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COMMUNITY COLLEGE DISTRICT NO. 508
OCTOBER 3, 2019



Fall 2019 Credit Enrollment Update

September 30, 2019

Introduction

CCC's implementation of a payment deadline prior to the start of term significantly impacted enrollments in Fall 2019. Fall semester enrollment declined 10% year-to-year; most of this decline was due to students not meeting the payment deadline. This decline comes on the heels of a period of flat enrollment trends.

CCC established a deadline for students to pay or demonstrate that they had a way to pay tuition (through financial aid, scholarships, waivers, third-party payers, payment plan) prior to the deadline:

- The initial deadline for payment was set for two-weeks prior to the start of classes.
- Students who enrolled in classes after the initial deadline had a rolling deadline of three calendar days after enrollment.
- Students who did not meet their enrollment deadlines were dropped from their classes, though they then had the opportunity to re-enroll up to the enrollment deadline.

Until 2016, CCC had utilized a 48-hour “drop clock” to enforce tuition payment. Since 2016, there had been no formal payment deadline in place for students. As a result, in previous fall semesters, approximately 15% of students ended the term with delinquency holds.

The re-establishment of a payment deadline shifts the issue of payment to the beginning of the term when we have the greatest chance to address financial challenges in a positive and proactive manner. Going forward, CCC is committed to learning and adjusting *how* a payment deadline is applied and students are supported.

