

**34364**

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BOARD OF TRUSTEES COMMUNITY  
COLLEGE DISTRICT NO. 508  
COUNTY OF COOK AND STATE

# Fall 2021 Enrollment Update

November 4, 2021

# Executive Summary



- **Fall 2021 Enrollment Snapshot**

- Internal YoY Snapshot: CCC Credit headcount enrollment declined 5% in Fall 2021 compared to the prior fall, slowing the loss of students during the COVID pandemic.
- State Benchmarking: As a district, CCC experienced greater year over year declines (-8.6%) than the state average (-1.5%) in total headcount enrollment percent change (*includes credit and adult education*).
- National Benchmarking: CCC experienced a slightly lower rate of fall credit (undergraduate) enrollment decline compared to national 2-year public colleges

- **Fall 2021 Operational Reflection/Post-Mortem Lessons Learned**

- Six of the seven colleges increased new students
- Chicago Roadmap and Future Ready are strategies we need to keep investing in as we get better at operations. The Chicago Roadmap is positively impacting enrollment among early college-aged students while Future Ready is attracting more adult learners.
- All seven colleges were impacted by their ability to retain continuing students

- **Future Enrollment Management Efforts Simultaneously Focus On New & Returning Students**

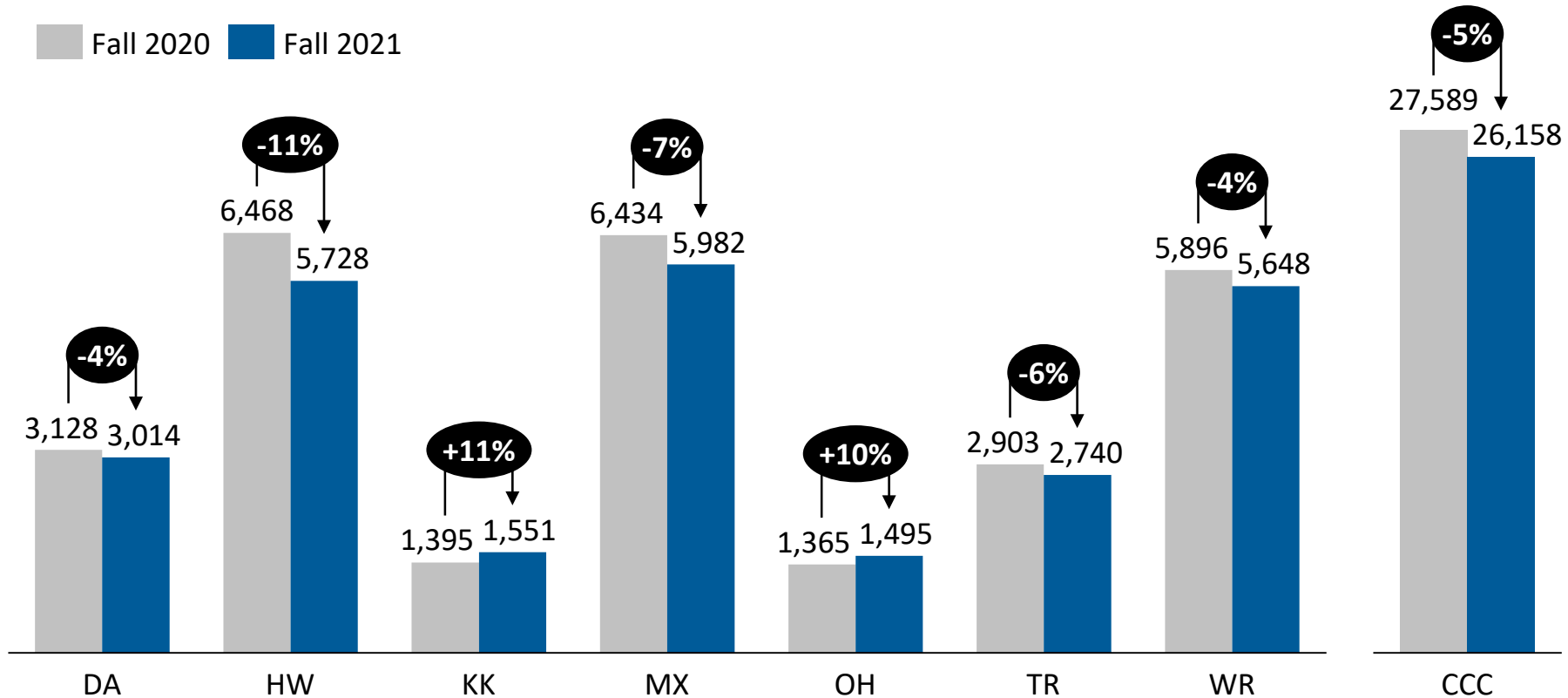
- New student recruitment goals asks colleges to meet or exceed a 30% yield rate
- Returning student enrollment goals call for an additional 5 to 7 percentage point increase in spring- to-fall retention rates

# Fall 2021 Enrollment Snapshot

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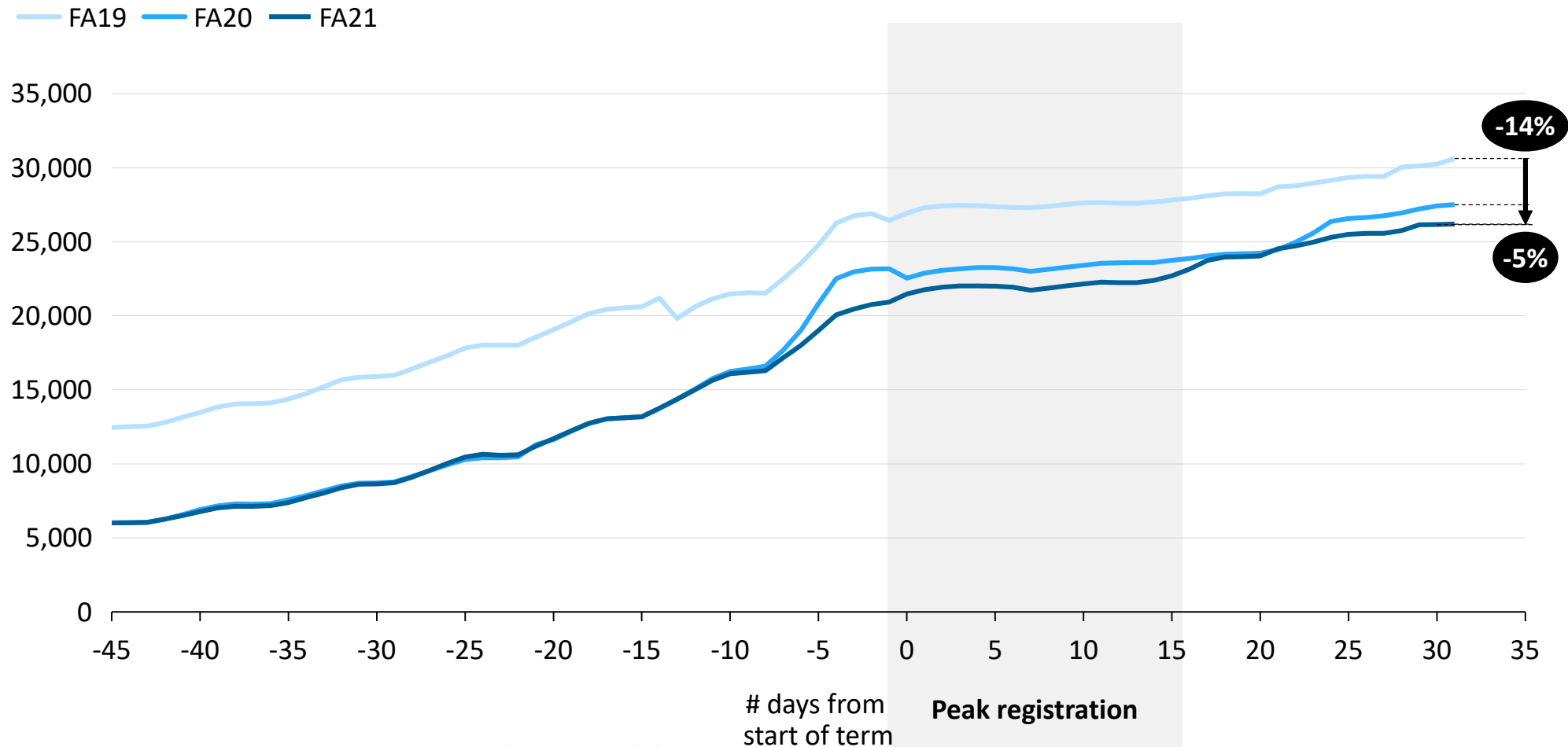
# Credit headcount at Census date was down 5% in Fall 2021 compared to the prior year's Census headcount

