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COMMUNITY COLLEGE DISTRICT NO. 508
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Presentation to the City Colleges Board of Trustees on Enrollment

April 4, 2024

HAROLD WASHINGTON • HARRY STRUMAN • KENNEDY-KING • MALCOLM X • OLIVE-HARVEY • RICHARD J. DALEY • WILBUR WRIGHT

CITY COLLEGES[®]
OF CHICAGO

City Colleges is guided by a strategic vision and values that center equity

Our Vision

City Colleges is the city’s most accessible higher education engine of socioeconomic mobility and racial equity – empowering all Chicagoans to take part in building a stronger and more just city.



Our Values

-  Create an **exceptional student experience**
-  Become a “student-ready” **equitable institution**
-  Develop and strengthen pathways that are **responsive** to the economic needs of the City
-  Build a **culture of excellence**
-  Create a **collaborative and connected** ecosystem
-  Monitor and ensure financial sustainability and the overall **health** of our institution

Executive Summary

Overall Strong Enrollment Trends



- City Colleges has been strongly rebounding from a pandemic enrollment decline.
- Nationwide, community college enrollment has been recovering since Fall 2022, and CCC gains have repeatedly outpaced national average percentage increases (FA22, SP23, FA23).

Spring 2024 Enrollment Benchmarking



- In Spring 2024, City Colleges' ICCB Total Headcount (Credit and Adult Education) increased 9.2% (3,319 students) compared to last Spring, far surpassing the state average increase of 5.1%.
- Six of our seven colleges increased total headcount enrollment from last year.

Enrollment Performance Management and Strategies

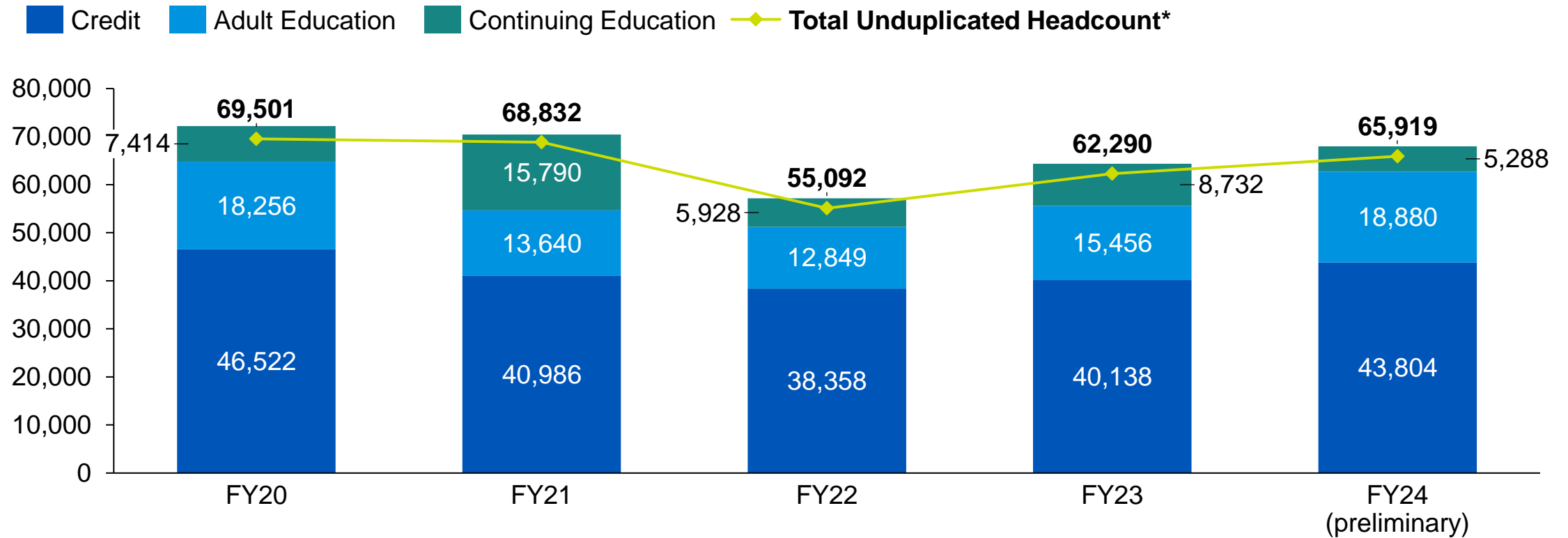


- CCC's Enrollment Management team operates with a strong performance management model and approached the Spring target of a 30% admitted to enroll yield rate, contributing to new and stop-in student enrollment growth.
- Growth is further supported by CCC continued investment in expanding Adult Education, Early College, and promising academic programs, alongside increased Marketing investment in recent years.

