

# Student Success Report: Building Enrollment While in Crisis

JUNE 17, 2020

# Summary: Summer 2020

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- Overall Enrollment increased by 14%
- Overall tuition bearing enrollment increased by 17%
- Exceeded the summer enrollment goal by 290 FTE
- New student applications increased by 15%
- Student at large applications increased by 23%
- New student enrollment increased by 15%
- Retained students increased by 14%
- New transfer students increased by 18%
- Returning students increased by 24%
- Concurrent student enrollment increased by 71%



# Enrollment Overview: June 16, 2020

## 1 Year Change

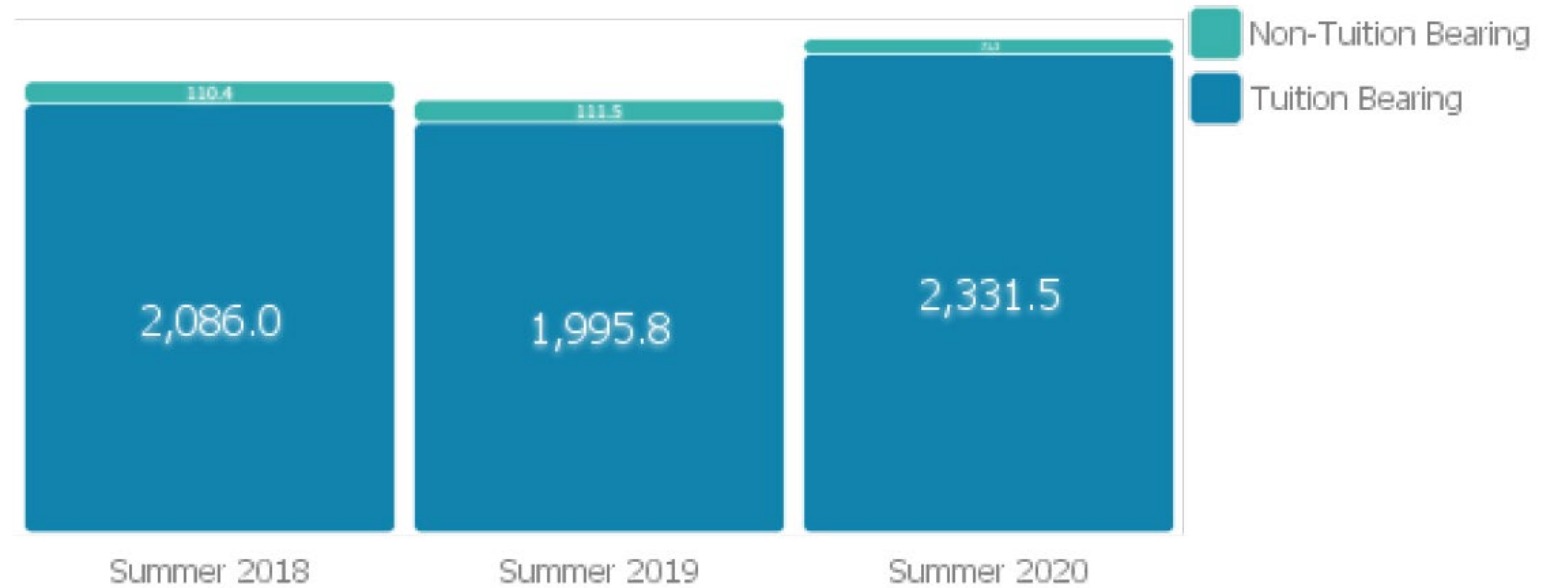
	Summer 2018	Summer 2019	Summer 2020	+/-	%
CE Reimbursable	30.4	18.5	10.6	-8.0	-43.0%
Dual Credit (on campus)	0.9	1.9	5.4	3.5	189.3%
Traditional	2,054.7	1,975.4	2,315.5	340.1	17.2%
<i>Online</i>	610.5	664.1	2,248.2	1,584.1	238.5%
Tuition Bearing	2,086.0	1,995.8	2,331.5	335.7	16.8%
AED	106.7	103.7	71.3	-32.3	-31.2%
Dual Credit (off campus)	3.7	7.8		-7.8	-100.0%
Non-Tuition Bearing	110.4	111.5	71.3	-40.1	-36.0%
<b>Overall Total</b>	<b>2,196.4</b>	<b>2,107.3</b>	<b>2,402.8</b>	<b>295.6</b>	<b>14.0%</b>

All numbers are FTE (Full-Time Equivalent) which is the total number of credit hours enrolled / 15.