Census Date Unduplicated Credit Headcount by Home College, Fall 2020 – Fall 2021



# Last fall's decline has slowed, and fall enrollment is down 14% from the same point two years ago

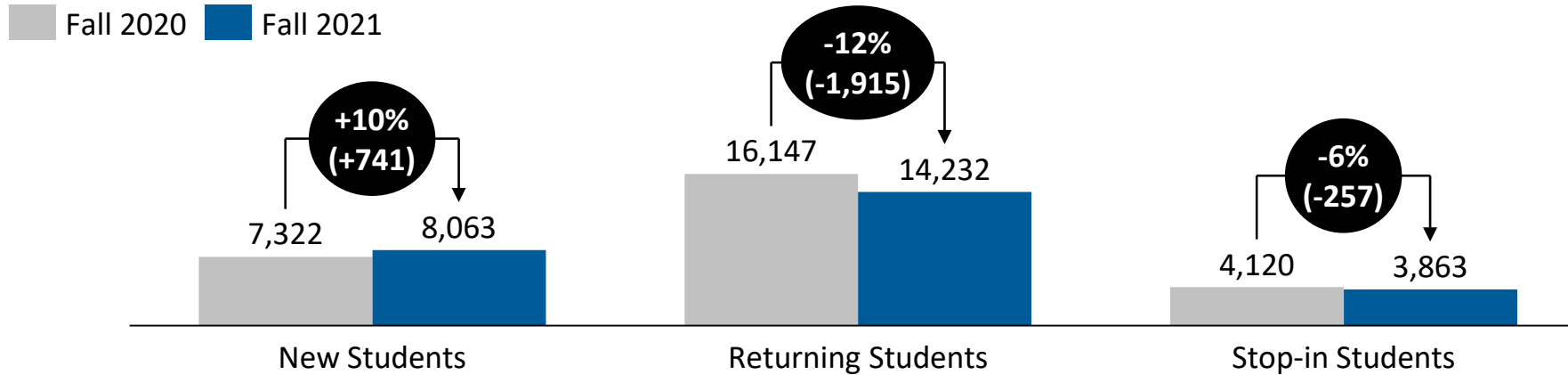
Daily Credit Headcount Enrollment by Start of Term Date Index, Fall 2019 – Fall 2021



Source: OpenBook, Daily Enrollment/ accessed 10/1/2021

# Segmentation By Type: New student enrollment increased 10%, but these gains were undercut by a 12% decline in returning students

Census Date Unduplicated Credit Headcount by Student Type and Home College, Fall 2020 – Fall 2021

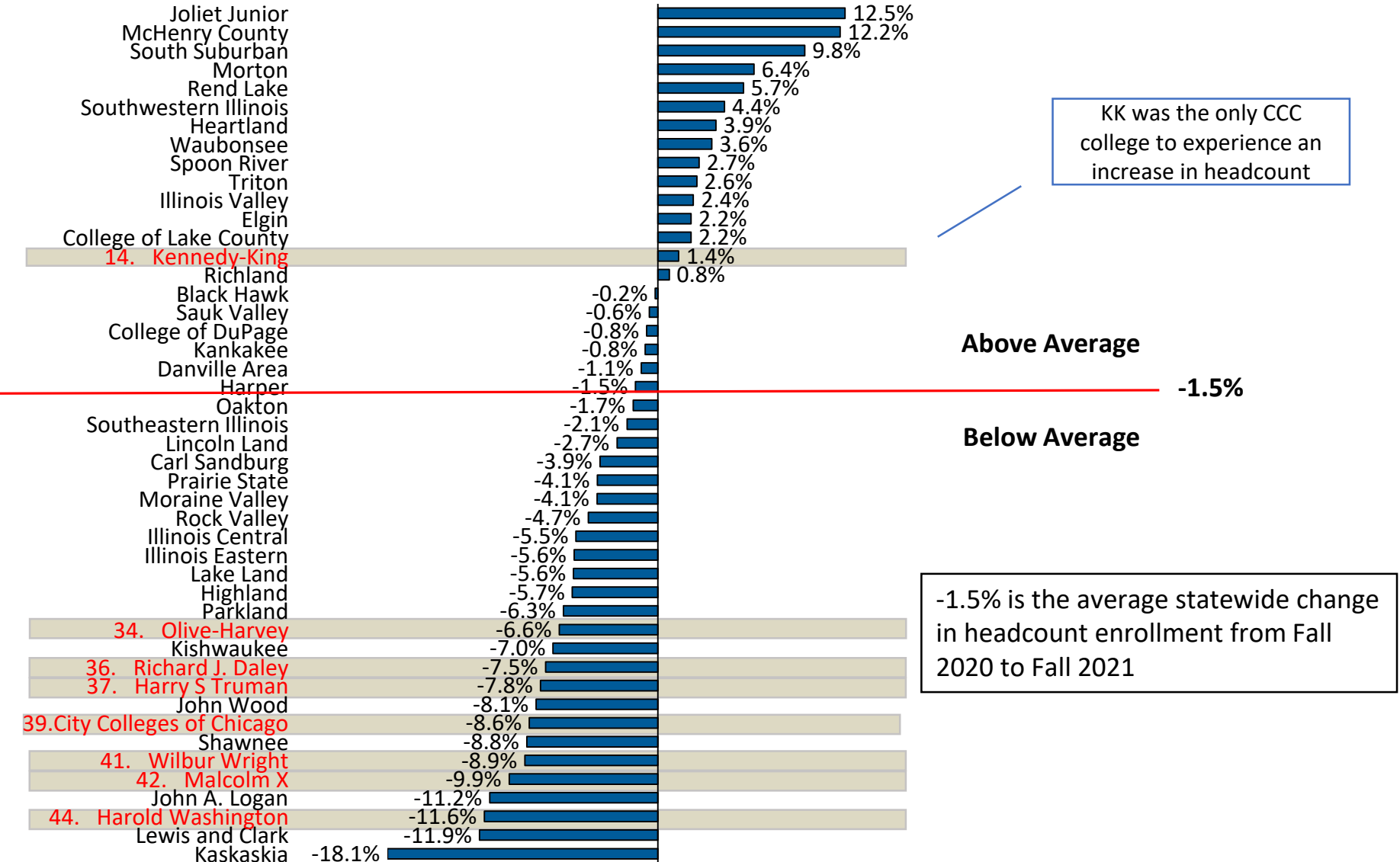


DA	+9% YOY (+86 students)	-16% YOY (-269 students)	+13% YOY (+69 students)
HW	+6% YOY (+108 students)	-17% YOY (-639 students)	-23% YOY (-209 students)
KK	+61% YOY (+249 students)	-11% YOY (-78 students)	-5% YOY (-15 students)
MX	-14% YOY (-243 students)	-5% YOY (-186 students)	-2% YOY (-23 students)
OH	+57% YOY (+240 students)	-14% YOY (-99 students)	-4% YOY (-11 students)
TR	+11% YOY (+75 students)	-16% YOY (-304 students)	+21% YOY (+66 students)
WR	+16% YOY (+226 students)	-9% YOY (-340 students)	-16% YOY (-134 students)

