Enrollment Update: Strategies & Next Steps

Office of Planning, Research and Innovation & Effectiveness

Office of Instruction
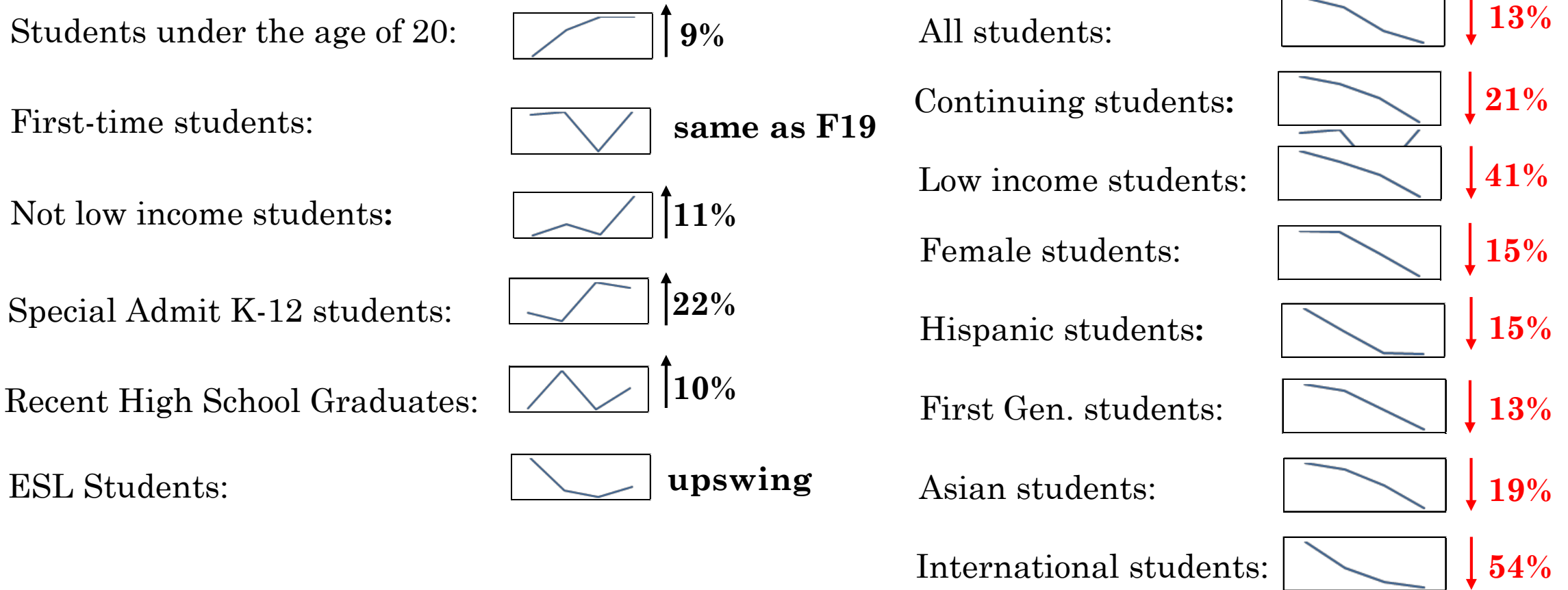
Office of Student Services

