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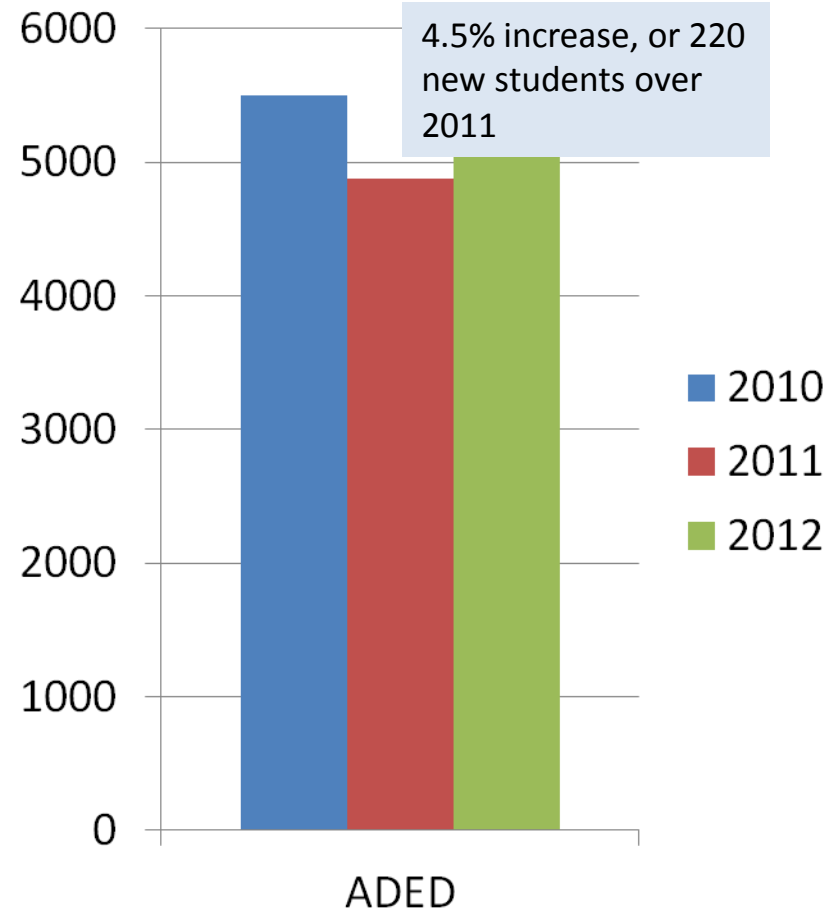
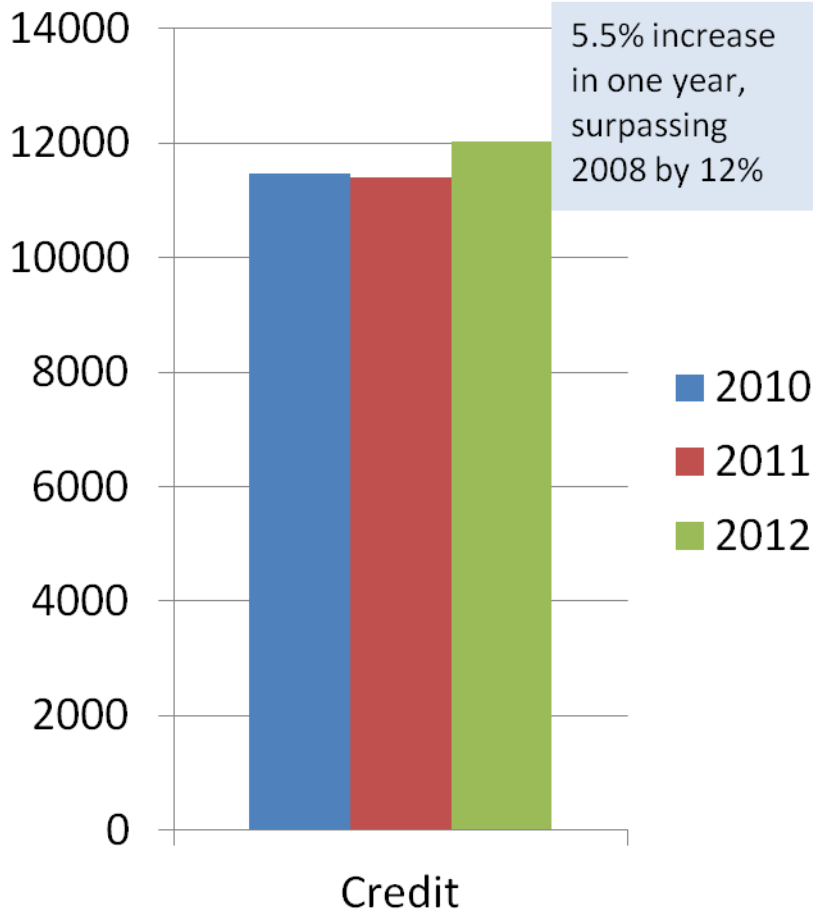
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BOARD OF TRUSTEES COMMUNITY COLLEGE DISTRICT NO. 508
OCTOBER 4, 2012

