

Fall 2024 Enrollment Update

Presentation to Board of Trustees

November 7, 2024

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

CITY COLLEGES[®]
OF CHICAGO

Executive Summary

Fall 2024 Total Enrollment Benchmarking



- ICCB Total Headcount Enrollment (Credit and Adult Education combined) districtwide at CCC for Fall 2024 increased 9% (3,704 students) compared to last fall, surpassing the state average increase (7%).
- All seven colleges experienced an increase in total headcount enrollment from last year.

Fall 2024 Enrollment Highlights



- Credit headcount at census date was up 10% in Fall 2024 compared to the prior year's census headcount, double the national undergraduate average increase for public 2-years.
- Adult Education headcount at census date was up 9% in Fall 2024 compared to the prior year's census headcount.
- New student enrollment increased 11% in Fall 2024 over the prior year, and continuing student enrollment increased by 7%.

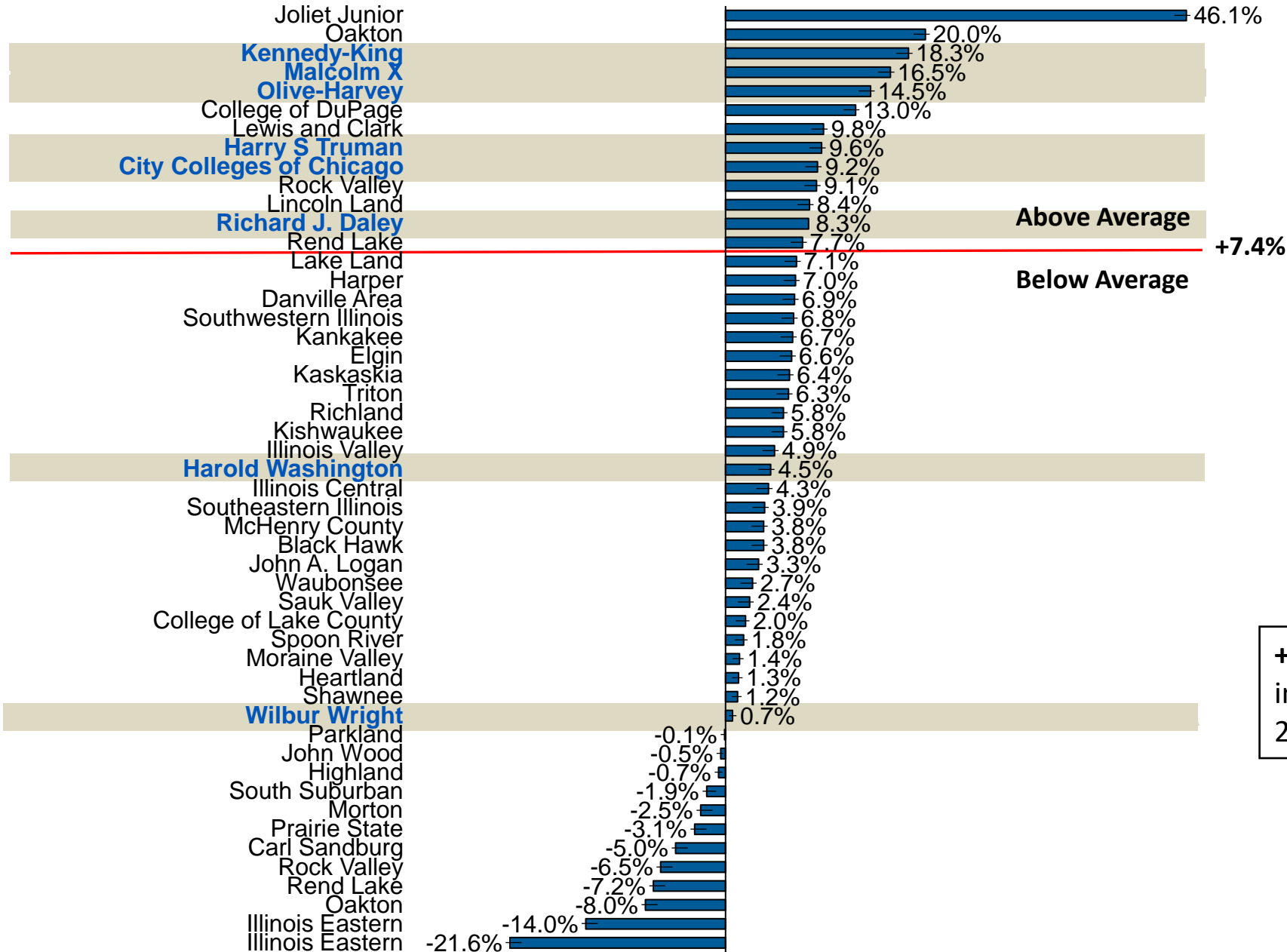
Fall 2024 Performance Management and Operational Updates



- CCC surpassed the Fall enrollment performance management target of a 30% admitted to enroll yield rate, with a 36% yield rate demonstrating continued growth over prior years

Fall 2024 Enrollment Data

ICCB Total Headcount Enrollment:% Change FA23-FA24



CCC Fall enrollment growth of 9.2% exceeded the Illinois community college average of +7.4%

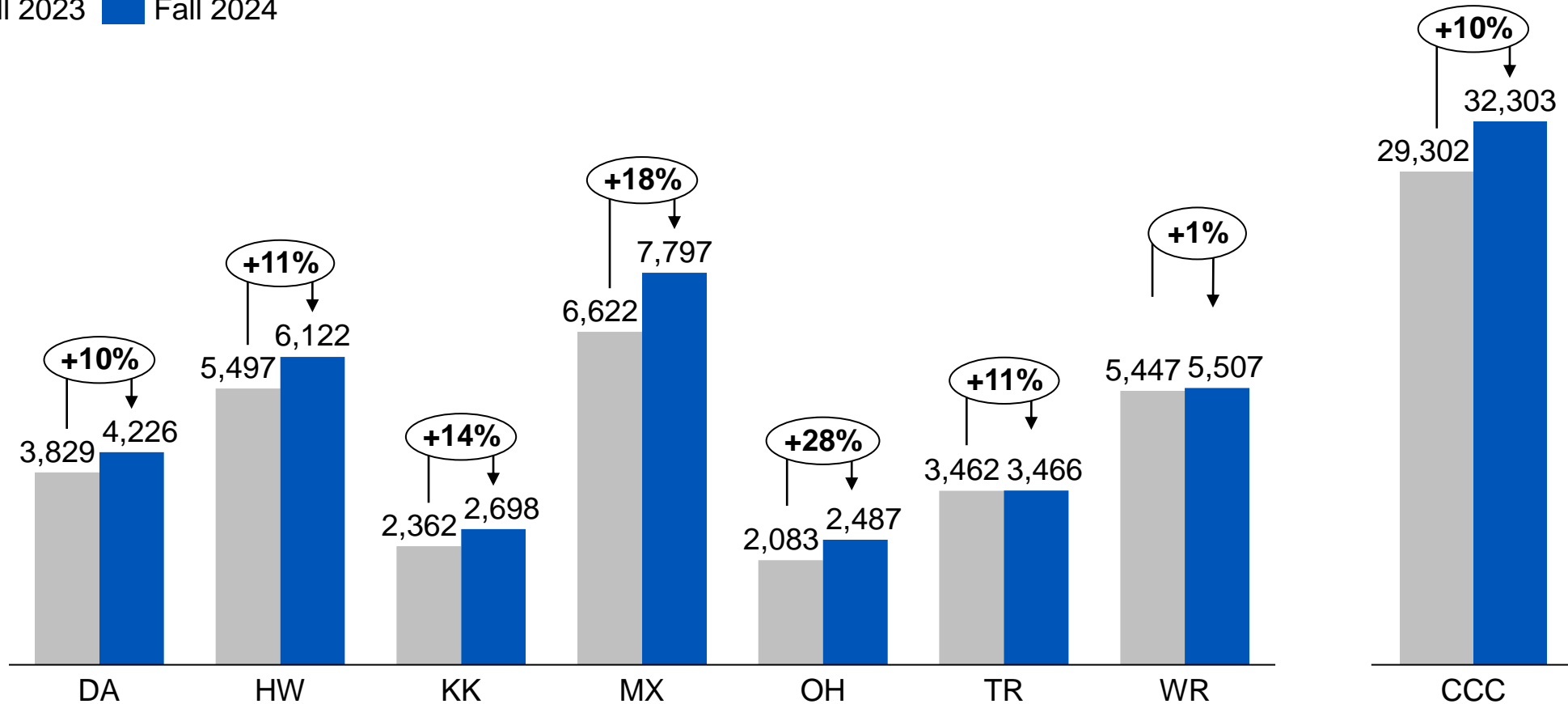
5 of 7 colleges at CCC exceeded the Illinois average, as well

+4.8% is the average statewide change in headcount enrollment from Fall 2023 to Fall 2024, **excluding** CCC.

