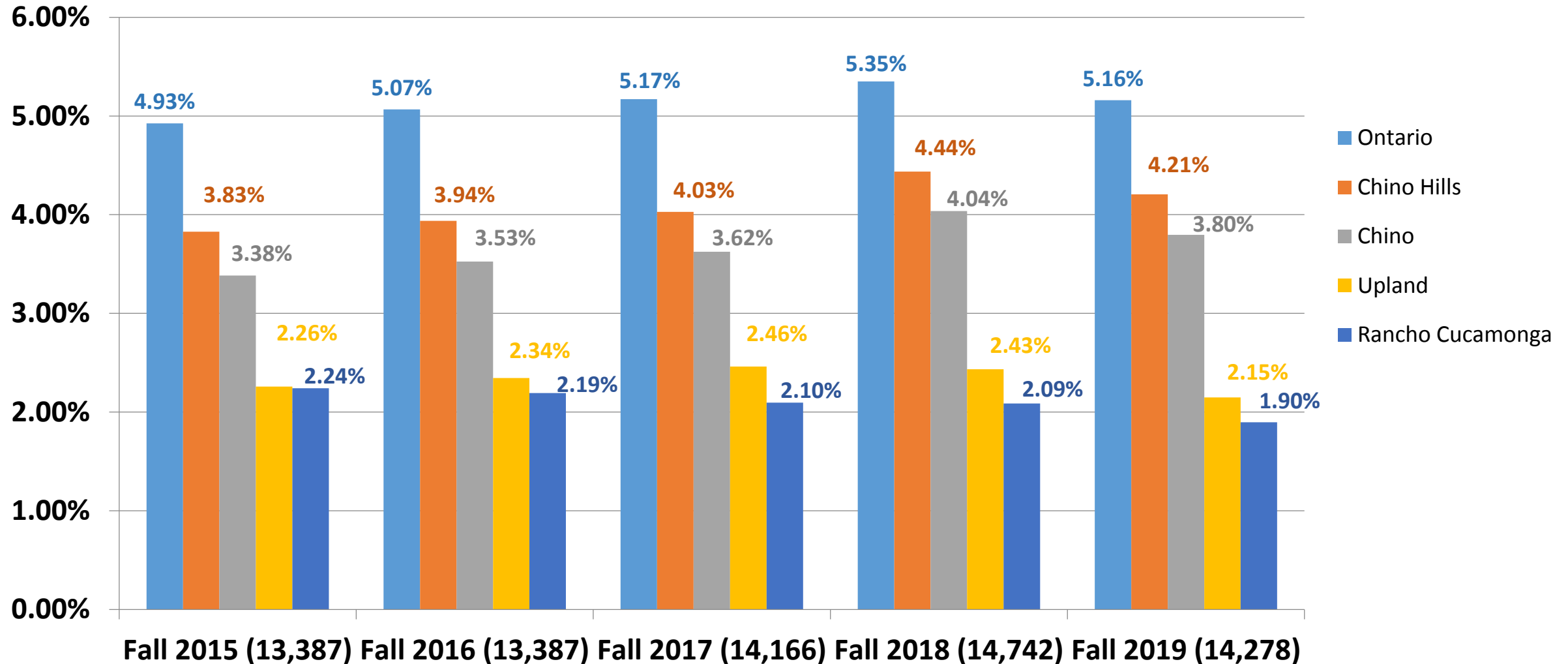
• Data extracted from CCC Chancellor's Office Data Mart