Presentation

Planning and Budget Council Meeting

10.5.2022

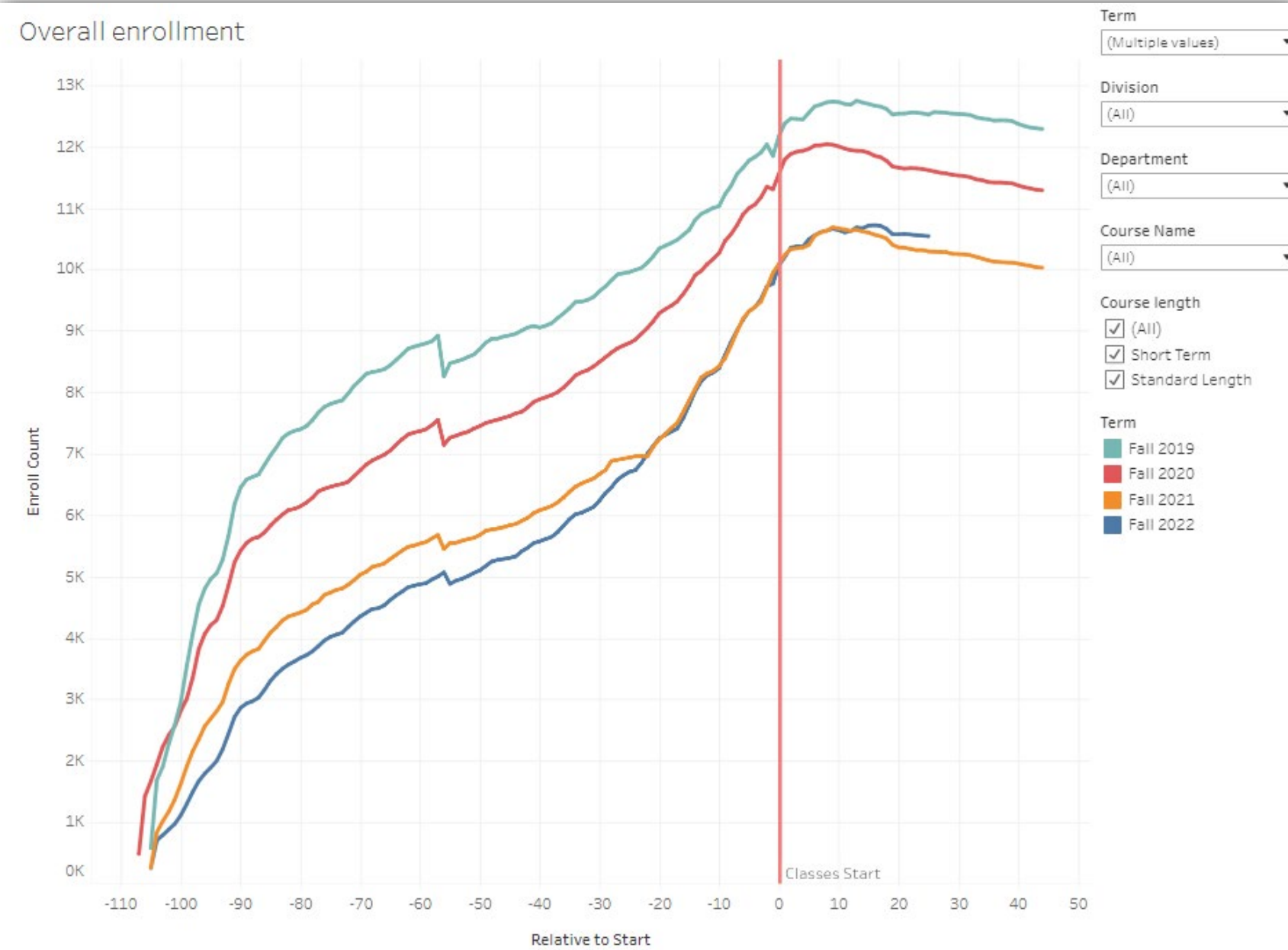# Cañada Enrollment Trends between Fall 2019 and 2022