Credit headcount at Census date was up 10% in Fall 2024 compared to the prior year's Census headcount

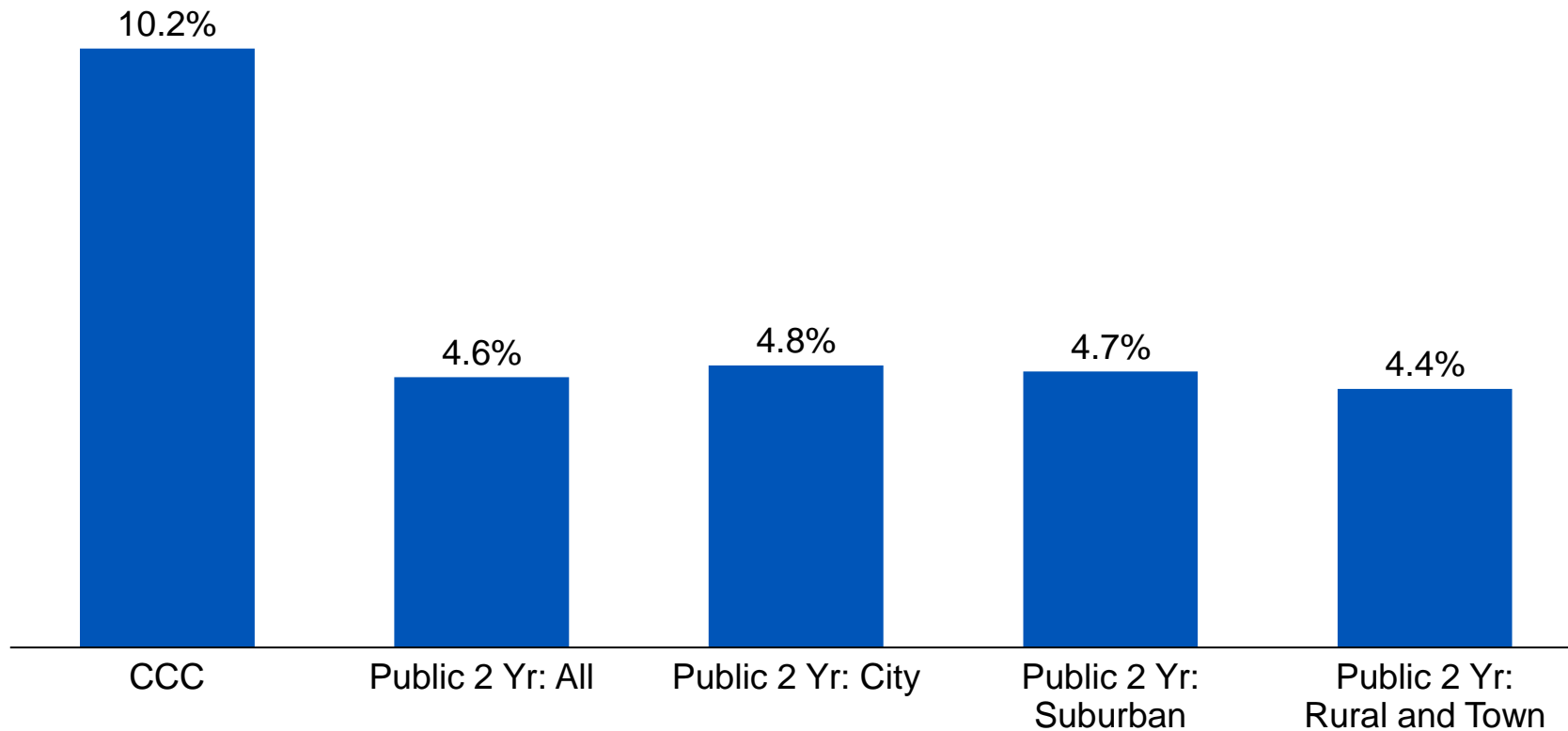
Census Date Unduplicated Credit Headcount by Home College, Fall 2023 – Fall 2024

■ Fall 2023 ■ Fall 2024



CCC outpaced 2-year public colleges nationally in undergraduate credit enrollment this fall

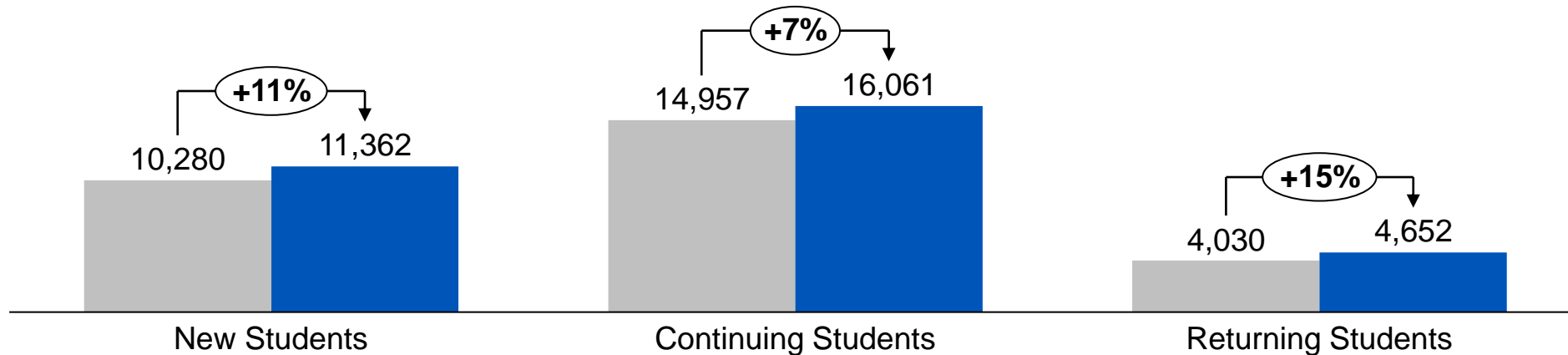
Fall 2024 YOY Undergraduate (Credit Only) Enrollment Change by Campus Setting



New student enrollment increased 11%, and continuing student enrollment increased by 7%

Census Date Unduplicated Credit Headcount by Student Type and Home College, Fall 2023 – Fall 2024

