

# *Enrollment Management*

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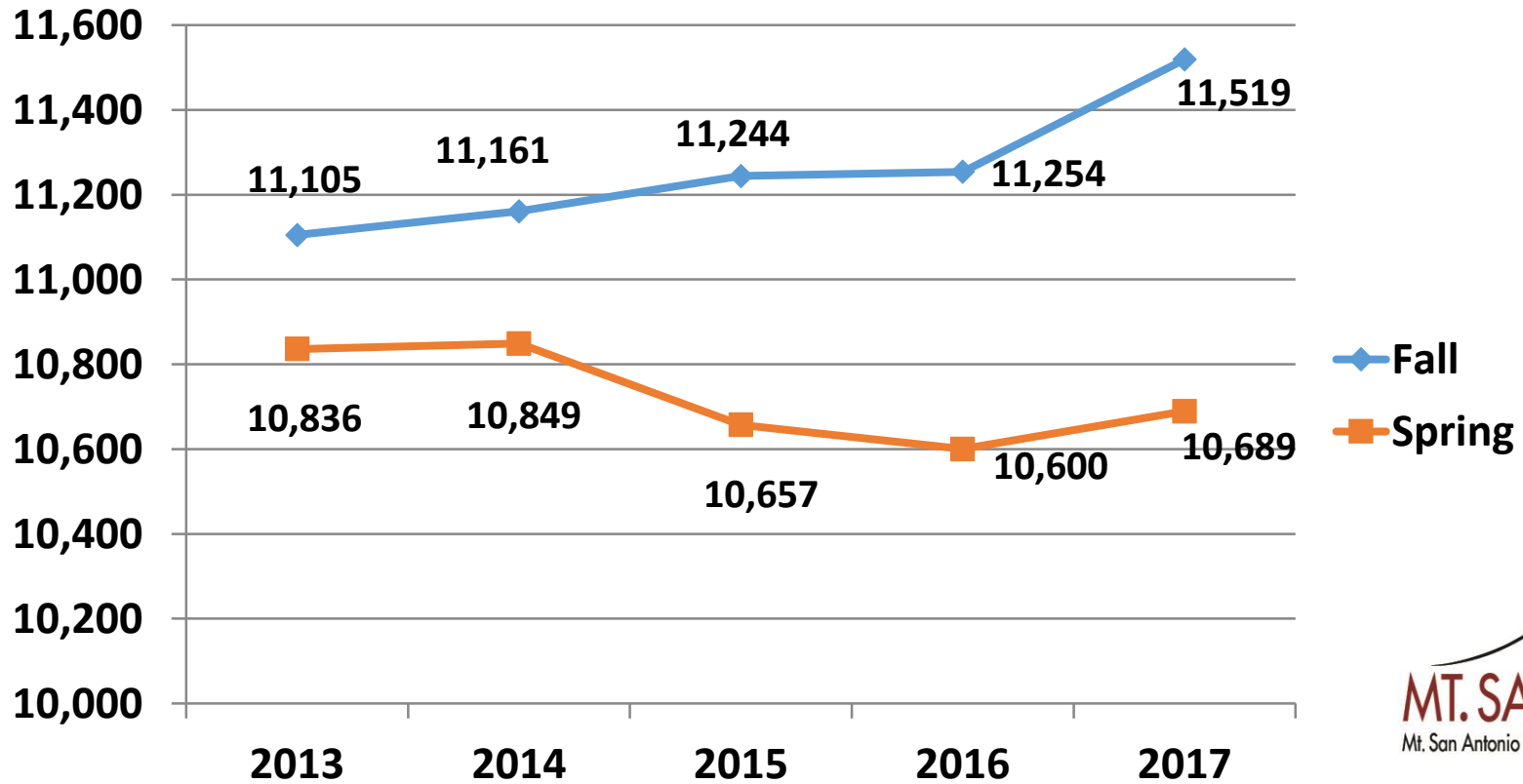
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**Dr. Joumana McGowan**-Associate Vice President, Instruction

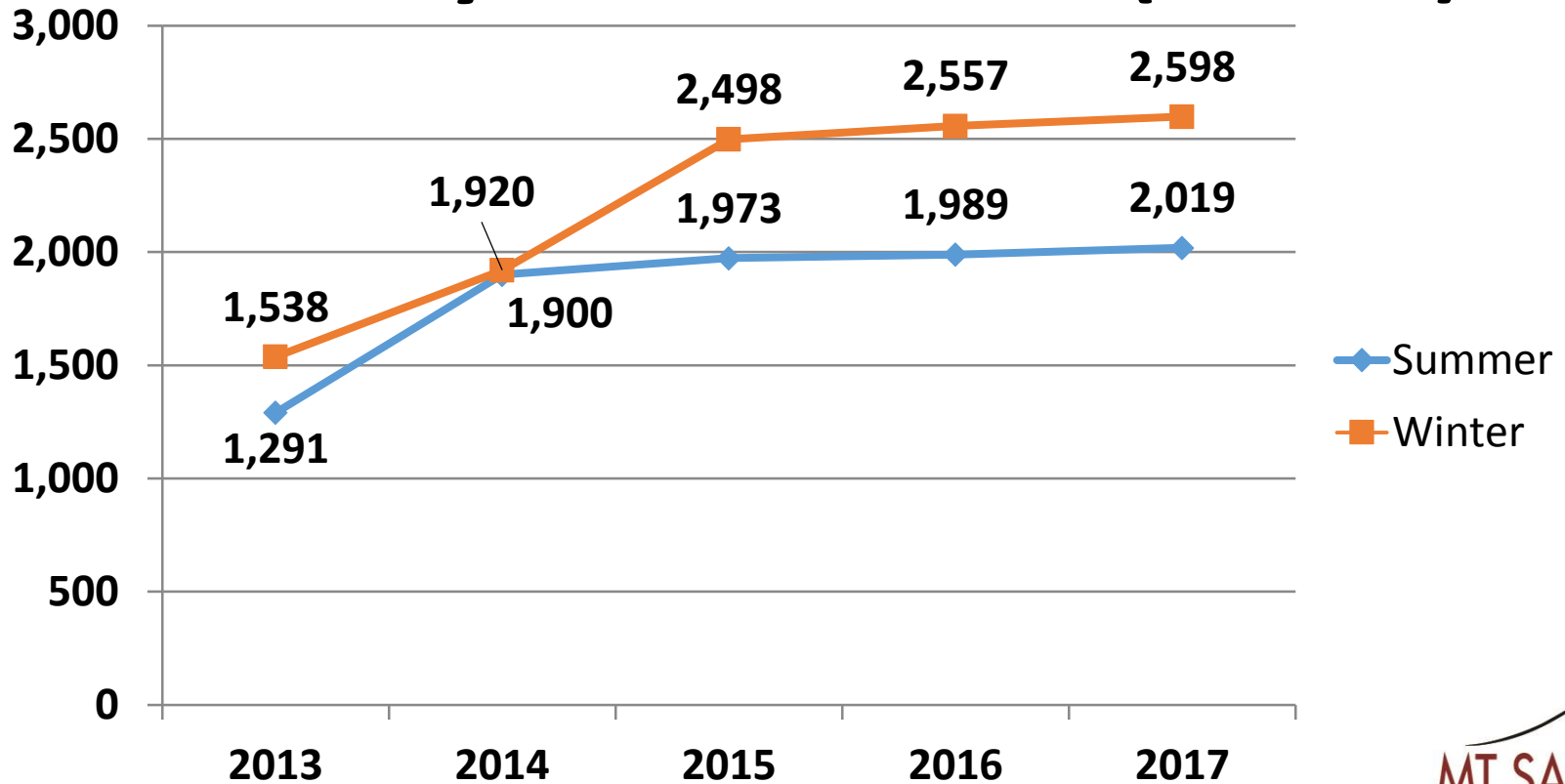
# Enrollment Management

- Enrollment Management is about:
  - Recruitment
  - Retention
  - Success
  - Analysis