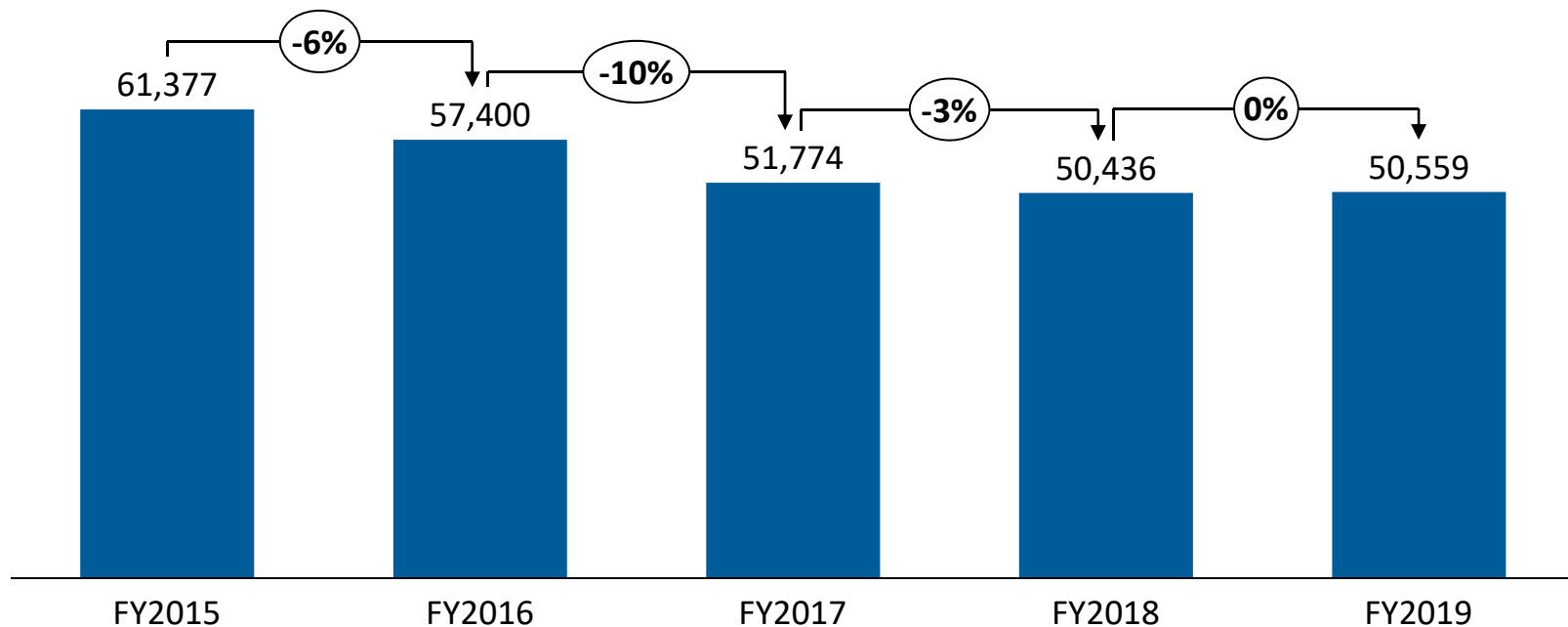
Executive Summary

- **After declines in credit enrollment, overall headcount credit enrollment was flat between FY2018 and FY2019 (FY2019 is comprised of Summer 2018, Fall 2018, and Spring 2019).**
- **Fall 2019 (part of FY2020) census headcount is down 10% compared to Fall 2018, and would be down at least 1% without drops for nonpayment**
 - Fall 2019 credit hour production is also down 10% compared to the same day last year
- **1 in every 10 students was dropped for non-payment in Fall 2019 and was unable to successfully re-enroll**
- **Of students dropped for non-payment, 47% (2,634) were able to successfully re-enroll**
