

# Board of Trustees Monitoring Report **Enrollment Management**

## **Board Ends Policy:**

### **E-5**

Skagit Valley College shall operate with an up-to-date business model through the following: 1) Enrollment as a preeminent priority; 2) A comprehensive marketing plan

## **Strategic Plan Goals/Objectives:**

1.1 - Evaluate programs and scheduling at all SVC locations, and develop a plan to effectively and efficiently meet community/employer and student needs.

1.6 – Research and develop new markets and opportunities to identify curricula and programs that respond to student, employer and community needs, and enrollment targets.

5.4 – Collect and analyze data and information to respond to changing demographics and employer needs in communities throughout the college district.

**October 10, 2006**

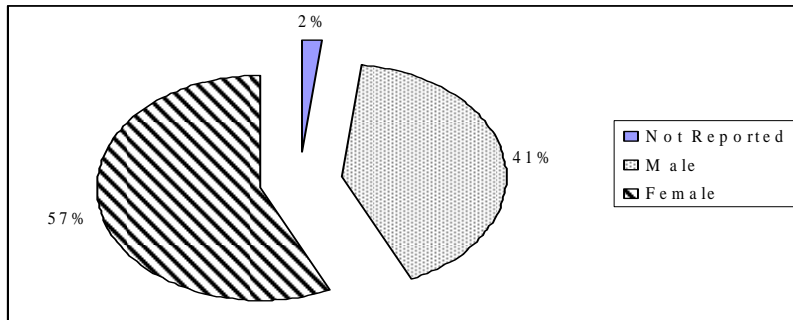


## Introduction

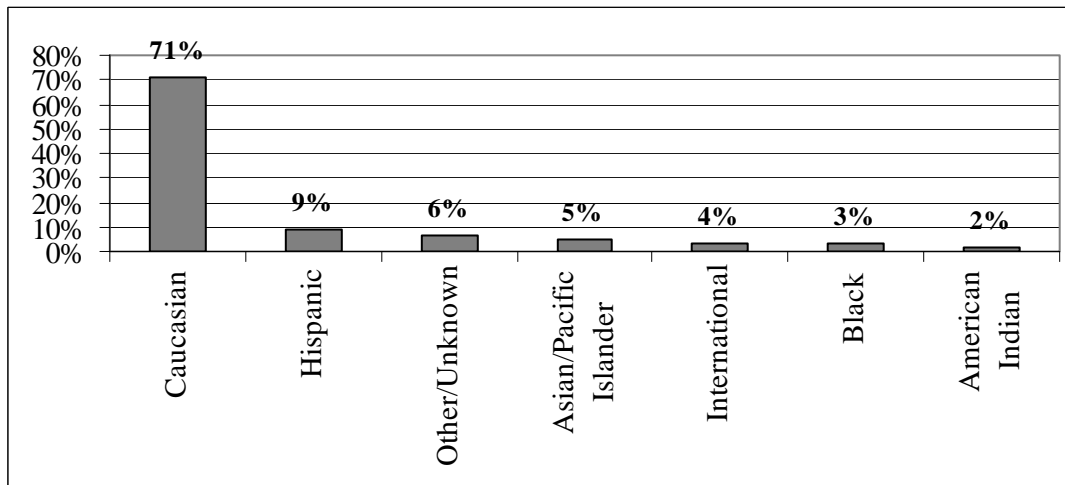
This Monitoring Report, the second on Enrollment Management, is organized around several questions related to enrollments at the college: What are the characteristics of applicants to the college? What are the characteristics of our current student body? What are the changes in enrollments by program? What does our Marketing Plan look like and what results do we expect?

Note: The data in this section is for the 2915 applicants for the Fall 2006 quarter.