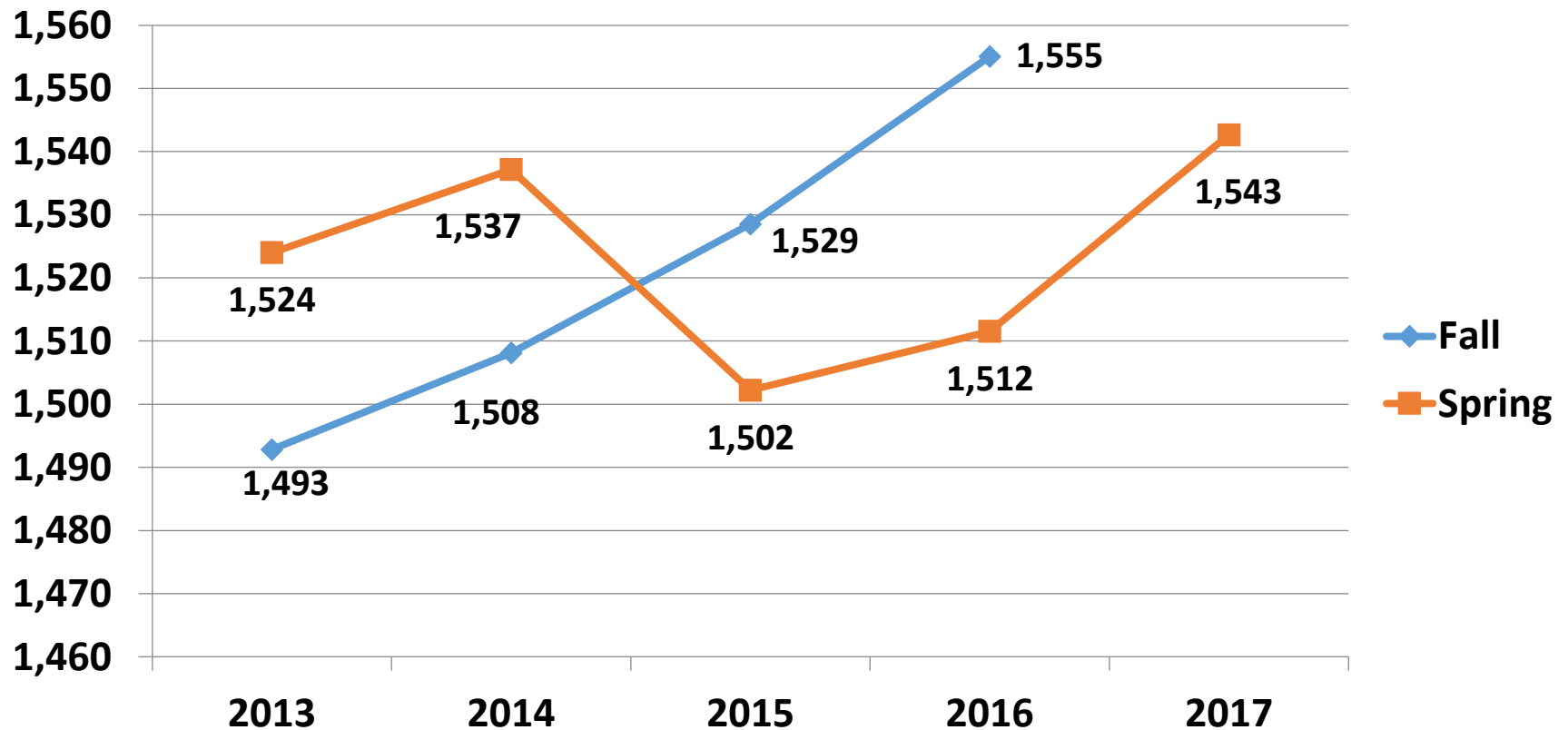
# FTES By Semester (credit)



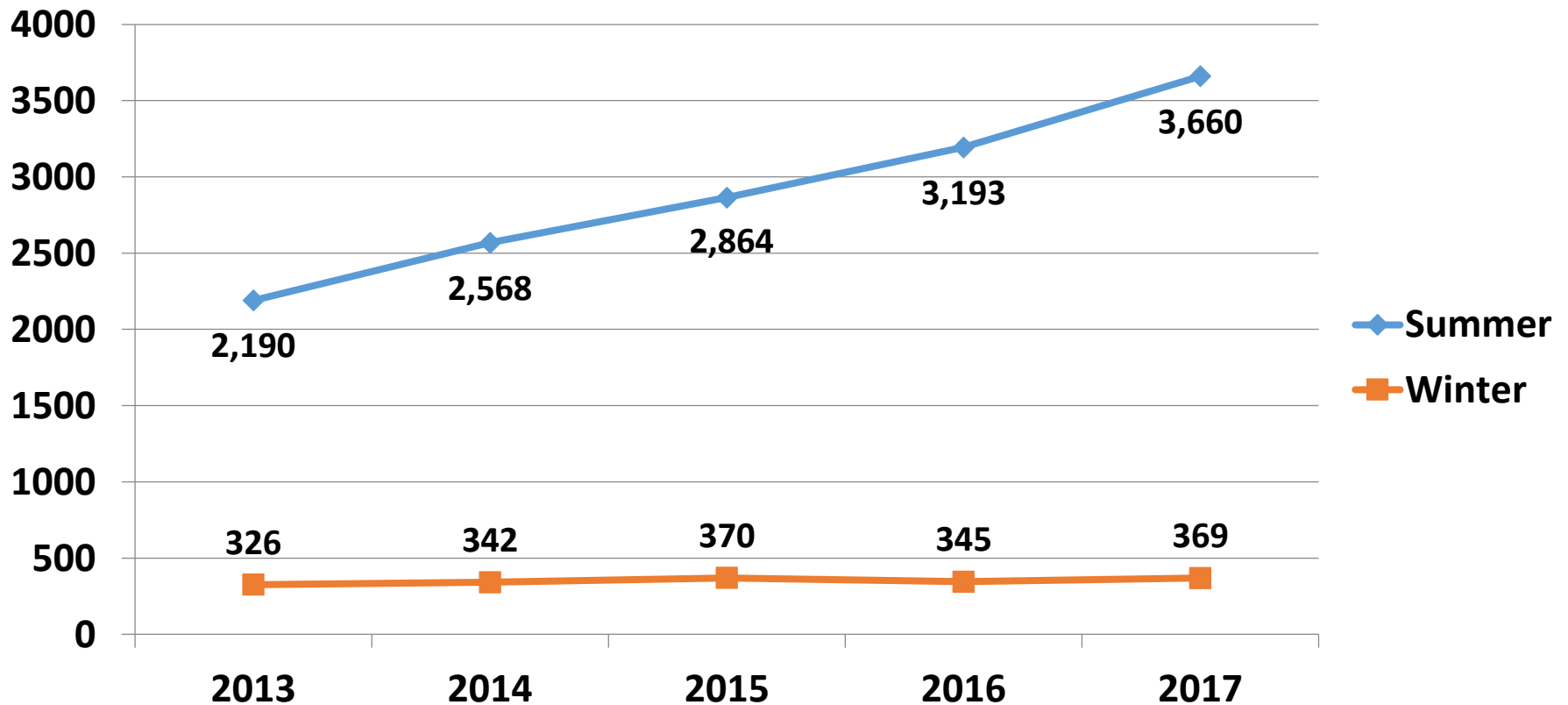
# FTES By Intersession (credit)