- **CCC supported students to register and meet the payment deadline through:**
 - Increased access to scholarships
 - Increased time to register and more mini-session offerings
 - \$750 per student per term emergency fund.
- **Student no-shows declined significantly in Fall 2019, likely due, in part, to the payment deadline.**

After declines in headcount enrollment in credit courses, overall enrollment was flat between FY2018 and FY2019

- Note: A fiscal year of enrollment comprises Summer, Fall, and Spring, e.g. FY2019 includes Summer 2018, Fall 2018, and Spring 2019

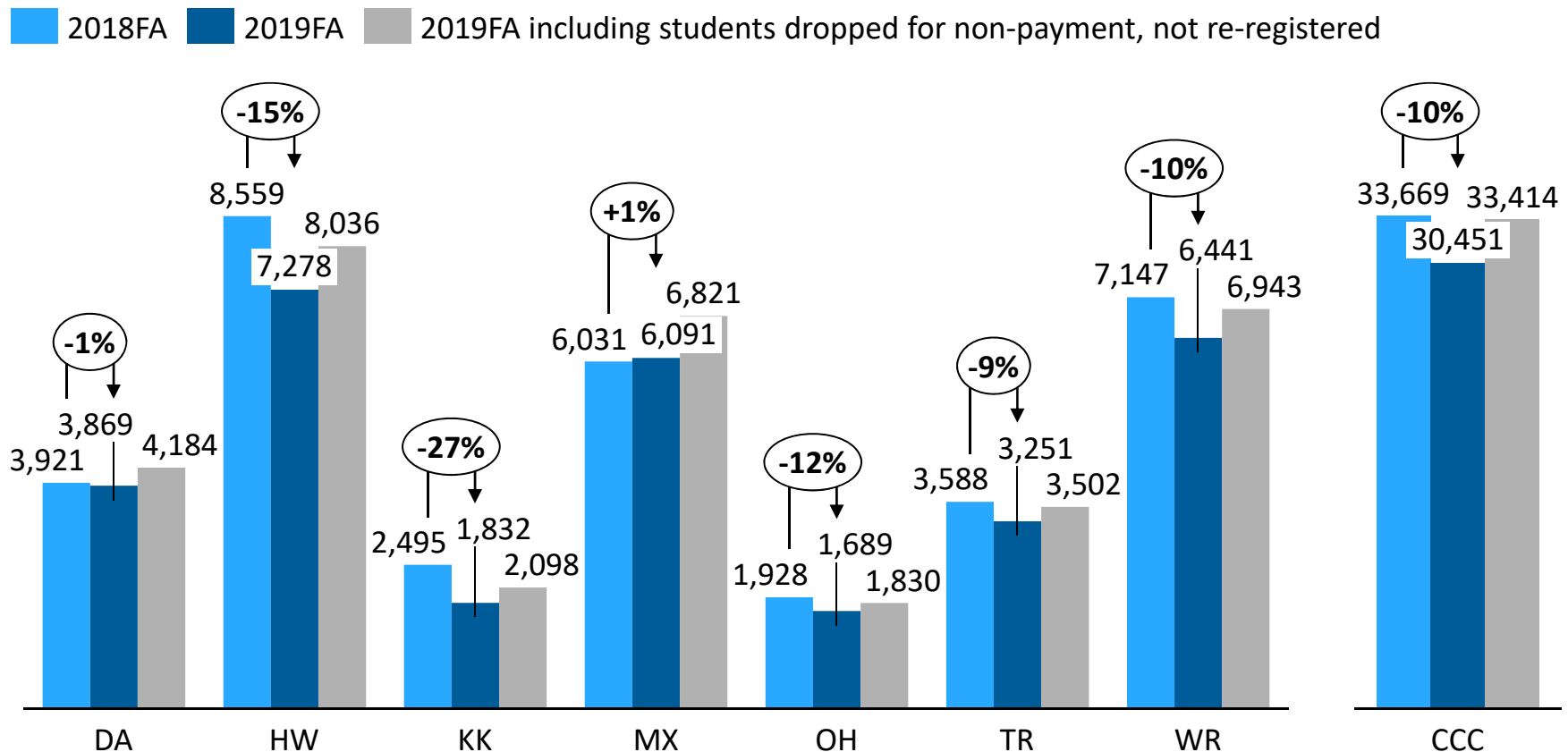
FY2015 to FY2019 Unduplicated Headcount Enrollment in Credit Courses