# Fall 2021 Enrollment: State and National Benchmarking

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# ICCB Total Headcount Enrollment: % Change Fall 2020 – Fall 2021



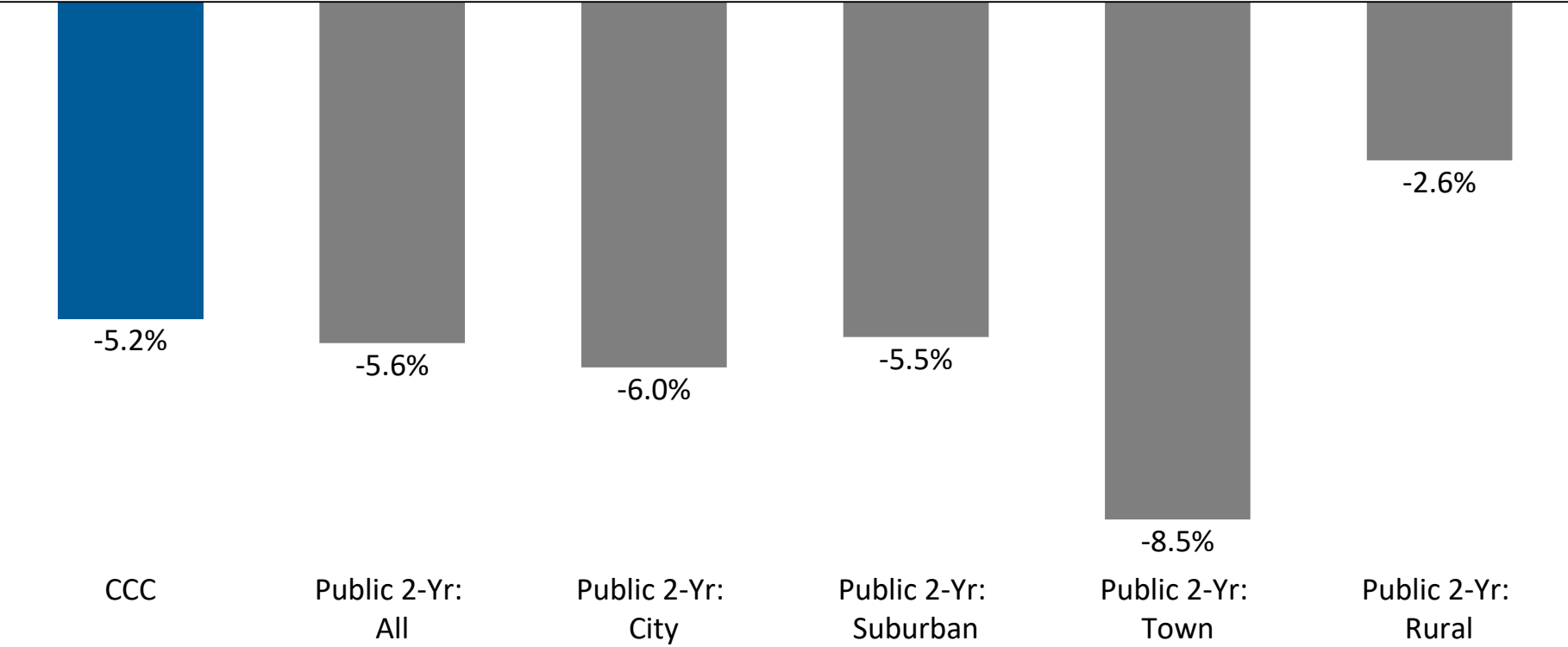
Source: ICCB Fall 2021 Opening Community College Enrollment Survey Results report – Table 2  
 Includes Credit and Adult Education Headcount Enrollment  
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# CCC experienced a slightly lower rate of fall credit (undergraduate) enrollment decline compared to national 2-year public colleges

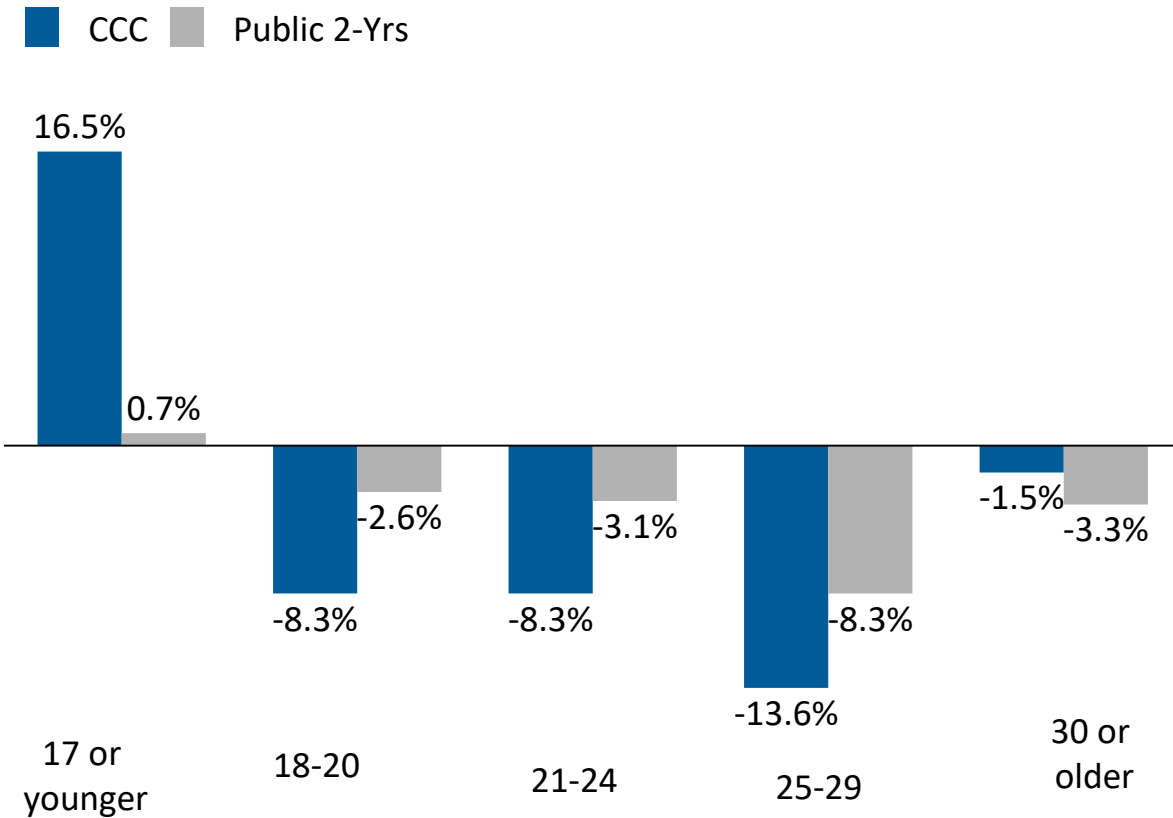
Fall 2021 YOY Undergraduate Enrollment Change by Urbanicity