2012 – 2013 Enrollment Update

Office of Institutional Advancement
Board Presentation - October 4, 2012



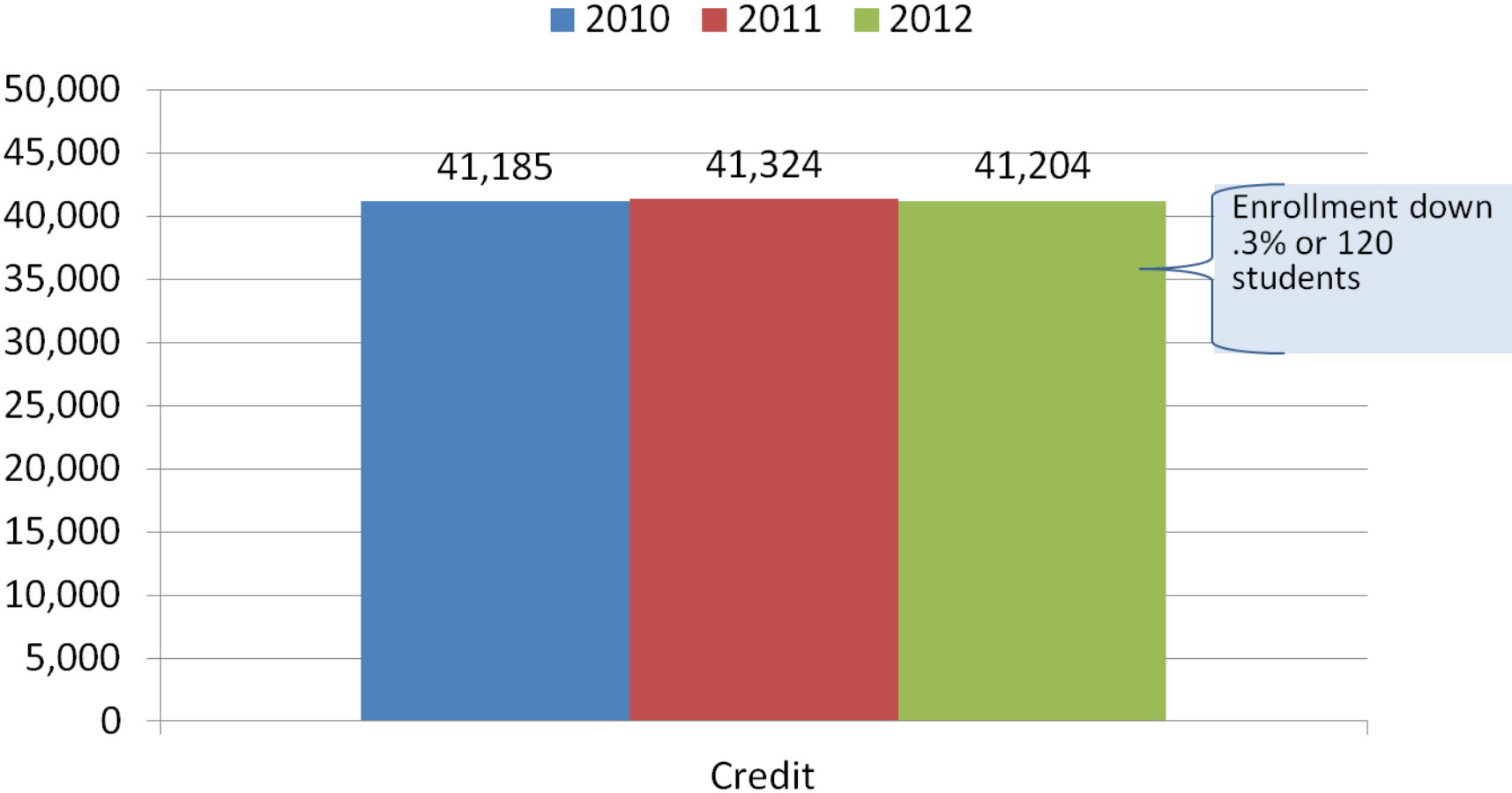
New Students to CCC -- Fall



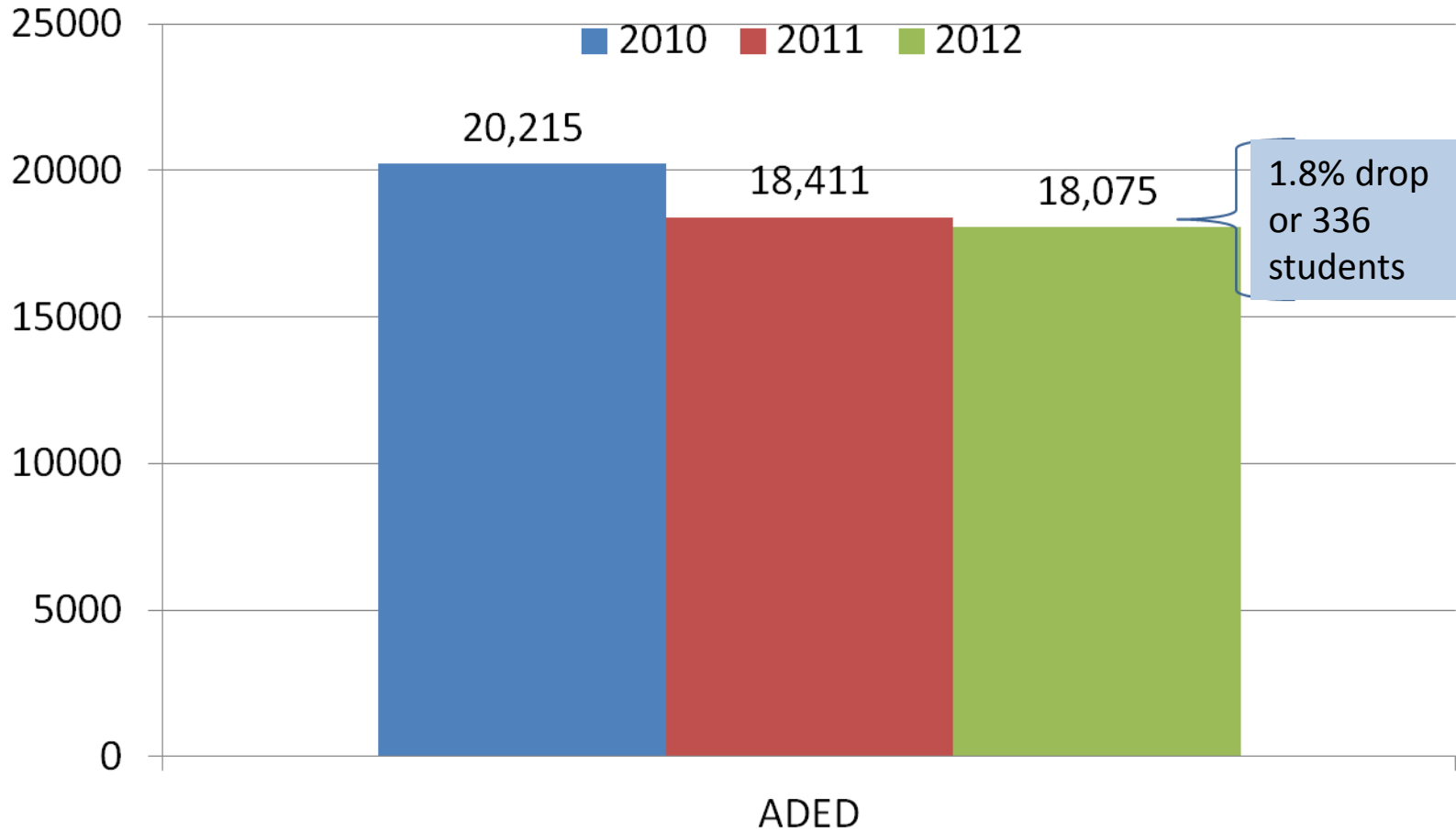
New Students to CCC -- Summer



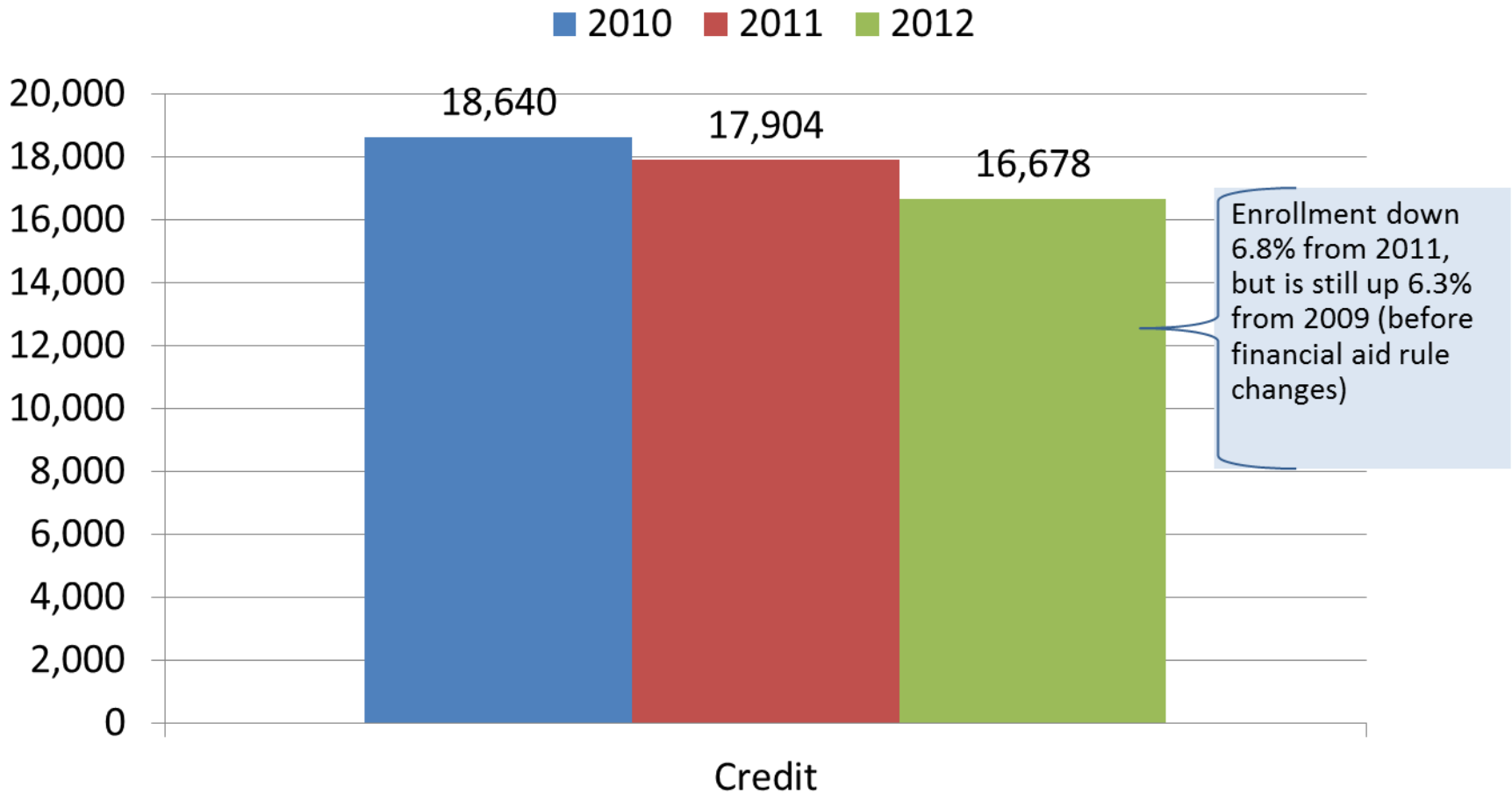
2012 Fall Credit Enrollment



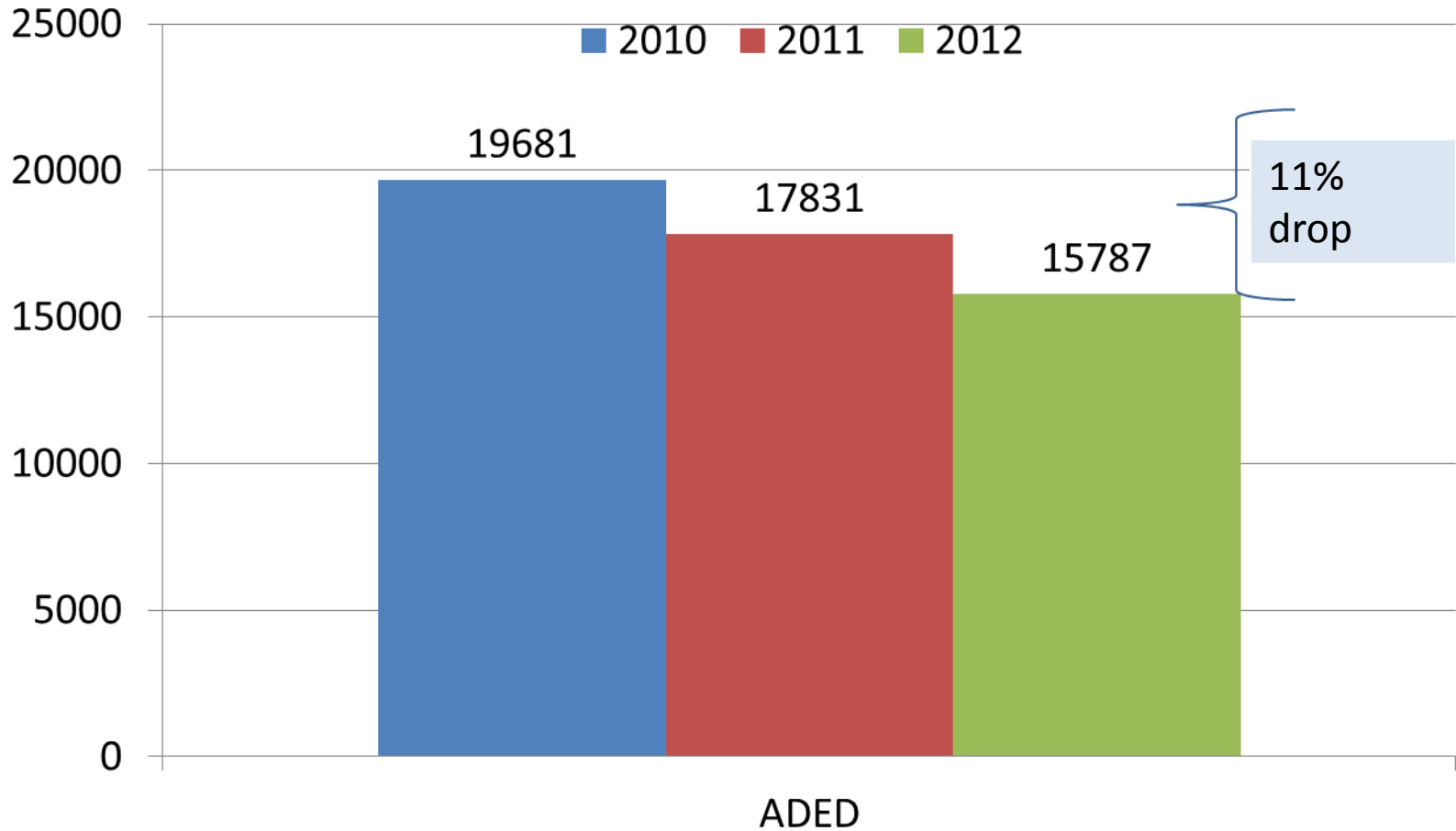
2012 Fall ADED Enrollment



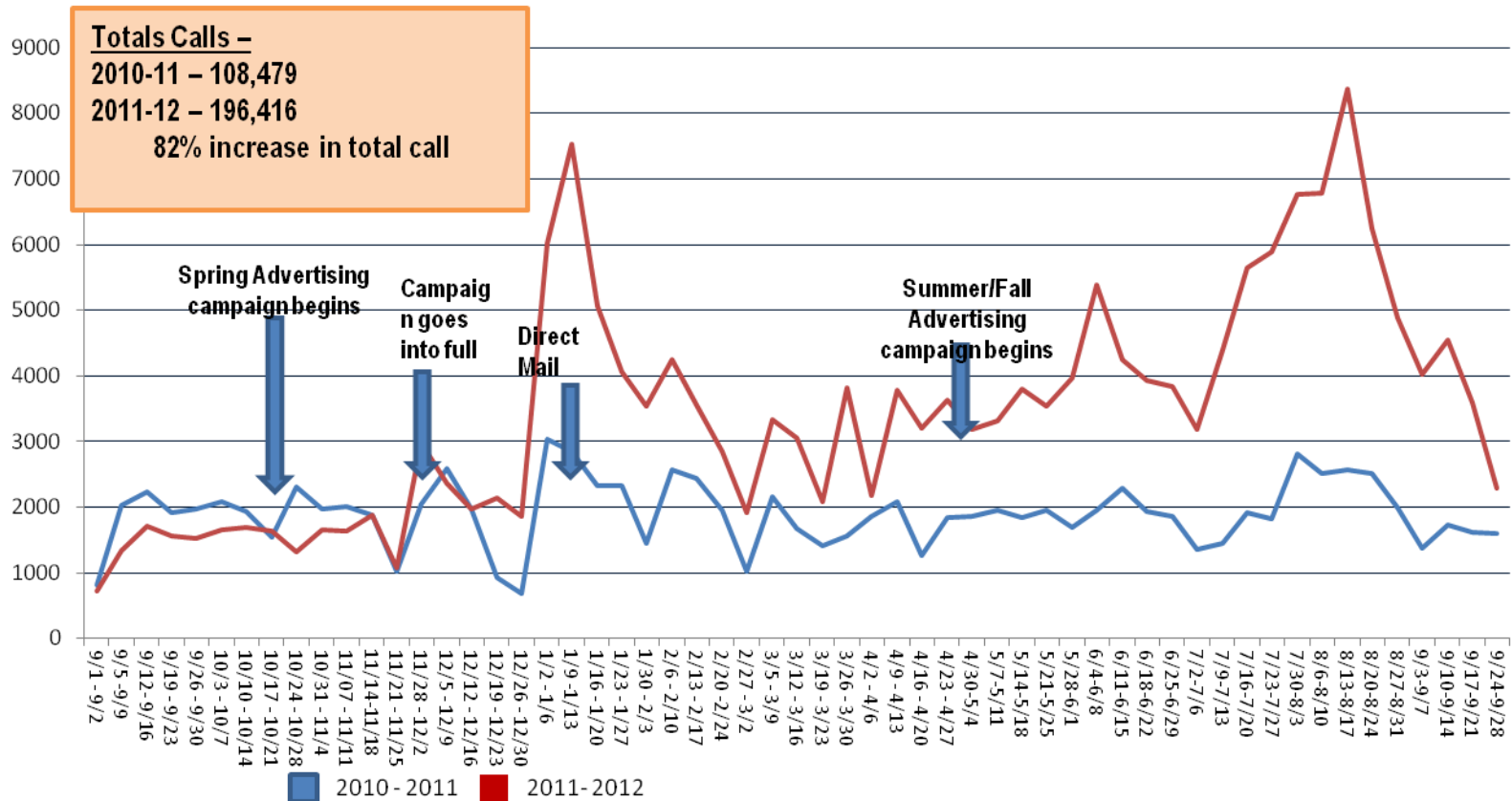
2012 Summer Credit Enrollment



2012 Summer ADED Enrollment



Marketing/Communications Results Indicators



- Calls to information center have nearly doubled
- Positive media mentions have doubled