Source: CCC 5YR Scorecard & OpenBook, Student Terms / accessed 08/06/2019

Fall 2019 census enrollment is down 10% compared to Fall 2018, and would be down at least 1% without drops for nonpayment

FA2018 & FA2019: Unduplicated Credit Headcount By Home College*

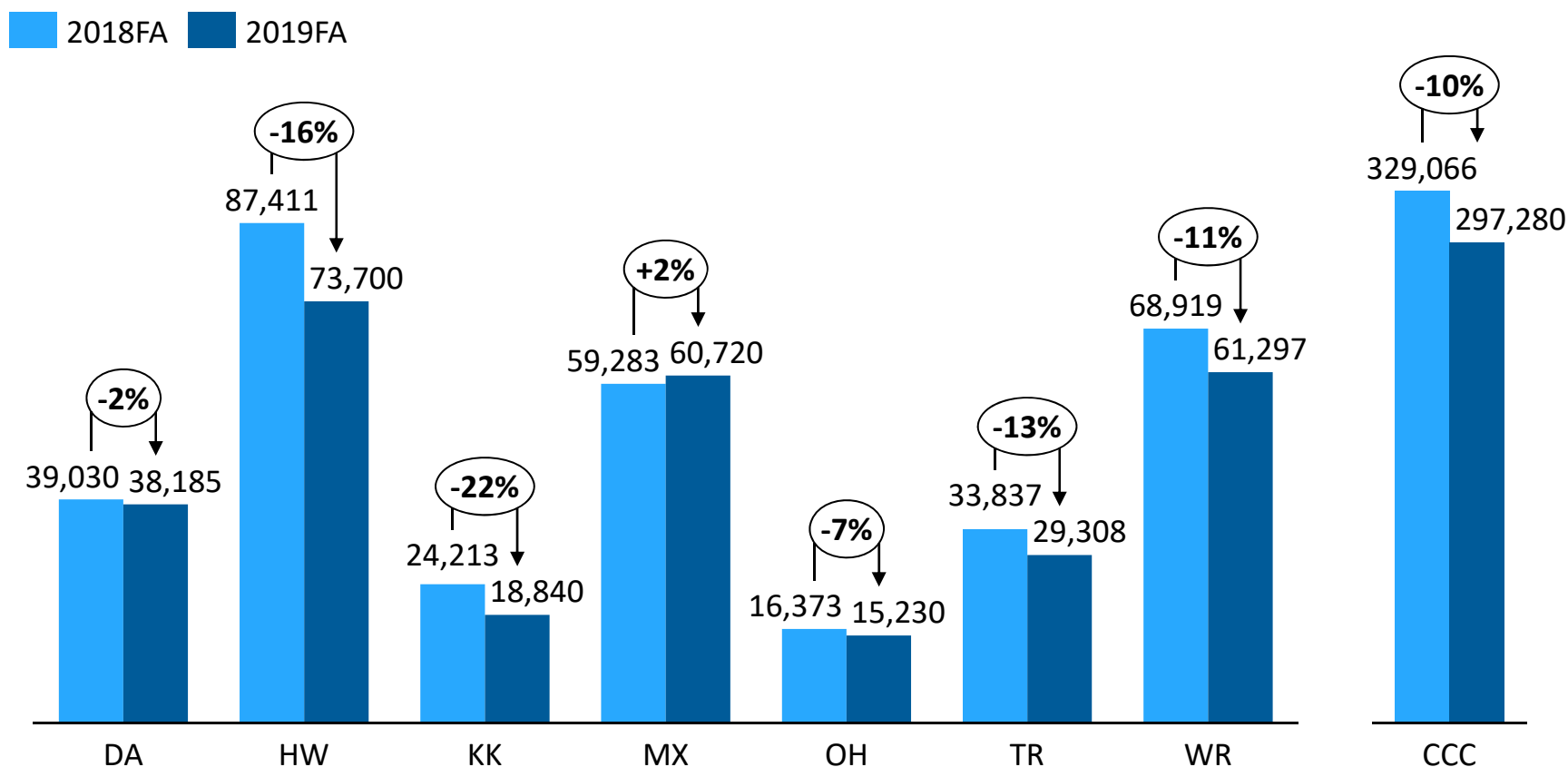


*As of ICCB Fall Enrollment Census

Source: Fall 2018 Census Enrollment by Career & OpenBook, Student Terms and Classes / accessed 09/30/2019

Fall 2019 credit hour production is also down 10% compared to the same day last year

FA2018 & FA2019: Credit Hour Production By Home College*



*As of ICCB Fall Enrollment Census

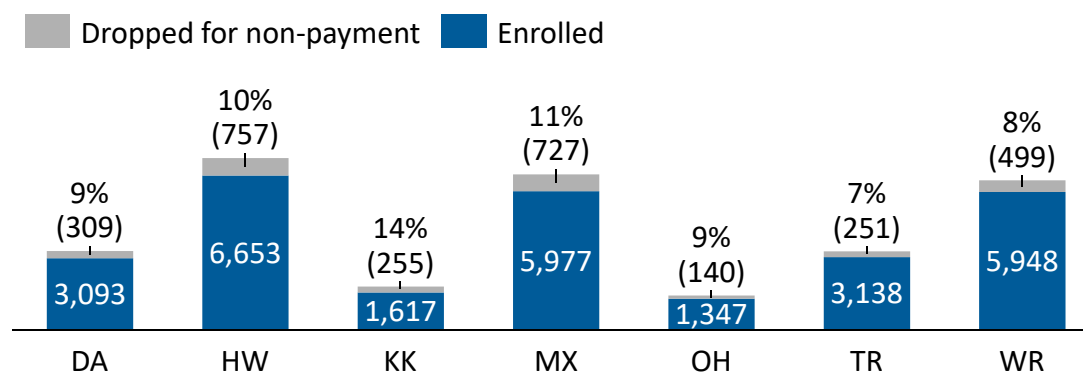
Source: Fall 2018 Census Enrollment by Career & OpenBook, Student Terms and Classes / accessed 09/30/2019

1 in every 10 students was dropped for non-payment in Fall 2019 and was unable to successfully re-enroll*