National Student Clearinghouse Fall 2021 Enrollment Dashboard, accessed 10/29/2021: <https://nscresearchcenter.org/stay-informed/>  
[CCC Fall 2021 Census Enrollment Report](#)

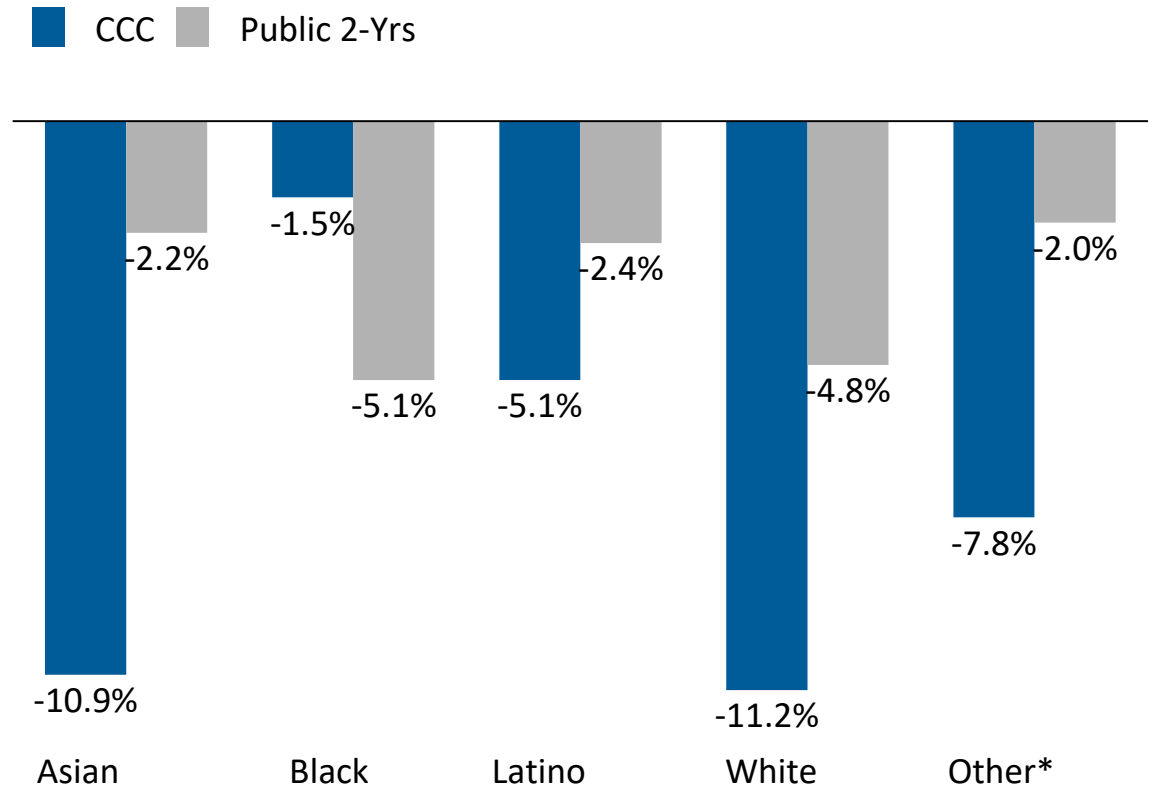
## CCC experienced a substantially larger increase in Fall 2021 credit enrollment for high school aged students than public 2-year institutions nationally

Fall 2021 YOY Undergraduate Enrollment Change by Age



## CCC experienced larger declines in credit enrollment than national 2-year public colleges for all groups except Black students

Fall 2021 YOY Undergraduate Enrollment Change by Race

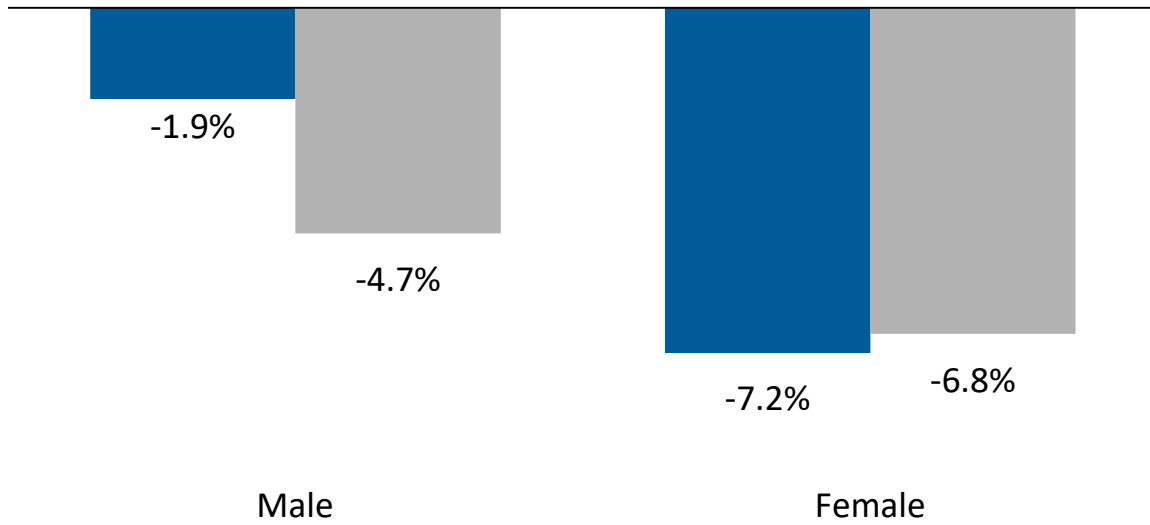


\*Includes Hawaiian/Pacific Islander and multi-racial

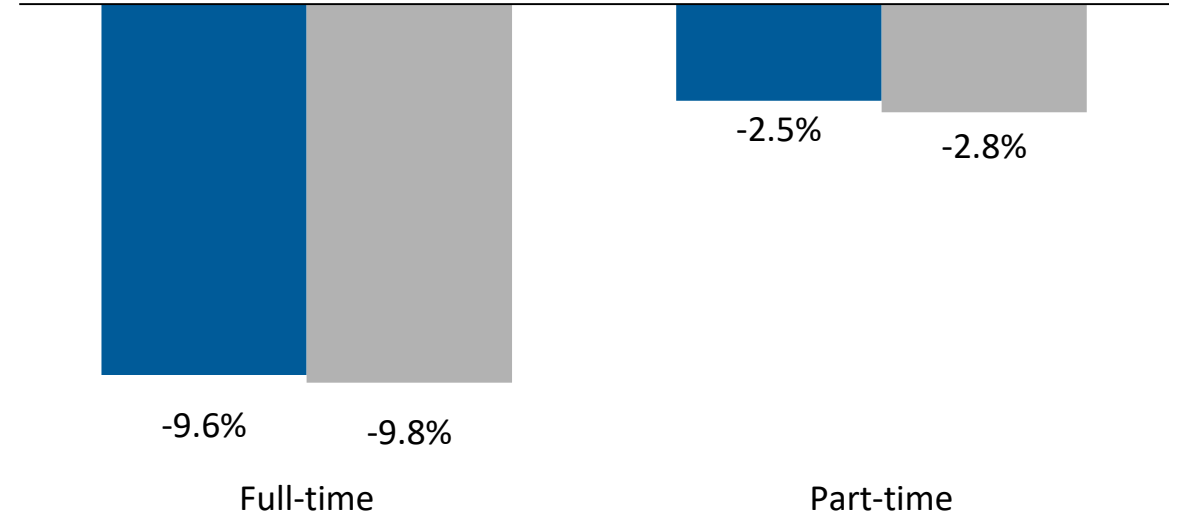
# Like national public 2-years, CCC saw a larger decline in full-time students than part-time