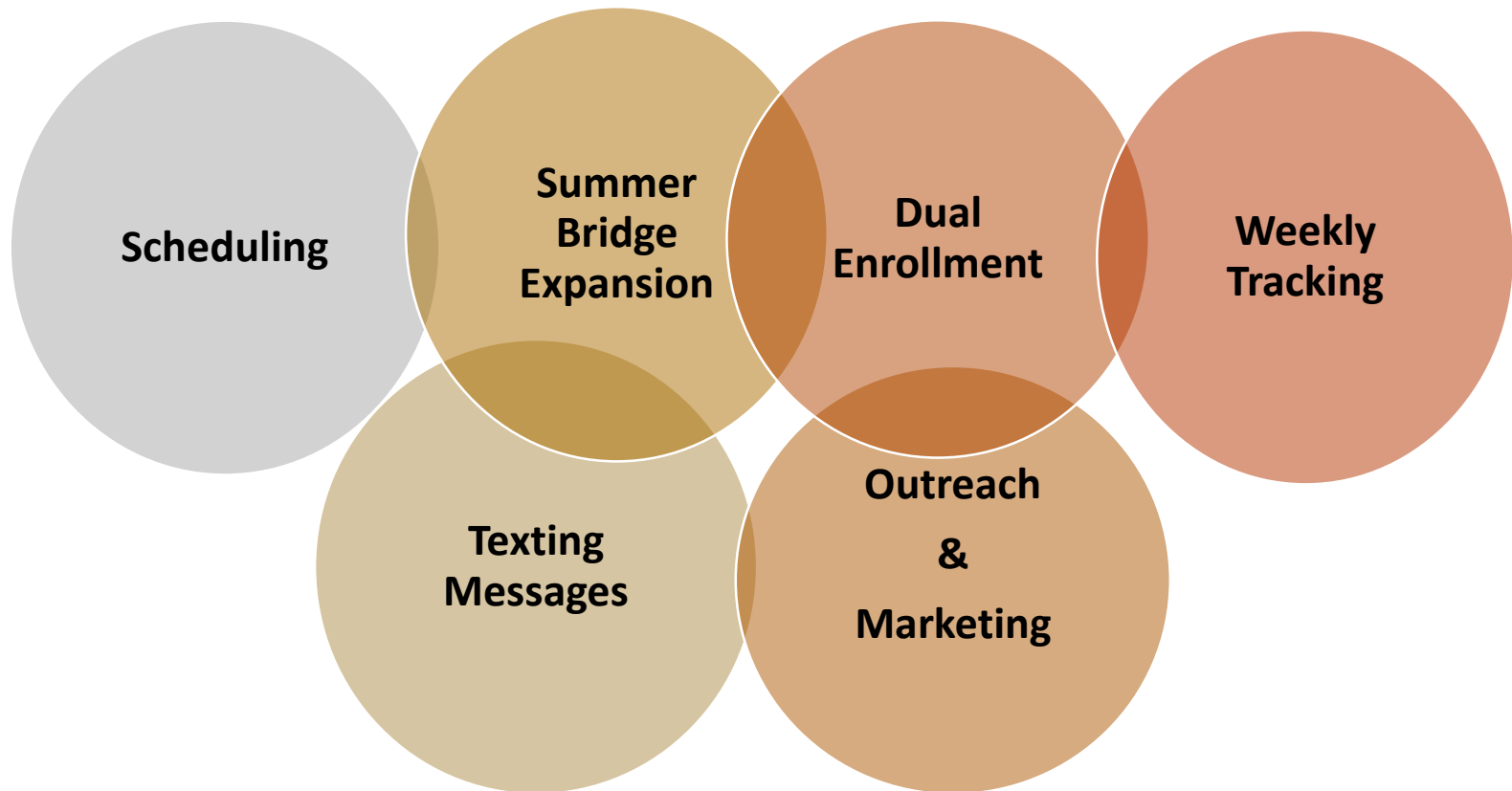
# FTES By Semester for SCE (non-credit)



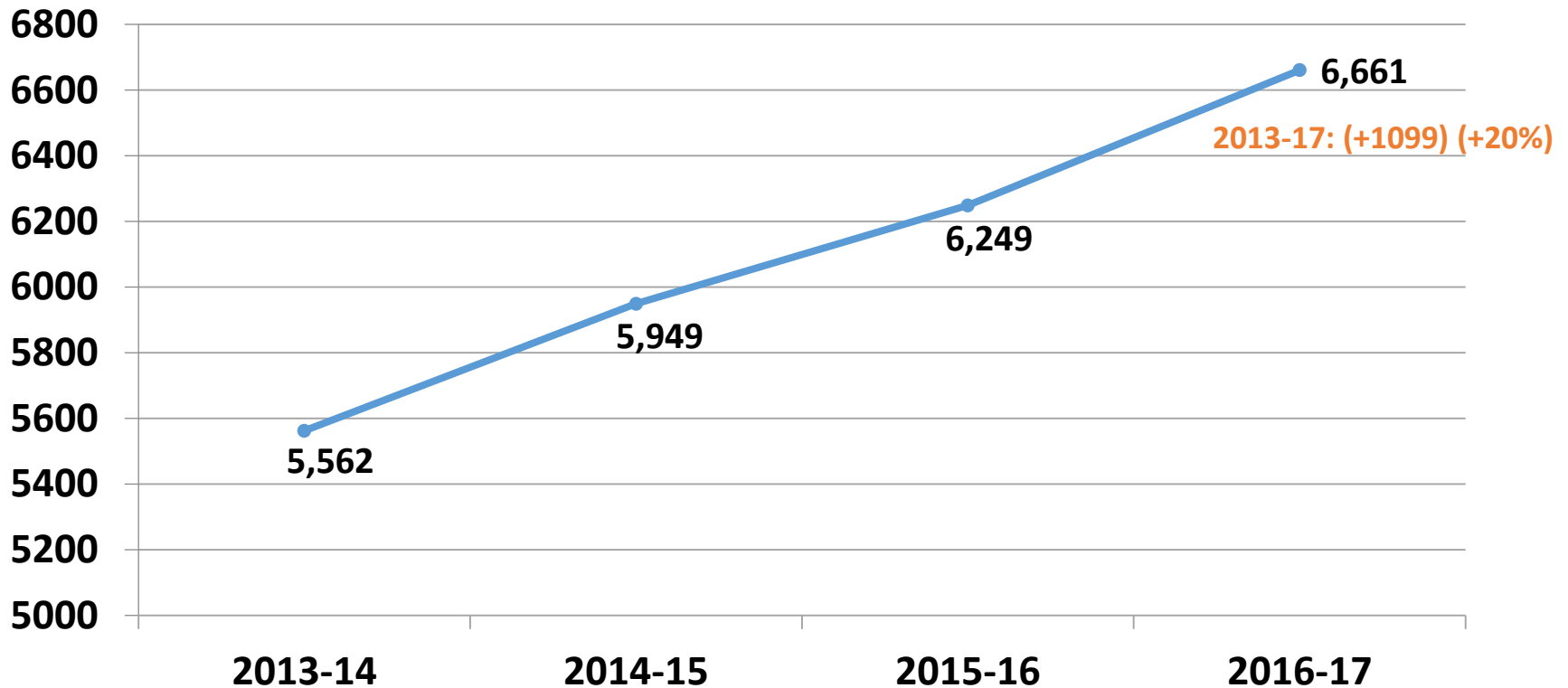
# FTES By Intersession for SCE (non-credit)