Overall Enrollment Trends

City Colleges is rebounding from a pandemic enrollment decline

CCC Unduplicated Headcount Trends FY20 – FY24

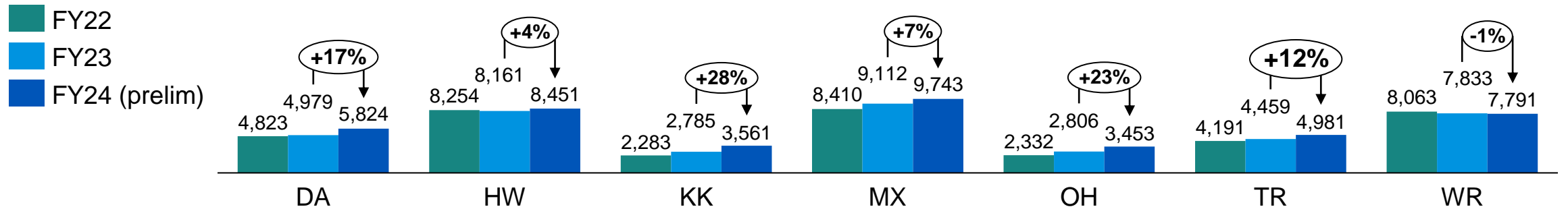


*Notes: Students may enroll in multiple instructional areas, so enrollment across the three areas will not sum to the total unduplicated headcount. Continuing education in FY21 included 10,776 enrollments in Stress Mgt Resilience in Policing; FY23 included 1,991 Vaccine Ambassador enrollments
Source: [OpenBook FY Total Unduplicated Headcount](#). Accessed 3/20/2024

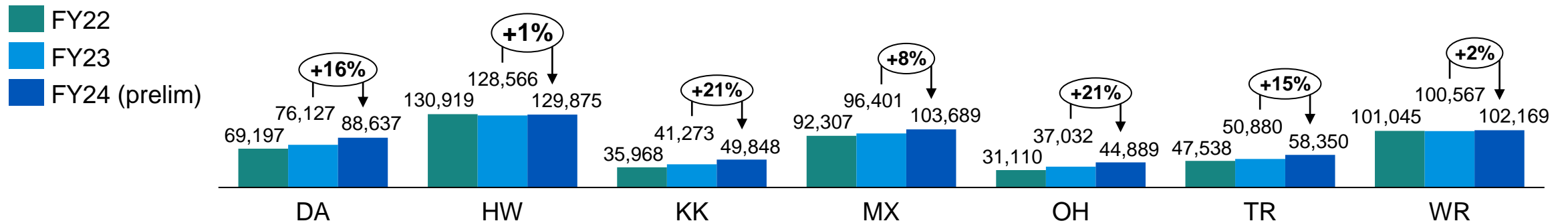
In FY24, credit unduplicated headcount increased at six colleges and credit hour production increased at all seven

Credit Enrollment and Credit Hour Production by College

Credit Unduplicated Headcount by Home College



Credit Hour Production by Course College



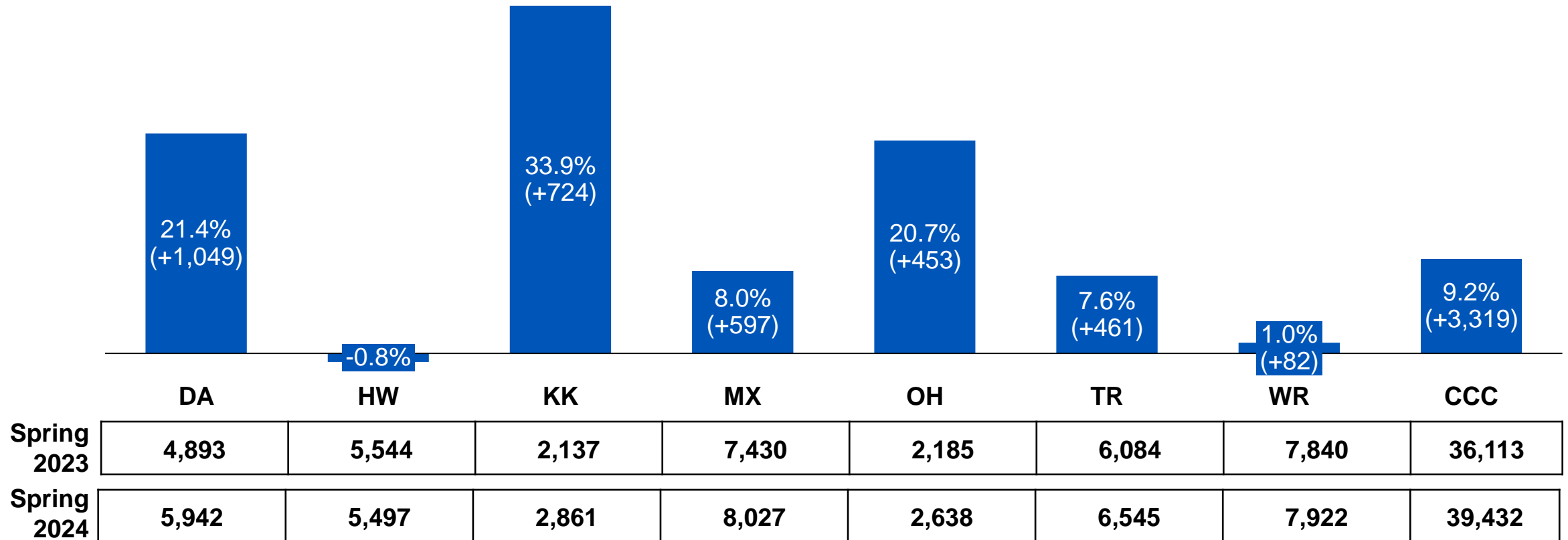
Source: [OpenBook FY Total Unduplicated Headcount](#) Accessed 3/20/2024