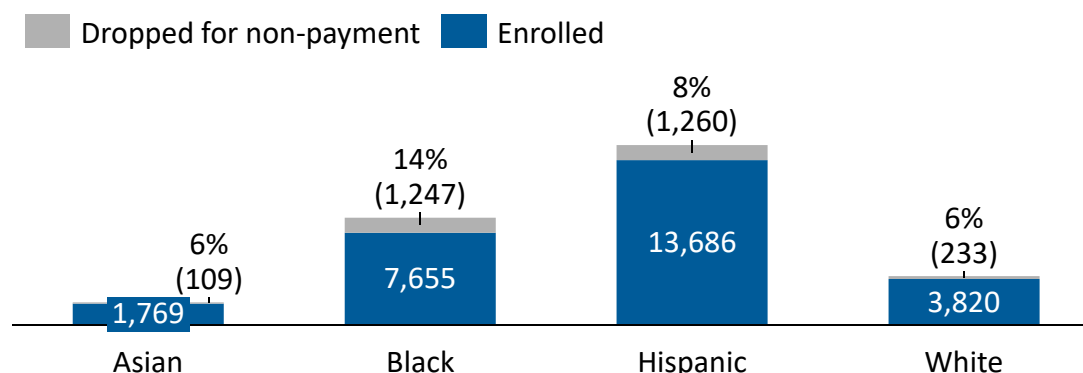
Insights

- **Kennedy-King:** 14% of students were dropped for non-payment, 255 of 1,872 students
- **Black students:** Black students account for 28% of Fall 2019 enrollment and 42% of drops for non-payment
- **Hispanic students:** Hispanic students account for 49% of Fall 2019 enrollment and 43% of drops for non-payment.

Fall 2019 Enrollment with drops by Home College*



Fall 2019 Enrollment with drops by Ethnicity*

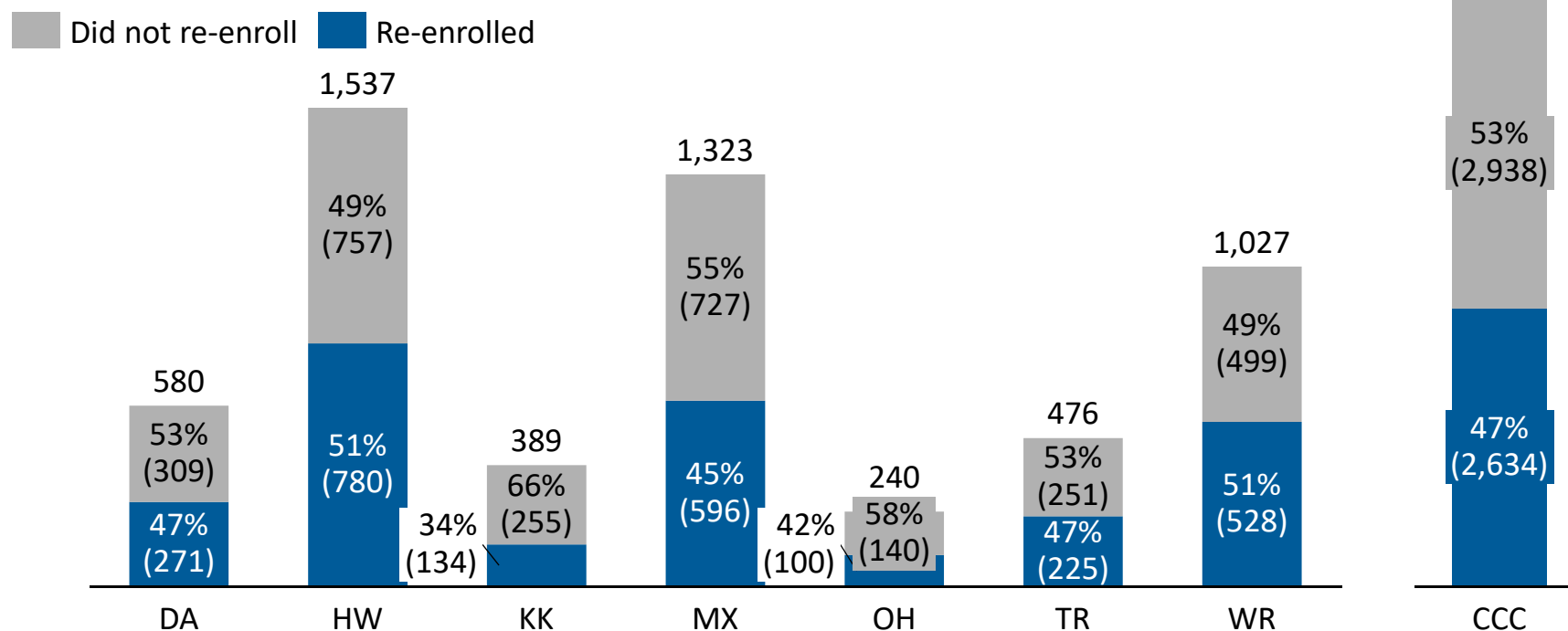


*As of ICCB Fall Enrollment Census; Excludes Early College
Source: OpenBook, Student Terms and Classes / accessed 09/30/2019