Fall 2023
 Fall 2024

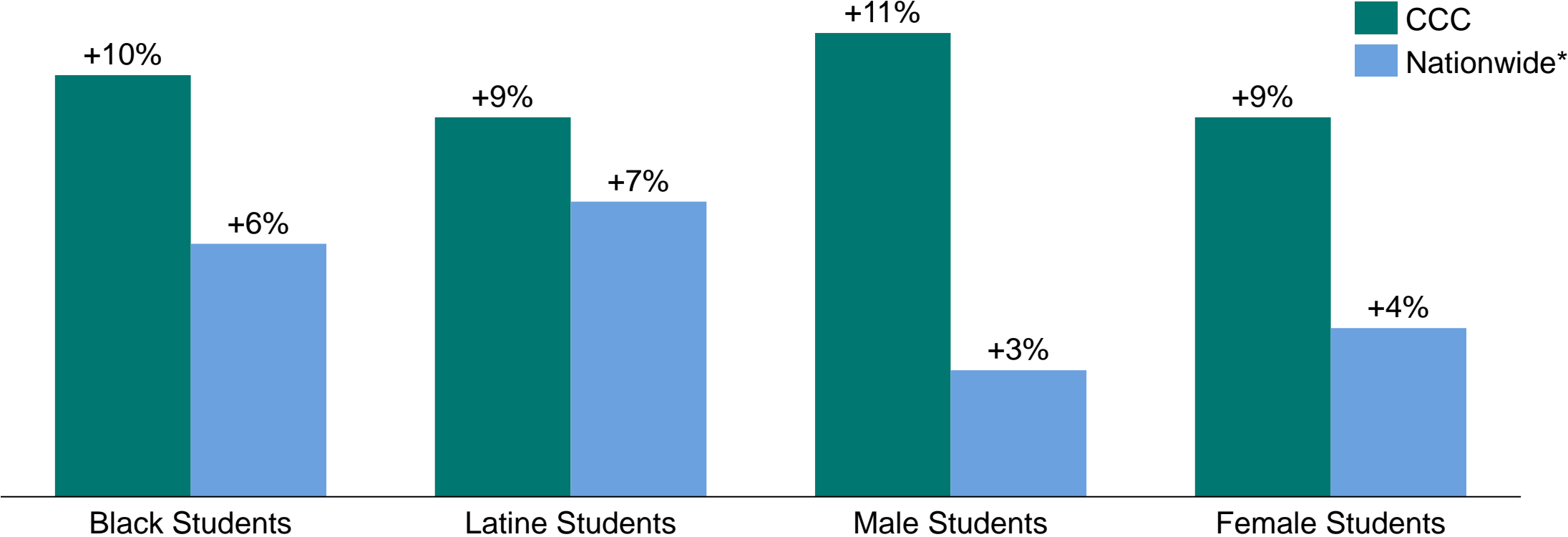


	New Students	Continuing Students	Returning Students
DA	0% YOY (+3 students)	11% YOY (+191 students)	31% YOY (+185 students)
HW	10% YOY (+209 students)	-1% YOY (-24 students)	13% YOY (+91 students)
KK	10% YOY (+104 students)	19% YOY (+178 students)	-2% YOY (-9 students)
MX	33% YOY (+594 students)	10% YOY (+368 students)	9% YOY (+95 students)
OH	6% YOY (+54 students)	19% YOY (+174 students)	15% YOY (+50 students)
TR	1% YOY (+11 students)	11% YOY (+188 students)	30% YOY (+94 students)
WR	7% YOY (+107 students)	1% YOY (+29 students)	20% YOY (+116 students)

New = first time in credit at CCC, including Early College; Continuing students were retained from the prior term, returning students have enrolled at CCC in the past, but been out for at least one big term.

CCC enrollment growth in key demographic groups has outpaced nationwide enrollment growth at public 2-year institutions

Fall 2023 to Fall 2024 Credit Enrollment Growth by Demographic Group

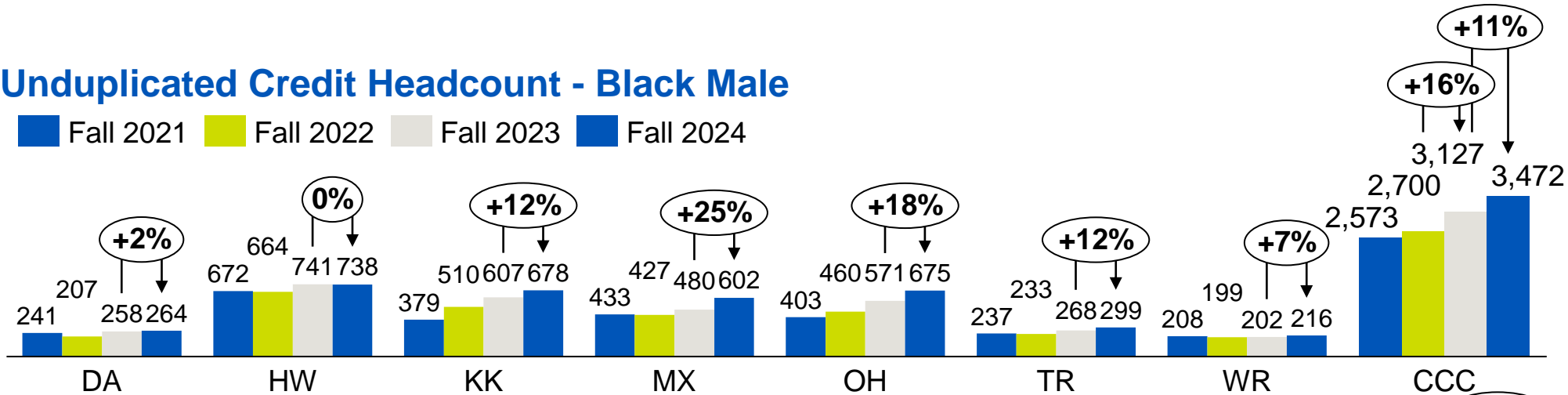


**National Student Clearinghouse (NSC) population is limited to undergraduates at public 2-year institutions*

Enrollment for Black and Latine male students increased dramatically in the last year

Unduplicated Credit Headcount - Black Male

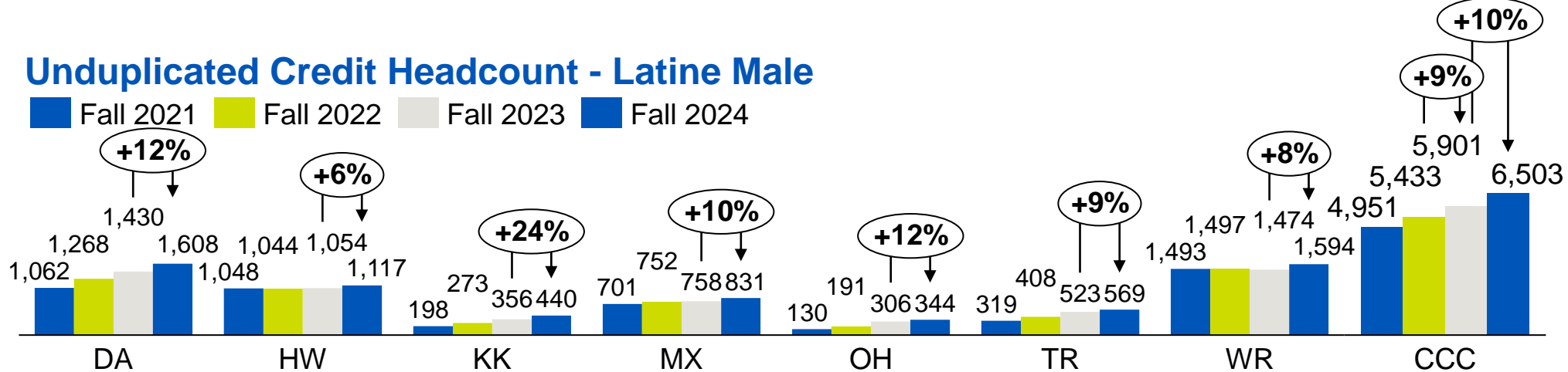
■ Fall 2021
 ■ Fall 2022
 ■ Fall 2023
 ■ Fall 2024