Students under the age of 20:   **9%**

First-time students: **same as F19**

Not low income students**:**   **11%**

Special Admit K-12 students: **22%**

Recent High School Graduates: **10%**

ESL Students: **upswing**

All students: **13%**

Continuing students**:**   **21%**

Low income students: **41%**

Female students: **15%**

Hispanic students**:**   **15%**

First Gen. students: **13%**

Asian students: **19%**

International students: **54%**

Just-in-time Enrollment Strategies Deployed

3 weeks before semester starts

Marching order

➢ All-hands-on-deck approach to increase course enrollment
➢ Instructional deans worked with GP retention specialists in collaboration with GP Director to communicate with students to enroll in courses
➢ PRIE provided needed data including students' contact information.
➢ Counseling expanded availability of drop in sessions
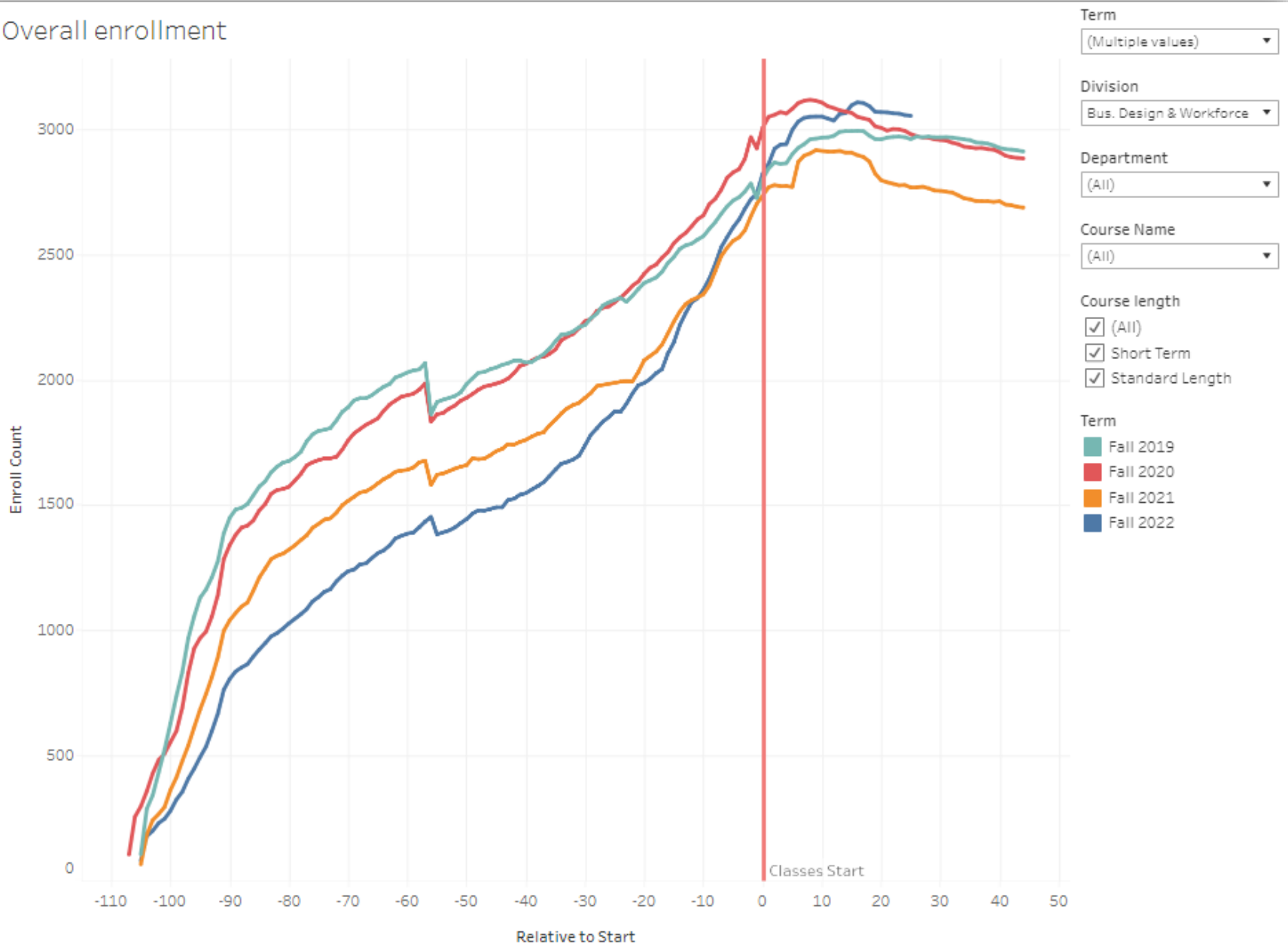
Positive Outcomes of the Strategies

