Enrollment Management
A Student Services Perspective

Chief Student Services Officers
October 12, 2022

Presented by

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El Camino College
Enrollment Management

- What is Enrollment Management
- Parts of Enrollment Management
- Creating your college Enrollment Management Strategy
What is Not Included

• Not covering the FTES Formula as there are several.
• Not covering Class Scheduling, courses/majors offered and FTEF as Student Services does not have purview over it.
• Not covering some parts of retention/persistence that Student Services does not have purview over.
What is Enrollment Management?

• In California’s community colleges, enrollment management presents a unique challenges due to COVID and our populations we serve.
• All things being equal, enrollment management can be as simple as increasing its total enrollment by a given percentage or as complex as combining FTES (70%) + SCFF (30%).
Prerequisites to SEM

• External Scan: who are you serving? Potential populations of prospective students (age, income, ethnicities, etc.).

• External Scan: who are your employers and labor demand? Are you offering what your surrounding employers need?

• Internal Scan: who are you serving? What are your students needs to stay engaged, enrolled, and to complete? Average units enrolled in per students.

• Campus commitment: Board, Executive Cabinet, Managers, Faculty, Staff, and Students.

• The Capacity to Plan
Enrollment Management Planning for Student Services

• Some things to consider:
  ❖ Do you have an FTES target and understand how it was derived (retention data included)?
  ❖ Determine the enrollment goal via the Enrollment Funnel
  ❖ Do you have the resources to support an Enrollment Funnel?
  ❖ How are your District’s resources allocated (towards growth or status-quo)?
Enrollment Funnel Tactics

- **Awareness**: 8,000 people
- **Informing**: 400 people
- **Interesting**: 40 people
- **Applying**: 3 people
- **Enrolling**: 1 person

Conversion rates: 1-20%, 3-15%, 2-15%, 10-40%
Enrollment Management from the Top

- Enrollment Management mandates can only come from one office, the President-Superintendent or Chancellor with support of the Board. Any other smaller mandates will hurt enrollment goals/targets as it will compete for scarce resources with the rest of the District.
Enrollment Management

• Outreach and Recruitment
  ❖ Know your Enrollment Funnel targets (we will get into the specifics later on)

❖ Have a plan to attract & keep new students
  Who will be providing Outreach?
  Who will be providing Recruitment?
  Who will be providing student success support?
  How do these all interact with each other?
## ECC Applicants

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<th>Fall 2021</th>
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<td>Enrolled</td>
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### Targets

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<td>Enrolled</td>
<td>10,000</td>
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</tbody>
</table>
Know Your Yields

Process
• Prospects
• Applicants
• Enrolled
• Showed
• Stayed
• Total FTES

Setting Targets
• Retention Rate
• Amount of units the average students take
• Show rate
• Enroll rate
• Applicants rate
• Prospect/Suspect rates
Recruitment

• Who does your college’s recruitment?
• Are ALL efforts coordinated?
• Is your recruitment efforts evaluated each cycle?
• What are your yields?
• What model are you using?
Enrollment Management

• Retention and Persistence
  ❖ Know your College’s Retention/Course Completion Rates
    • Drop rates within the first two weeks and in what courses taught by who
    • Withdrawal rates at the “W” mark in what courses
    • Course success rates in Transfer Level English and math
    • Course success rates in all other classes by major and faculty member
    • Partnership with Academic Affairs is required for success
  ❖ Persistence Rates
    • Intentional student engagement (e.g. Starfish)
    • Embedded services into “gateway classes”
    • Drop surveys – why are students dropping out of class
Other Funding (30\%)

• Supplemental Funding:
  • Promise Grant
  • Pell Grant
  • AB 540

• Student Success
  • Completion (degrees/Certificates)
  • Transfer
  • Transfer Level Math/English
  • Living Wage
  • Career units (9 or more)
The Cycle Begins Again

Set Enrollment Targets for the next cycle

Planning to set Resources need to meet Enrollment target

Student Success Programing for Retention and Completion

Recruitment and admissions

Enrollment Management and Student Success

Enrollment and onboarding
Ask Yourself

• Who is responsible/accountable for student recruitment at your college?
• Who is involved in student recruitment at your college?
• Who is responsible/accountable for student retention at your college?
• Who is involved in student retention at your college?
• 10 minutes and report out
More things to Ask

• Identify three (3) things at your college that make you unique that no other CCC around you has. For example, major, program, etc.
Last Question

• Who is your direct competition for students?
Enrollment Management

“The ultimate goal of enrollment management is student success.” (Miyashiro, Angelo & Villareal, 2010)

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