**2019 Academic Year Total FTES as of 09-19-2019

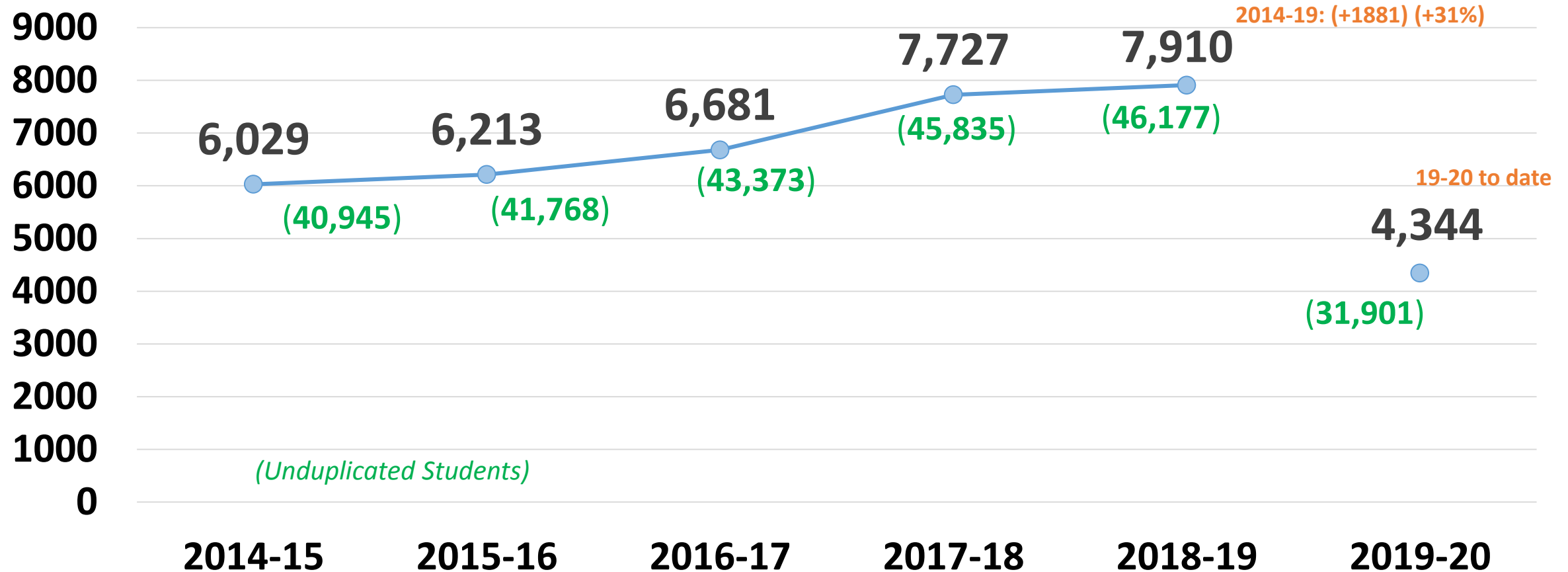
Fall Top 5 In-District Enrollment Percentage (includes both Credit and Noncredit)



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



School of Continuing Education Overall FTES Growth 2014-2019



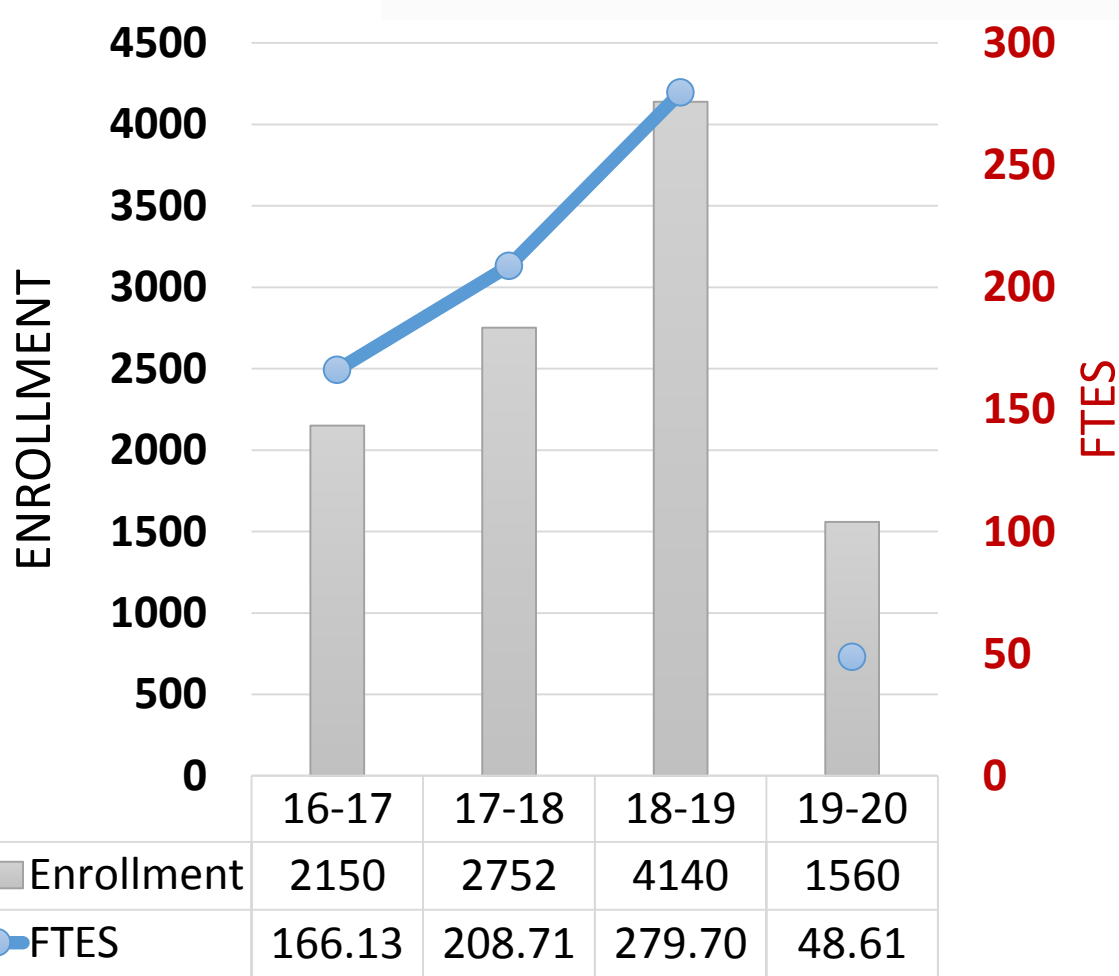
Noncredit growth has been primarily in CDCP FTES (53% since 2014-15), which demonstrates SCE's strong commitment to credit and employment pathways. However, we have retained our ongoing mission to serve other non-CDCP populations such as Older Adults and Adults with Disabilities. (CDCP - Career Development and College Preparation/18-19 rate \$5,457)

