Restoring Enrollments in Turbulent Times

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The Enrollment Decline Nationwide

➢ From 2015/16 to 2020/21, Butte College enrollment (FTEs) declined 31%
➢ During the same period, student headcount declined 24%
➢ CA Community College enrollment declined 14.8% during 2020/21
   (EdSource, 11/4/21)

The Need to Think Strategically
Enrollment is a 50/50 split between Recruitment and Retention

1. A Critical Examination of Matriculation

- Critically examine the student experience at every stage.
Key Questions:
1. What is the purpose?
2. What is the student experience?
3. Is it a barrier? Does it cause leakage?
4. Is there opportunity to improve/redesign/rethink?
Steps to Accessing Funding
➢ State/Federal Funding
➢ Scholarships
➢ Categorical Programs
➢ Accounts Payable Policies
2. Intentionality and Diversity in Recruitment

a. What are the various pipelines that contribute to your enrollment?
   - High school
   - Step outs
   - Workforce training/credentialing
   - Dual enrollment
   - International/ out of state/Athletes
   - Others
b. Does your college set specific targets for each group?
c. How are your recruiters organized?
d. Does your college utilize student ambassadors?
3. Communication & Engagement

How do you organize communication to prospective students?
- Who is contacting the students?
- What does the messaging look like?
- Does your college have a CRM? If not, how is messaging coordinated?
- How is your CRM supported?

4. Marketing

- Differentiate marketing from public relations/foundation/fundraising
- Raise awareness of academic programs and support services
- A call to action
- How do you market to external and internal audiences?
- Do you have internal capacity or is everything outsourced?
- What does the college’s web experience look like? Where is the webmaster located?

5. Academic Scheduling

- This is the single strongest catalyst or inhibitor to enrollment growth
- What percentage of your schedule is remote, face-to-face, or hybrid?
- Who determines your schedule preference?
- How do you cater to specific enrollment groups?
- What is your policy/practice on class cancellations?
- Do you have early morning, evening, or weekend classes?
- How do other services support the class schedule?
6. Re-enrollment

- This is the other half of enrollment
- Reengaging current students for re-enrollment is as critical as recruitment.
- Do you analyze your re-enrollment rates?
- Does your college have re-enrollment campaigns? Who runs them?
- What tools do you use to deploy re-enrollment campaigns?

Enrollment growth is a trickle, not a flood