Of students dropped for non-payment, 47% (2,634) were able to successfully re-enroll*

- 2,938 students were dropped for non-payment in Fall and unable to re-enroll.
- Although 47% of students were able to re-enroll, this varies significantly by college.

Fall 2019 Enrollment with drops by Home College*



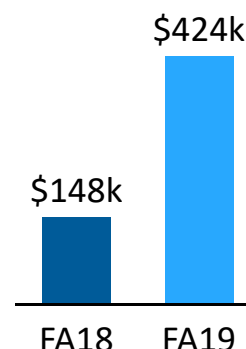
*As of ICCB Fall Enrollment Census; Excludes Early College
 Source: OpenBook, Student Terms and Classes / accessed 09/30/2019

CCC is supporting students to enroll and meet the payment deadline through:

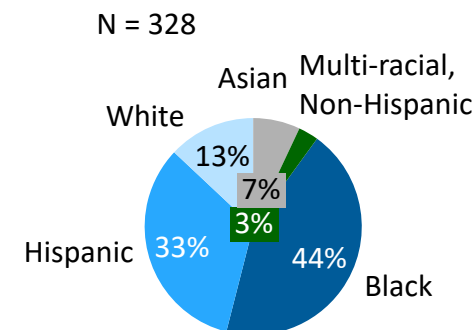
Increased access to scholarships

- Amount **awarded almost tripled** compared to FA18
- Equity lens applied in determining awards numbers
- An **additional \$130k** made available for mini sessions

Dollars Awarded, FA18-FA19

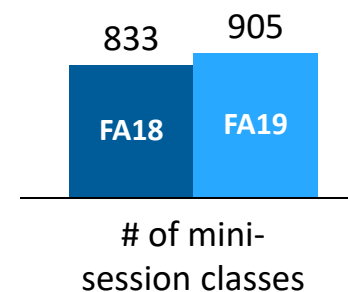


Students Awarded (FA19)



Increased time to register and mini-session offerings

- Registration deadline extension allowed **823 additional students** to register for the 16 week session
- In Fall 2019, there are **72 additional mini-session classes** compared to FA18