Statewide Comparisons of Noncredit Enrollment (>5,000 FTES)

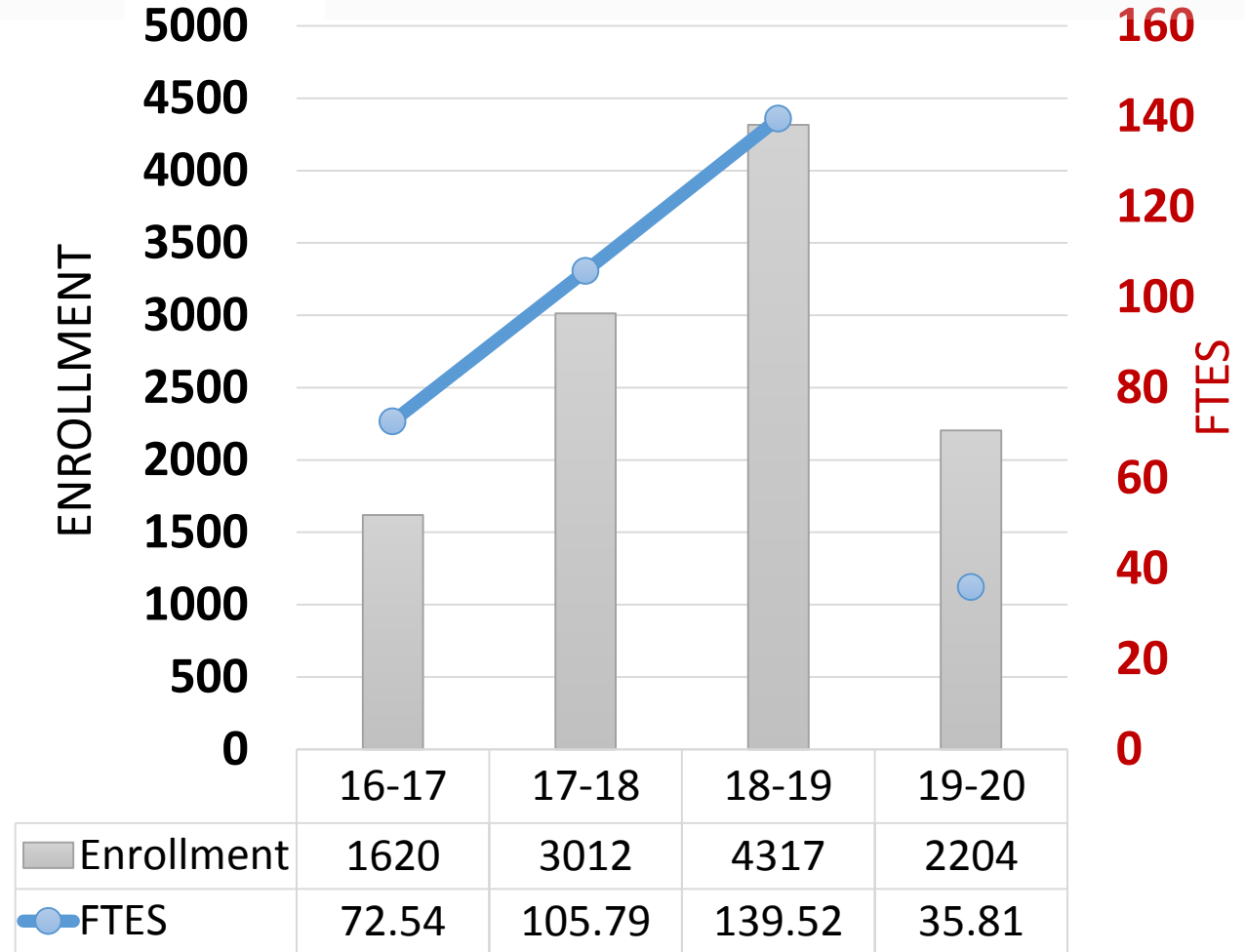
Table 1. Noncredit FTES Overall	Annual 2014-2015	Annual 2015-2016	Annual 2016-2017	Annual 2017-2018	P2 18-19 Report*	% Change 2014-15 to 2018-19
State of California	65,595.13	67,262.84	67,765.68	69,013.00	70,056.81	7%
1. Mt. San Antonio	6,028.71	6,212.91	6,681.10	7,727.18	7,910.00	31%
2. San Diego Adult	8,606.22	8,337.13	8,482.56	8,391.13	7,540.28*	-12%
3. LACCD	4,993.31	6,059.44	6,645.06	6,635.03	7,231.44*	45%
4. San Francisco	7,449.70	6,830.90	6,205.88	6,277.24	5,651.83*	-24%
5. Rancho Santiago	6,640.71	6,559.01	5,958.21	6,098.65	5,580.28*	-16%
6. North Orange	6,007.22	5,863.80	5,214.49	5,136.81	5,105.88*	-15%

