Enrollment Trends

Student Records &
Enrollment Services
Portland Community College

Presented by: Shasta Buchanan
Data Provided by: Institutional Effectiveness
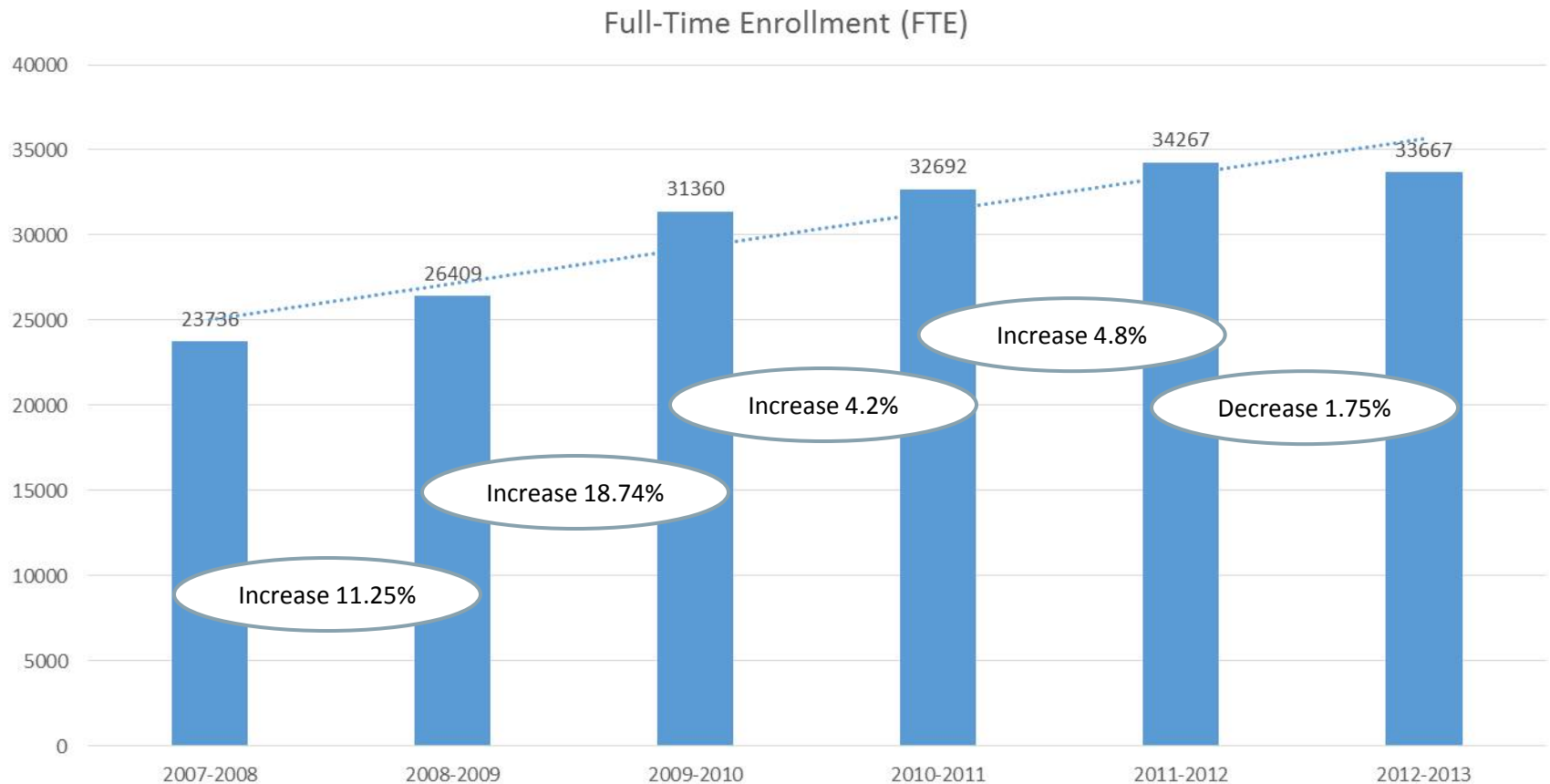   February 20, 2014