Spring 2024 Enrollment

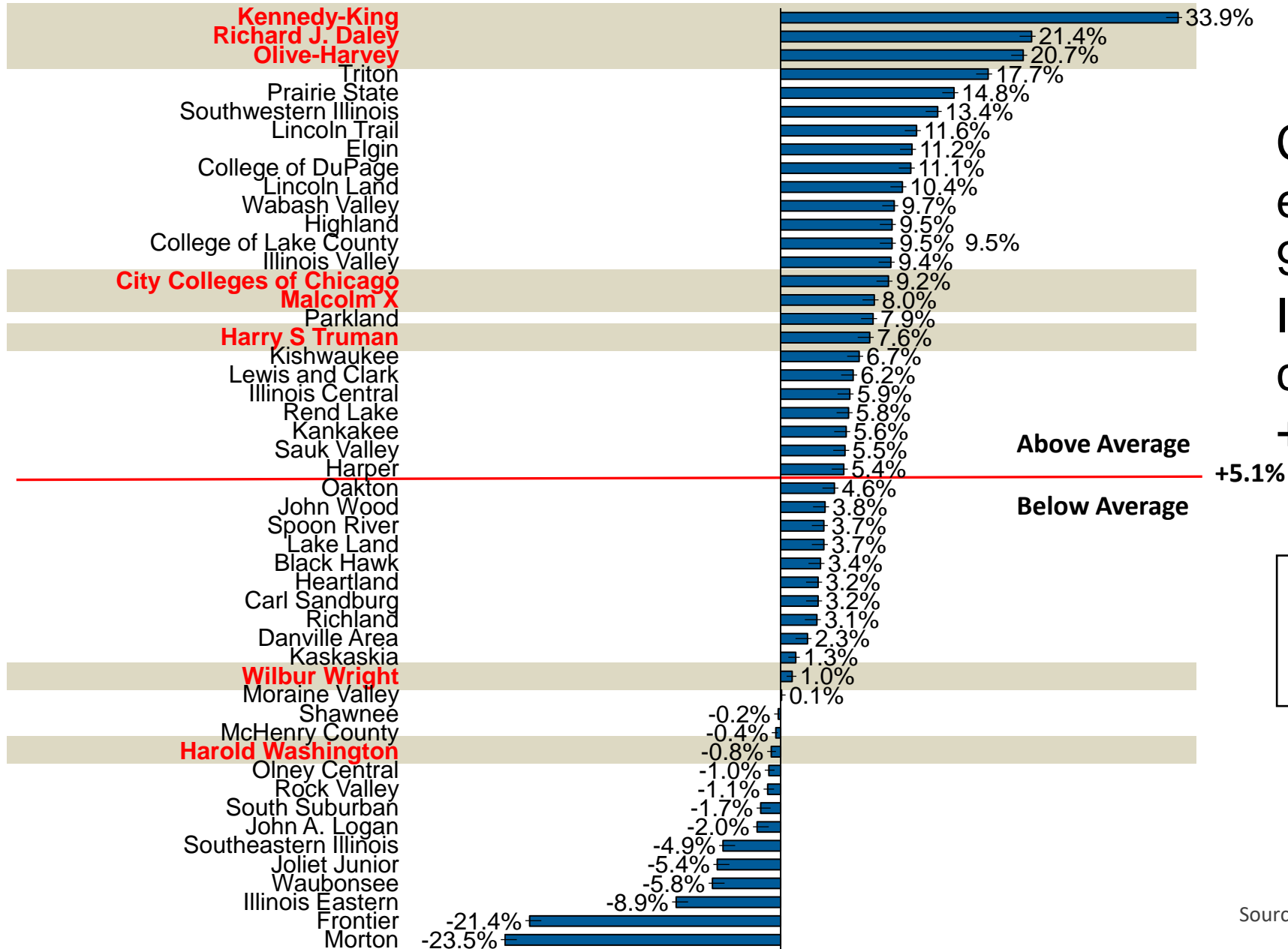
CCC's ICCB Census Headcount Enrollment increased 9.2% compared to last spring.

Six of the seven CCC colleges experienced an increase in enrollment.