College Overall

BIG THANKS TO PRIE

Positive Outcomes of the Strategies
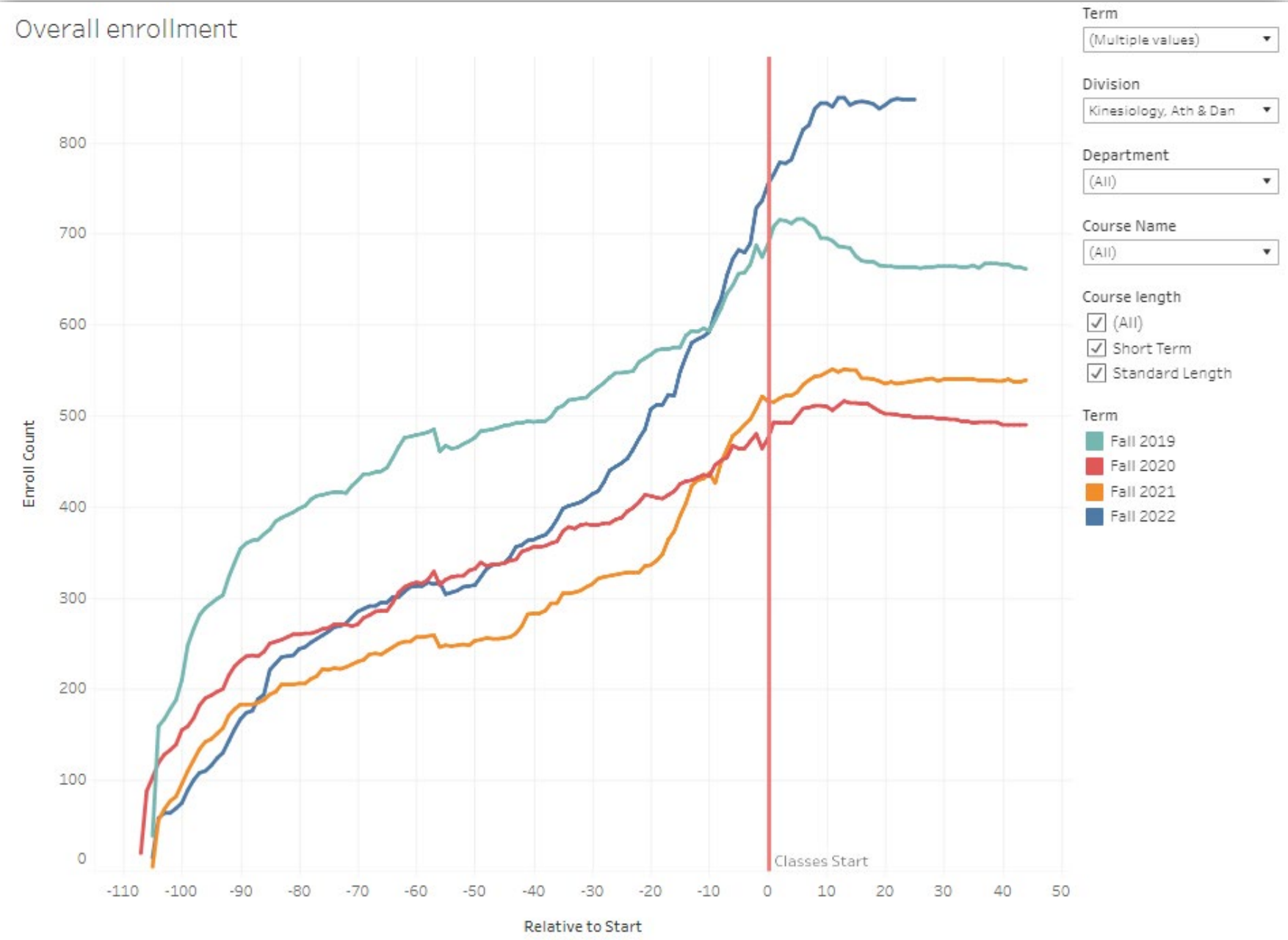
Business Design & Workforce