■ CCC ■ Public 2-Yrs

Fall 2021 YOY Undergraduate Enrollment Change by Gender



Fall 2021 YOY Undergraduate Enrollment Change by Enrollment Intensity



National Student Clearinghouse Fall 2021 Enrollment Dashboard, accessed 10/29/2021: <https://nscresearchcenter.org/stay-informed/>  
CCC Fall 2020 and Fall 2021 Census Snapshot

# Fall 2021 Enrollment: Operational Reflection & Insights

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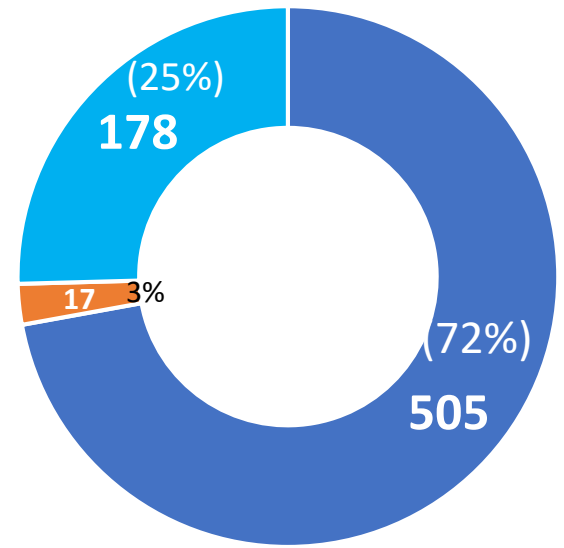


# Future Ready

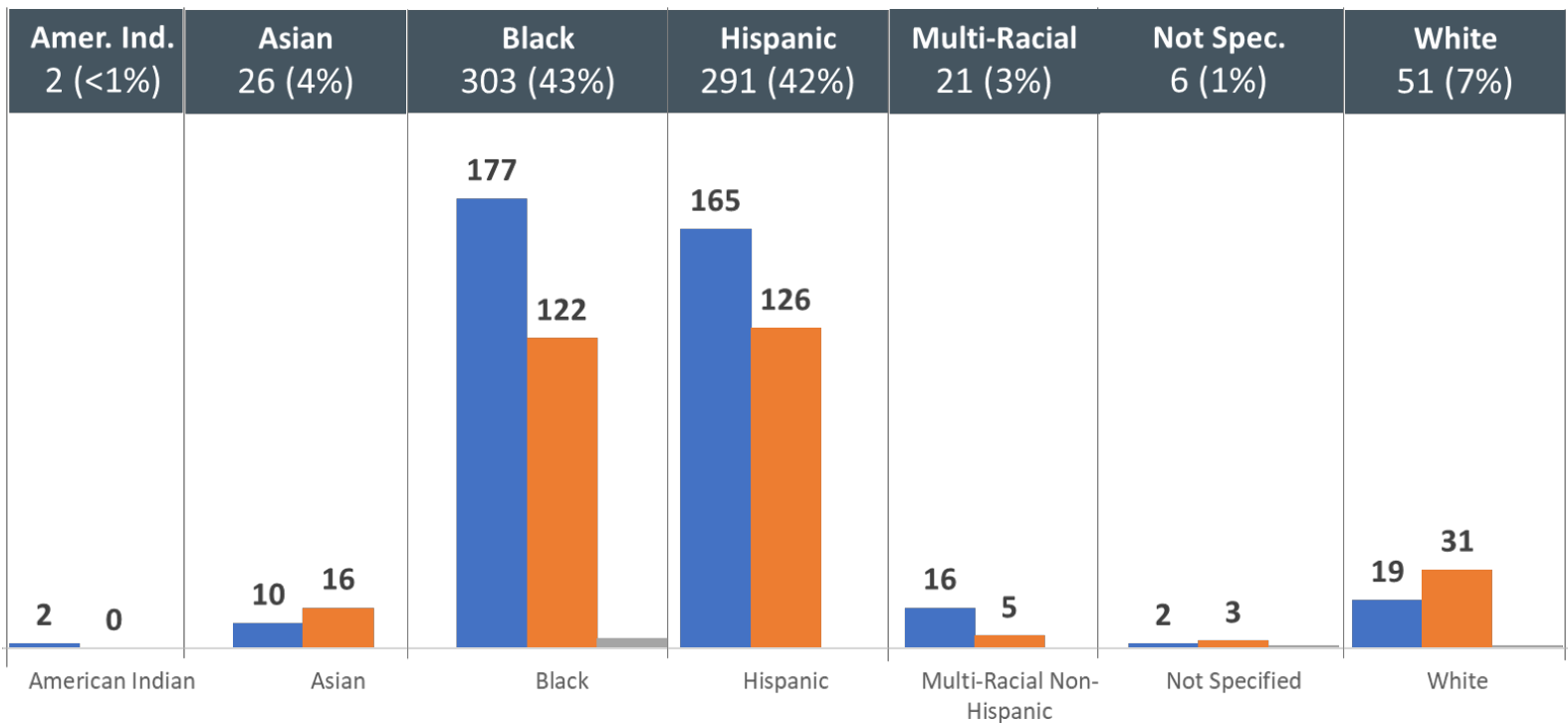
is driving **new enrollment** in high-demand short-term credit and continuing education programs and **enabling access to former students** who previously paused their education at CCC

- 97% Future Ready students are new or former stop-outs
- 85% of Future Ready students are Black or Hispanic

N=700



■ New Students ■ Returning Students ■ Stop-in Students



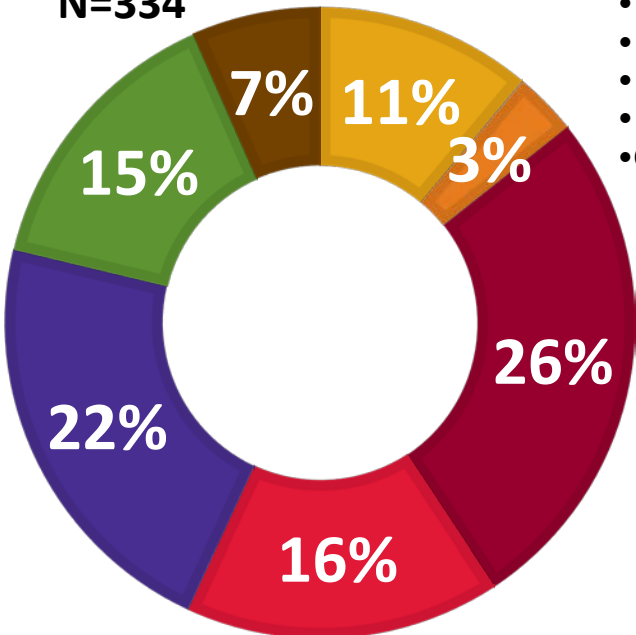
■ Female ■ Male ■ Not Specified

Source: OIT Query as of 10/29.2021

## Credit Enrollment

- Nearly half of all Future Ready students enrolled in credit programs are enrolled at KKC or OH (48%)
- 1 in 4 Future Ready, credit students is enrolled at KKC and enrolling at higher rates of credit hour intensity