Census Date Unduplicated Credit and Adult Education Headcount by Home College, Spring 2023 – Spring 2024



ICCB Total Headcount Enrollment:% Change SP23 – SP24



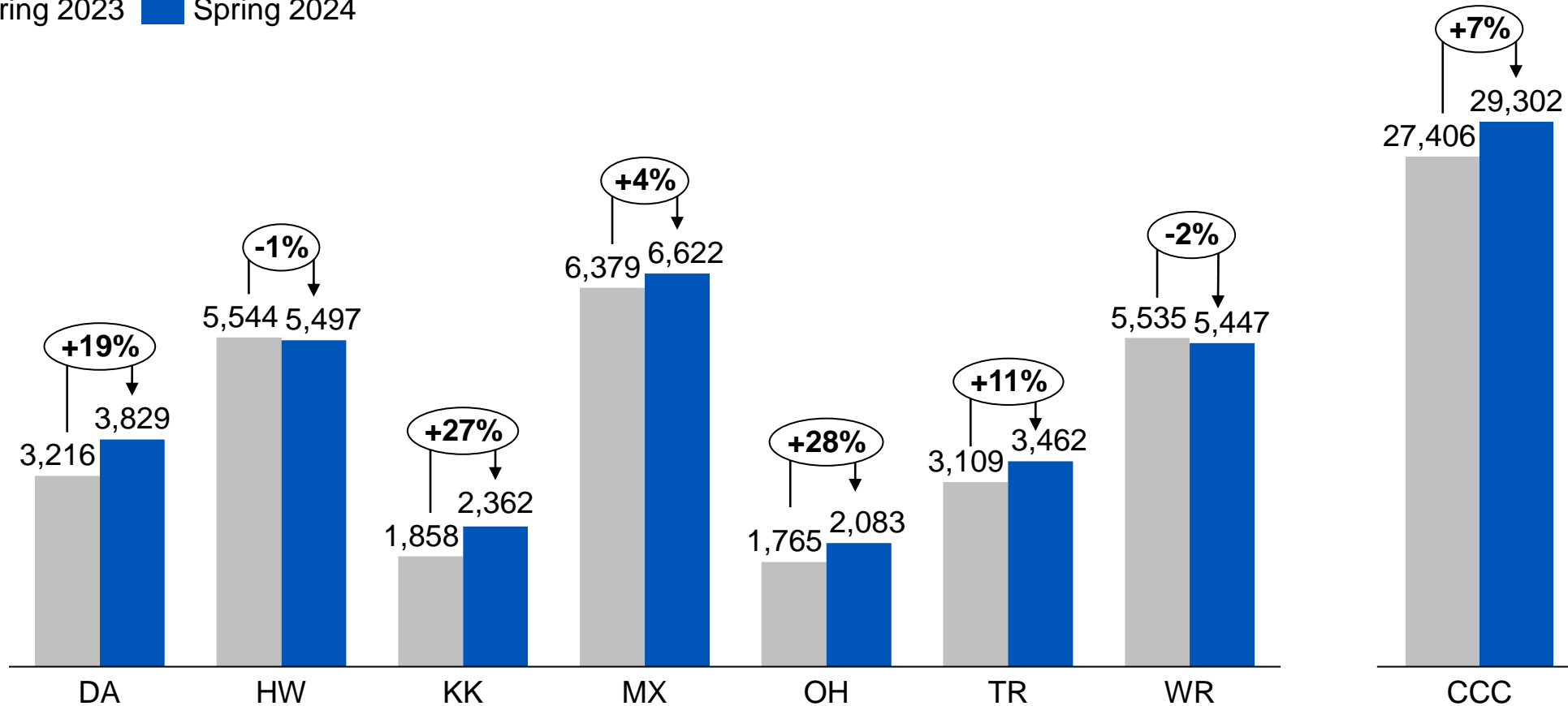
CCC Spring enrollment growth of 9.2% exceeded the Illinois community college average of +5.1%

+4.4% is the average statewide change in headcount enrollment from Spring 2023 to Spring 2024, excluding CCC.

Credit headcount at Census date was up 7% in Spring 2024 compared to the prior year's Census headcount

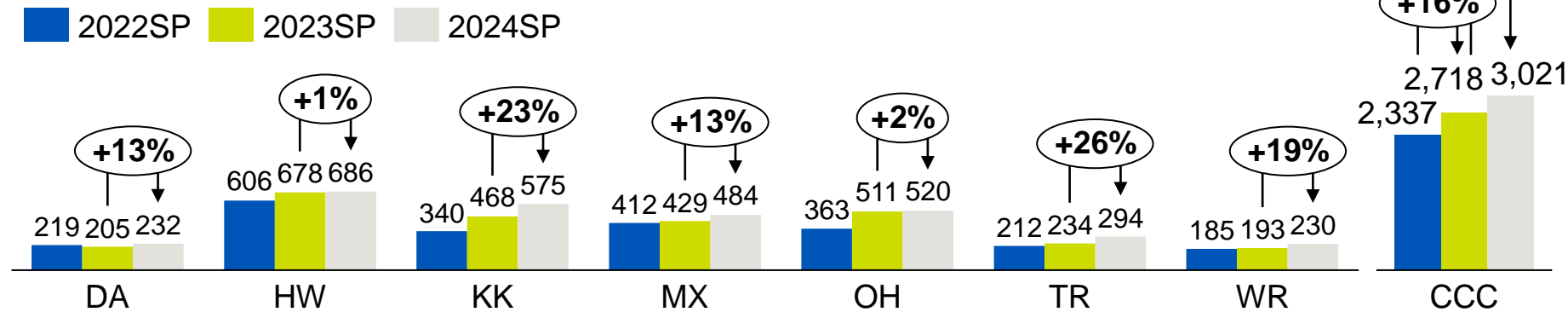
Census Date Unduplicated Credit Headcount by Home College, Spring 2023 – Spring 2024