Positive Outcomes of the Strategies

Kinesiology, Athletics, & Dance

Qualitative Information—GP Director

For those students on the **Subsequent Enrollment** report, the most common reasons given for not enrolling this semester:

- The need to speak with a counselor: Help selecting classes and removing blocks or holds they didn't know how to clear
- Life: responsibilities with work, family, child care, moving out of the area, and dealing with other competing priorities.
- Schedules: modality or day/time didn't work for them

It invited students who needed help to ask for it and allowed us to direct them to whatever service they needed in order to register. The evidence is seen in the increase in enrollment during the period that we were reaching out to students.

For specific course enrollments based on the **SEP report**, the most common reasons students gave for not enrolling in a particular course were:

- Dropping down to part-time
- Change in goal/major so class was no longer needed
- Took course over the summer and moved on to something else
- Failed to meet pre-requisite in previous semester, needed to repeat before enrolling in next course

The SEP information was often not current and it is unclear how helpful it was in encouraging students to enroll in specific courses.

Lessons Learned

1. **Strategies seemed to work!**
   - Point-in-time enrollments were positive compared with the same time last year

2. **These strategies could be implemented earlier instead of 3 weeks before the semester started to avoid potential class cancellations**

3. Counseling drop-in appointments were expanded

4. Areas for further exploration:
   - Improvements to student ed plan data
   - Opportunity to mitigate potential class cancellation with earlier implementation of strategies
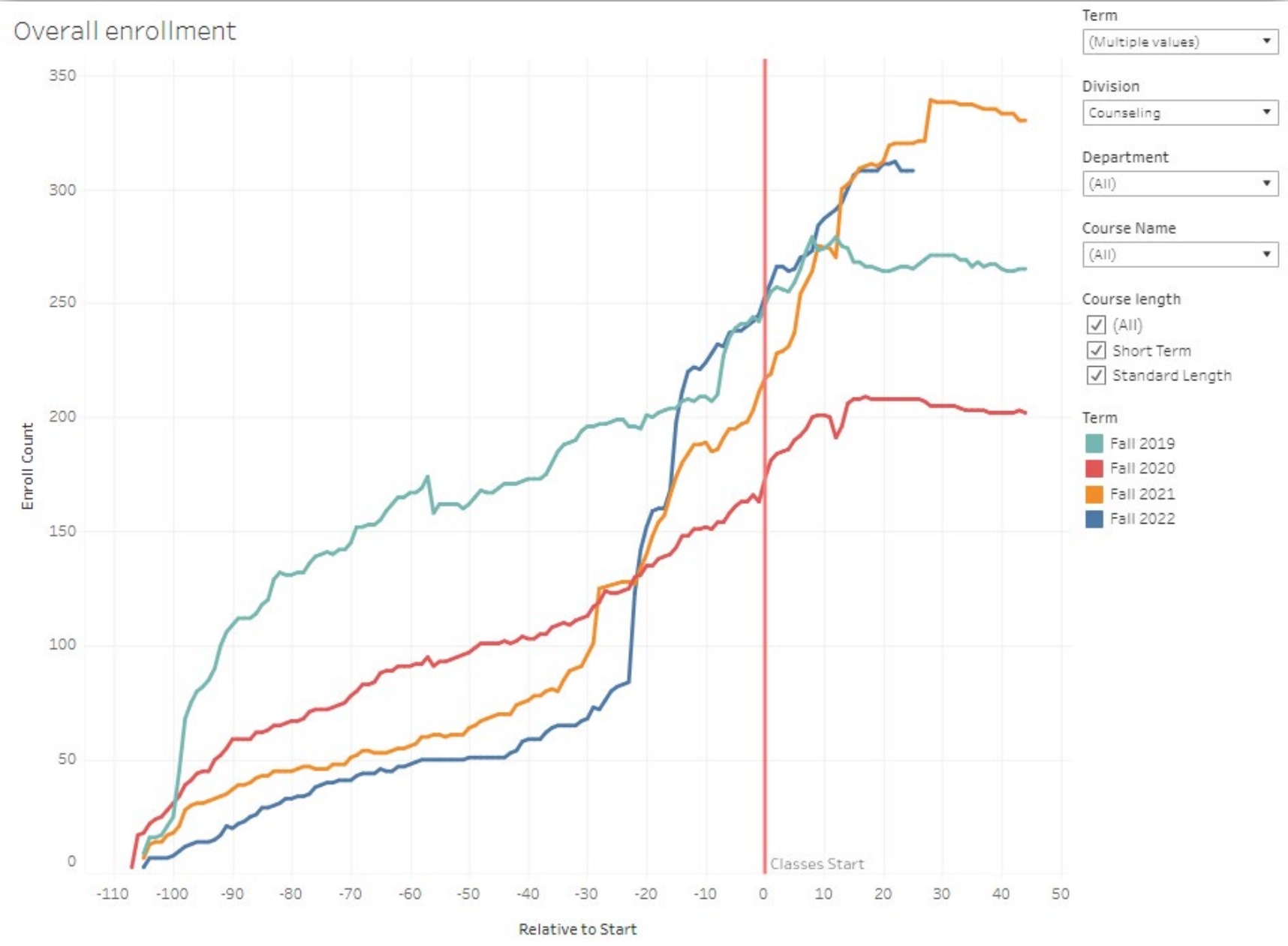
Closing Summary