# Credit Growth & Retention Strategies

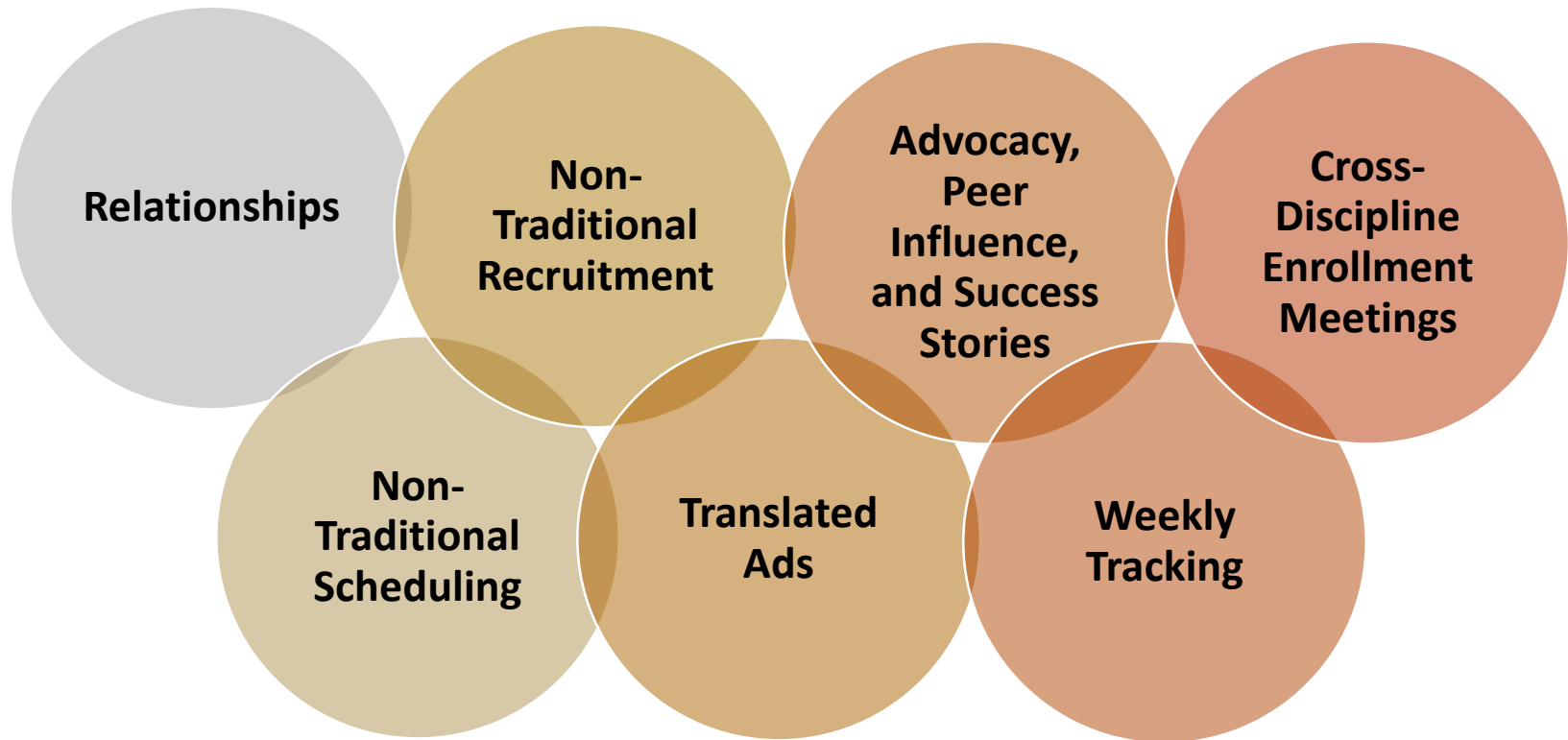


# School of Continuing Education Overall Growth 2013-2017





# SCE Growth and Retention Strategies



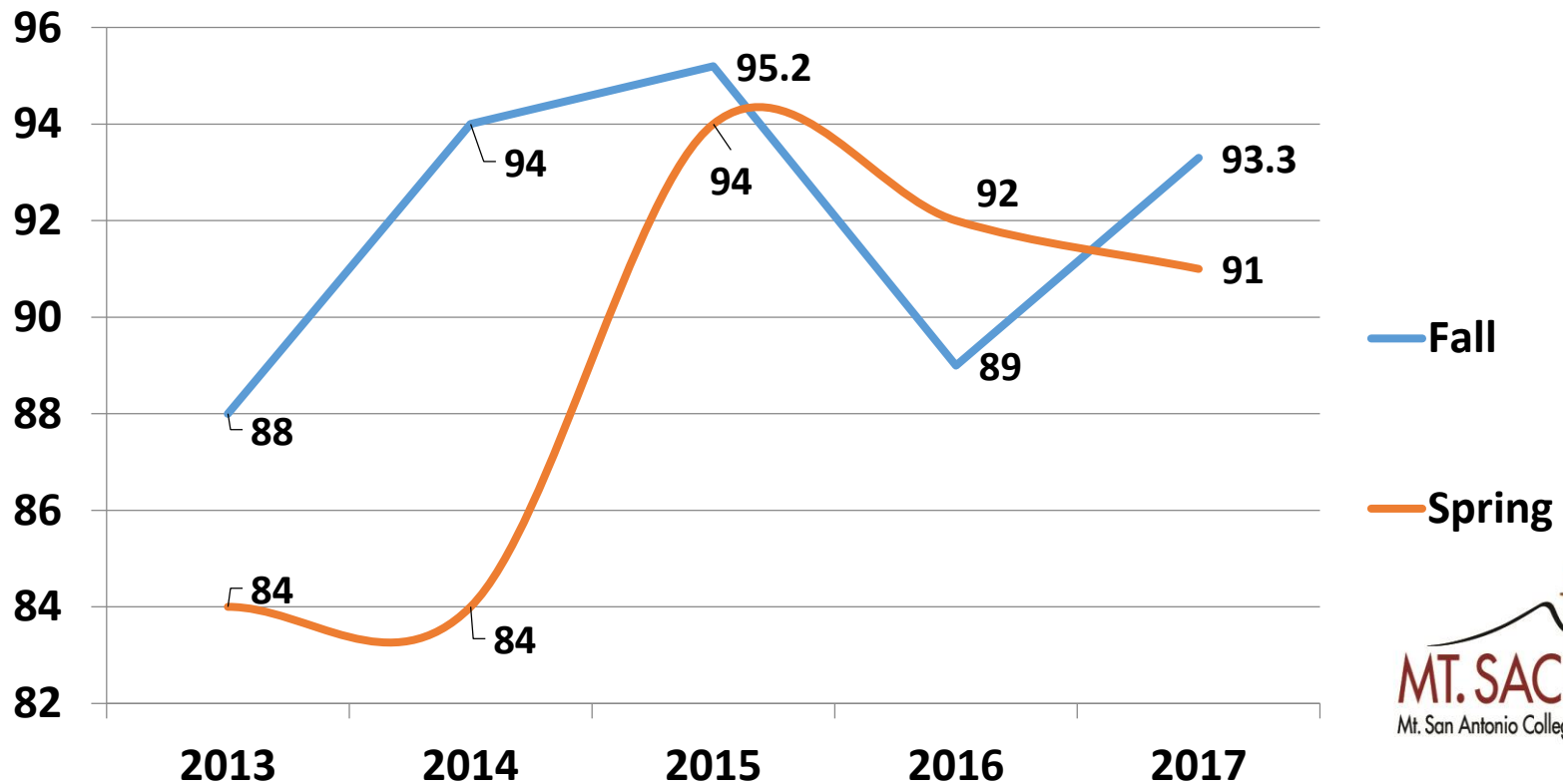
# What's new for SCE in 2017-18

**Summer 2017 Growth was BIG!**

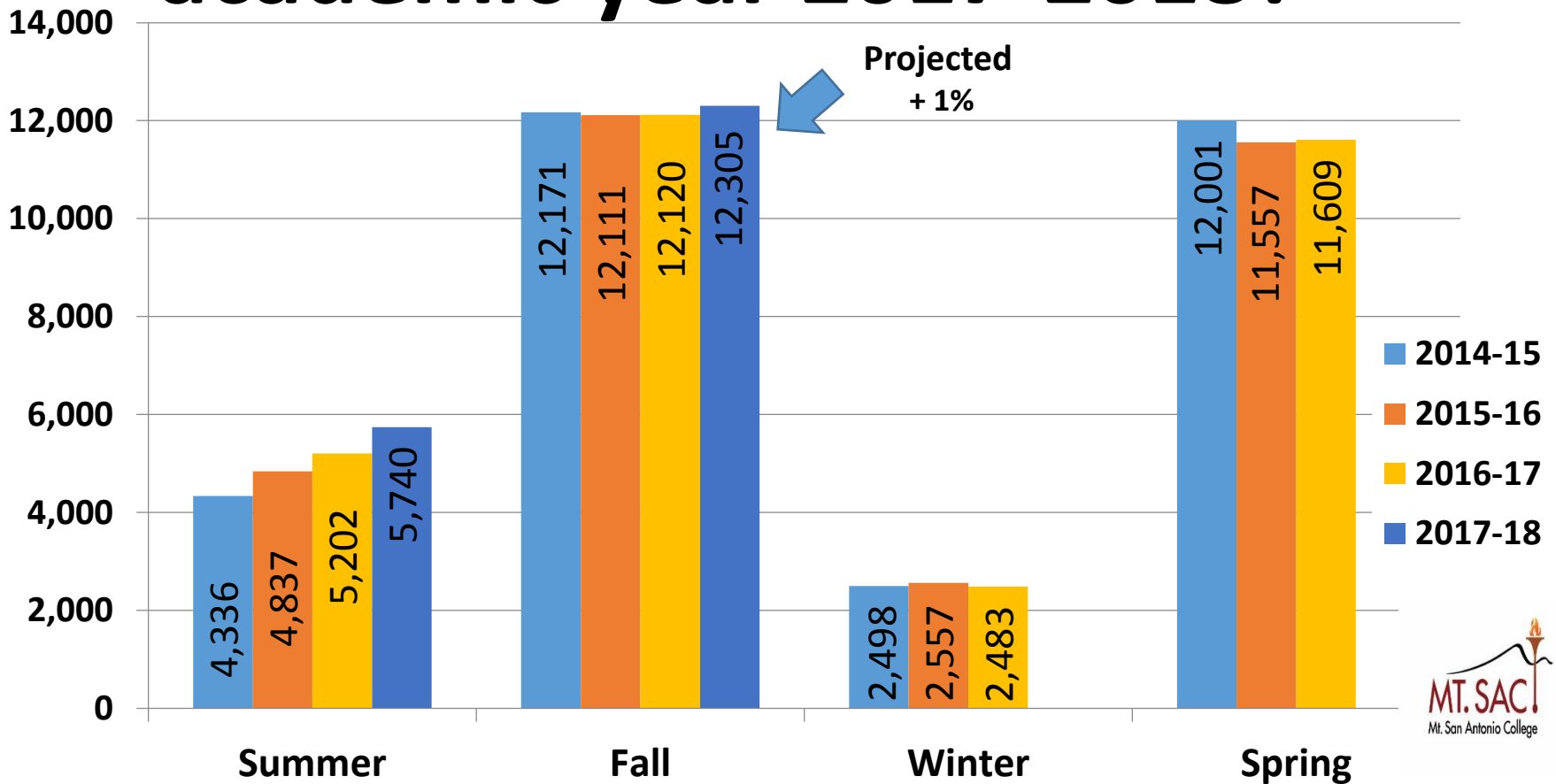