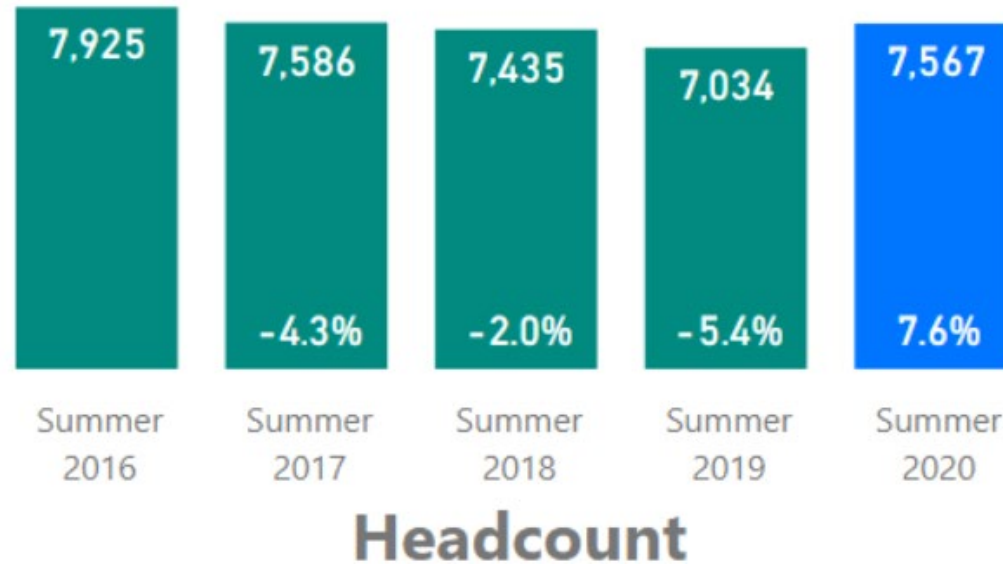
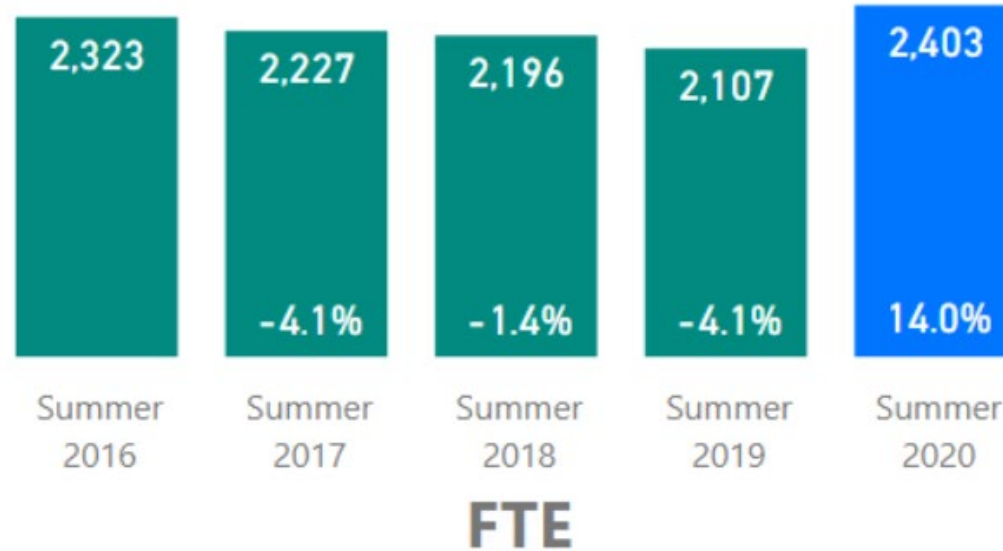
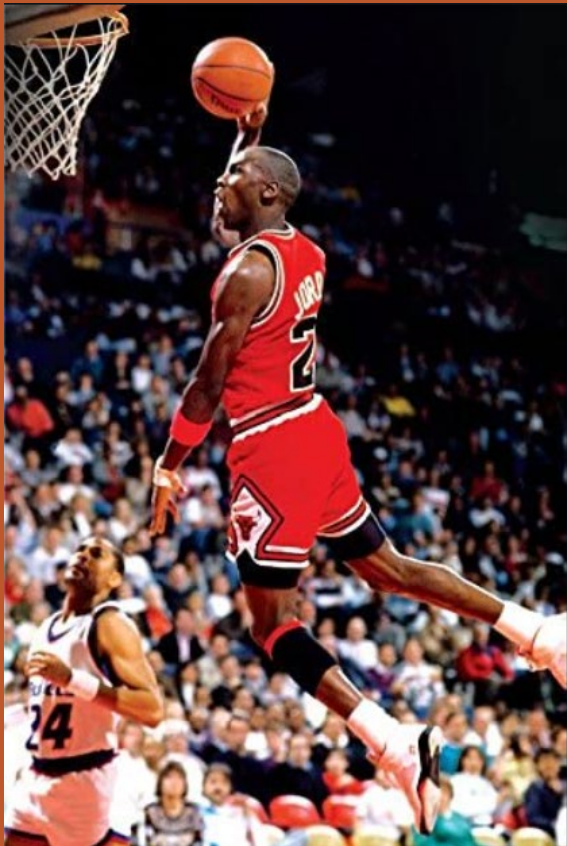
Exceeded  
Summer  
Enrollment Goal