Overview

- **Five-Year Enrollment Data**
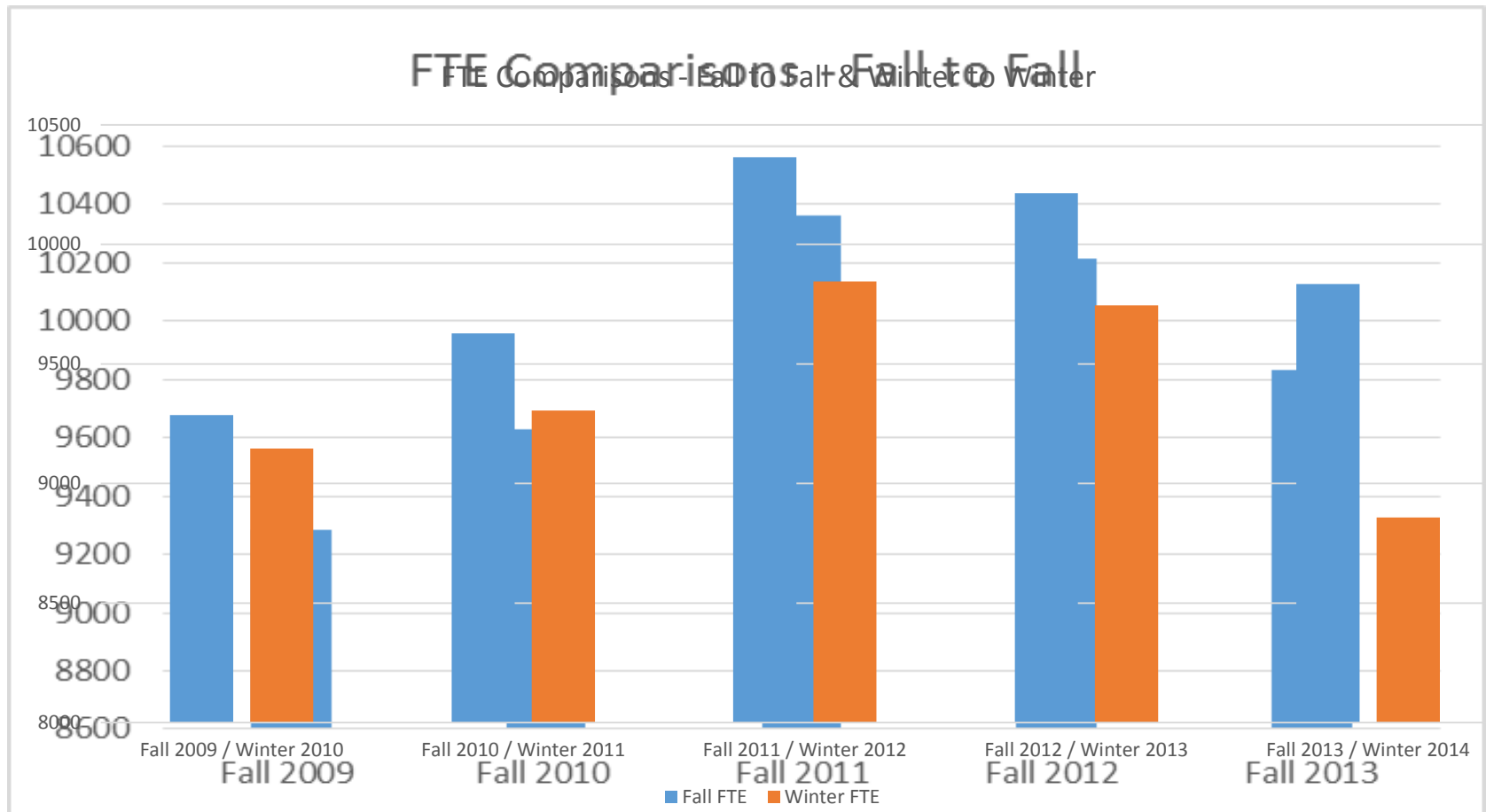- **Peer Comparisons**
- **Strategic Focus**