■ Spring 2023 ■ Spring 2024

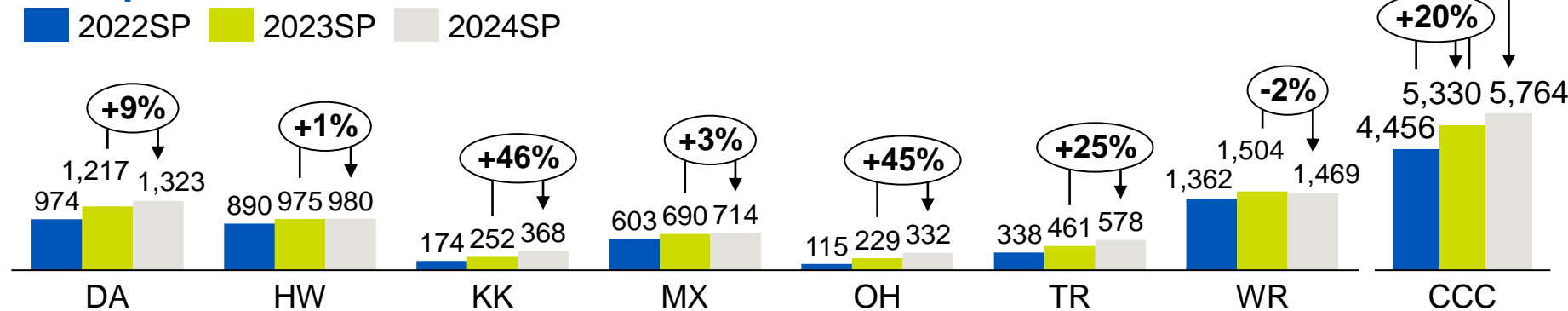


Enrollment for Black and Latinx male students increased dramatically in the last year, surpassing state and national trends

Unduplicated Credit Headcount - Black Male



Unduplicated Credit Headcount - Latinx Male



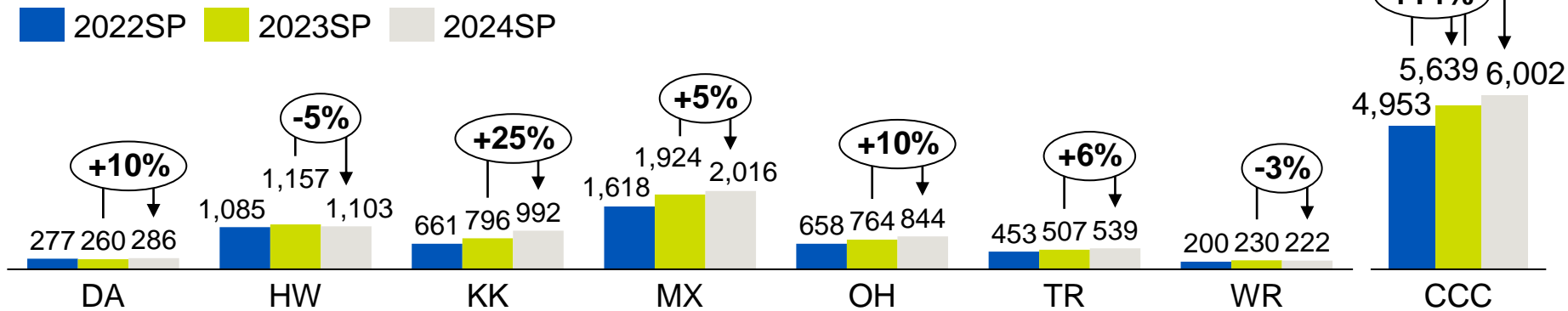
- Nationally, male student enrollment at public 2YR colleges increased by 3.7% from SP22 to SP23¹.
- During the same time, Black male student enrollment increased 16% at CCC, and is up another 11% this Spring.
- Similarly, Latinx male student enrollment increased by 20% last Spring at CCC, and is up another 8% this Spring.