## 289.8 FTE Over Goal



# Soaring Summer 2020 Numbers



Fall

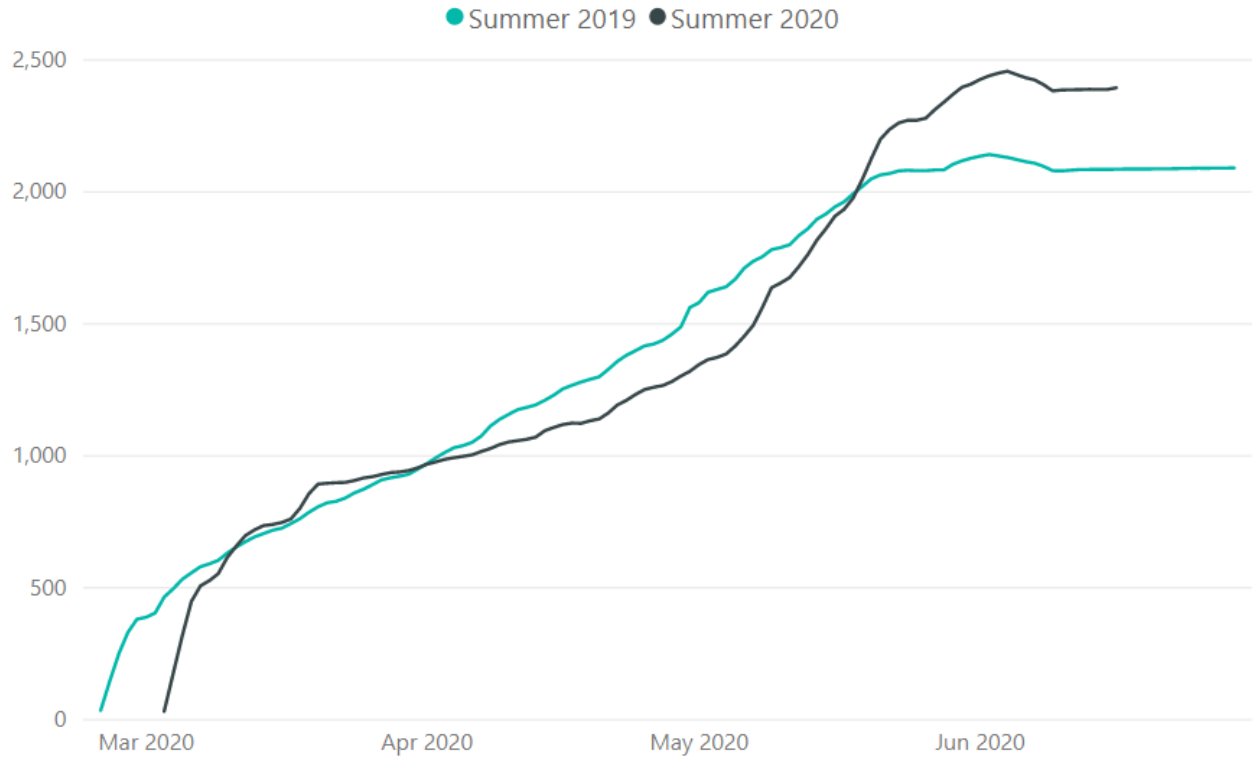
Spring

Summer

Trend From Sem Start

Trend From Reg Start

### FTE by Date



Enrollment  
Trendline:  
Slow Start  
Strong Finish

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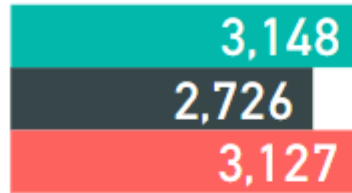
# Divisional Enrollment - Summer 2020 Totals by Division