Monthly Activities Report

August—September

Outreach Activity	Category	Description	Total Visits
High School Contact	Meetings/Events	Collaboration opportunities for student outreach	13 ¹
	College Fairs	Informational booth for prospective student base	11
Community Involvement	Community Based Organizations; Faith Based Organizations, Aldermanic Offices; Libraries	Establish CCC presence/involvement in parades, picnics, college & career fairs; Lead CCC panels, workshops, presentations and seminars	31
Veterans Affairs Outreach	Meetings/Events	Outreach to veterans in need of post-secondary educational opportunities	4
CCC Campus Events	Open Houses; Program Seminars; Workshops; Prospective Student Visits	Welcome prospective students to CCC campus; Informational sessions on programs/aspects of campus life	2
Student Data as of 9/28/2012			
Total Number of Prospective Students: 1380			
Total Number Applicants: 252²		Total Number of Enrollees: 179²	

¹CPS regular-track high schools began session on September 4th, and due to the strike that took place from September 10th–September 18th, outreach opportunities were limited.

²OIT is currently in the process of enhancing the tracking mechanisms within PeopleSoft to better document the number of prospective students who turn into applicants, by incorporating unique identifiers to distinguish between same-name applicants.

The Retention Challenge

- CCC's remaining overall enrollment challenges stem from our ongoing retention challenges.
- Strategies deployed to address this issue:
 - Added advisers and tutors
 - Defined pathways
 - Wellness centers
 - GradesFirst
 - Completion drive

Current Obstacles

- We have reformed our admissions and registration process with significant success, but more remains to be done
- A survey of students who applied but did not enroll showed 13% of prospective students attempted to enroll but were turned off by our process and gave up
(We were able to enroll half those students through personalized attention)

Working with colleges to streamline our admissions and registration processes, and preparing to launch a CCC-wide customer service initiative.



Future obstacles

Changes in Pell Grant rules impact hundreds of students:

- Shortening of Pell grant eligibility from 18 to 12 semesters
 - 138 students this semester are down to their last semester of financial aid
 - 118 have one more semester
 - 568 have two semesters left
 - 2500 new applicants are at or near their eligibility limit
- Institution of H.S. degree/GED requirement (end “Ability to benefit”)
 - This could bar up to 700 new students a year from enrolling
- The U.S. age pyramid

Opportunities

- Recruitment team now in full swing
- Both our transfer efforts (transfer centers, transfer specialists, articulation agreements) and C2C are making our programs more relevant to both employers and four-years
- There is a skills gap to be closed
- A movement away from the “for-profits” may be under way (DeVry new students down 15-17%) and we must educate students about alternatives such as CCC