Mt. SAC has grown 31% since 2014-15, while the average percent change for the state of California was 7%. The table also shows that Mt. SAC is among the top three colleges for overall noncredit FTES growth over the past five years. CDCP FTES are the highest in the state. *(Data source: CCC Annual and Second Principal Apportionment Reports/Exhibit C)*

Short-term Vocational

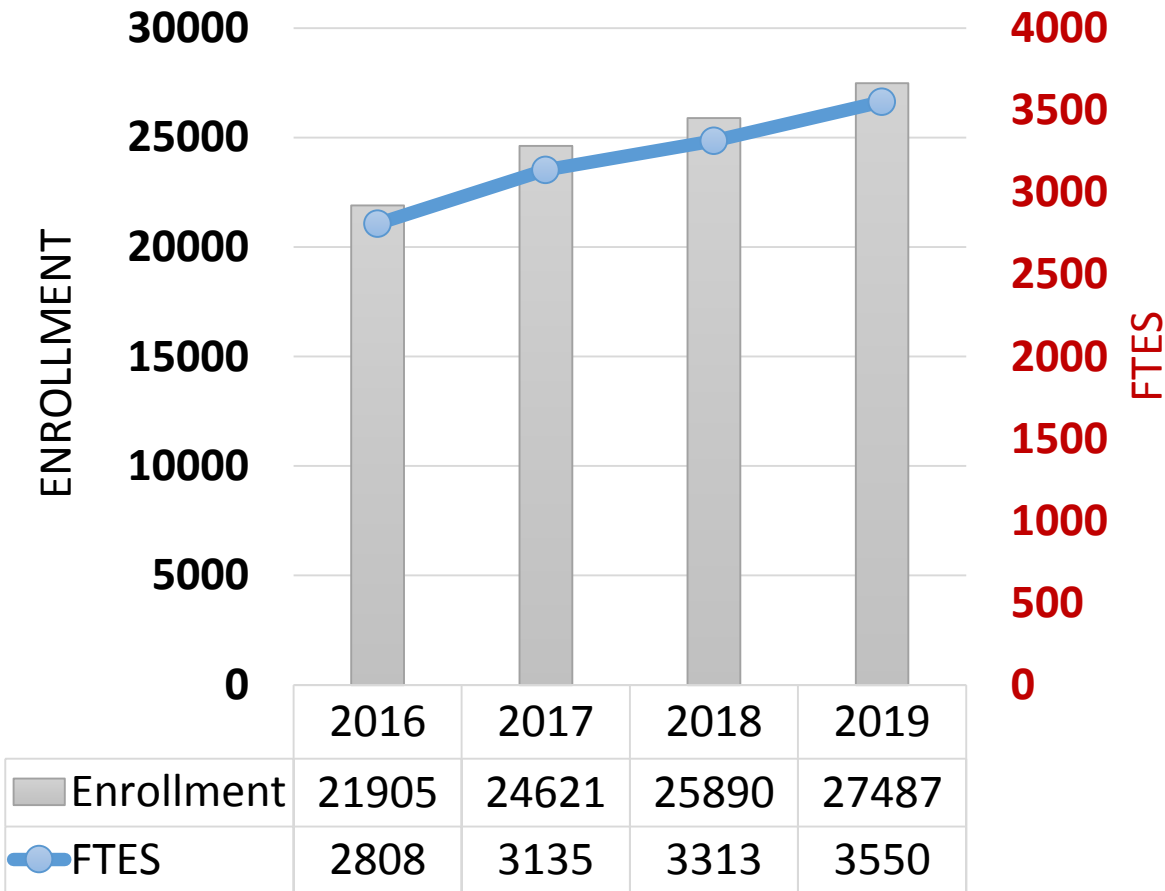


Adults with Disabilities

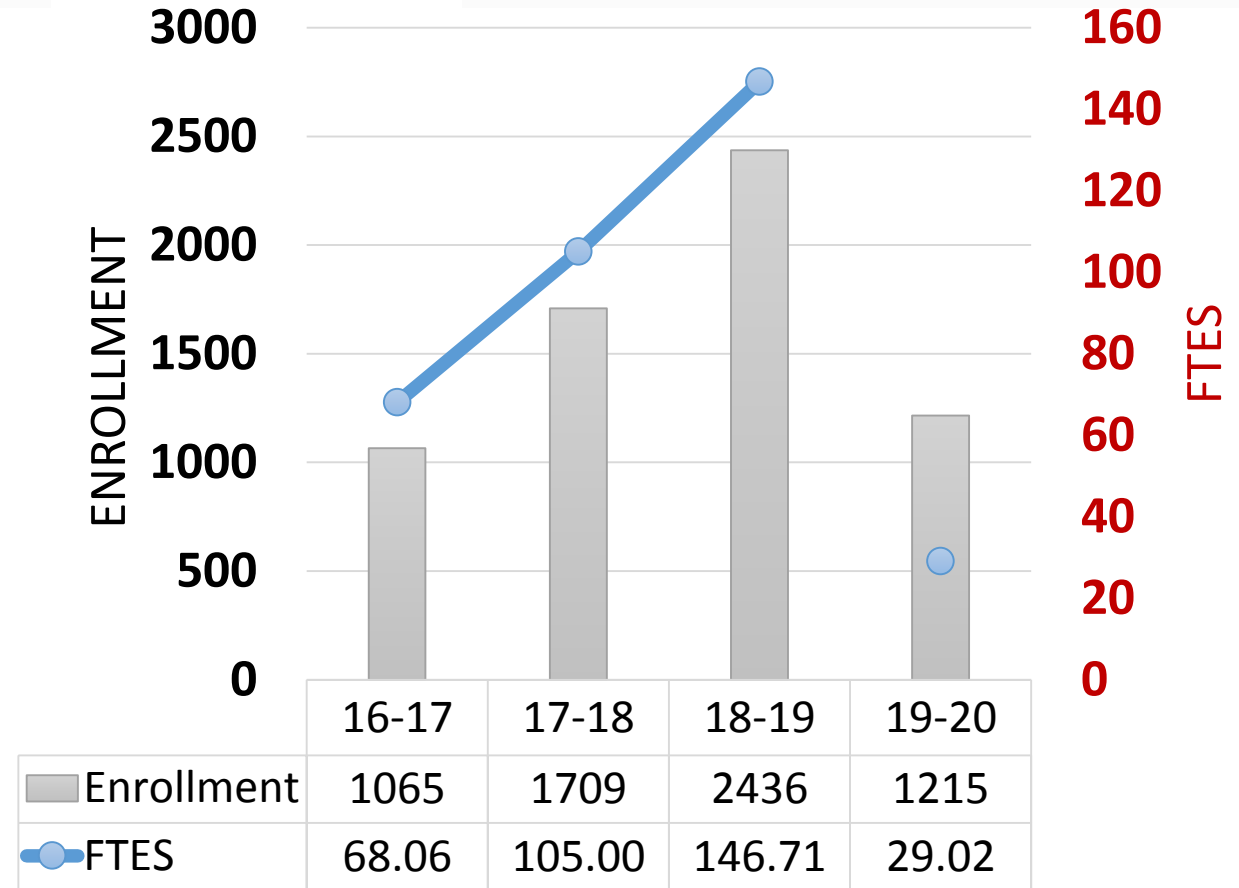


STV programs increased from 2 to 23 with largest growth in health and business industry with labor market data and credit pathways determining viability. We are also committed to addressing the unmet need of over 70,000 AWD needing services and training.

Summer High School



Vocational ESL



High schools are still increasingly needing noncredit HS courses, particularly in summer. There are new requests from high schools to develop noncredit courses that are focused on pre-college skills such as study skills, growth mindset, and new grad requirements. VESL continues to expand by creating additional pathways that transition into our own credit degree and certificate programs including business, hospitality, and health.

Supporting Student Pathways and Credit Enrollment

Alexandra Personal Care Aide (PCA)

- Was working on her AA degree but unsure of her pathway
- Enrolled in noncredit PCA and she was “hooked” on health careers
- Followed with pre-requisite courses at Mt. SAC and enrolled in an accelerated BSN at a university
- Will graduate with a BSN in June 2020



Liliana Vocational ESL (VESL)

- Currently enrolled in credit for AS Business Degree
- Started in ESL Level 1, completed VESL
- Earned HS Equivalency Certificate
- Emigrated from Mexico

