

Fall 2019 Enrollment Update

PCC Board of Directors Work Session

October 24, 2019

Overview

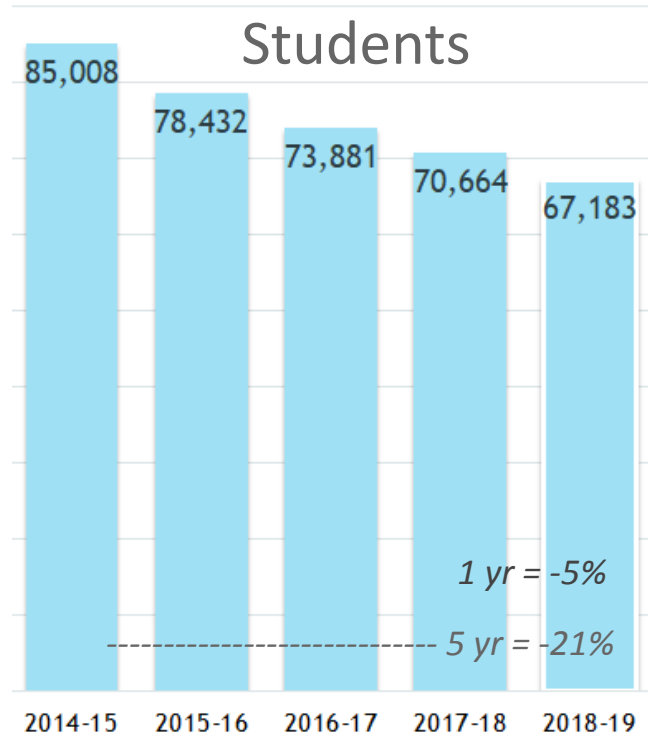
Enrollment Trends

Student Course Taking Behavior

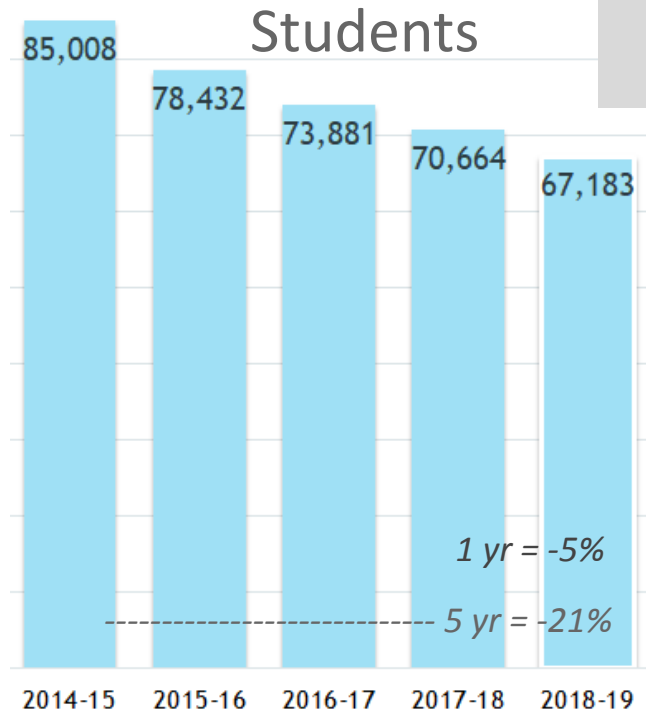
Enrollment Management Strategies



5-Year Trends



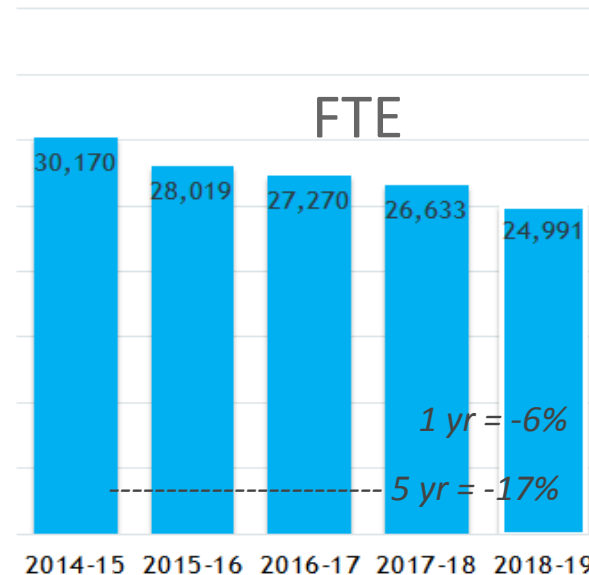
5-Year Trends



Other 16 Oregon CC's combined % change

1 yr: Students = -3.5%, FTE = -4%

5 yr: Students = -14.5%, FTE = -15%



National Enrollment Trends

National Enrollment trends for 2-year public institutions	Spring 2017	Spring 2018	Spring 2019
Full-time	-5.1%	-2.4%	-4.7%
Part-time	-1.0%	-1.8%	-2.6%
18-24	-2.5%	-0.8%	-4.1%
Over 24	-5.0%	-4.6%	-4.0%

