Report Request

The colleges were asked to provide a report on what comprises enrollment management at Saddleback College and Irvine Valley College. What activities are planned for maintaining or increasing enrollment in the short and long range?
Definition

Enrollment management is an institution wide, **systematic**, comprehensive, **research-driven** system designed to locate, attract, and retain the students the institution wishes to serve.

--Noel-Levitz, LLC
Components of Enrollment Management

• Data Driven, Student-Centered Scheduling
• Student Success and Retention
• Outreach and Recruitment
• Managing “the Funnel”
• K-12 Partnerships
• Online Education
Student-Centered Schedule Development

- Review of Historical Data, Trends, Other Information
  - Gap Analysis, Bottlenecks
  - Goal: Offer What Students Need
- Effective Room Utilization
  - Block Scheduling
  - Attention to Course and Room Caps
- Balance
  - Days of Week, Times of Day
  - Mix of Online, Hybrid, and Face-to-Face Classes
Student-Centered Schedule Development

Analysis of data

• Unique needs of student populations require that you know who you are trying to serve
• Community and regional data that impact enrollment
• Individual student data that informs planners when to offer classes, where to offer them, and how (face-to-face, online, or hybrid)
Identify Market Segments, Their Needs

• Recent High School Graduates
• Continuing Students
• Transfer, CTE, Basic Skills
• Skills Enhancement
• Lifelong Learners
• Returning Students
• Nonresident, International Students
• Adult Education
Note: FTES data for 2010-11 are taken from the CCFS 320 report. 2010-11 FTES data from the California Community College Chancellor’s Office for that year was anomalous. FTES data from the CCCCO datamart for 2010-11 was 15,529.3 for Irvine Valley and 24,670.4 for Saddleback.

Source: CCCCO Data Mart
Irvine Valley College's FTES (2013-2014)

- Credit (Transfer/Degree Applicable): 69.91%
- Credit (CTE): 18.78%
- Credit (Basic Skills): 8.39%
- Enhanced Non-Credit (ESL): 0.24%
- Non-Credit (Emeritus/Tutoring): 2.67%

Source: InForm Data warehouse, Enrollment Cube
IVC Resident/Non-Resident FTES

506 Non-Resident FTES
10.4% of Total FTES

4,367 Resident FTES
89.6% of Total FTES

Fall 2014
Saddleback College’s FTES (2013-2014)

- **Credit (Transfer/Degree Applicable)**: 58.33%
- **Credit (Basic Skills)**: 2.71%
- **Non-Credit (Emeritus/Tutoring)**: 9.10%
- **Enhanced Non-Credit (ESL)**: 1.07%
- **Credit (CTE)**: 28.79%

Source: InForm Data warehouse, Enrollment Cube
SC Resident/Non-Resident FTES

272 Non Resident FTES
4.3% of Total FTES

(Fall 2014)

6,076 Resident FTES 95.7% of Total FTES
The Perfect Storm

• Reduction in Applications
• Fewer High School Grads
• Repeatability and Repetition Regulations
• New Enrollment Priorities
• New Matric Requirements
• Economic Upturn
• Prerequisite Validation

• Shifts in Demand for Undetermined Reasons
• Technology Glitches
• Parking Issue Perception
• Declining Population Base in Some Cities
• Greater Competition
• Scheduling Issues
Environmental Scan
Environmental Scan: Saddleback Insight

“Specifically, in the year 2020, the 15-19 year-old age range, the traditional college age population, will slightly decline in the Saddleback College service area and will increase only very slightly in the Irvine Valley College service area. These projections could influence the numbers of incoming freshmen for 2020 and enrollment projections.”
“Examining the numbers of students enrolled currently in the 5th grade in the service areas’ unified school districts, and compared those numbers to the numbers of students enrolled in the 12th grade currently. The number of those currently enrolled in the 5th grade approximate the number that will be graduating in 2020. For SC service area, there is an -8.8% difference in the number of current 5th graders to 12th graders, and for Irvine Valley College, there is a 14% difference.”
Enrollment Management Strategies
Current Efforts to Restore Enrollment

- Added Sections
- Sherpa Nudges
- Waitlist Use
- Targeted Marketing
- Monitor Section Enrollments
Additional Efforts to Restore Enrollment

• Student Retention Campaign
• Enrollment Management Work Group
• Faster Financial Aid notifications
• Appointment and Drop-in Assessment
• MAP Workshops
• Heightened K-12 Outreach
Irvine Valley College
Efforts From Support Services
Student Success, Access, Matriculation, Marketing and Outreach (SSAMMO) Committee

- Strategic Planning Committee with College-Wide Representation
- Purpose/Charge:
  - Develop and implement strategic planning objectives and strategies
  - Review, critique, update and support matriculation processes
  - Identify and propose solutions for student access concerns
  - Recommend and review marketing materials.
  - Support the planning and promotion of key events for the purposes of outreach and student recruitment
SB 1456 Matriculation Requirements

• Apply for Admissions
• Mandated Services
  Orientation
  Assessment
  Advisement/First Semester Academic Plan
• Enrollment
IVC’s Mega Outreach Event

- October 1, 2014
- Goal: 50 staff, faculty, & administrators to visit 500 organizations
- 55 volunteers
- Visited 426 organizations
- Positive results – Connected with local organizations in service area
- Celebration!
IVC CONNECT Partnership Program

MOUs with selected High Schools

Northwood High School
IUSD

Beckman High School
TUSD
2014 Campus Events

• Campus Tours
• High School Counselors’ Conference
• President’s Breakfast
• Fast Friday events
• Freshman Advantage Program
• Coordination with:
  - Marketing & Communications Department
  - Faculty & deans to promote their programs
  - Honors Program
  - Categorical programs
  - Student Ambassadors Program
Fast Friday Events

Information designed for students and parents.