Data Source: OpenBook, CCC Enrollment, Accessed 3/15/2024

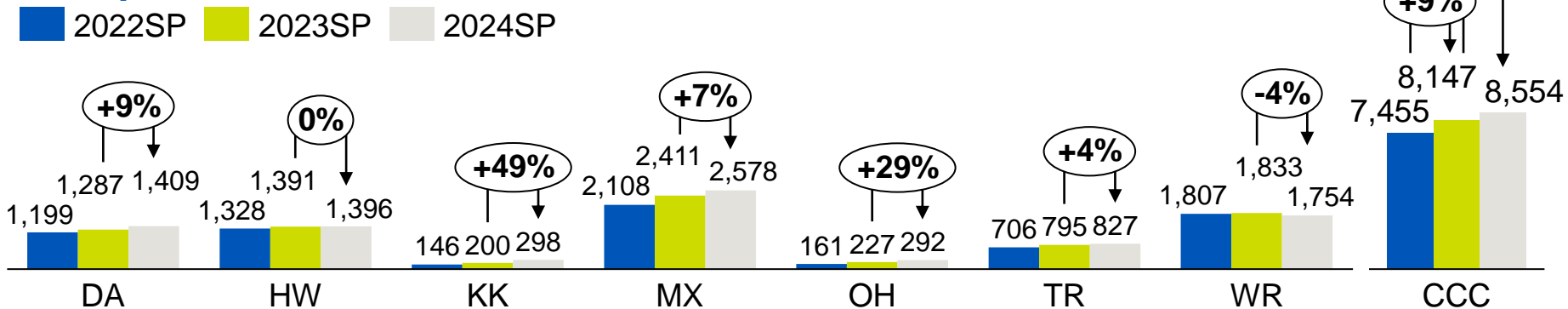
¹ Source: National Student Clearing House Research Center, Spring 2023 Enrollment Dashboard

Enrollment for Black and Latinx Female students also increased in the last year, outpacing state and national trends

Unduplicated Credit Headcount - Black Female



Unduplicated Credit Headcount – Latinx Female



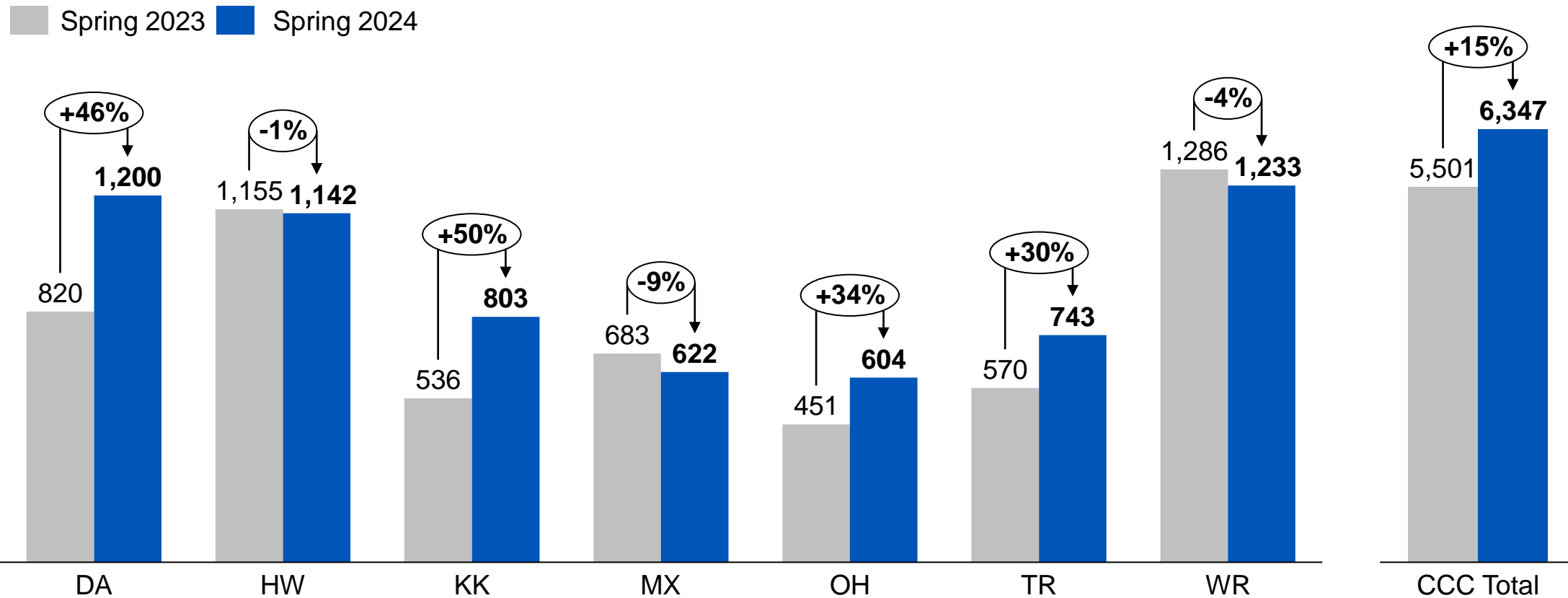
- Nationally, female student enrollment at public 2YR colleges increased by only 0.1% from SP22 to SP23.¹
- During the same time, Black female student enrollment increased 14% at CCC, and is up another 6% this Spring.
- Similarly, Latinx female student enrollment increased by 9% last Spring at CCC, and is up another 5% this Spring.

