Overview

- Five-Year Enrollment Data
- Peer Comparisons
- Strategic Focus
Five-Year Enrollment Data
Enrollment – Academic Year Comparisons

Full-Time Enrollment (FTE)

- Increase 11.25%
- Increase 18.74%
- Increase 4.2%
- Increase 4.8%
- Decrease 1.75%

Data provided by Institutional Effectiveness – PCC
Enrollment – Full-Time Enrollment Comparisons

FTE Comparisons - Fall to Fall & Winter to Winter

Data provided by Institutional Effectiveness – PCC
## Enrollment - Headcount Comparisons

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall Headcount</th>
<th>Winter Headcount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2009</td>
<td>42000</td>
<td></td>
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<tr>
<td>Fall 2010</td>
<td>43000</td>
<td></td>
</tr>
<tr>
<td>Fall 2011</td>
<td>44000</td>
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<tr>
<td>Fall 2012</td>
<td>45000</td>
<td></td>
</tr>
<tr>
<td>Fall 2013</td>
<td>46000</td>
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</tr>
</tbody>
</table>

![Bar Chart with Fall to Fall and Winter to Winter Headcount Comparisons]

*Data provided by Institutional Effectiveness – PCC*
Peer Comparisons
Peer Comparisons - Fall to Fall

Peer Institution Comparisons: Fall 2010 to Fall 2011 & Fall 2011 to Fall 2012

*OCCURS – January 2012 / February 2013
Strategic Focus
Strategic Recruitment - Importance

Given the decline in enrollment, being conscious of peer institutions enrollment status, the economy, and research on college-going students, PCC is taking proactive steps to change the downward enrollment trend by being strategically focused on recruitment. Listed below is an overview of increasing student enrollment:

- Develop and implement targeted recruitment best practices
- Enhance, revise, and refine marketing messages and visibility of the College
- Leverage technology by developing a data-driven process to increase enrollment of students from target populations
- Develop a virtual presence to assist prospective and new students with navigating the PCC system
Strategic Recruitment - Planning

The Traditional Enrollment Funnel

- Prospects
- Inquiries
- Applicants
- Admits
- Enrolled
Strategic Recruitment - Current Steps

THE HIGH SCHOOL VISIT & PROGRAMMING
- Developed Standard High School Presentations
- Developed High School Visit Strategy
- Developed Territory Management
- Developing targeted programming for students as they move through the enrollment funnel

MARKETING AND COMMUNICATIONS
- Developing Standard Themed Communications
- Developed and Sending Communications to recruited students (follow-up communications)
- Developing NEW targeted recruitment marketing materials
- Developing a recruitment marketing campaign for PCC

TECHNOLOGY AND SYSTEMS SUPPORT
- Developing system support needed to successfully track students
- Developing reports needed to successfully track students
- Developing a Virtual Presence that assists future students with navigating the PCC system
Questions