• Complete assessment and advisement in one day

• Added benefits:
  - Campus Tour
  - Parent Orientation
  - Free Lunch
Freshman Advantage Program

District-Wide Collaboration

Encourages students to matriculate on time

Early registration appointments

Targeted Sherpa messages

First-time students must be fully matriculated by May 15th priority deadline
Saddleback College
Enrollment Management Highlights
The “Funnel”

Communication with potential students from time of first contact with the college through registration.
### College Application-to-Enrollment Yields: 2010-2014

<table>
<thead>
<tr>
<th></th>
<th>Fall 2010</th>
<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Student Applications</td>
<td>18,080</td>
<td>18,519</td>
<td>17,299</td>
<td>15,608</td>
<td>14,423</td>
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<tr>
<td>Students Enrolled</td>
<td>9,719</td>
<td>9,624</td>
<td>9,045</td>
<td>8,196</td>
<td>7,719</td>
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<tr>
<td>Yield</td>
<td>54%</td>
<td>52%</td>
<td>52%</td>
<td>53%</td>
<td>54%</td>
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<tr>
<td>First-Time Frosh Applications</td>
<td>5,023</td>
<td>6,046</td>
<td>5,781</td>
<td>5,265</td>
<td>5,072</td>
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<tr>
<td>First-Time Frosh Enrolled</td>
<td>2,846</td>
<td>3,370</td>
<td>3,142</td>
<td>2,933</td>
<td>2,746</td>
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<tr>
<td>Yield</td>
<td>57%</td>
<td>56%</td>
<td>54%</td>
<td>56%</td>
<td>54%</td>
</tr>
</tbody>
</table>
## Financial Aid Application-to-Award Yields: 2010-2014

<table>
<thead>
<tr>
<th></th>
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<th>Fall 2011</th>
<th>Fall 2012</th>
<th>Fall 2013</th>
<th>Fall 2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Financial Aid Applications</td>
<td>4,867</td>
<td>5,706</td>
<td>6,718</td>
<td>6,738</td>
<td>6,990</td>
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<tr>
<td>Total Financial Aid Awards</td>
<td>2,374</td>
<td>3,193</td>
<td>3,471</td>
<td>3,408</td>
<td>3,373*</td>
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<tr>
<td>Yield</td>
<td>49%</td>
<td>56%</td>
<td>52%</td>
<td>50%</td>
<td>48%</td>
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<tr>
<td>FTF Financial Aid Applications</td>
<td>1,058</td>
<td>1,249</td>
<td>1,397</td>
<td>1,394</td>
<td>1,480</td>
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<tr>
<td>FTF Financial Aid Awards</td>
<td>493</td>
<td>738</td>
<td>723</td>
<td>668</td>
<td>789*</td>
</tr>
<tr>
<td>Yield</td>
<td>47%</td>
<td>60%</td>
<td>52%</td>
<td>48%</td>
<td>53%</td>
</tr>
</tbody>
</table>

* Students have until 12/22/14 to complete their Financial Aid file and be awarded.
SC K-8th Grade Outreach Activities

After-School Programming at CUSD

• 2013-2014
  • 30 Elementary, Middle, and High School locations
  • 10,499 Student Registrations
  • 147 Average number of classes with participation/session
  • 33 Partner Vendors
  • Junior Gauchos: Back to School Nights, Carnivals, Parent Meetings

• 2014-2015
  • Expand locations
  • Partnerships with PTAs, foundations, and other parent organizations
  • Scholarship program
SC High School Partnership Activities

**2013-2014**
- 21 College Nights/Career Fairs
- 142 Classroom Presentations
- 12 Application Workshops
- 21 Financial Aid Workshops
- 13 On Site Matriculation/Assessment Only
- 307 Quad Visits
- 14 On-site Counseling 100
- Drop-In Counseling

**2014-2015**
- K-12 Website
- Parent Orientations/Videos
- Streamlined/targeted messaging communications
Community Outreach Activities

- **2013-2014**
  - Orange County Fair
  - San Clemente Ocean Festival
  - City Festivals
- **2014-2015**
  - Expansion of off-site locations
  - Adult Education Focus
  - Student Equity Focus
Retention Strategies

- Advisement
- Student Engagement
- Tutoring
- Success Workshops
- Study Groups, etc.

Student success (and retention) is everyone’s job.
Forecasting Future Needs

• Flexibility to adapt to changes in students’ needs and preferences
• Program trends, transfer rates, labor market needs
• Sherpa: predictive analytics
• Follow-up contact with applicants
• A means to capture contact information from potential students and reach out to them
Questions and Answers