Next Step--Details

1. Deploy these strategies in Oct, Nov, and Dec for Spring 2023 enrollment

2. Focus on students updating student ed plan before priority registration

3. Focus on students enrolling in courses before winter break

4. Set up monthly benchmarks for student ed plan and enrollment

5. Work together to build:
   1. Consistent dataset to use
   2. Consistent timeline for communication
   3. Consistent messaging

6. Provide update on Course Modality to PBC on Oct 5.

7. Provide update on Enrollment Strategies Implementation to PBC on Oct 19
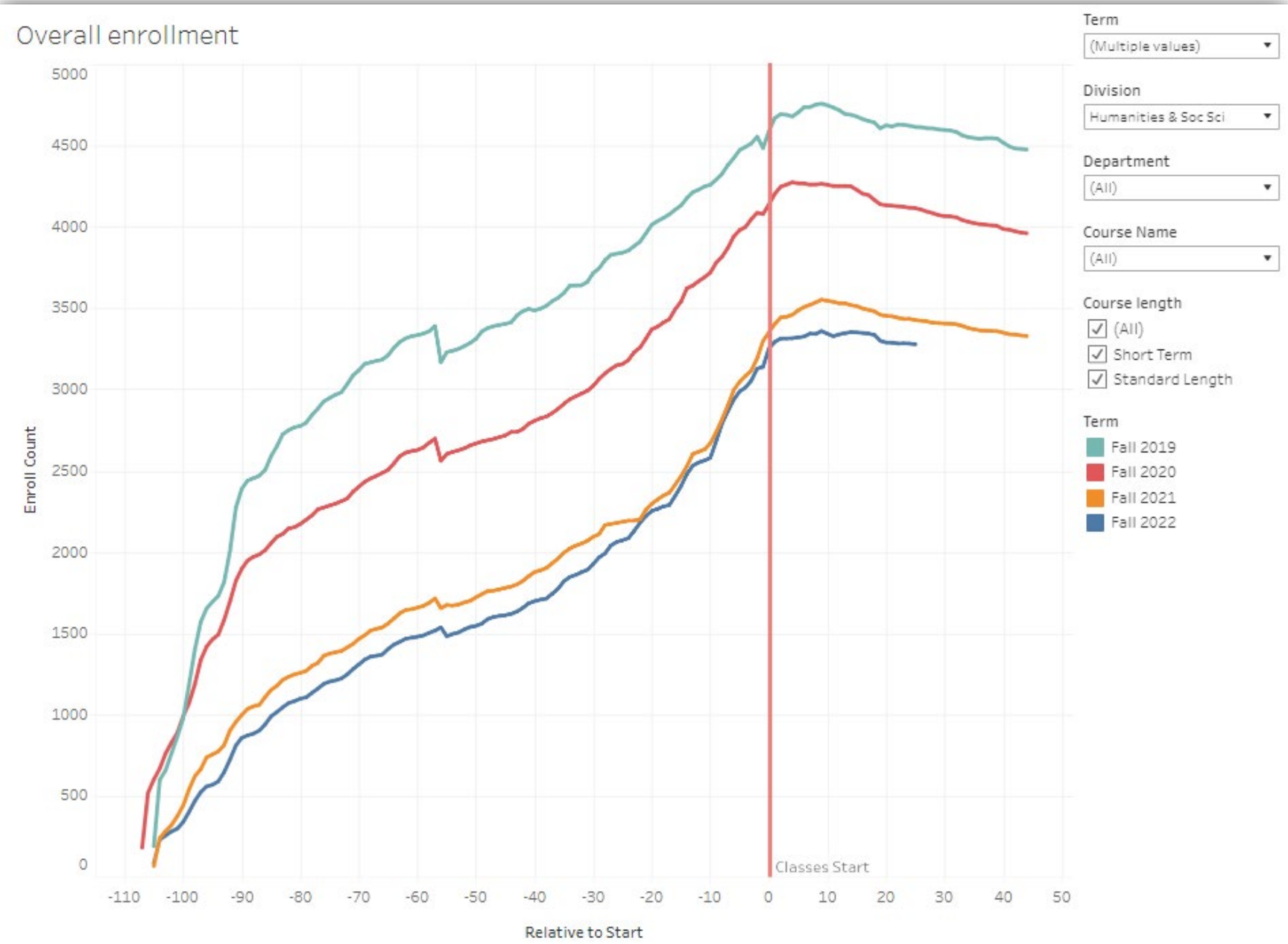
Stop here