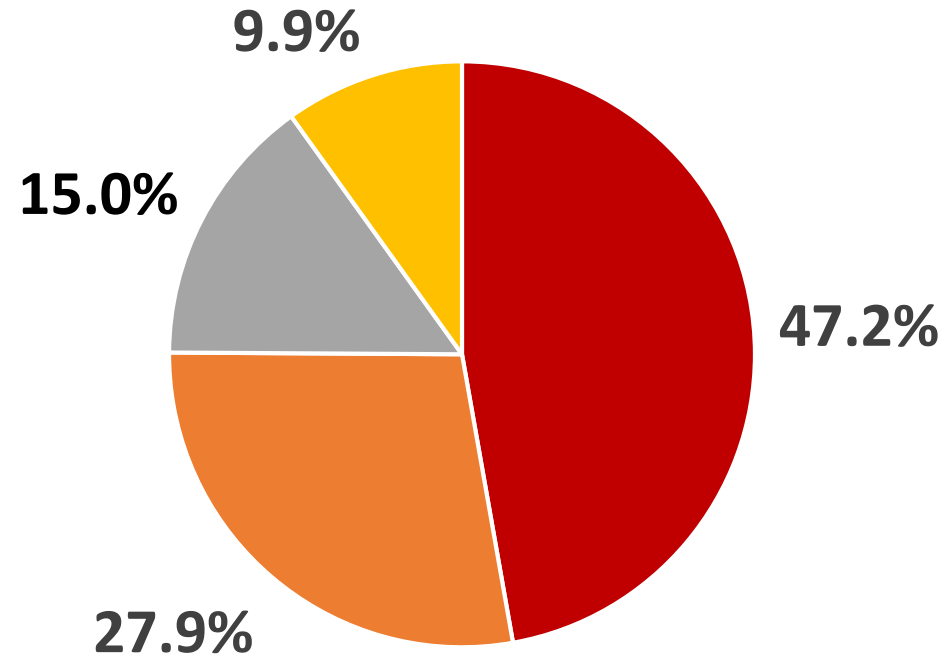


German Adult Basic Education (ABE)

- First generation college student, works part-time, and father of 3 children
- Enrolled in ABE to improve skills and took our AIME English course (Academic Intervention for Math and English)
- Reported feeling increased confidence to take English 1A
- ABE Ed Advisor and EOPS counselor helped him bridge into EOPS
- Taking 10.5 units, including English 1A; pursuing AS in Alcohol and Drug Counseling



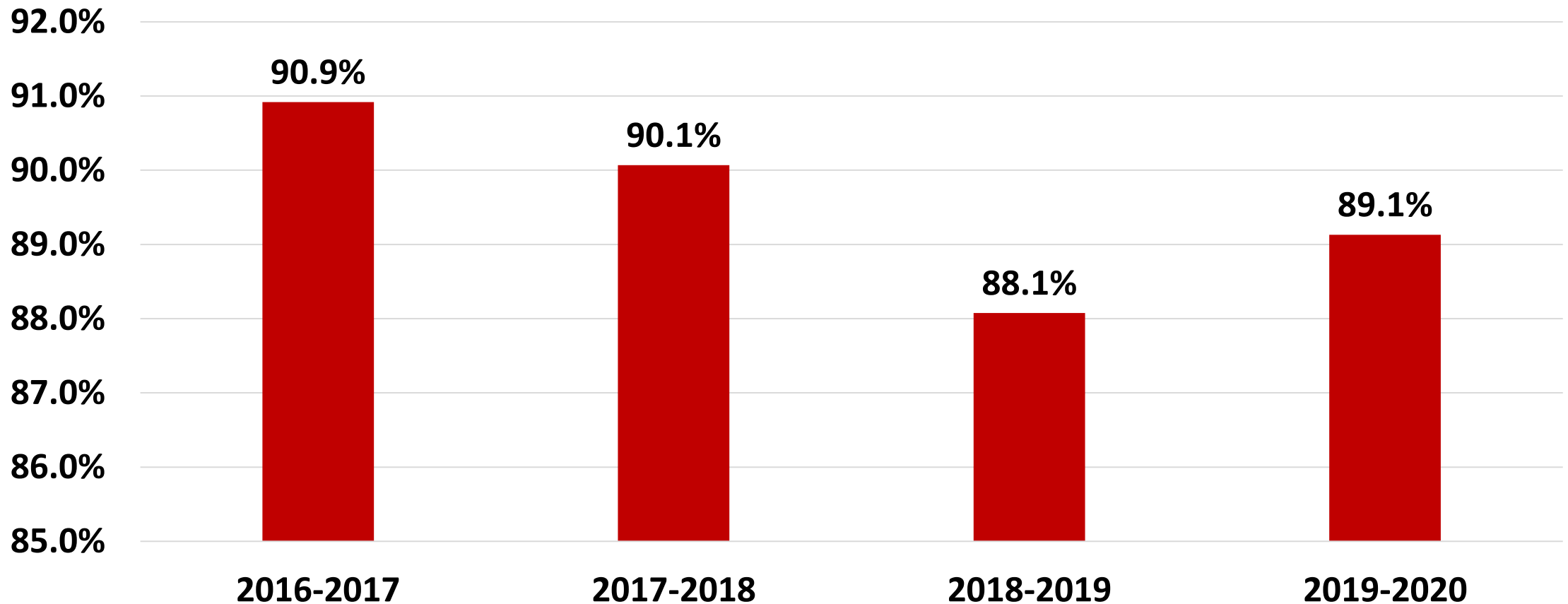
Enrollment by Time of Day



- Morning (Before 12:00PM)
- Afternoon (12:00PM - 4:59PM)
- Evening (5:00PM and After)
- TBA