<https://nscresearchcenter.org/currenttermenrollmentestimate-spring2019/>



Fall 2019 (end of week 2 comparisons)

33,687 Students *2.3% above Fall 2018*

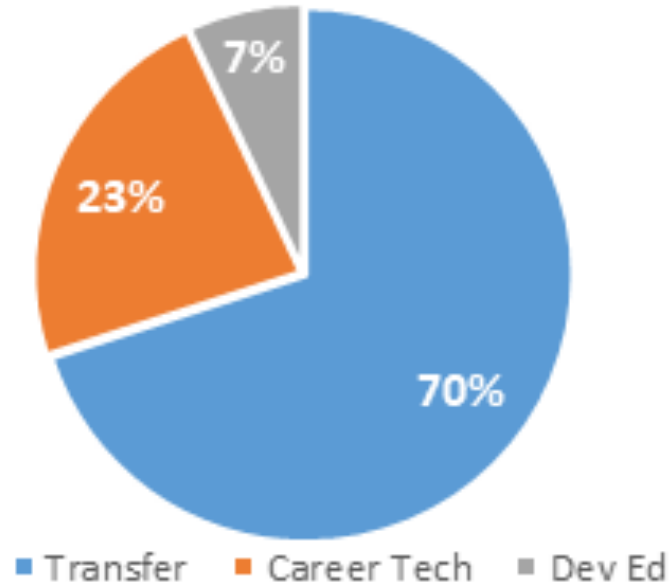
7,570 Total FTE *-1.1% less than Fall 2018*

If Dual Credit excluded *-4.4% less than Fall 2018*

1,476 WEB FTE (also included above) *-1.6% less than Fall 2018*



Credit FTE Distribution



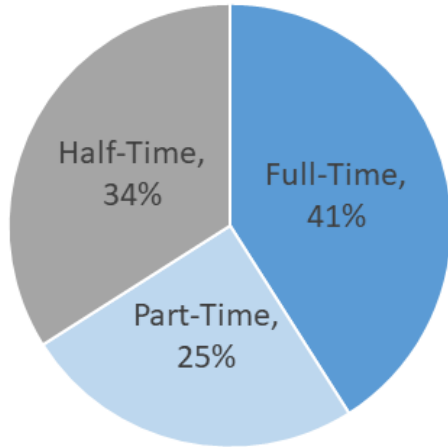
Compared to Fall 2018:

Lower Div Transfer -5%, Career Tech Education -3%, Dev Education -11%

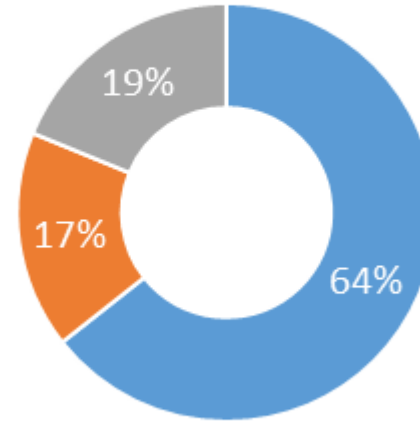


Enrollment Intensity

Fall 2019 Credit



Course Location



■ On Campus Only ■ Web Only ■ Both OC & W

Compared to Fall 2018:

All decreased. Lowest percent decline among Full-Time (-3%) and Web Only (-2%) students

Strategic Enrollment Strategies

- Investing in Recruitment
 - Expanded Admissions and Recruitment team
 - Director of Admissions and Recruitment
 - Dedicated resources to promotion of online programs
- New Technologies: EnrollmentRX and EAB
 - Better tracking to engage proactively with interested students
 - Better communications with students at critical junctures
 - Richer information about where students are in their journey with us and who they are engaging with at the college



Strategic Enrollment Strategies

- Onboarding Improvements
 - New Student Advising and Registration Sessions
 - Expanded communications to students “in the pipeline”
 - Better coordination of staff providing student support during the admissions process
- Intentional Advising and Retention Supports
 - Early Alert systems
 - Assigned advisors and intentional check-points
 - Proactive academic planning



Thank You