Black male enrollment has increased 35% since Fall 2021

Unduplicated Credit Headcount - Latine Male

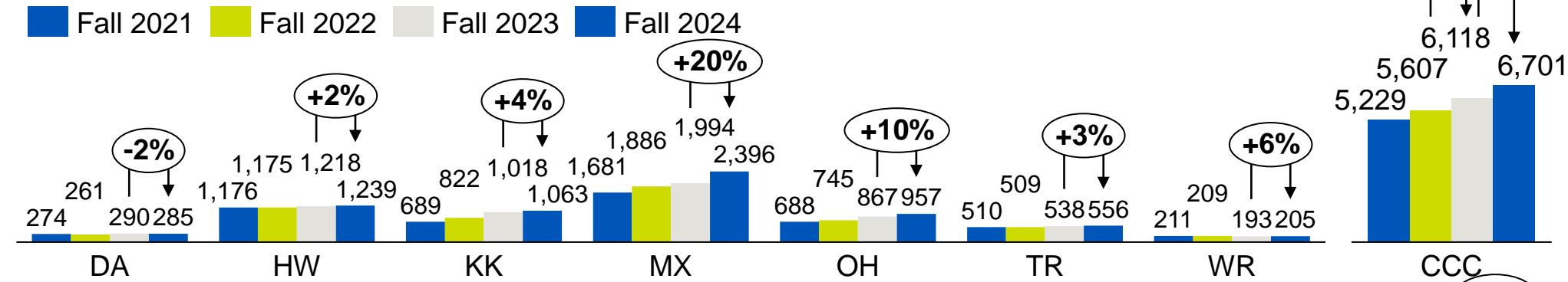
■ Fall 2021
 ■ Fall 2022
 ■ Fall 2023
 ■ Fall 2024



Latine male enrollment has increased 31% since Fall 2021

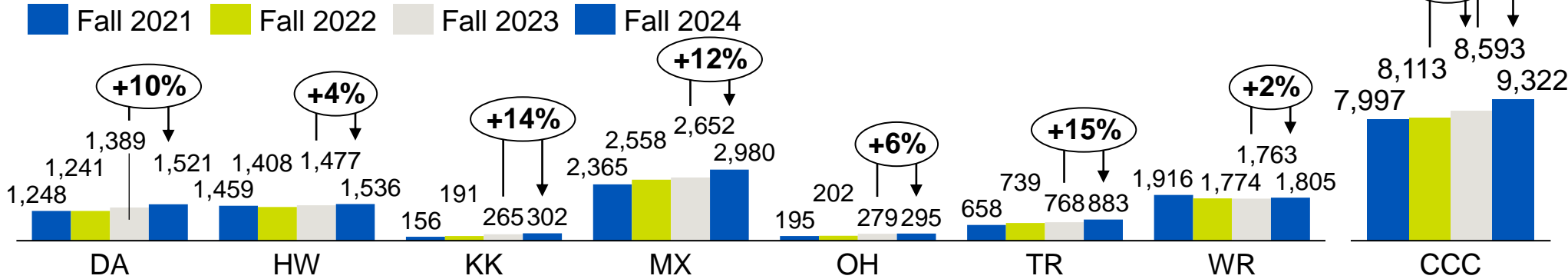
Enrollment for Black and Latine Female students also significantly increased in the last year

Unduplicated Credit Headcount - Black Female



Black female enrollment has increased 28% since Fall 2021

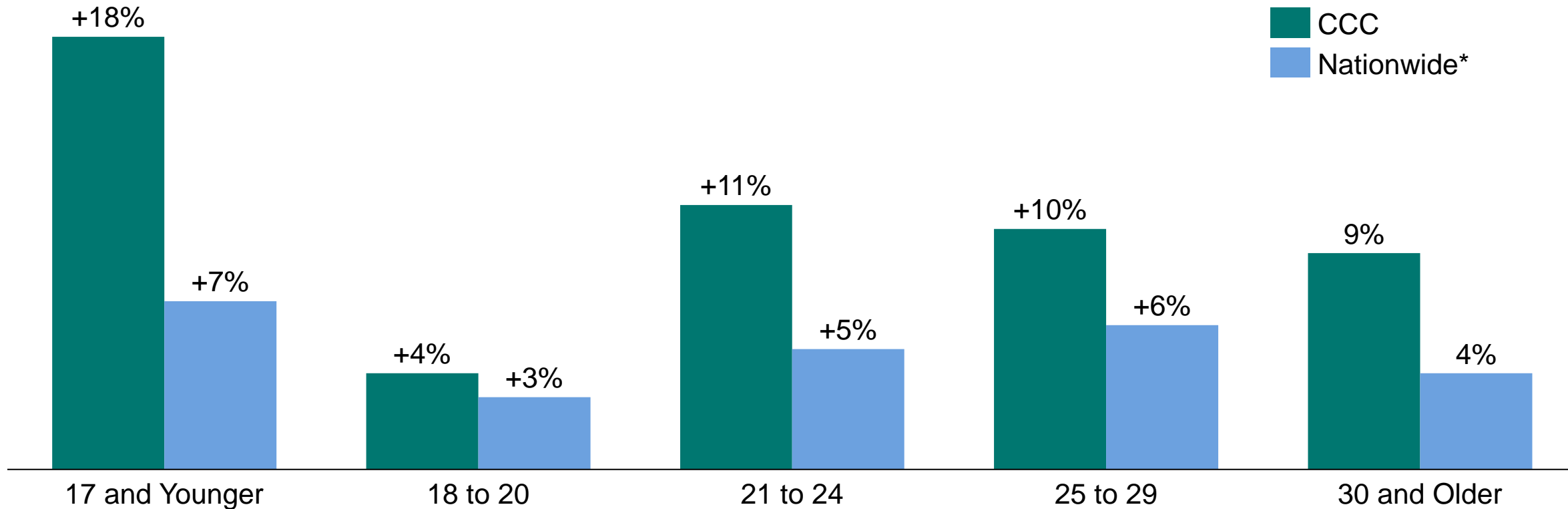
Unduplicated Credit Headcount – Latine Female



Latine female enrollment has increased 17% since Fall 2021

CCC enrollment growth has also outpaced nationwide growth at public 2-year institutions in every age group

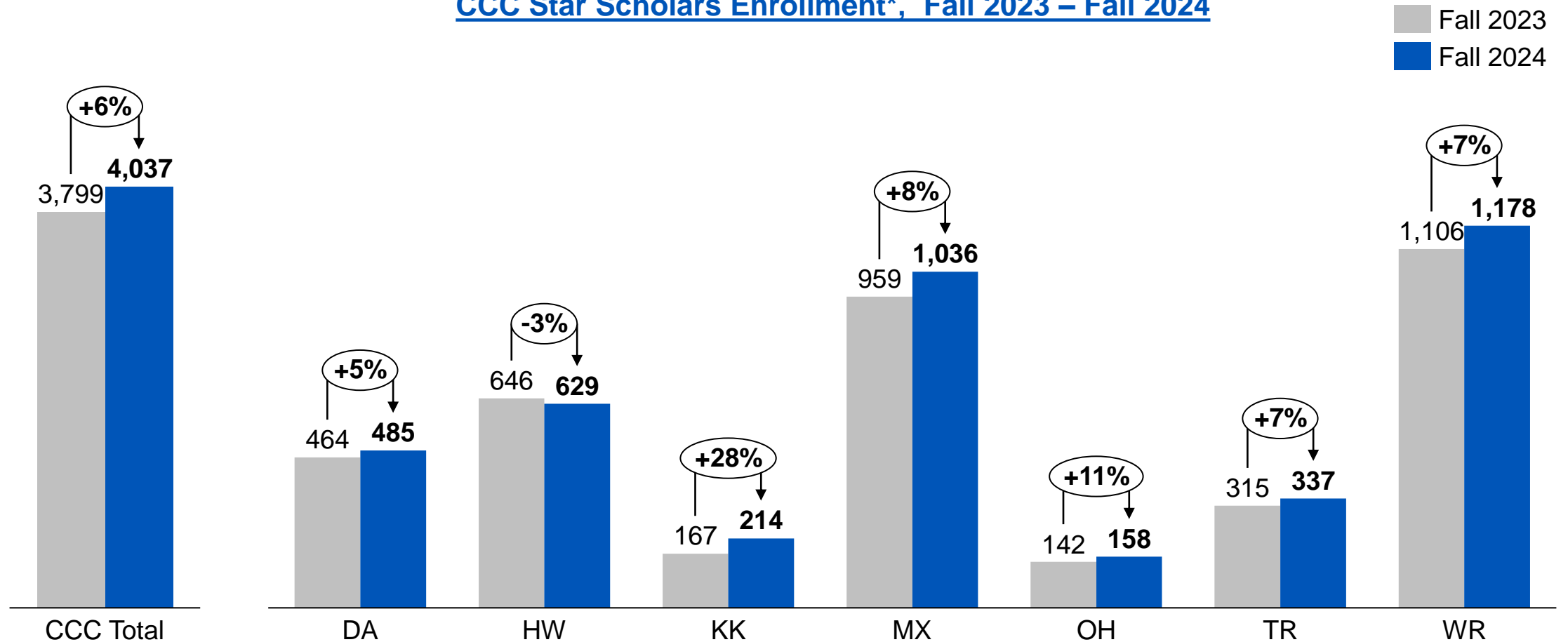
Fall 2023 to Fall 2024 Credit Enrollment Growth by Age Group