	FTE					Headcount				
	Summer 2018	Summer 2019	Summer 2020	FTE +/-	FTE %	Summer 2018	Summer 2019	Summer 2020	HC +/-	HC %
Business and Social Sciences	486.4	466.9	563.3	96.5	20.7%	1,996	1,917	2,283	366	19.1%
Career and Technical Programs	276.8	249.3	225.2	-24.0	-9.6%	1,409	1,171	1,164	-7	-0.6%
Health Careers	185.2	191.3	119.1	-72.3	-37.8%	754	787	578	-209	-26.6%
Liberal Arts	559.7	533.0	641.1	108.1	20.3%	2,282	2,222	2,534	312	14.0%
Mathematics and Science	682.4	655.5	843.3	187.9	28.7%	2,340	2,243	2,824	581	25.9%
Student Development	5.9	11.3	10.7	-0.6	-5.3%	35	62	60	-2	-3.2%
<b>Overall Total</b>	<b>2,196.4</b>	<b>2,107.3</b>	<b>2,402.8</b>	<b>295.6</b>	<b>14.0%</b>	<b>7,435</b>	<b>7,034</b>	<b>7,567</b>	<b>533</b>	<b>7.6%</b>

Divisional Enrollment Levels:  
Summer 2020

# Summer 2020

● 2018 ● 2019 ● 2020

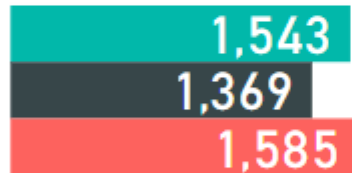


Total Apps

Total Apps <sup>i</sup>

+401

+14.7% ▲

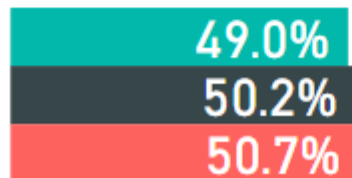


Converted Apps

Converted Apps <sup>i</sup>

+216

+15.8% ▲



Conversion Rate

Conversion Rate <sup>i</sup>

+0.5%



New Student Application and Conversion:  
June 16, 2020





# Most Popular Summer Courses

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Speech101  
Psychology 101  
English 101  
English 102  
Math 165