Credit Course Fill Rate by Year

Course Fill Rate: Refers to the percent of students enrolled at census



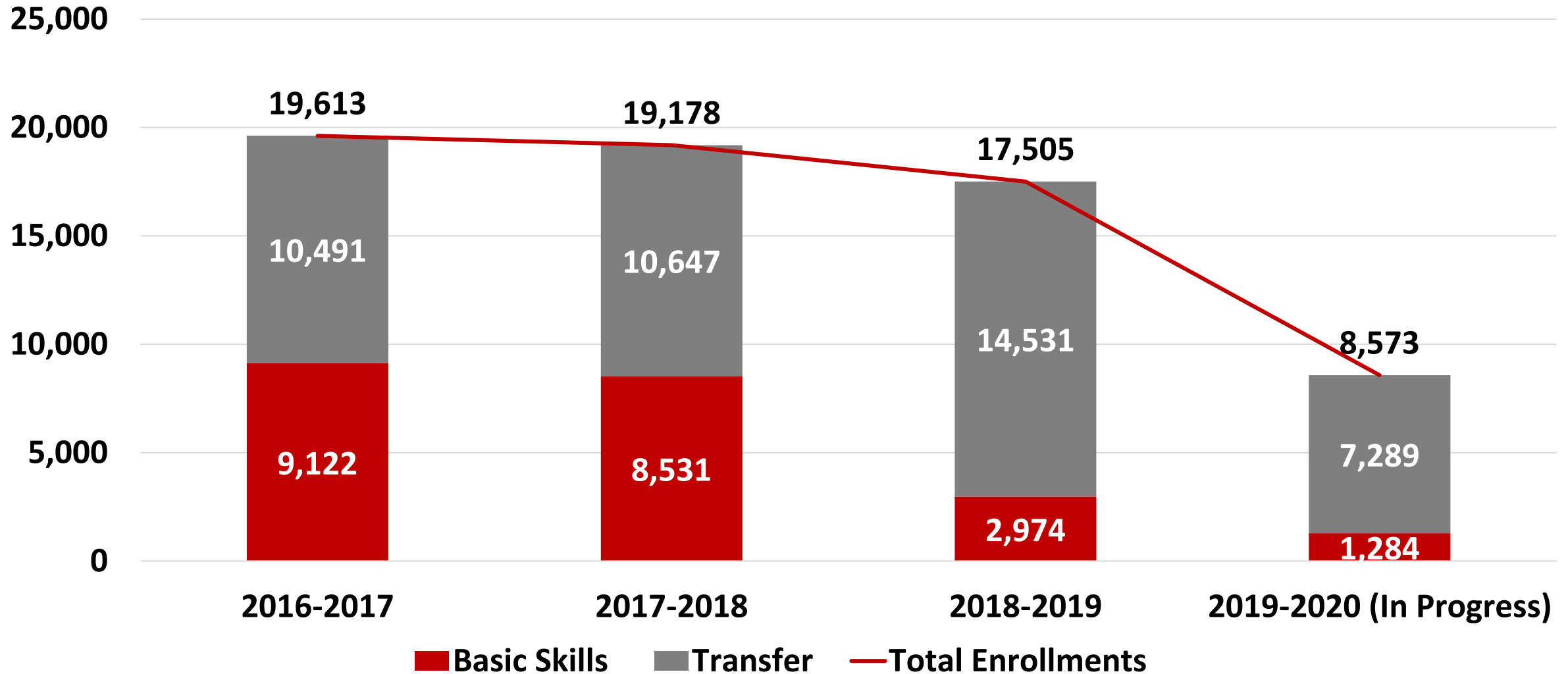
Scheduling Strategies

- ✓ Monitor demand
- ✓ Analyze fill-rate capacity
- ✓ Analyze waitlists
- ✓ Flexibility in adding classes
- ✓ Offer late start classes
- ✓ Offer Hybrid/Distance Learning classes
- ✓ For Fall 2019 added: 194 sections
- ✓ For Fall 2019 cancelled: 95 sections due to low enrollments