**National Student Clearinghouse (NSC) population is limited to undergraduates at public 2-year institutions*

Star Scholarship enrollment continues to grow across the district, with 6% growth from Fall 2023 to Fall 2024

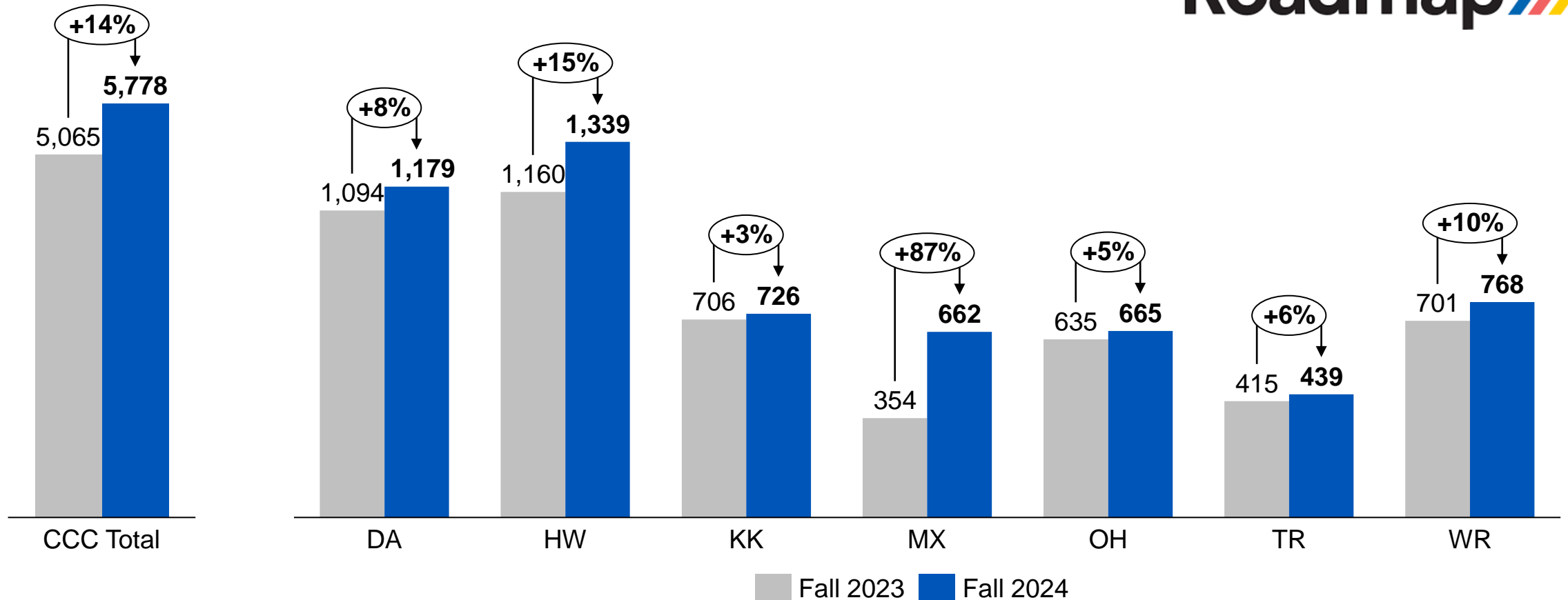
CCC Star Scholars Enrollment*, Fall 2023 – Fall 2024



*Includes any student enrolled in CRED courses in Fall 2023 or Fall 2024 who have ever received the scholarship, not only students who receive the scholarship for the first time in the given semester

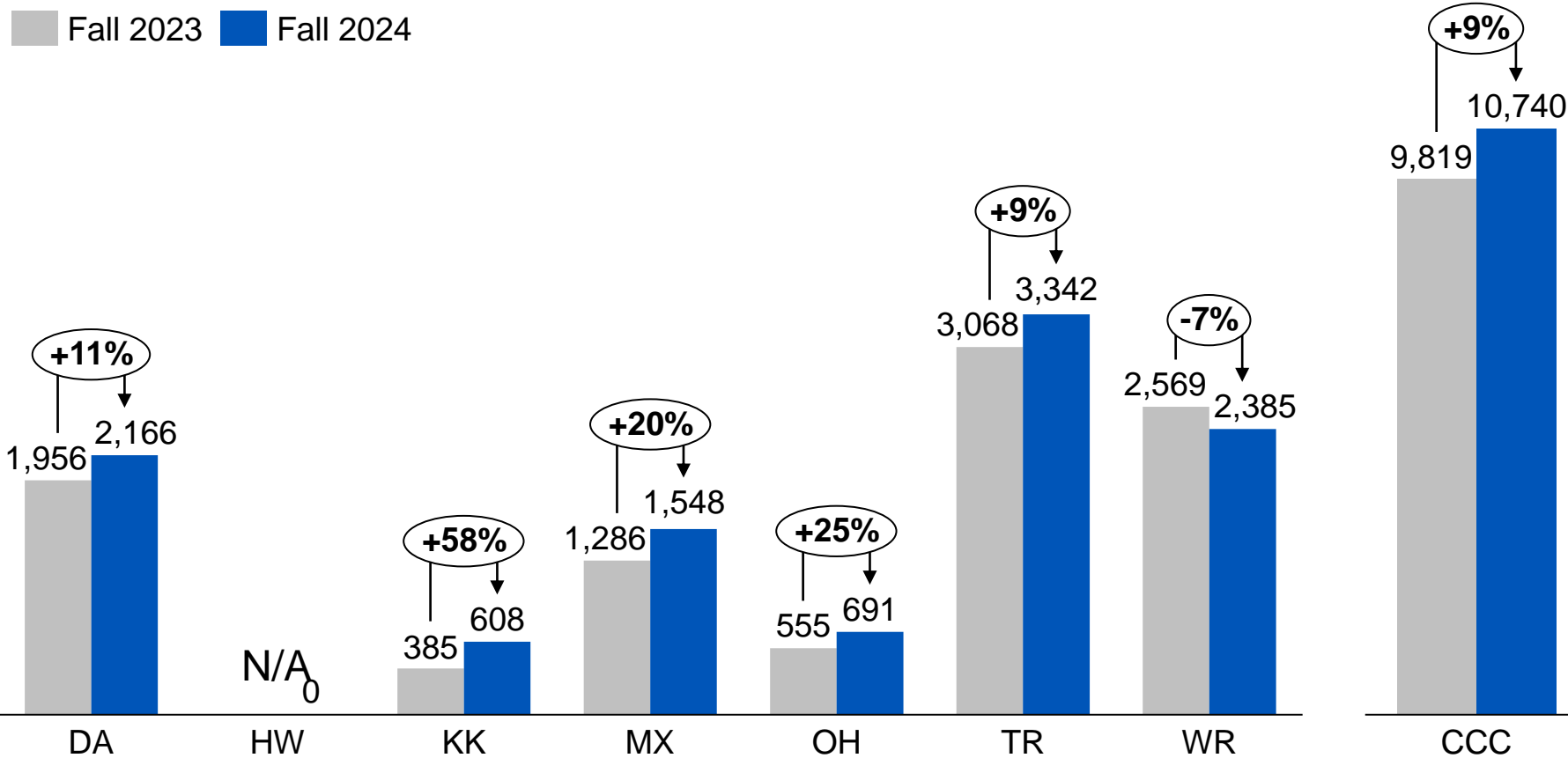
The Chicago Roadmap strategy continues to increase Early College enrollment, with a 14% increase from Fall 2023 to Fall 2024