Data Source: OpenBook, CCC Enrollment, Accessed 3/15/2024

¹ Source: [National Student Clearing House Research Center, Spring 2023 Enrollment Dashboard](#)

The Chicago Roadmap strategy continues to increase Early College enrollment

Early College Unduplicated Headcount Change Spring 2023 to Spring 2024

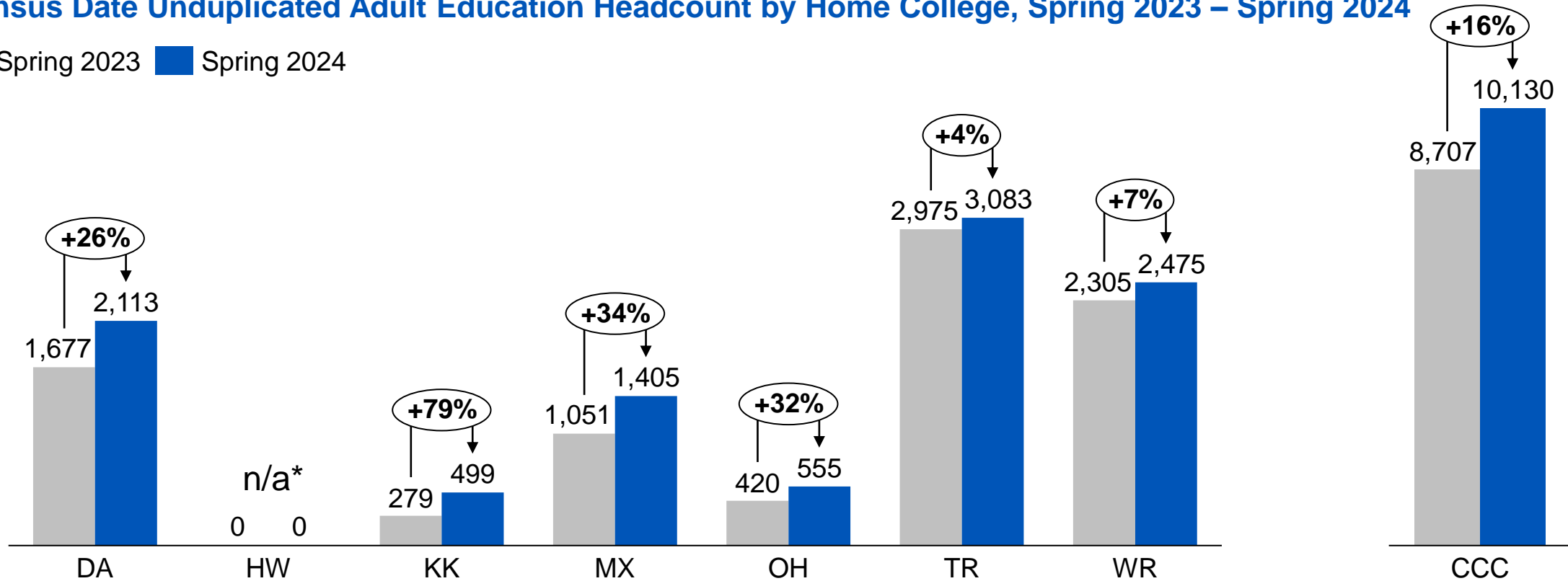


Adult Education headcount at census date in Spring 2024 was up 16% compared to the prior year

- At all colleges offering adult education, adult education head count went up.
- Four colleges had adult education headcount increased greater than 25%.

Census Date Unduplicated Adult Education Headcount by Home College, Spring 2023 – Spring 2024

■ Spring 2023 ■ Spring 2024



*Adult Education is not offered at Harold Washington College
Source: CCC Spring Census Enrollment

Enrollment Strategies

CCC gains stem from a combination of factors including a re-envisioned enrollment strategy and key investments

Re-envisioned new student enrollment strategy and investments:

- **Strategic enrollment management:** Metrics & data, capacity building, norming, and review
- **Marketing investment:** 3X increase in marketing spend since FY20, 16% ad spend increase FY22 to FY23
- **Chicago Roadmap:** 18 Post-secondary navigators supporting 84 high schools, transitional math and English and early college significant enrollment growth, model pathways in in-demand fields
- **Financial access scholarships, grants and waivers:** Doubled the investment in free college over the last six years to \$21M in FY23

Additional focus on retention strategies now aims to grow continuing enrollment, for example:

- Mandatory New Student Advising
- Year-Long Scheduling
- Equitable Outcomes Fund

Performance Management efforts and continuous improvement by our Enrollment Management team are a significant driver of our new enrollment growth in recent years

Enrolled Credit Students Compared to Target Yield Rate

CCC monitors several operational metrics to improve enrollment, including the "admitted to enrolled yield rate," which is the proportion of students who are admitted to CCC that enroll in a given term.