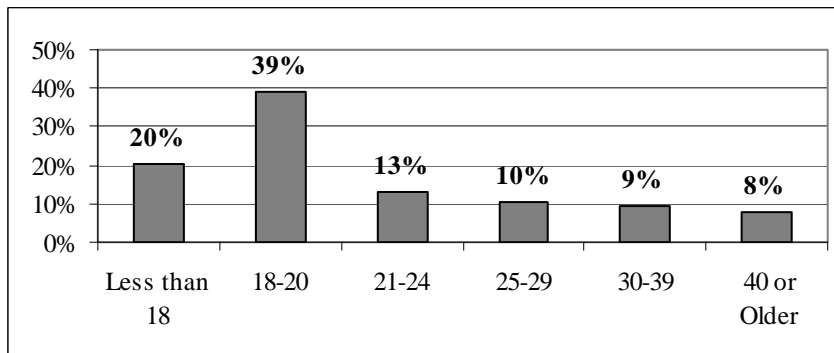
### Gender



### Ethnicity



### Age (7/1/06)



***What is the profile our students currently attending SVC?***

The following table presents demographic data for students enrolled for credit Fall Quarter 2006 (10<sup>th</sup> day) for the 5973 students enrolled for credit at the college.

|                               |                       | <b>Headcount</b> | <b>%</b> |
|-------------------------------|-----------------------|------------------|----------|
| Headcount by<br>Campus/Center | Mount Vernon Campus   | 3875             | 65%      |
|                               | Whidbey Island Campus | 1560             | 26%      |
|                               | South Whidbey Center  | 235              | 4%       |
|                               | San Juan Center       | 270              | 5%       |
|                               | Not coded             | 33               | <1%      |
|                               | <b>TOTAL</b>          | <b>5973</b>      |          |

|                    |                          |      |     |
|--------------------|--------------------------|------|-----|
| Student Intent     | Academic                 | 2693 | 45% |
|                    | Prof/Tech                | 1644 | 28% |
|                    | H.S./GED/Basic Skills    | 534  | 9%  |
|                    | Occupational Apprentice  | 123  | 2%  |
|                    | Home & Family            | 242  | 4%  |
|                    | Personal Sat; Non Degree | 652  | 11% |
|                    | Not Coded                | 85   | 1%  |
| <b>TOTAL HDCNT</b> | <b>5973</b>              |      |     |

|                               |                       | <b>Headcount</b> | <b>%</b> |
|-------------------------------|-----------------------|------------------|----------|
| Full-time/Part-time<br>Status | Part-time <12 credits | 3554             | 60%      |
|                               | Full-time 12+ credits | 2419             | 40%      |
|                               | <b>TOTAL HDCNT</b>    | <b>5973</b>      |          |

|                    |                           |      |     |
|--------------------|---------------------------|------|-----|
| Ethnic Origin      | White                     | 4422 | 74% |
|                    | Asian/Pac Islander        | 344  | 6%  |
|                    | Hispanic                  | 700  | 12% |
|                    | Black/African American    | 100  | 2%  |
|                    | Amer Indian/Alaska Native | 77   | 1%  |
|                    | Unknown                   | 166  | 3%  |
|                    | International             | 164  | 3%  |
| <b>TOTAL HDCNT</b> | <b>5973</b>               |      |     |

|                    |             |      |      |
|--------------------|-------------|------|------|
| Gender             | Male        | 2165 | 36%  |
|                    | Female      | 3735 | 63%  |
|                    | Unknown     | 73   | 1.2% |
| <b>TOTAL HDCNT</b> | <b>5973</b> |      |      |

|             |             |    |
|-------------|-------------|----|
| Average Age | Male        | 29 |
|             | Female      | 33 |
|             | Average Age | 31 |

*What did our enrollments look like for 2005-06?*

**State FTE Allocation & Enrollments: 2004-05 & 2005-06**

|                              | <b>2004-05</b> | <b>2005-06</b> |
|------------------------------|----------------|----------------|
| <i>State FTE Allocation</i>  | 3568           | 3635           |
| <i>State FTE Enrollments</i> | 3626           | 3496           |
| <i>Over/Under Enrolled</i>   | +58            | -139           |

\* Annualized FTE

**State FTE: 2003-04, 2004-05 & 2005-06**

| <b>Quarter</b>    | <b>2003-04</b> | <b>2004-05</b> | <b>2005-06</b> |
|-------------------|----------------|----------------|----------------|
| <i>Summer</i>     | 1288           | 1145           | 1081           |
| <i>Fall</i>       | 3671           | 3425           | 3273           |
| <i>Winter</i>     | 3488           | 3330           | 3239           |
| <i>Spring</i>     | 3203           | 2978           | 2896           |
| <i>Totals</i>     | 11650          | 10878          | 10489          |
| <i>Annualized</i> | 3883           | 3626           | 3496           |