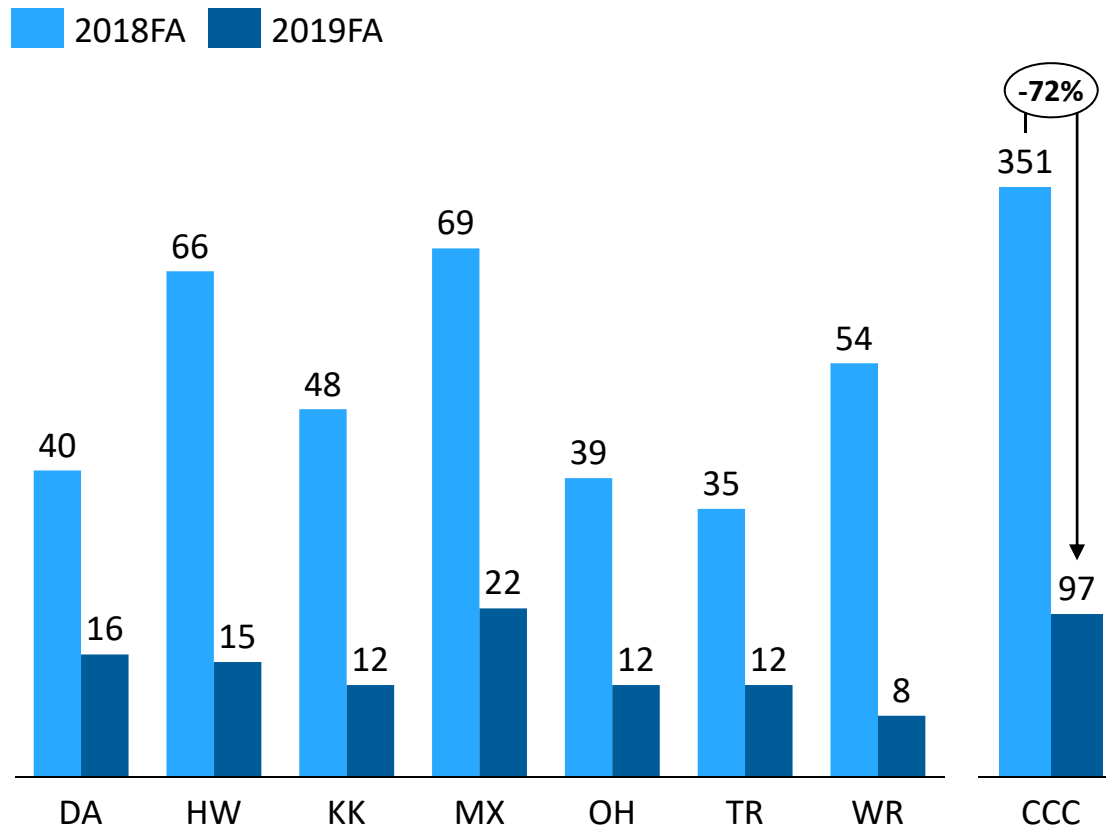
Emergency Fund

- **\$500,000 in emergency funds** are available
- \$750 per student per term from emergency fund

Source: CCC Foundation & OpenBook, Student Terms and Classes / accessed 09/30/2019

Student no shows declined dramatically in Fall 2019, likely due, in part, to the payment deadline

Credit Students Who No-showed All Classes By Home College



Notes

- No-shows (NSWs) for all classes declined by more than 70% in Fall 2019.

Source: OpenBook, Student Classes / accessed 09/30/2019

Looking forward

CCC is committed to learning from the experience of the Fall 2019 enrollment cycle. Inquiry will include the following topics:

- **Timing of payment deadline(s)**
- **Alignment of payment deadline(s) with financial aid and scholarship processes**
- **Utilization of emergency fund to support tuition payments**
- **Understanding the approximately 2,930 students who were dropped for non-payment and did not re-enroll**
- **Communications and outreach to students impacted by payment deadline**

Outreach Efforts

We are actively engaged in a comprehensive, multi-pronged approach to segmenting students dropped for non-payment, understanding their circumstances/barriers to enrollment, and assisting them with Spring 2020 enrollment *

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STUDENT IDENTIFICATION & SEGMENTATION

Identify segments of students by enrollment related attributes to delineate strategic outreach efforts

- **Anticipated Payment Type**
Financial Aid, Self-Pay, Third Party etc.
- **Financial Aid Status**
Pell-eligible, All Fin. Aid checklist items completed, Fin. Aid checklist items missing etc.
- **SAP (Satisfactory Academic Progress) Status**
- **Other Registration Hold Status**

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GATHER ADDITIONAL INSIGHTS

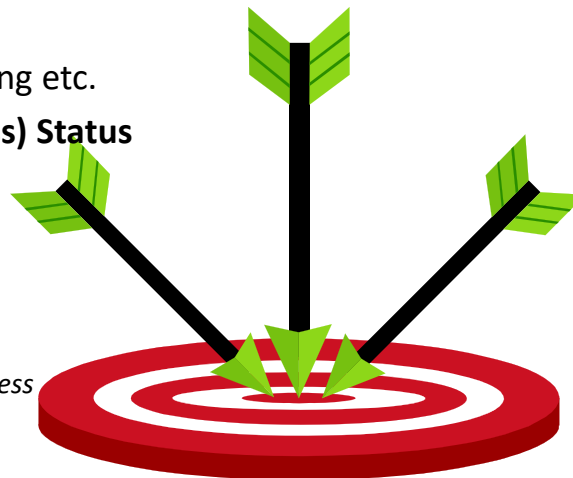
Conduct qualitative & quantitative analysis to uncover factors that contributed to non-enrollment