Target: Minimum 30% admitted students to enrolled

- Outstanding – Significantly Exceeds (>34%)
- Meets Standard (30.0 – 33.0%)
- Does Not Fully Meet – Unsatisfactory (≤ 29.9%)

	Admitted to Enrolled Yield Rate Performance Fall 2021 to Spring 2024					
	(FA21)	(SP22)	(FA22)	(SP23)	(FA23)	(SP24)*
DA	31%●	33%●	38%●	38%●	41%●	27%●
HW	36%●	20%●	37%●	37%●	41%●	34%●
KK	25%●	26%●	25%●	30%●	31%●	28%●
MX	25%●	26%●	25%●	25%●	25%●	26%●
OH	26%●	21%●	27%●	30%●	32%●	22%●
TR	31%●	36%●	30%●	40%●	33%●	37%●
WR	29%●	37%●	33%●	42%●	36%●	35%●
CCC	29%●	28%●	31%●	30%●	33%●	29%●

**Preliminary data as of 3/07/2024*

Source: SEM Dashboard updated 3/7/2024; Duplicate & suspicious applications removed

Appendix

Total Unduplicated Headcount

Who is included?	<ul style="list-style-type: none"> Students enrolled across all instructional areas for a given fiscal year.
How long are they tracked?	<ul style="list-style-type: none"> A given fiscal year (Summer, Fall & Spring)
How do we define enrolled?	<ul style="list-style-type: none"> Enrollment as of “stat date,” which is approximately 7% of the class session. Students are only counted one time per fiscal year.
Notes	<ul style="list-style-type: none"> Reported by Fiscal Year Home College (most recent Home College in a given fiscal year). For students enrolled in multiple instructional areas at multiple colleges, students are counted once for each Fiscal Year Home College, but only counted once for CCC overall.

Total ICCB Unduplicated Headcount

Who is included?	<ul style="list-style-type: none"> Students enrolled across Credit and Adult Education for a given fiscal year.
How long are they tracked?	<ul style="list-style-type: none"> A given fiscal year (Summer, Fall & Spring)
How do we define enrolled?	<ul style="list-style-type: none"> Enrollment as of “stat date,” which is approximately 7% of the class session. Students are only counted one time per fiscal year.
Notes	<ul style="list-style-type: none"> Reported by Fiscal Year Home College (most recent Home College in a given fiscal year). For students enrolled in multiple instructional areas at multiple colleges, students are counted once for each Fiscal Year Home College, but only counted once for CCC overall.

Total Credit Unduplicated Headcount

Who is included?	<ul style="list-style-type: none"> Students enrolled in Semester Credit for a given fiscal year.
How long are they tracked?	<ul style="list-style-type: none"> A given fiscal year (Summer, Fall & Spring)
How do we define enrolled?	<ul style="list-style-type: none"> Enrollment as of “stat date,” which is approximately 7% of the class session. Students are only counted one time per fiscal year.
Notes	<ul style="list-style-type: none"> Reported by Fiscal Year Home College (most recent Home College in a given fiscal year).

Total Adult Education Unduplicated Headcount

Who is included?	<ul style="list-style-type: none"> Students enrolled in Adult Education for a given fiscal year.
How long are they tracked?	<ul style="list-style-type: none"> A given fiscal year (Summer, Fall & Spring)
How do we define enrolled?	<ul style="list-style-type: none"> Enrollment as of “stat date,” which is approximately 7% of the class session. Students are only counted one time per fiscal year.
Notes	<ul style="list-style-type: none"> Reported by Fiscal Year Home College (most recent Home College in a given fiscal year).

Total Continuing Education Unduplicated Headcount

Who is included?	<ul style="list-style-type: none"> Students enrolled in Continuing Education for a given fiscal year.
How long are they tracked?	<ul style="list-style-type: none"> A given fiscal year (Summer, Fall & Spring)
How do we define enrolled?	<ul style="list-style-type: none"> Enrollment as of “stat date,” which is approximately 7% of the class session. Students are only counted one time per fiscal year.
Notes	<ul style="list-style-type: none"> Reported by Fiscal Year Home College (most recent Home College in a given fiscal year).

Credit Hour Production

<p>What is included?</p>	<ul style="list-style-type: none"> • For all students enrolled in Semester Credit, the number of credit hours in which they enroll in a given fiscal year.
<p>How long are they tracked?</p>	<ul style="list-style-type: none"> • A given fiscal year (Summer, Fall & Spring)
<p>How do we define enrolled?</p>	<ul style="list-style-type: none"> • Enrollment as of “stat date,” which is approximately 7% of the class session.
<p>Notes</p>	<ul style="list-style-type: none"> • Credit hour production is calculated at the class level, not at the student level. This means credit hours are attributed to the course college rather than students' Home College.