Art 105  
Biology 160  
Biology 161  
Sociology 101  
Accounting 101

Economics 212  
Math 103  
Biology 101  
Chemistry 121  
Biology 130

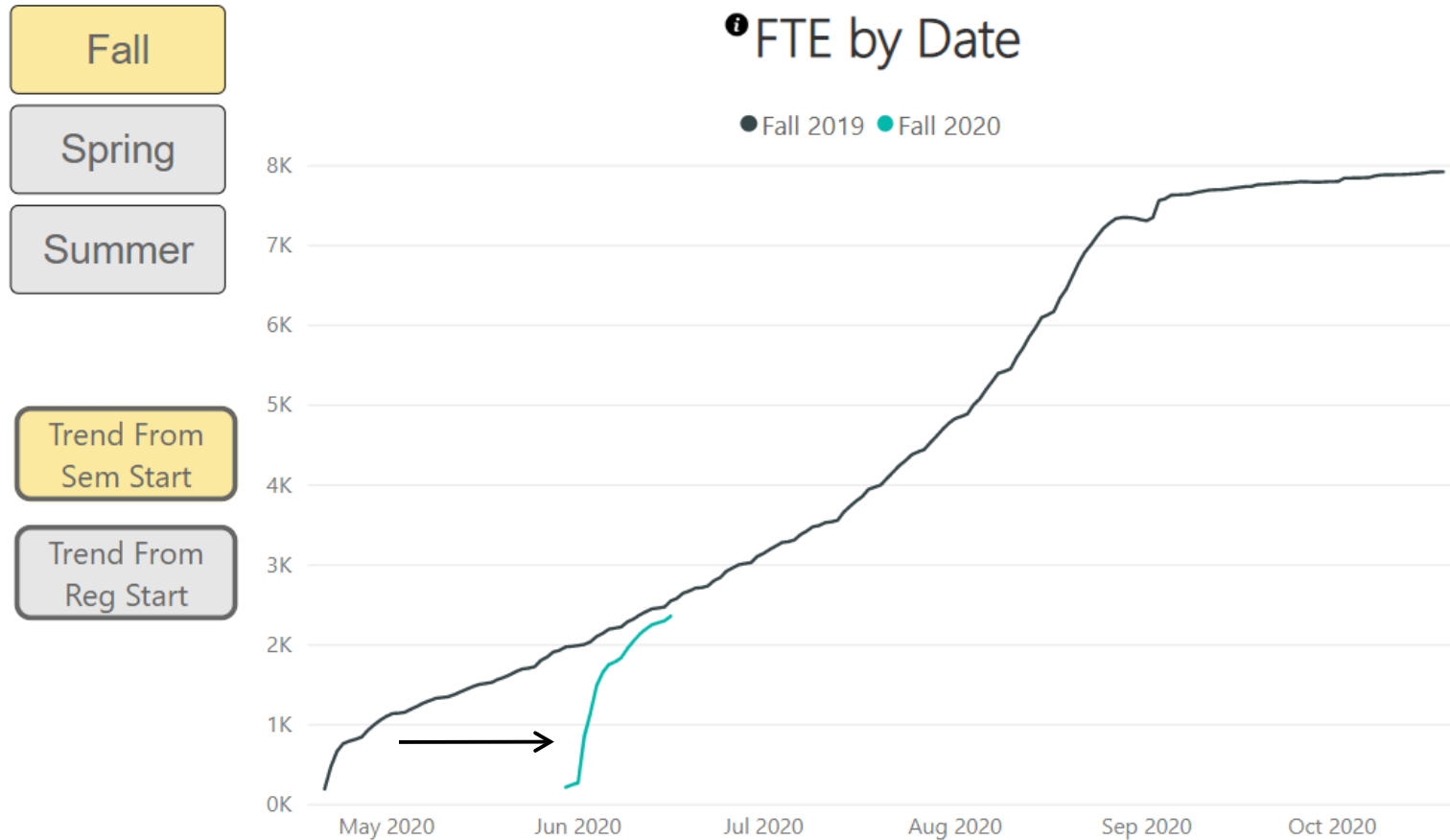
	Fall 2018	Fall 2019	Fall 2020	1 Year Change	
				+/-	%
CE Reimbursable	0.0	2.5	0.0	-2.5	-100.0%
Dual Credit (on campus)	0.0	0.0	0.0	0.0	
Traditional	2,359.7	2,550.5	2,362.9	-187.6	-7.4%
<i>Online</i>	214.4	230.9	1,948.4	1,717.5	743.7%
Tuition Bearing	2,359.7	2,553.1	2,362.9	-190.2	-7.4%
AED	0.0	0.0	0.3	0.3	
Dual Credit (off campus)	0.0	0.0		0.0	
Non-Tuition Bearing	0.0	0.0	0.3	0.3	
<b>Overall Total</b>	<b>2,359.7</b>	<b>2,553.1</b>	<b>2,363.2</b>	<b>-189.9</b>	<b>-7.4%</b>

All numbers are FTE (Full-Time Equivalent) which is the total number of credit hours enrolled / 15.



Fall Enrollment : Delayed Registration Opening – 6 weeks  
New challenges

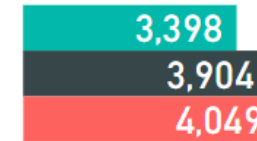
# Monitoring the Enrollment Trendline



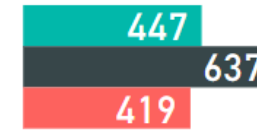
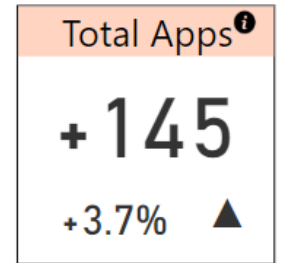
## Fall 2020