**Partnerships and Community Responsiveness =  
Access and Growth**

- PUSD for ESL, HS, and STV classes
- LA County Workforce Development and Community Services – STV
- Diamond Bar Community Center – EOA

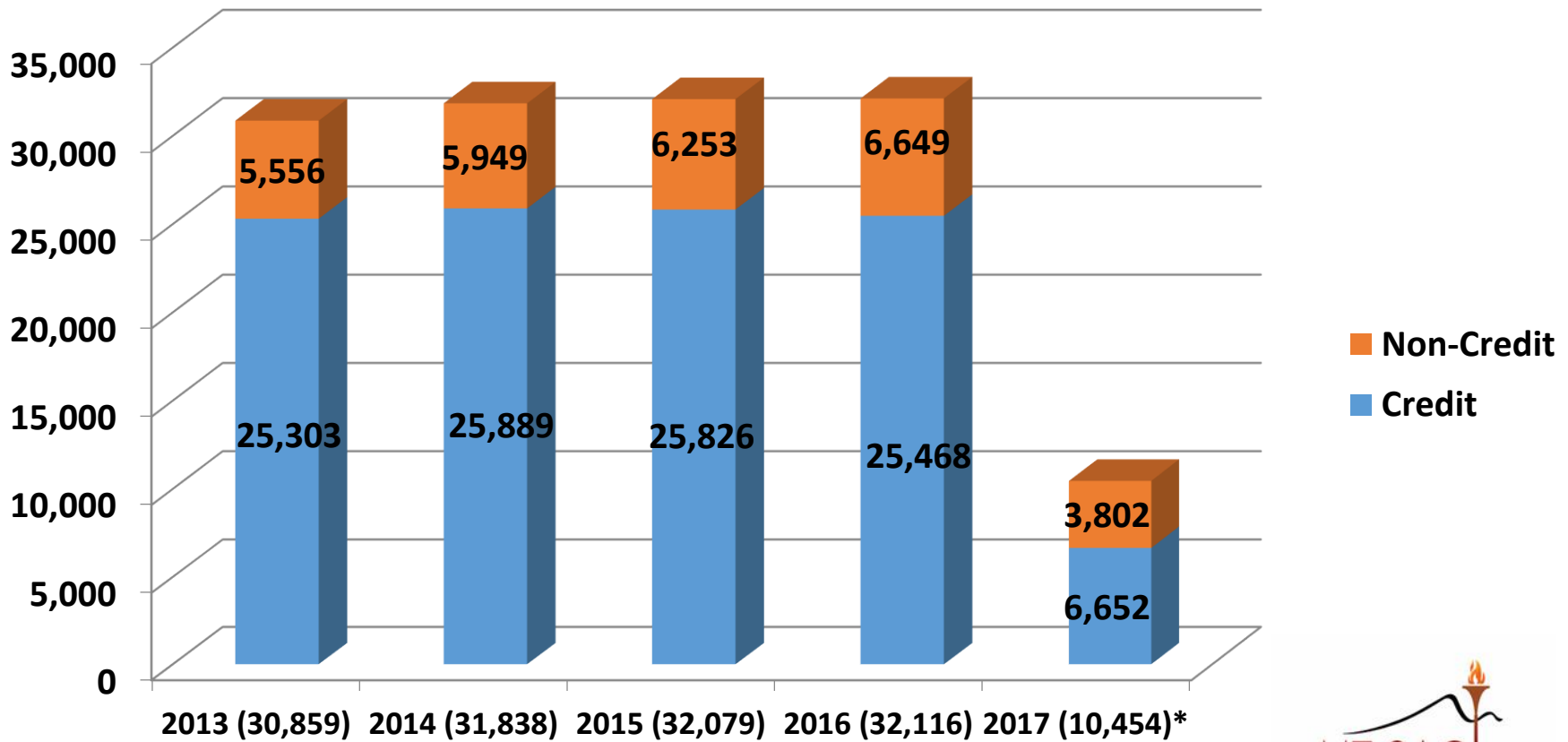
# Average Fill Rates by Primary Semesters