Early College YoY Change Fall 2023 to Fall 2024



Adult education headcount at Census date in Fall 2024 was up 9% compared to Fall 2023

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



HIGHLIGHTS

At five of six colleges offering adult education, adult education headcount increased in Fall 2024 from Fall 2023.

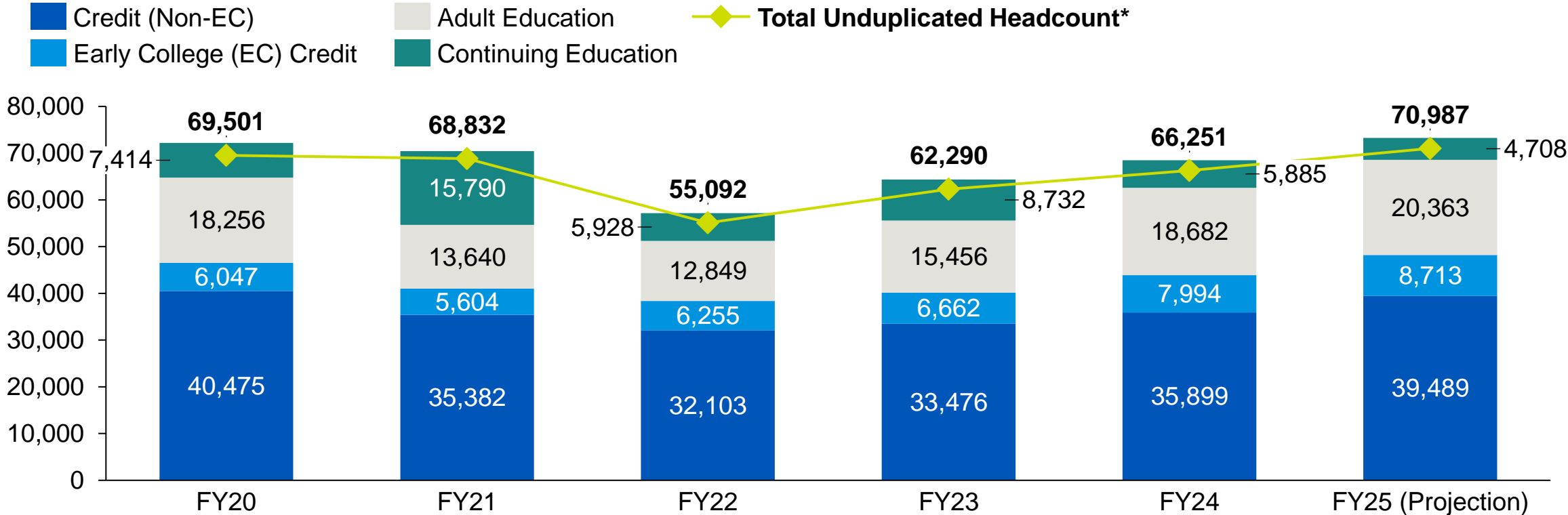
ESL enrollment had the strongest growth of 10% from Fall 2023 to Fall 2024. Adult Secondary also grew by 6%, and Adult Basic Education enrollment increased by 5%.

Black enrollment increased by 27%, and Latine enrollment grew by 13%.

FY24 Enrollment Data

City Colleges is rebounding from a pandemic enrollment decline, and we currently project exceeding pre-pandemic enrollment by the end of FY25

CCC Unduplicated Headcount Trends FY20 – FY24

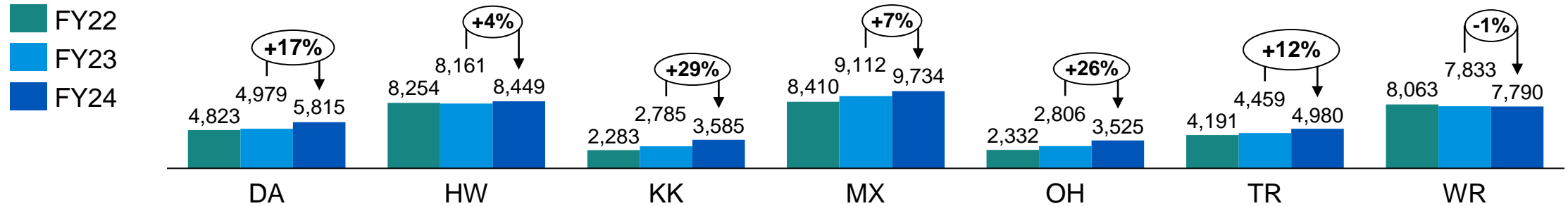


*Notes: Students may enroll in multiple instructional areas, so enrollment across the three areas will not sum to the total unduplicated headcount. Continuing education in FY21 included 10,776 enrollments in Stress Mgt Resilience in Policing; FY23 included 1,991 Vaccine Ambassador enrollments. FY25 Projection based on FA23-FA24 growth trends extended to the full FY25 academic year.

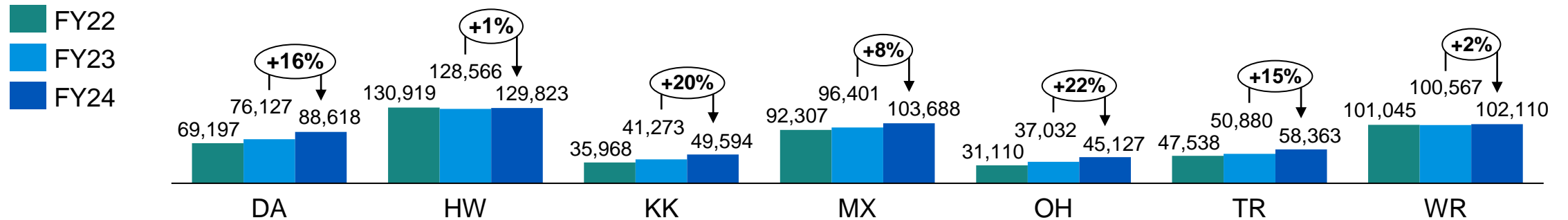
In FY24, credit unduplicated headcount increased at six colleges and credit hour production increased at all seven colleges