-	Total Apps	Conv Apps	Conv Rate
Application Update Form	+5 (+500.0%)	0 (0.0%)	-83.3%
Certificate Seeking	-59 (-17.3%)	-22 (-53.7%)	-5.3%
Degree Seeking	+236 (+7.0%)	-200 (-34.3%)	-6.7%
International	-5 (-9.4%)	0	
Non High School Graduate	-8 (-72.7%)	0	
Student at Large	-24 (-19.4%)	+4 (+33.3%)	+6.3%
<b>Total</b>	<b>+145 (+3.7%)</b>	<b>-218 (-34.2%)</b>	<b>-6.0%</b>

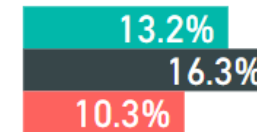
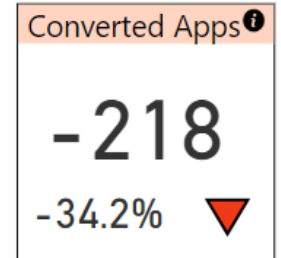
● 2018 ● 2019 ● 2020



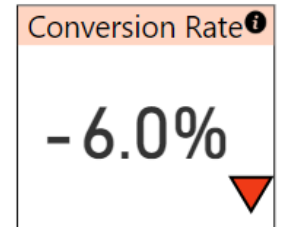
Total Apps



Converted Apps

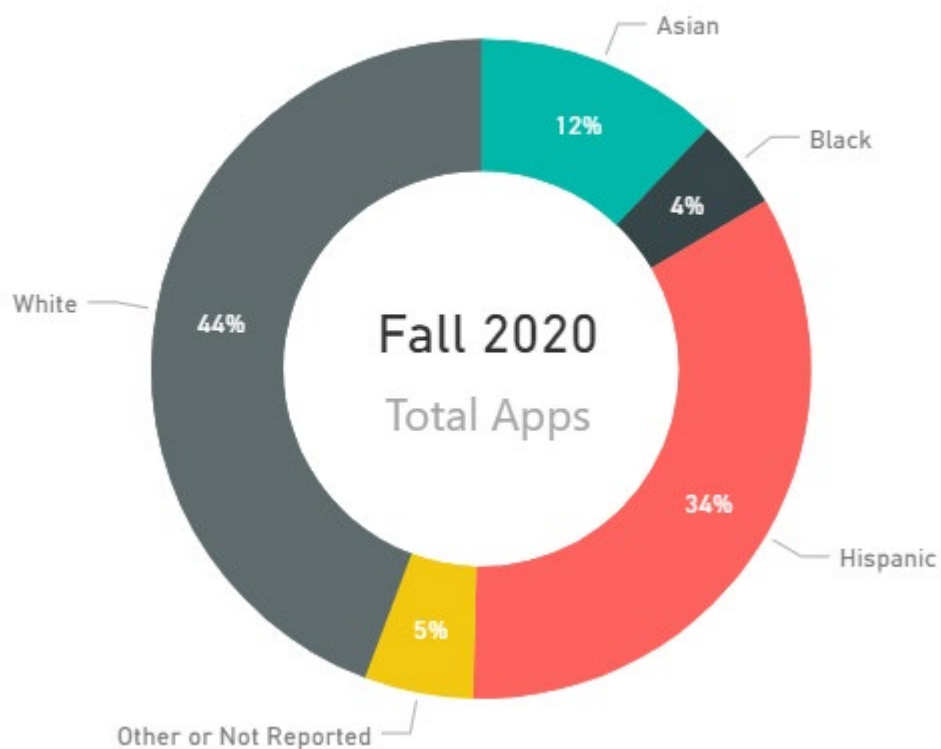


Conversion Rate



# New Student Applications: Fall 2020

# New Students Fall 2020



	Total Apps	Conv Apps	Conv Rate
-			
Asian	+63 (+14.9%)	-28 (-31.1%)	-8.5%
Black	-14 (-7.2%)	-4 (-44.4%)	-1.9%
Hispanic	+44 (+3.3%)	-51 (-33.8%)	-4.1%
Other or Not Reported	+9 (+4.3%)	-12 (-42.9%)	-6.1%
White	+43 (+2.5%)	-123 (-34.3%)	-7.4%
<b>Total</b>	<b>+145 (+3.7%)</b>	<b>-218 (-34.2%)</b>	<b>-6.0%</b>



Questions/Comments