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TARGETED SPRING ENROLLMENT OUTREACH

- Outbound Call-Center Outreach
- Targeted Email Campaigns
- Text & Robo-call Campaigns
- Financial Aid Outreach and Communication About Award Packaging & Checklist Items
- Collaborative District Office, College Advisor, & Financial Aid Staff Outreach Assisting Students With SAP Appeals
- Advisor Outreach To Address Other Enrollment Barriers
- Foundation Staff Outreach
- Specialized Registration Events

**Ongoing process*



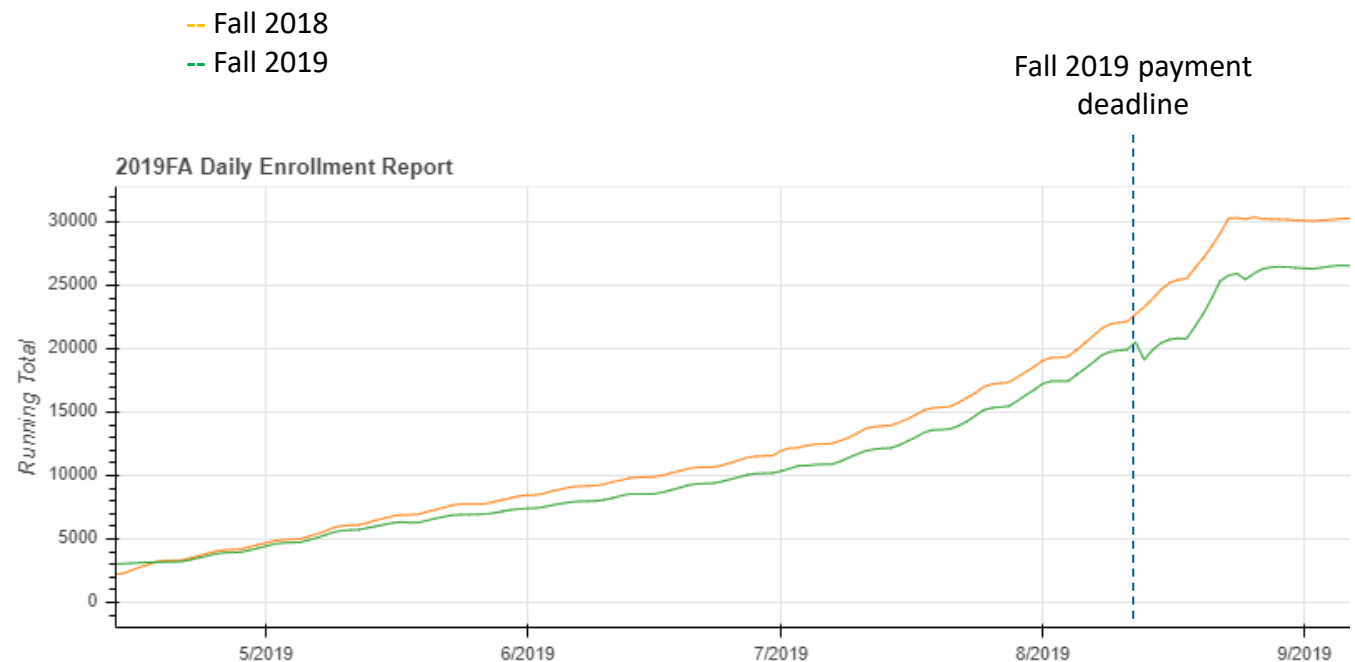
Goal: Leverage technology and high-touch supports to reach students dropped for non-payment in Fall 2019 to facilitate successful Spring 2020 enrollment (*address any barriers or outstanding items*)

In Fall 2019, approximately 20% of students registered on or after the payment deadline

Immediate opportunity area:

- How can we encourage students to register early?
- NOTE: Multiple analyses at CCC have found lowered course success rates for students who register close to the registration deadline.

2019FA Daily Enrollment



Source: CCC Daily Enrollment Dashboard, accessed 09/25/2019. Regular 16 week session enrollment, excluding Dual Credit.