N=334



### Top Enrolling Future Ready Credit Programs

- Overhead Electrical Line Worker (46, 14%)
- Child Development Pre-School Ed (40, 12%)
- Cybersecurity (BC &-AC) (38, 11%)
- Cannabis Dispensary (32, 10%)
- Community Health Care Worker (23, 7%)

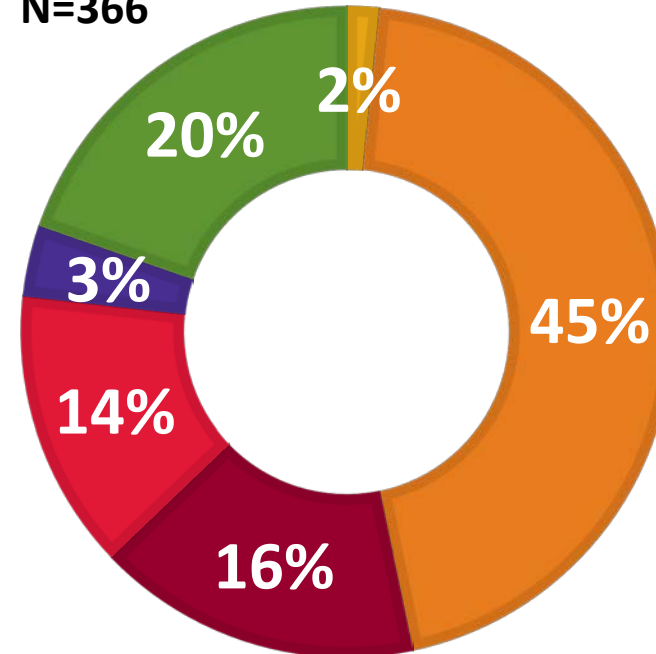
	Students	Credits	Avg. Credits
DA	37 (03%)	247	7
HW	11 (11%)	91	8
KK	88 (26%)	1,449	16
MX	54 (16%)	548	10
OH	73 (22%)	781	11
TR	49 (15%)	351	7
WR	22 (07%)	183	8
<b>CCC</b>	<b>334</b>	<b>3,650</b>	<b>11</b>

■ DA ■ HW ■ KK ■ MX ■ OH ■ TR ■ WR

## Continuing Education Enrollment

- 45% of students enrolled in continuing education programs through Future Ready are enrolled at HW

N=366



■ DA ■ HW ■ KK ■ MX ■ OH ■ TR ■ WR

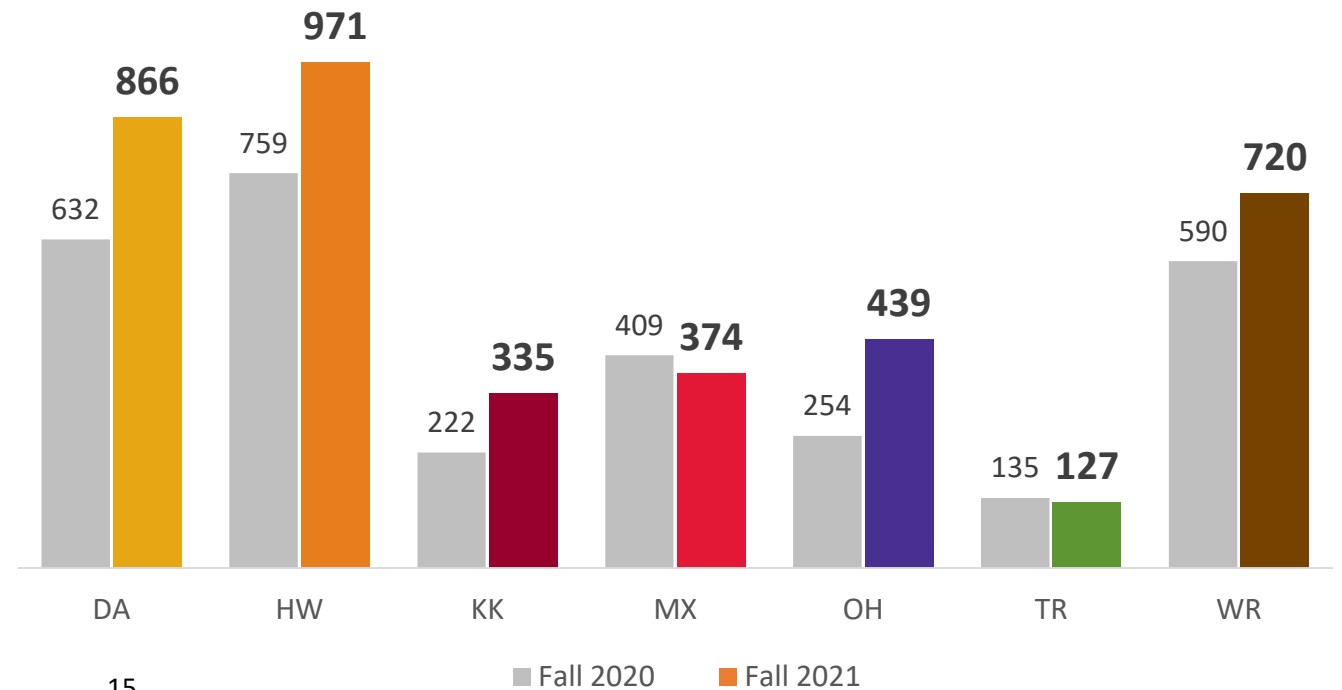
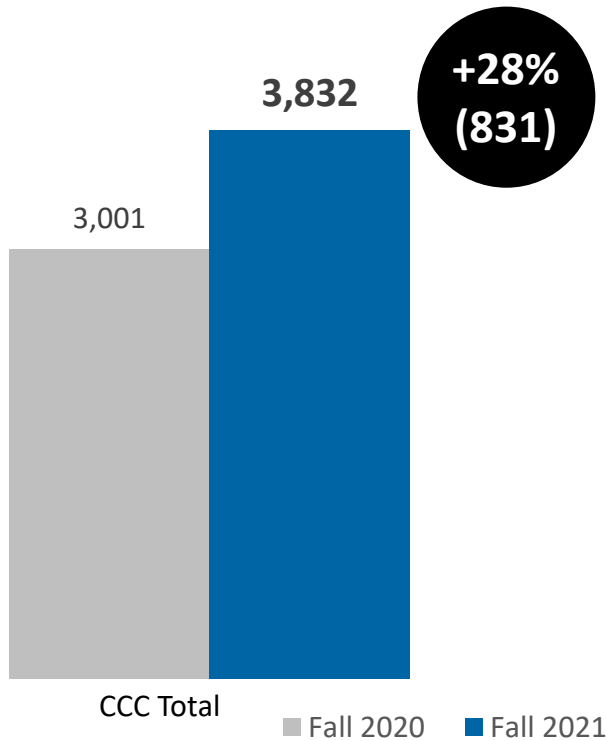
	Students
DA	6 (02%)
HW	165 (45%)
KK	59 (16%)
MX	51 (14%)
OH	13 (03%)
TR	72 (20%)
WR	N/A
<b>CCC</b>	<b>366</b>

# Chicago Roadmap

The Chicago Roadmap strategy aimed at working with students to get ahead and earn early college credits while in high school is catalyzing Early College enrollment (most notably in Dual Credit courses).