Details

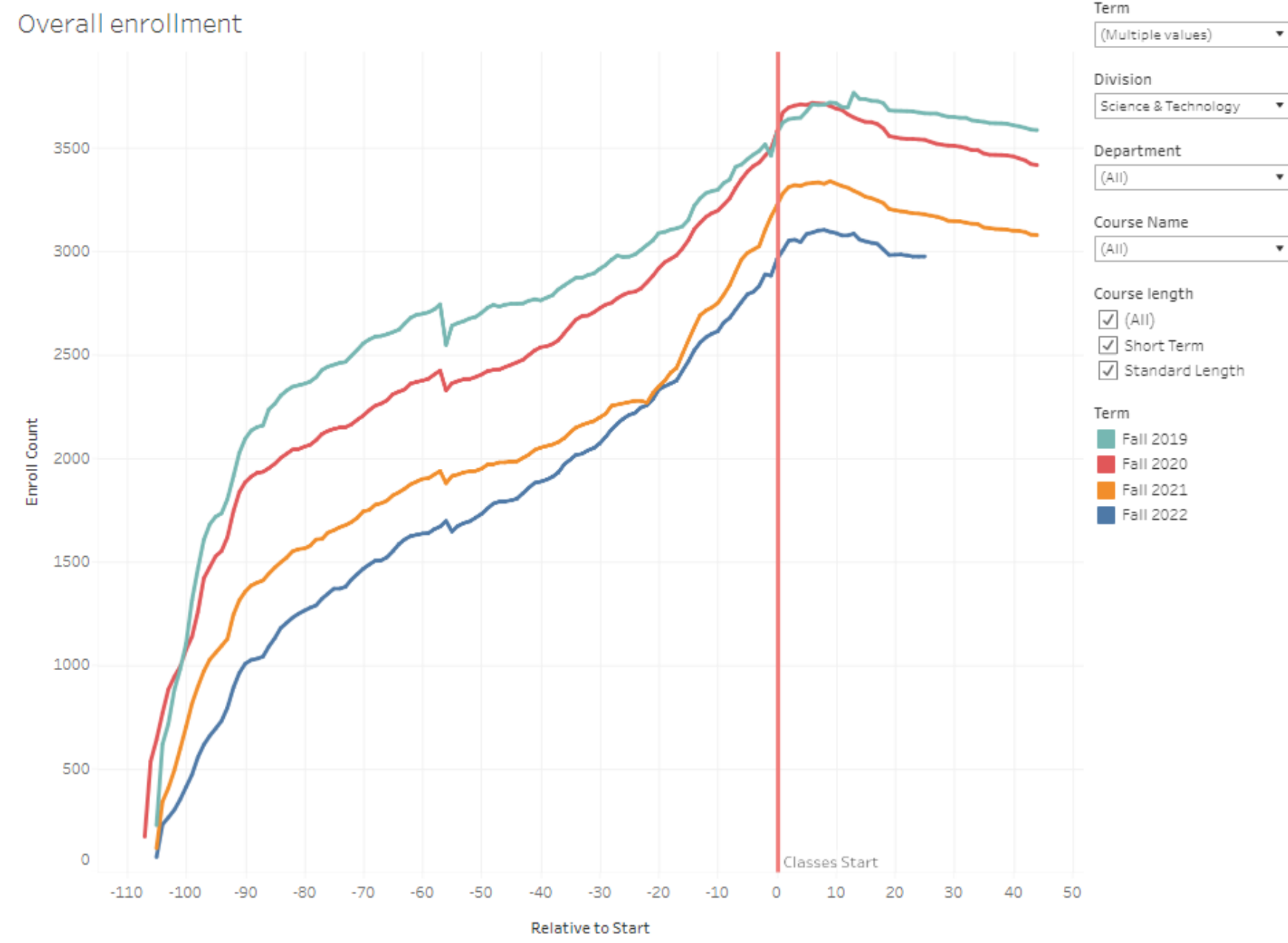# Positive Outcomes of the Strategies

Counseling

Positive Outcomes of the Strategies

Positive Outcomes of the Strategies

Science & Technology

Enrollment Comparison

Skyline College			
Fall 2022	08/22/22	15,526.0	-1.77
Fall 2022	08/21/22	15,407.0	-1.89
Fall 2021	08/23/21	15,806.0	
Fall 2021	08/22/21	15,704.0	

Canada College			
Fall 2022	08/22/22	10,489.0	0.87
Fall 2022	08/21/22	10,369.0	0.14
Fall 2021	08/23/21	10,399.0	
Fall 2021	08/22/21	10,354.0	

College of San Mateo			
Fall 2022	08/22/22	17,098.0	-3.64
Fall 2022	08/21/22	16,971.0	-3.55
Fall 2021	08/23/21	17,743.0	
Fall 2021	08/22/21	17,596.0	

6 days after semester started

What Data to Use

➤Student Education Plan data

➤Subsequent Report

How to Use the Data/Report

➤ Student Education Plan data (thanks to Edgar)

- Highlighted students who planned to enroll in a specific course based on their student ed plan in fall 2022 but had yet to enroll. About **2000+** students were included in this list.
- GP Retention Specialists worked, with the guidance from the instructional deans and GP Director to remind (via various communication methods) students to enroll in these specific courses in their student education plan.
- A specific message was sent to specific students.

➤ Subsequent Report (thanks to PRIE)

- Highlighted students who enrolled in spring 2022, had not graduated, and had yet to enroll in fall 2022. About **2000+** students were included in this list.
- GP Retention Specialists worked, with the guidance from the instructional deans, to remind students to enroll.
- A general message was sent to this group of students.