Credit Enrollment and Credit Hour Production by College

Credit Unduplicated Headcount by Home College



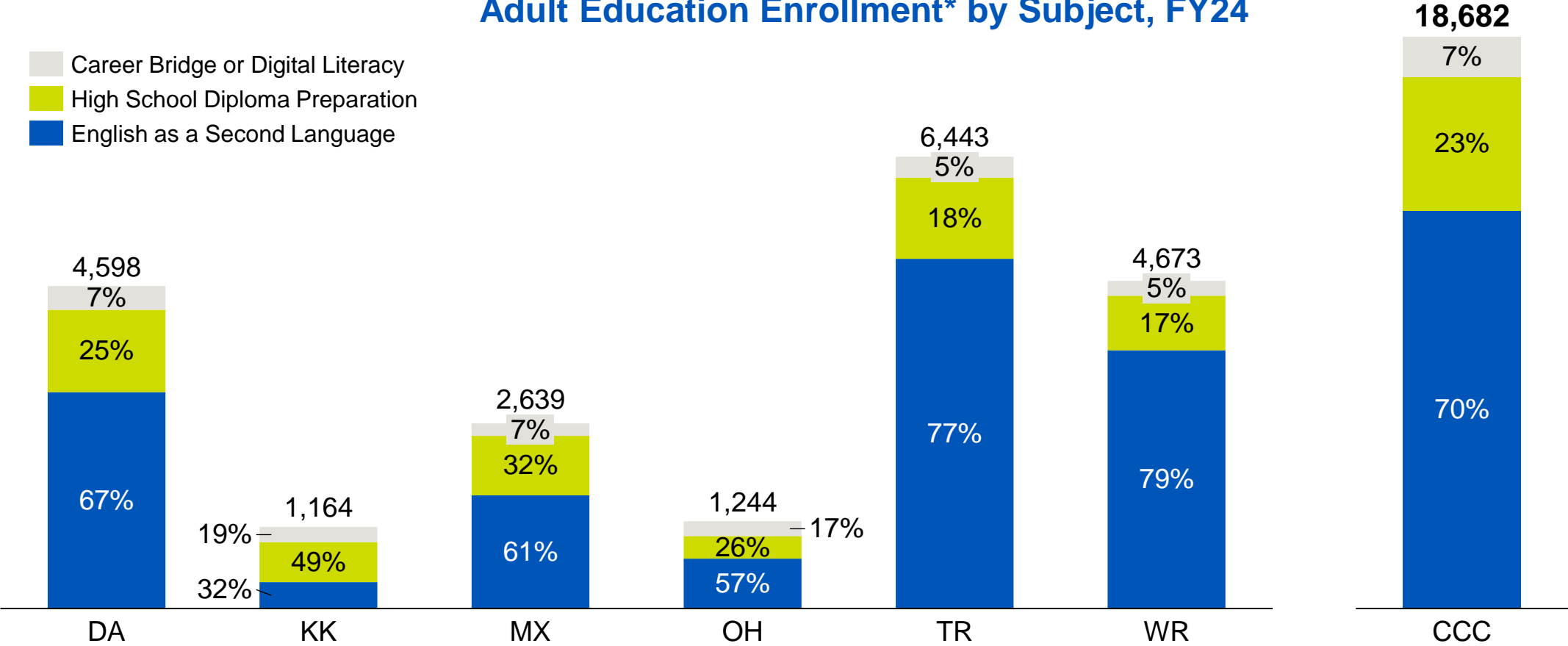
Credit Hour Production by Course College



Adult Education in FY24 served 18,000+ students learning English, seeking a HS diploma, or building basic skills

Adult Education Enrollment* by Subject, FY24

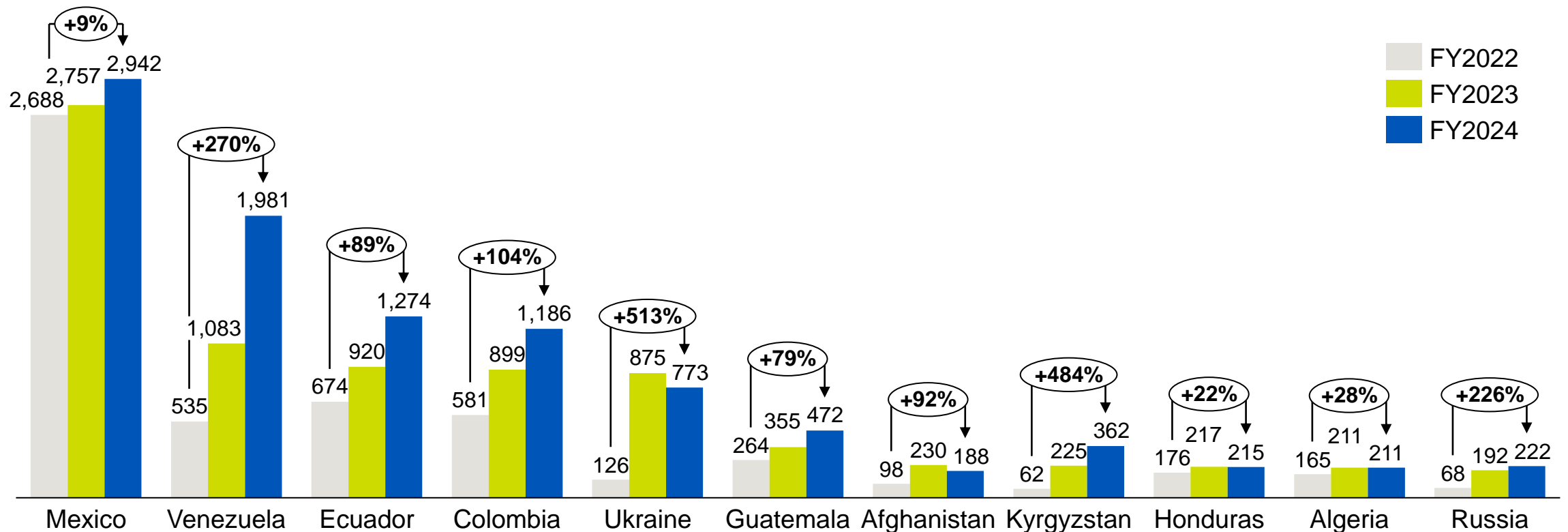
- Career Bridge or Digital Literacy
- High School Diploma Preparation
- English as a Second Language



Note: Reflects CCC FY24 enrollment data; CCC total is unduplicated.
[OpenBook ADED Enrollment by Subject](#) accessed 10/29/2024

Since FY22, Adult Education has seen significant growth in students from countries impacted by geopolitical challenges

Adult Education Students' Top Countries of Origin



Note: Reflects CCC FY23 enrollment data
[OpenBook ADED Enrollment by Subject](#) accessed 10/29/2024

Strategies

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

- **Ensuring Access via Affordability:** Invested nearly \$100 million and saw growing student engagement in free college since 2018, including Star Scholarship, Future Ready, Fresh Start, and dual enrollment
- **Growing High-Demand Programs,** e.g., Education, Engineering, Nursing, and IT pathways
- **Launching Chicago Roadmap in 2020:** Post-secondary navigators supporting high schools, transitional math and English and early college enrollment growth, model pathways in in-demand fields
- **Increasing Marketing Investment:**
 - Nearly 3X increase in marketing spend from FY20 to \$3 million annually in FY23 (flat in FY24), focused on digital media and increased in-house capacity
 - Re-branding completed in 2022 and new ad campaign recently launched
 - New Salesforce customer relationship management solution launched in FY24 to improve communications with students, with continued enhancements ongoing in FY25
- **Implementing Strategic Enrollment Management:** Performance management system guided by metrics and data, college capacity building and norming, and ongoing review to drive continuous improvement

CCC surpassed the Fall Admitted to Enrolled Yield Rate target by 6 percentage points