- Post-Secondary Navigator outreach yields 34 – 44% conversion rates of applicant to enrolled students
  - Navigators also enrolled 961 more students in their outreach group this year than last year
- Continuous scaling of new high schools offering Dual Credit & new instructional models also contributed to Early College growth

## Early College YoY Change Fall 2020 to Fall 2021



# Future of Enrollment Management: Target Setting For New and Returning Students

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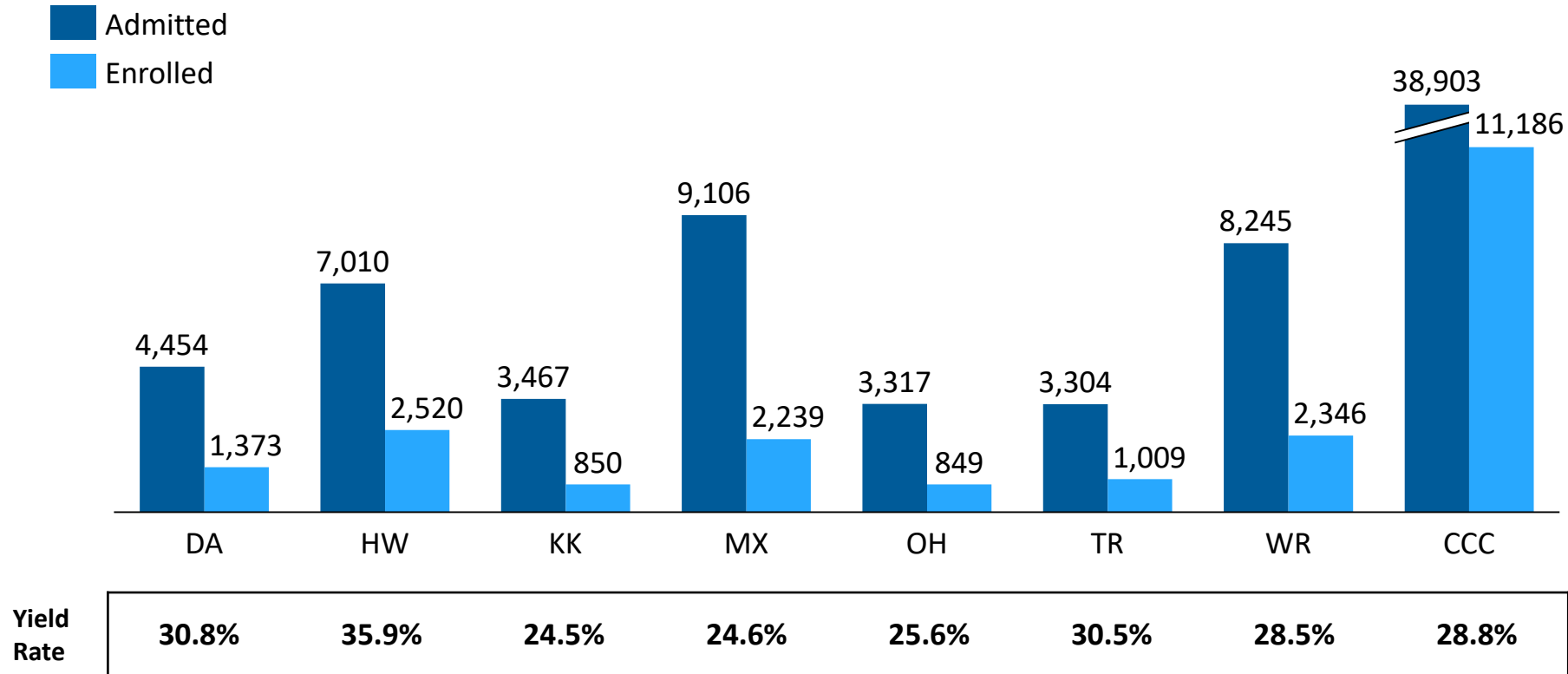
# Future Operational Targets to Catalyze Enrollment



- **New Students:** Minimum target setting of 30% admitted to enrolled
  - Three of the seven colleges had admitted to enrolled conversion over 30%
- **Returning Students:** Target setting of increasing term-to-term retention for Spring enrolled students by an additional 5 to 7 percentage points.

# New Student Focus: As of Census, 28.8% of the almost 39,000 admitted students were enrolled

Fall 2021 Admitted and Enrolled Credit Students and Yield Rates (as of 10/1/2021)