Five-Year Enrollment Data

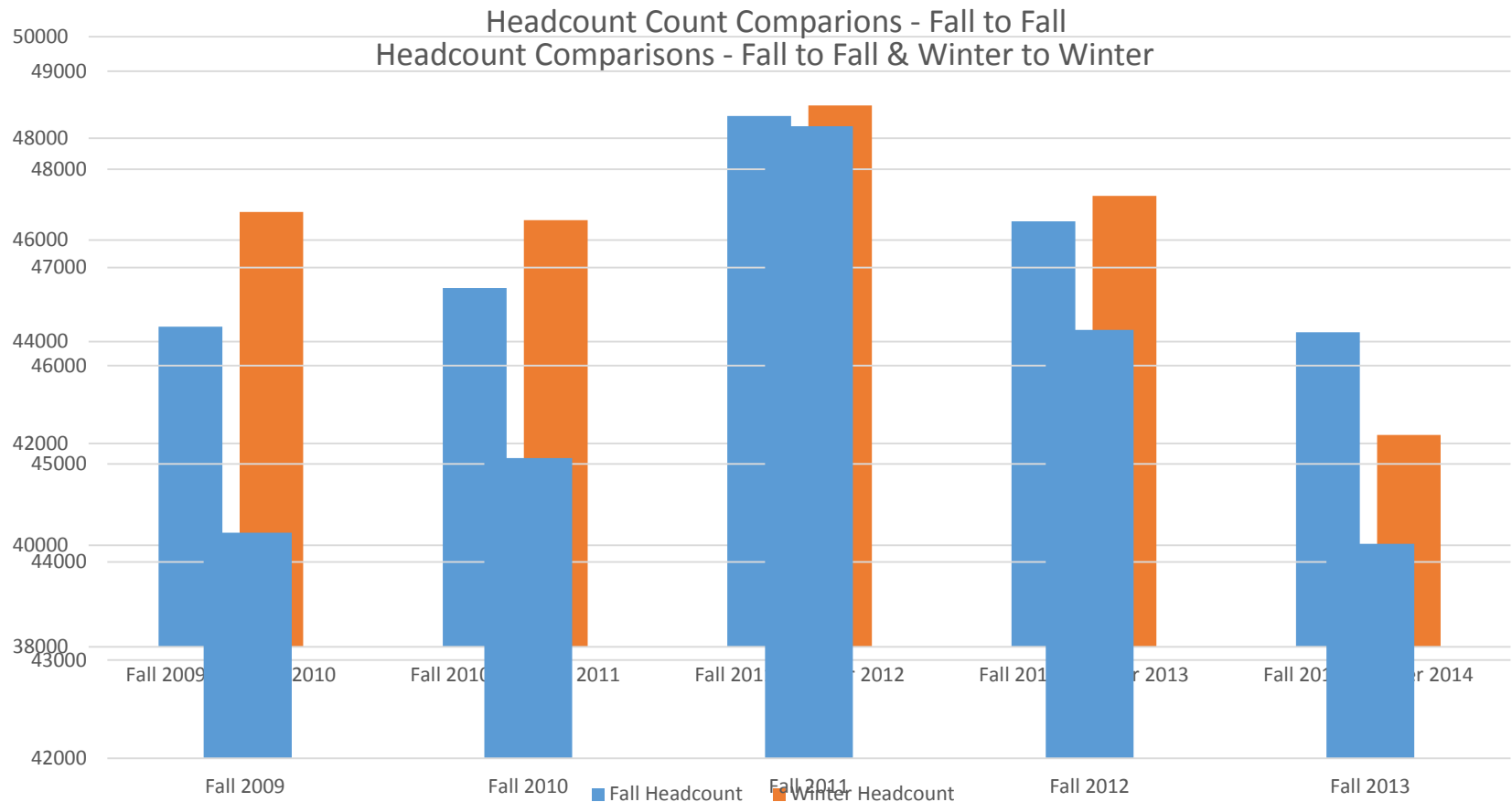# Enrollment – Academic Year Comparisons

Full-Time Enrollment (FTE)

Year	FTE
2007-2008	23736
2008-2009	26409
2009-2010	31360
2010-2011	32692
2011-2012	34267
2012-2013	33667