**FTE for Selected Programs, 2003-04, 2004-05 & 2005-06, All Funds**

| <i>Distance Education</i> |                |                |                | <i>Workforce</i>  |                |                |                |
|---------------------------|----------------|----------------|----------------|-------------------|----------------|----------------|----------------|
| <b>Quarter</b>            | <b>2003-04</b> | <b>2004-05</b> | <b>2005-06</b> | <b>Quarter</b>    | <b>2003-04</b> | <b>2004-05</b> | <b>2005-06</b> |
| Summer                    | 396.8          | 409.7          | 431.0          | Summer            | 218.6          | 136.6          | 69.1           |
| Fall                      | 601.4          | 636.9          | 641.6          | Fall              | 392.6          | 225.7          | 122.5          |
| Winter                    | 605.9          | 661.1          | 725.3          | Winter            | 386.5          | 194.2          | 134.3          |
| Spring                    | 640.0          | 681.1          | 745.0          | Spring            | 395.0          | 208.0          | 125.9          |
| <i>Annualized</i>         | <b>748.0</b>   | <b>796.3</b>   | <b>847.6</b>   | <i>Annualized</i> | <b>464.2</b>   | <b>254.8</b>   | <b>150.6</b>   |

| <i>International</i> |                |                |                | <i>Running Start</i> |                |                |                |
|----------------------|----------------|----------------|----------------|----------------------|----------------|----------------|----------------|
| <b>Quarter</b>       | <b>2003-04</b> | <b>2004-05</b> | <b>2005-06</b> | <b>Quarter</b>       | <b>2003-04</b> | <b>2004-05</b> | <b>2005-06</b> |
| Summer               | 59.1           | 66.3           | 83.2           | Summer               | 0              | 0              | 0              |
| Fall                 | 137.9          | 109.7          | 131.5          | Fall                 | 470.9          | 448.3          | 426.5          |
| Winter               | 114.6          | 115.7          | 135.4          | Winter               | 428.5          | 420.1          | 423.5          |
| Spring               | 121.5          | 127.9          | 132.1          | Spring               | 426.9          | 393.8          | 400.9          |
| <i>Annualized</i>    | <b>144.3</b>   | <b>139.9</b>   | <b>160.7</b>   | <i>Annualized</i>    | <b>442.1</b>   | <b>420.7</b>   | <b>417.0</b>   |

### ***What are the goals of our 2006-07 Enrollment & Marketing Plan?***

The Enrollment Management Committee has continued to meet twice each month during the year and, as the name suggests, is concerned with enrollment, retention and marketing. The major work of the committee is to increase enrollments by setting goals, creating programmatic and systemic changes, and developing retention and marketing strategies that assist with reaching those goals.

Process and strategies for developing a comprehensive Marketing Plan were discussed by the Enrollment Management Committee during the year, culminating in a request in Spring quarter that all departments submit information about activities anticipated during the next two years that would generate new FTE. This information was consolidated and prioritized by the instructional units at a special meeting of the Enrollment Management Committee. The Marketing Plan includes projected FTE by program and progress toward these goals will be tracked by Institutional Research.

The priorities set as part of the planning process have been used to guide the distribution of resources, especially those of the Public Information Office (PIO). The existence of a comprehensive plan has allowed PIO to focus and prioritize their efforts, and to develop and use a standardized “marketing tool kit” to reach target demographics. The Public Information Office has continued utilize marketing strategies proven to be successful in the past, but is also aggressively using Podcasts, radio, television, buses and the new electronic reader board as part of the marketing mix, again utilizing the right marketing venue for the right program.

The website has also been revitalized and we continue to add functionality to the web to increase student access and support services. The website continues to be the source of information that most students choose to learn about SVC courses and programs.

**Board Plus/Delta**  
“What is good about this report?  
What would you like to see changed?”

**October 10, 2006**

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|---|---|
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