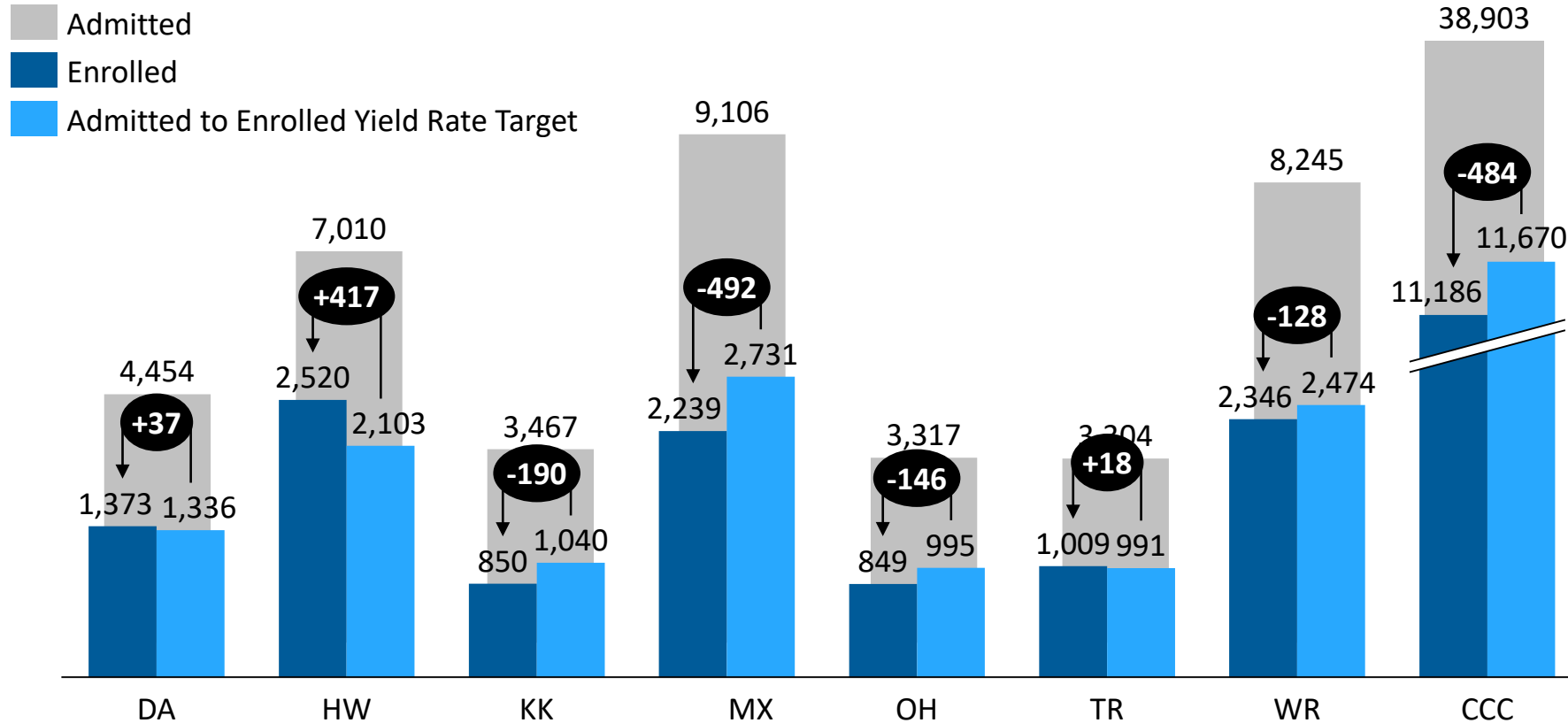


Source: SEM Dashboard 10/1/2021

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# New Student Target Setting Focus: CCC would have needed an additional 484 students to achieve an admitted to enrolled yield rate of 30%<sup>1</sup>

Fall 2021 Enrolled Credit Students Compared to Target Yield Rate (as of 10/1/2021)



Note: Admitted to Enrolled Yield Rate Targets based on achievement of 30% admitted to enrolled yield rate using 10/1/2021 SEM Dashboard Admitted student data

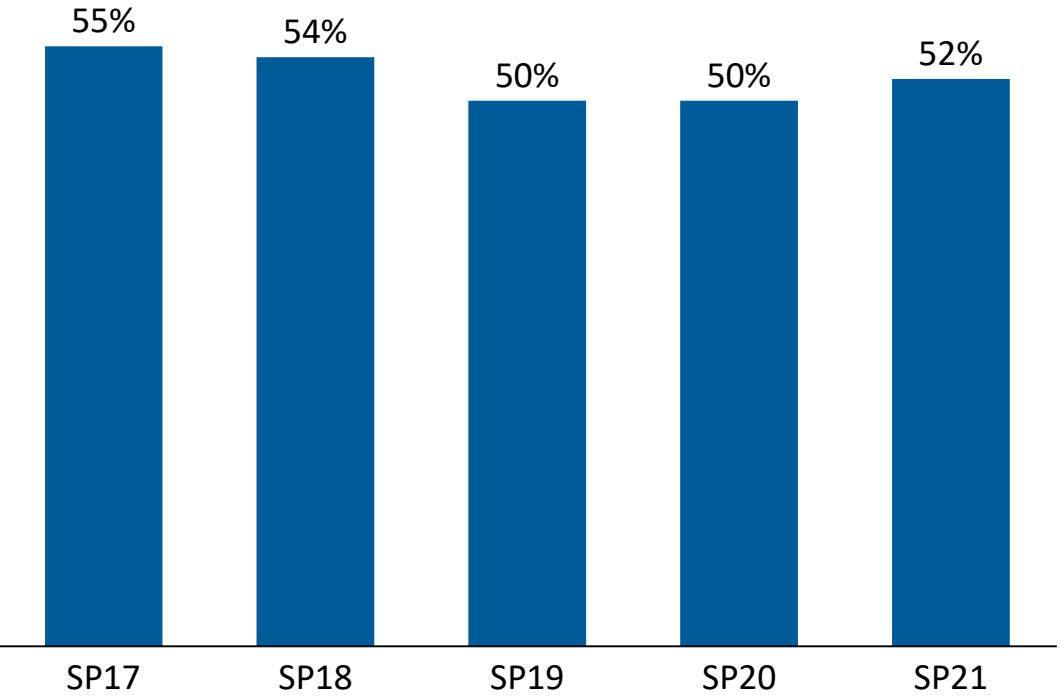
<sup>1</sup> Relative to the current number of admitted students

Source: SEM Dashboard 10/1/2021

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# Retention Focus: Retaining students from term-to-term continues to be a critical focus to achieve enrollment goals

Spring to Fall Retention Trends



- CCC’s 2021 Spring to Fall retention rate saw an increase of 2 percentage points over the previous two years’ retention rates
- However, there is still an opportunity to improve as we generally lose half of Spring enrolled students who did not earn a credential

Data includes information for semester credit students only  
Source: OpenBook, Student Terms / Data as of 10/27/2021/ Analysis as of 10/27/2021/ Further Questions, Contact: Nadia Richardson

# Retention Focus: From Spring 2021 to Fall 2021 CCC lost 11,557 students and almost one-third of those students were close to graduating at the end of the Spring term

## Spring to Fall Retention Detail

	Spring 21 to Fall 21 Retention Rates	Denominator <i>(SP21 enrolled non-completers)</i>	Numerator <i>(SP21 enrolled non-completers who returned in FA21)</i>	Losses <i>(SP enrolled non-completers who <u>did not</u> return in FA21)</i>	Losses Close to Graduation <i>(&lt;= 30 credits)</i>
CCC	51.8%	23,983	12,426	11,557	3,806
DA	45.7%	2,728	1,248	1,480	497
HW	51.0%	5,468	2,788	2,680	902
KK	43.7%	1,185	518	667	230
MX	56.3%	5,182	2,919	2,263	857
OH	42.3%	1,219	518	701	227
TR	53.8%	2,788	1,502	1,286	379
WR	54.2%	5,413	2,933	2,480	714

Data includes information for semester credit students only

Credit data uses the following formula: Units Remaining in Spring 2021 – Spring 2021 Enrolled Credits

Source: OpenBook, Student Terms / Data as of 10/27/2021/ Analysis as of 10/27/2021/ Further Questions, Contact: Nadia Richardson

# Retention Target-Setting: With a 7 percentage point increase in Spring to Fall retained students, CCC could have experienced a 2 percentage point increase in Fall 2021 census date YoY enrollment

## Impact of Increasing Spring to Fall Retention on Fall 21 Census Enrollment

If we increase retention by X%, how would that impact enrollment?								
	Fall Census Date Enrollment Actual	Fall Census Date YoY Enrollment Rate Actuals	Potential Fall Enrollment	Potential YoY Enrollment Rate	Potential Fall Enrollment	Potential YoY Enrollment Rate	Potential Fall Enrollment	Potential YoY Enrollment Rate
			(+3% Retention)		(+5% Retention)		(+7% Retention)	
			YoY: Decrease = -2%		YoY: Flat		YoY: Increase = 2%	
CCC	26,158	-5%	26,877	-2%	27,357	0%	27,837	2%
DA	3,014	-1%	3,096	1%	3,150	3%	3,205	5%
HW	5,728	-12%	5,892	-9%	6,001	-7%	6,111	-6%
KK	1,551	15%	1,587	18%	1,610	20%	1,634	22%
MX	5,982	-6%	6,137	-4%	6,241	-2%	6,345	0%
OH	1,495	12%	1,532	15%	1,556	17%	1,580	19%
TR	2,740	-6%	2,824	-3%	2,879	-1%	2,935	1%
WR	5,648	-5%	5,810	-2%	5,919	0%	6,027	2%

With a 5 percentage point increase in Spring to Fall retained students, CCC could have achieved a flat Fall 2021 census date YoY enrollment rate