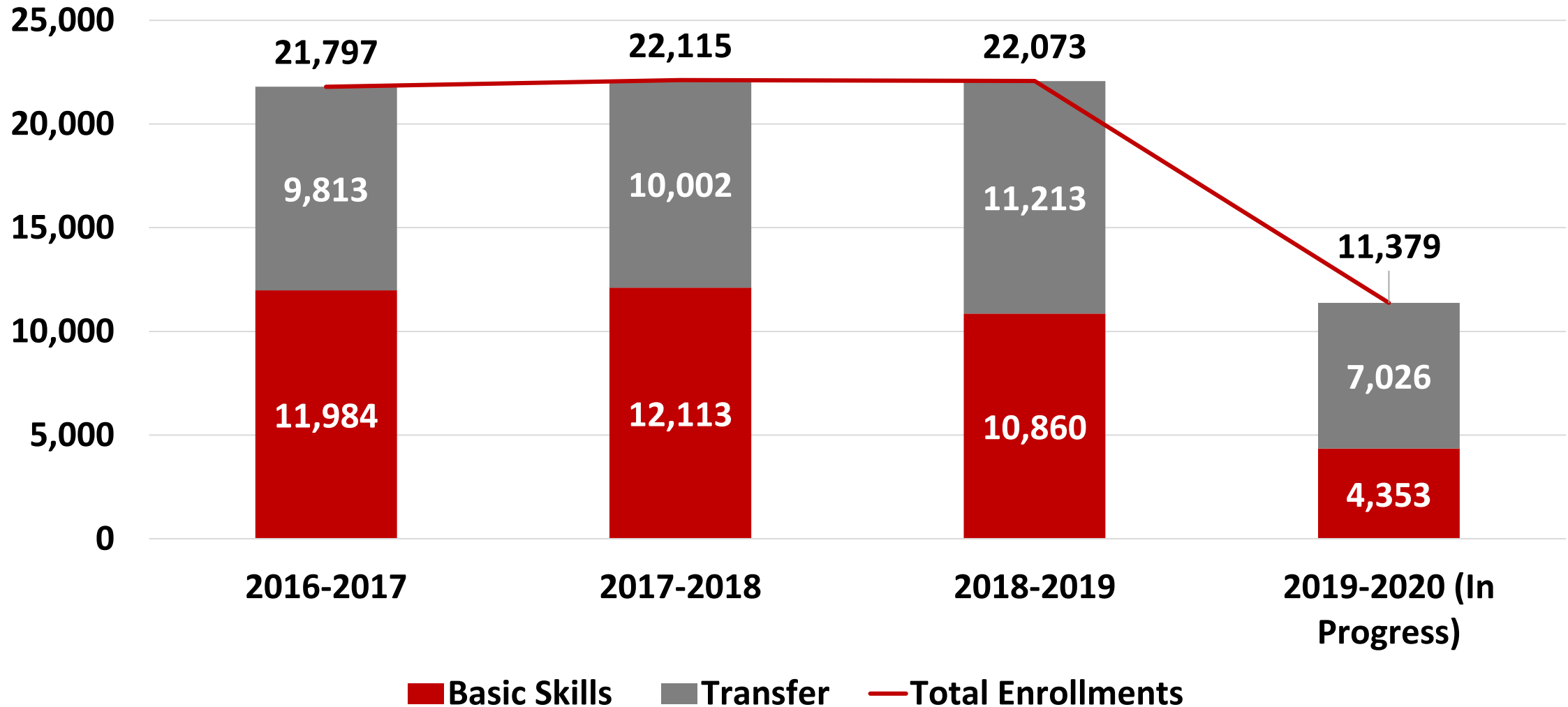
**Student Centered
Schedule**

- AB 705 signed by the Governor on October 13, 2017
- The bill requires community colleges maximize the probability that a student will enter and complete transfer-level coursework in **English** and **math** within a one year timeframe
- Use Assessment Questionnaire to place students into **English** and **math** courses, by using one or more of the following:
 - High school coursework
 - High school grades
 - High school grade point average

English Enrollments by Transfer Level



Math Enrollments by Transfer Level



Headcount Enrollments by Type

Enrollment Type	Fall 2016	Fall 2017	Fall 2018	Fall 2019	% Change
Career Education (CE)	21,247	21,194	21,941	22,103	+ 4.0%
Online	5,407	6,748	9,130	11,300	+109.0%
Special Admit/Dual Enrollments	85	394	736	1,150	+1,252.9%

Areas of Growth

Division	Areas of Growth (Fall 2018 to Fall 2019)
Arts	<ul style="list-style-type: none">• Audio Arts (+31.9%)• Music (+6%)• Theater Arts (+5.9%)• Three-Dimensional Studio Arts (+5.0%)• Photography (+4.4%)
Business	<ul style="list-style-type: none">• Computer Information Systems Database (+117.8%)• Computer Information Systems Management (+37.1%)• Culinary Arts (+30.8%)• Economics (+19.4%)• Office Communication (+17.8%)
Humanities	<ul style="list-style-type: none">• Sociology (+18.8%)• Speech (+16.7%)• Sign Language/Interpreting (+8.7%)• Political Science (+7.3%)• Psychology (+6.3%)

Areas of Growth

Division	Areas of Growth (Fall 2018 to Fall 2019)
Kinesiology	<ul style="list-style-type: none">• Athletics (+3.6%)• Theory (+1.8%)• Fitness (+1.0%)
Natural Science	<ul style="list-style-type: none">• Livestock Production (+32.8%)• Oceanography (+31.8%)• Computer Science (+16.3%)• Engineering (+11.7%)• Meteorology (+10.8%)
Tech and Health	<ul style="list-style-type: none">• Engineering and Construction Technology (+69.0%)• Medical Terminology (+49.6%)• Air Conditioning and Refrigeration (+35.2%)• Manufacturing Technology (+31.9%)• Electronics (+20.6%)

Thank YOU