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

Headcount Count Comparions - Fall to Fall
Headcount Comparisons - Fall to Fall & Winter to Winter
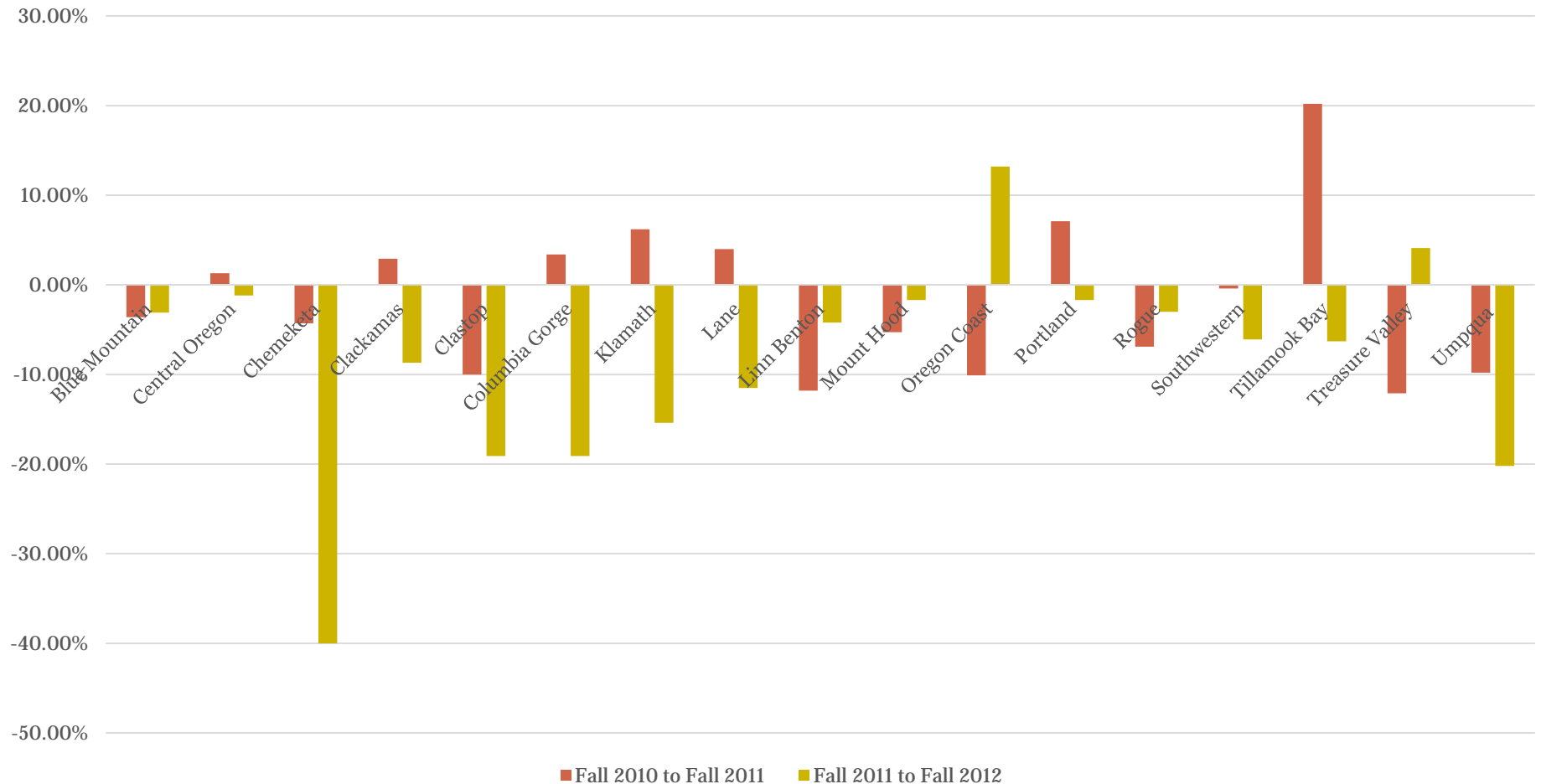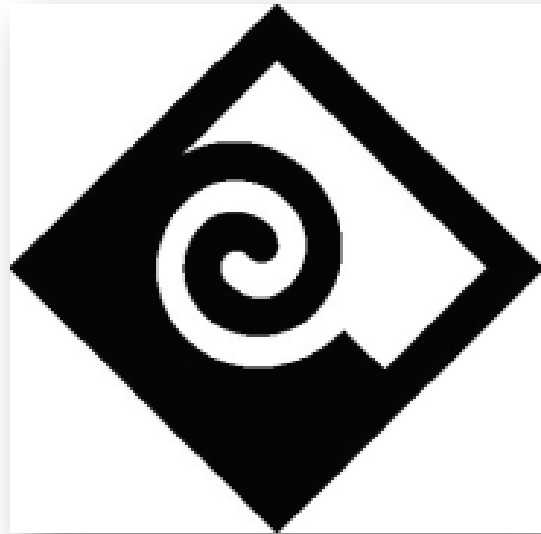
Data provided by Institutional Effectiveness – PCC

Peer Comparisons

Peer Comparisons – Fall to Fall

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

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 <u>marketing messages</u> and <u>visibility</u> 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**

Prospects

Inquiries

Applicants

Admits

Enrolled

The Traditional Enrollment Funnel

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