# Where are our FTES for this academic year 2017-2018?

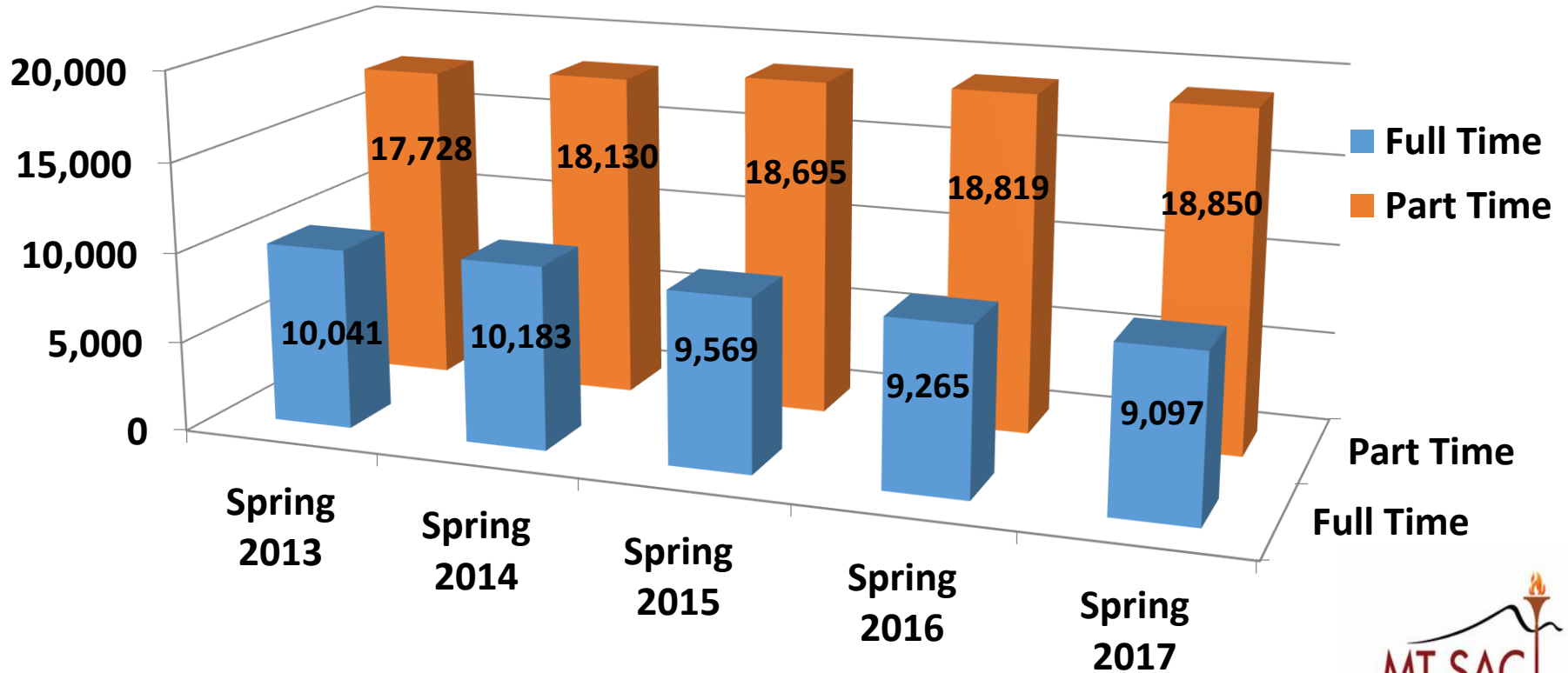


# Academic year FTES Comparison

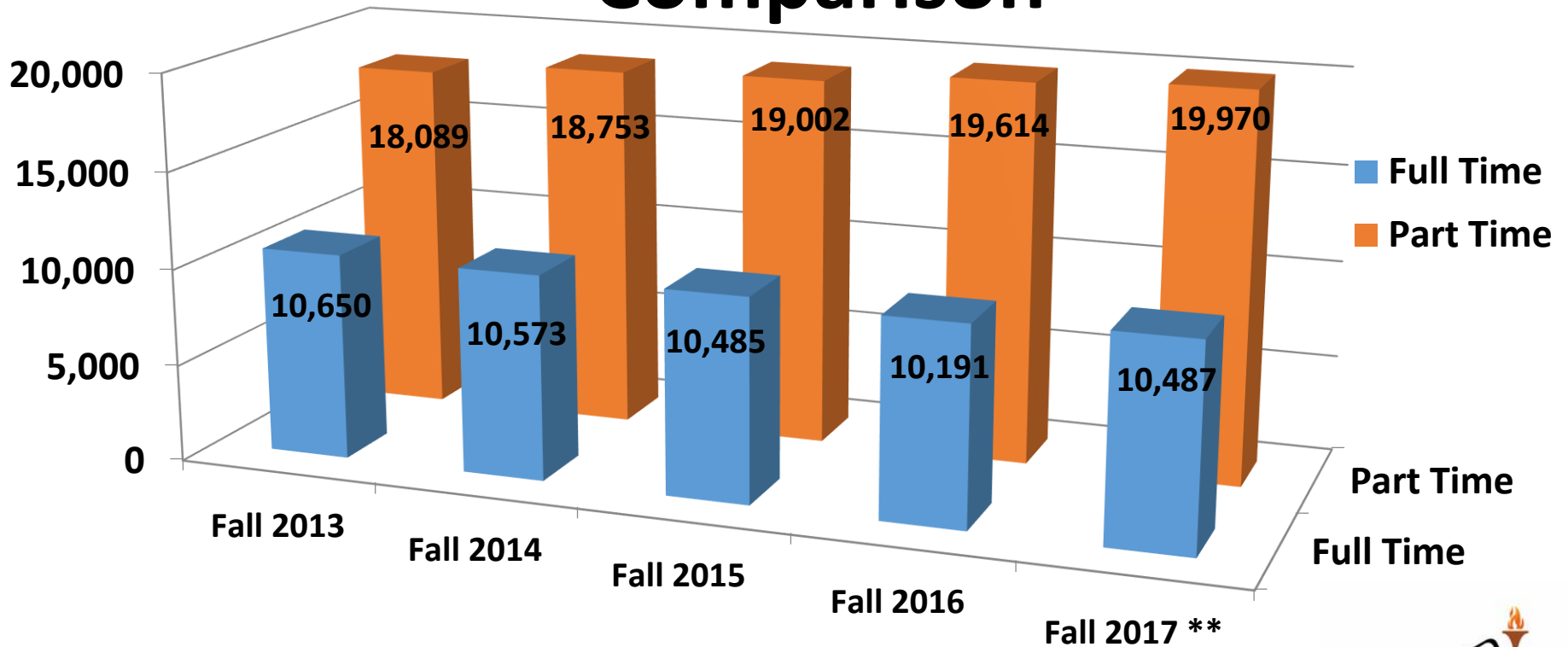


\*2017 Academic Year Total FTES as of 09-11-2017

# Spring Full-Time To Part-Time Enrollment Comparison

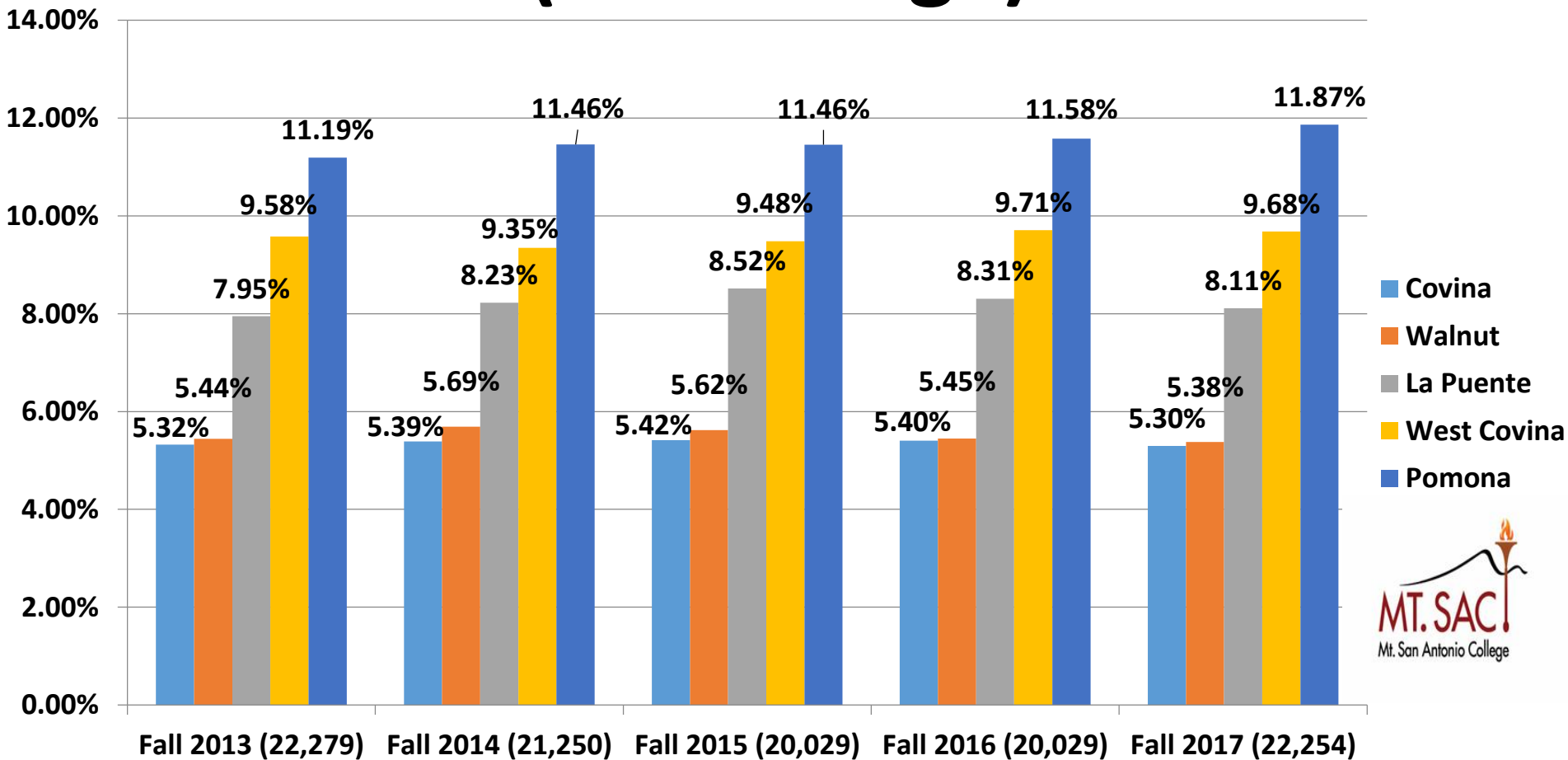


# Fall Full-Time To Part-Time Enrollment Comparison



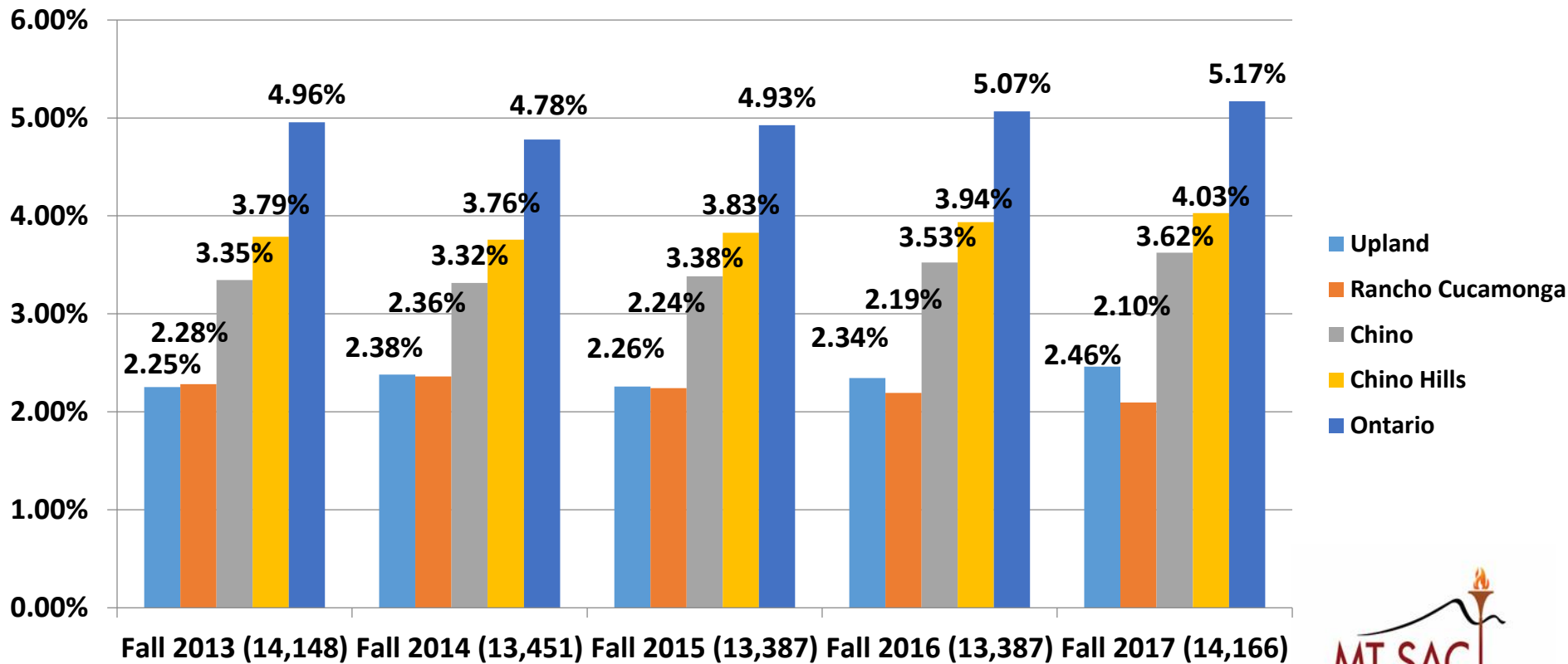
\*\* As of 09-05-2017

# Fall Top 5 In-District Enrollment (Percentage)

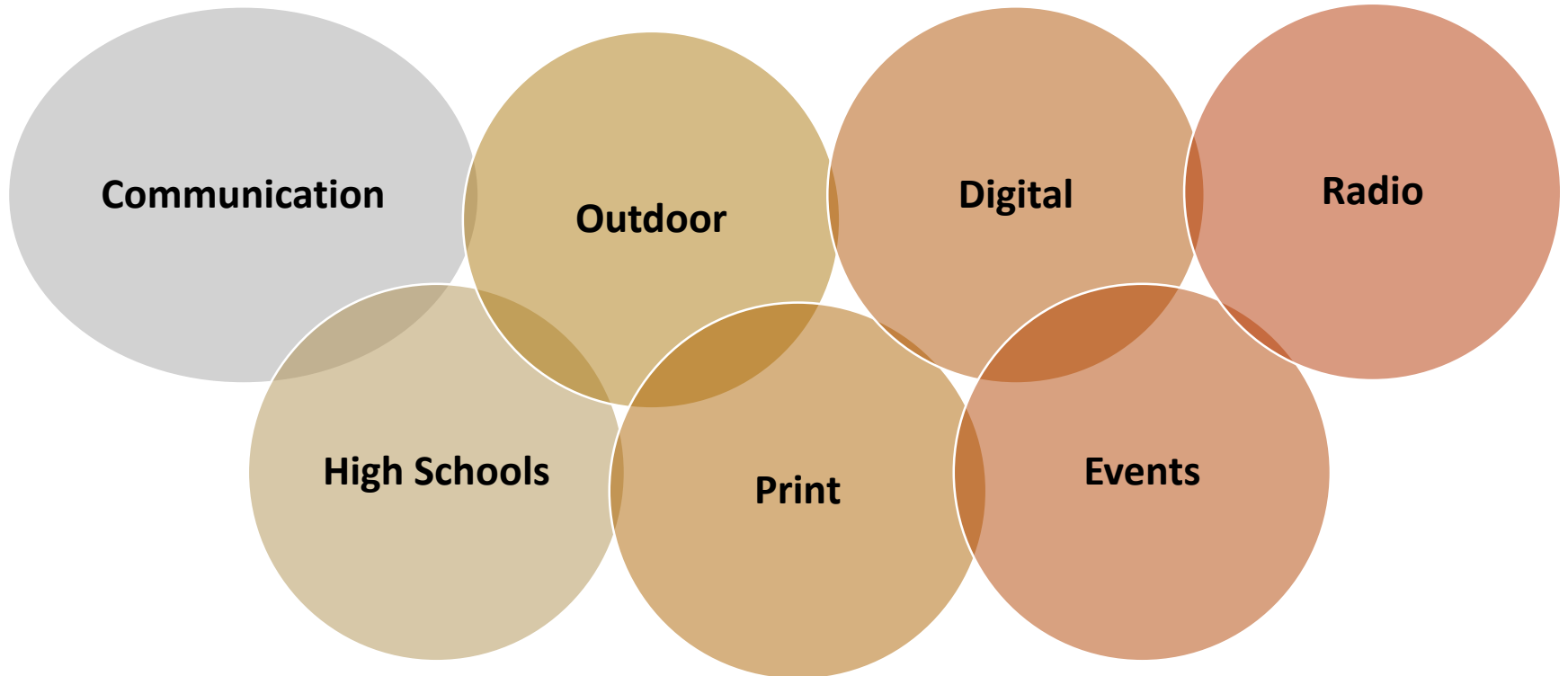




# Fall Top 5 Out-District Enrollment (Percentage)



# Marketing Overview



# Online Results

## Google Ads

- Clicks 44,209
- Impressions 1,139,780