Target: Minimum 30% admitted students to enrolled

Fall 2024 Enrolled Credit Students Compared to Target Yield Rate

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

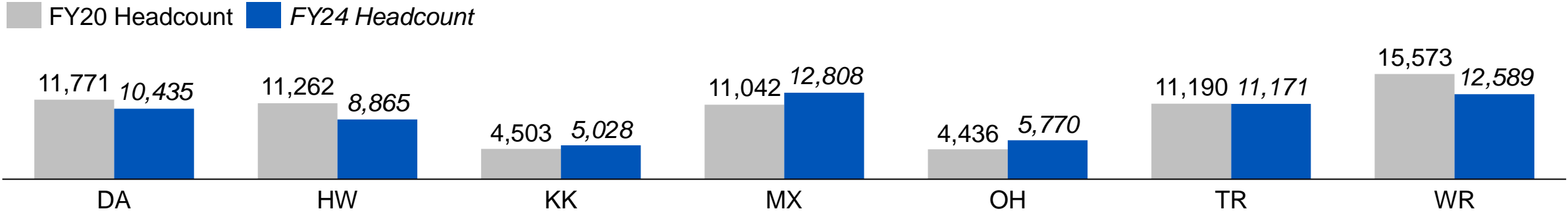
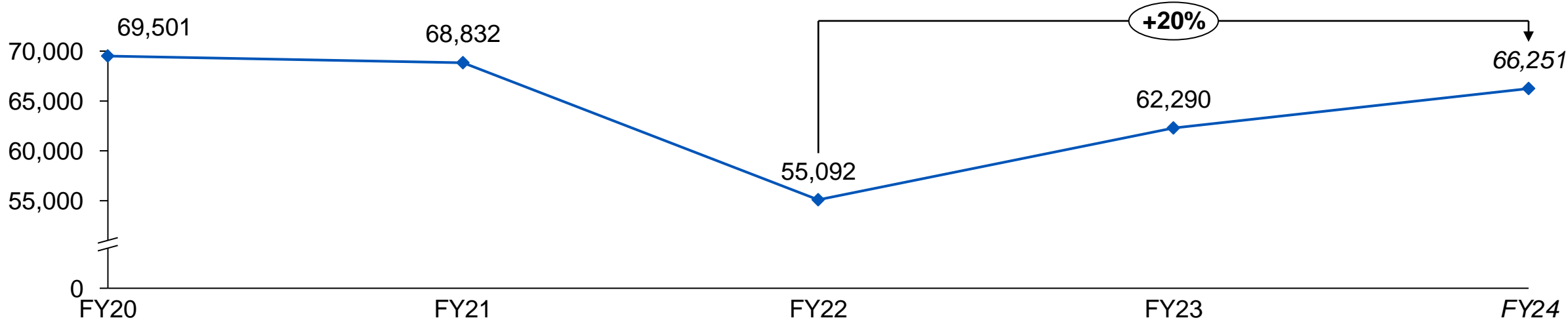
	Admitted to Enrolled Yield Rate Performance Fall 2021 to Fall 2024						
	(FA21)	(SP22)	(FA22)	(SP23)	(FA23)	(SP24)	(FA24)*
DA	31%●	33%●	38%●	38%●	41%●	31%●	38%●
HW	36%●	20%●	37%●	37%●	41%●	36%●	47%●
KK	25%●	26%●	25%●	30%●	31%●	30%●	33%●
MX	25%●	26%●	25%●	25%●	25%●	26%●	28%●
OH	26%●	21%●	27%●	30%●	32%●	23%●	34%●
TR	31%●	36%●	30%●	40%●	33%●	37%●	37%●
WR	29%●	37%●	33%●	42%●	36%●	37%●	39%●
CCC	29%●	28%●	31%●	30%●	33%●	31%●	36%●

*Data not final: As of 10/28/2024

Appendix

City Colleges is rebounding from a pandemic enrollment decline across all 7 colleges

Total Unduplicated Headcount FY20 – FY24



Source: CCC Strategic Dashboard accessed 8/2/2023, [OpenBook Undocumented Headcount KPI Table](#) accessed 10/29/2024

Highest growth programs include healthcare, business, construction, criminal justice, education, and others

Academic Plan Enrollment by Home College – Fall 2023 to Fall 2024

Home College	Academic Plan	23FA	24FA	Change	Change%	Home College	Academic Plan	23FA	24FA	Change	Change%
CCC	Undecided Healthcare-AGS	1183	1651	468	40%	MX	Undecided Healthcare-AGS	409	724	315	77%
	Undecided Natural Sciences-AS	789	1177	388	49%		Pre-Radiography-AGS	303	495	192	63%
	Business/Economics-AA	2020	2243	223	11%		Pre-Nursing-AGS	913	1074	161	18%
	Pre-Nursing-AGS	1151	1345	194	17%		Undecided Natural Sciences-AS	89	155	66	74%
	Pre-Radiography-AGS	362	546	184	51%		Pre-Dental Hygiene-AGS	225	276	51	23%
DA	Electric Construction Tech-AC	153	279	126	82%	OH	Crim Justice/Pub Police-AAS	129	182	53	41%
	Undecided Natural Sciences-AS	84	136	52	62%		Undecided Healthcare-AGS	48	81	33	69%
	Communications Technology-AC	16	49	33	206%		Commercial Driver Training-BC	51	75	24	47%
	Undecided Healthcare-AGS	92	122	30	33%		Undec, Law, Pub Safty - AA	21	45	24	114%
	Business/Economics-AA	245	271	26	11%		Undecided Natural Sciences-AS	28	52	24	86%
HW	Business/Economics-AA	646	710	64	10%	TR	Cosmetology - AAS	78	138	60	77%
	Undec, Vis & Perf Arts, - AA	178	222	44	25%		Undecided Education-AA	91	138	47	52%
	Undecided Natural Sciences-AS	180	214	34	19%		Automotive Tech Opt2 TR-AAS	110	150	40	36%
	Paralegal-AAS	50	72	22	44%		Undecided Natural Sciences-AS	90	125	35	39%
	Architecture-AAS	69	86	17	25%		Undec, Vis & Perf Arts, - AA	33	61	28	85%
KK	Construction Carpentry-BC	33	74	41	124%	WR	Undecided Natural Sciences-AS	301	465	164	54%
	Undecided Human Sciences-AA	63	91	28	44%		Associate in Science-AS	153	211	58	38%
	Business/Economics-AA	109	136	27	25%		Undec, Vis & Perf Arts, - AA	91	145	54	59%
	Undecided Healthcare-AGS	61	86	25	41%		Business/Economics-AA	477	530	53	11%
	Construction Management-AAS	49	67	18	37%		Undecided Healthcare-AGS	278	304	26	9%

Highest growth programs include healthcare, business, construction, criminal justice, education, and others

Academic Plan Enrollment by Ethnicity and Gender – Fall 2023 to Fall 2024

Ethnicity	Academic Plan	23FA	24FA	Change	Change%
Asian	Undecided Natural Sciences-AS	57	89	32	56%
	Pre-Nursing-AGS	45	67	22	49%
	Undecided Healthcare-AGS	70	90	20	29%
	Associate in Science-AS	61	69	8	13%
	Business/Economics-AA	108	114	6	6%
Black	Undecided Healthcare-AGS	379	586	207	55%
	Pre-Nursing-AGS	490	560	70	14%
	Undecided Natural Sciences-AS	149	217	68	46%
	Business/Economics-AA	603	655	52	9%
	Undecided Human Sciences-AA	356	406	50	14%
Latine	Undecided Natural Sciences-AS	405	618	213	53%
	Undecided Healthcare-AGS	595	798	203	34%
	Business/Economics-AA	998	1120	122	12%
	Pre-Radiography-AGS	247	363	116	47%
	Pre-Nursing-AGS	553	630	77	14%
White	Undecided Natural Sciences-AS	141	200	59	42%
	Electric Construction Tech-AC	87	143	56	64%
	Business/Economics-AA	236	257	21	9%
	Associate in Science-AS	64	84	20	31%
	Communications Technology-AC	9	27	18	200%

Gender	Academic Plan	23FA	24FA	Change	Change%
Female	Undecided Healthcare-AGS	939	1349	410	44%
	Pre-Nursing-AGS	1004	1188	184	18%
	Pre-Radiography-AGS	302	463	161	53%
	Undecided Natural Sciences-AS	278	389	111	40%
	Business/Economics-AA	988	1098	110	11%
	Male	Undecided Natural Sciences-AS	511	785	274
Electric Construction Tech-AC		150	265	115	77%
Business/Economics-AA		1031	1143	112	11%
Undecided Healthcare-AGS		240	301	61	25%
Undec, Vis & Perf Arts, - AA		201	252	51	25%