- CTR 4.51%
- Ave. CPC \$0.90

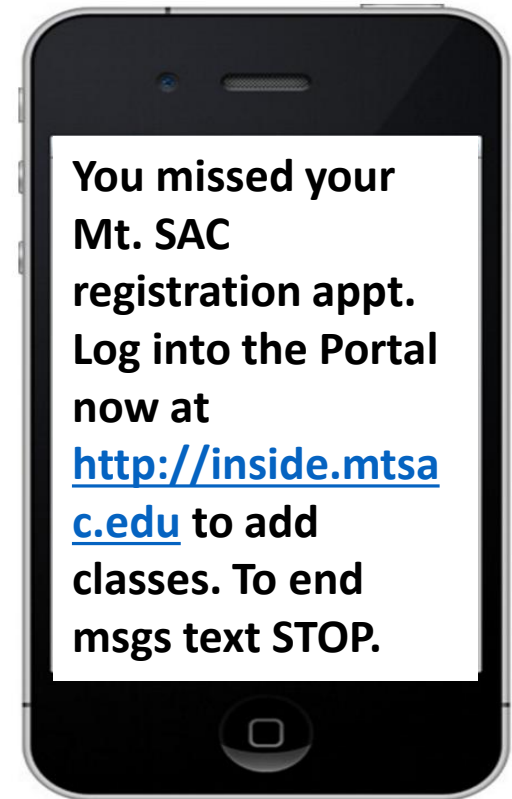
## Display Ads

- Clicks 161,845
- Impressions 1,412,717
- CTR 2.46%
- Ave. CPC \$0.23

*\*Based on ads in the last year*

# Communication

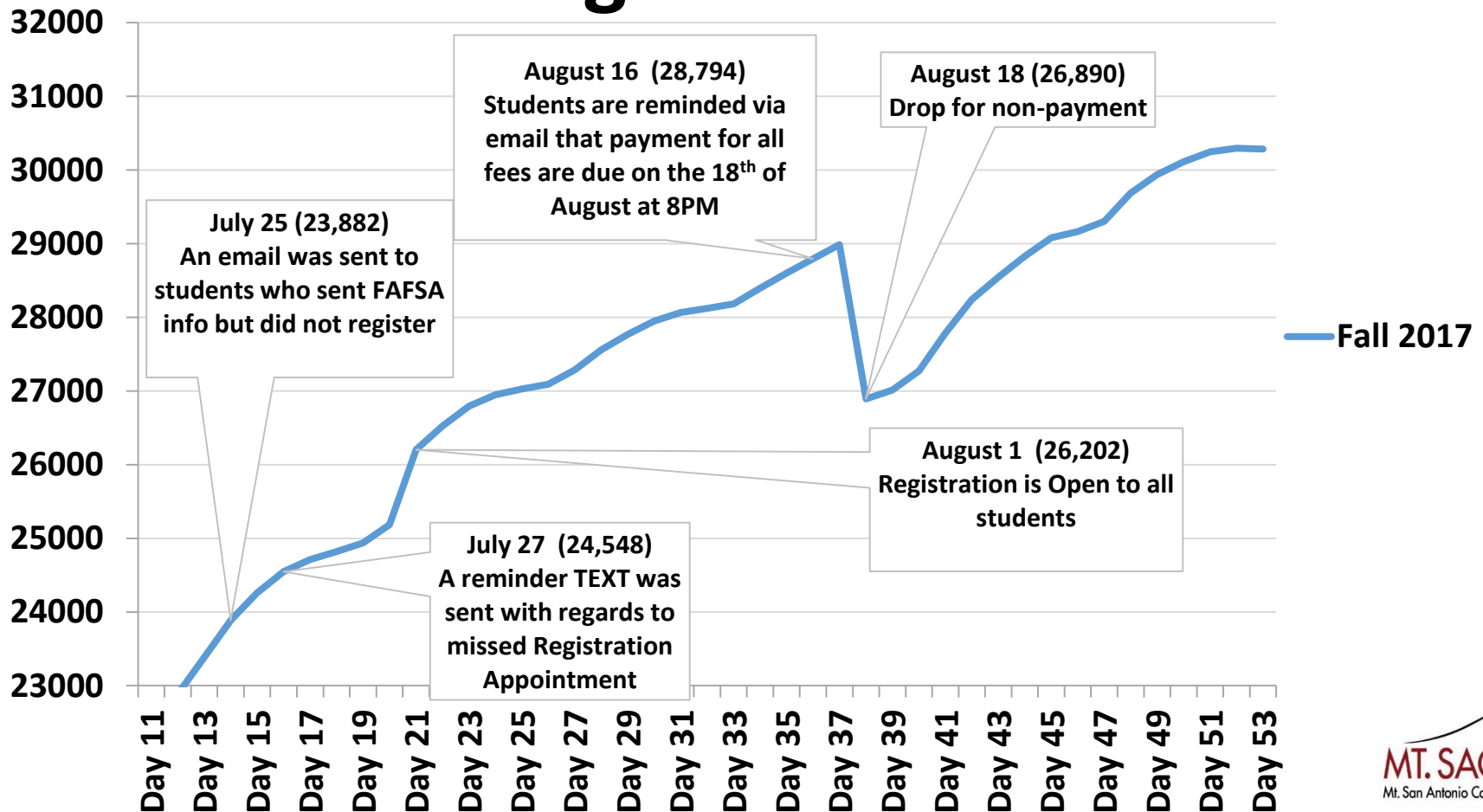
- IT and Marketing have partnered to automate emails and send text message reminders.
  - Up to 34,506 texts have been sent to students reminding them about registration deadlines, financial aid, due fees and more.
- This year, IT and Marketing reached out to new lists of students who sent FAFSA information but didn't register
  - 20,551 emails sent on 7/25/17
  - 7,467 opened the email
  - 3,187 (15.5%) registered by the first week of school



# Communication to Waitlisted Students

- Students are receiving the following when space becomes available and they are invited to register:
  - Automated Email, Portal and Text Notification (Once)
  - Automated Email Reminder (Everyday)
- Fall 2017 Waitlist Activity (as of Sept 7)
  - 13,235 Total Occupied Waitlist Seats
  - 10,305 Registration Invitation Notifications
  - 7,177 Successful Registrations
  - 54.2% Moved from Waitlist to Actual Enrollment

# Increased Communication on Registration



# Funded Growth

- Actual FTES for 2016-2017 = **30,944**
- The funded growth cap for this (2017-2018) academic year is 1%
- For Mt.SAC **1% = 309 FTES**

Thank YOU