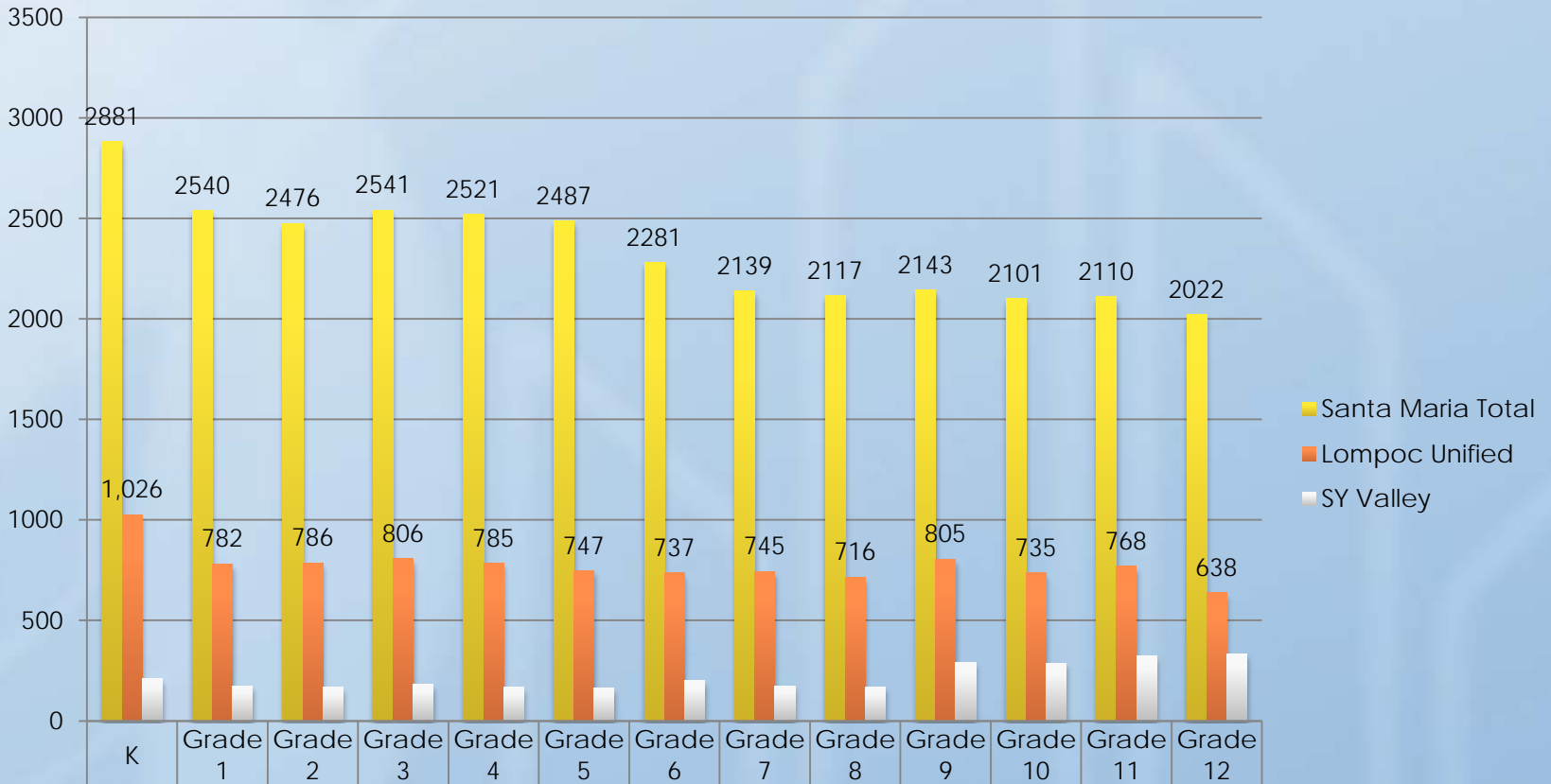


# Enrollment Update

*2015 Planning Retreat*

# K-12 Enrollment



	K	Grade 1	Grade 2	Grade 3	Grade 4	Grade 5	Grade 6	Grade 7	Grade 8	Grade 9	Grade 10	Grade 11	Grade 12
Santa Maria Total	2881	2540	2476	2541	2521	2487	2281	2139	2117	2143	2101	2110	2022
Lompoc Unified	1,026	782	786	806	785	747	737	745	716	805	735	768	638
SY Valley	210	175	167	182	167	163	199	176	169	291	289	323	334

# Current Situation

## Credit Enrollment

	F 2014	F 2015
Headcount	10,893	10,924
Enrollment	26,283	26,106 (-1%)
Sections	1,095	1,192 (+9%)
FTES (census)	3,474	3,425 (-1%)
Enrollment	12,203	10,448 (-14%)
(Positive Att credit and noncredit*)		

# Current Situation: Credit

	F 2014	F 2015	% chg
ARROYO			
GRANDE	385	398	3.4%
GROVER			
BEACH	184	195	6.0%
GUADALUPE	277	251	-9.4%
LOMPOC	1944	2175	11.9%
NIPOMO	654	713	9.0%
SANTA MARIA	5449	5371	-1.4%
SANTA YNEZ	100	115	15.0%
SOLVANG	152	165	8.6%
<b>Total Largest Service Area</b>	<b>9145</b>	<b>9383</b>	<b>2.6%</b>
Total Credit	10893	10924	0.3%
Other	1,748	1,541	-11.8%

	Credit Enrollment		
	Fall 2014	Fall 2015	% Change
LVC	3,122	3,105	-0.5%
Off Campus	354	298	-15.8%
Online	5,460	5,403	-1.0%
Santa Maria	19,161	18,973	-1.0%
Santa Ynez	178	199	11.8%
Vandenberg	50	59	18.0%

# Current Situation: Credit

Student Type	Fall 2014	Fall 2015	% Change
College Now	260	498	91.5%
Continuing	6,208	6,287	1.3%
First-Time	2,103	1,955	-7.0%
First-Time Xfer	913	891	-2.4%
Returning	1,399	1,289	-7.9%
Unknown	10	4	-60.0%
<b>Grand Total</b>	<b>10893</b>	<b>10924</b>	<b>0.3%</b>

	Fall 2014	Fall 2015	% Change
Asian	312	319	2.2%
Black	408	458	12.3%
Filipino	309	332	7.4%
Hispanic	5,710	5,790	1.4%
Native Am	179	166	-7.3%
Other	3		-100.0%
Pacific Islander	77	60	-22.1%
White	3,891	3,798	-2.4%
Unknown	3	1	-66.7%
<b>Grand Total</b>	<b>10,892</b>	<b>10,924</b>	<b>0.3%</b>

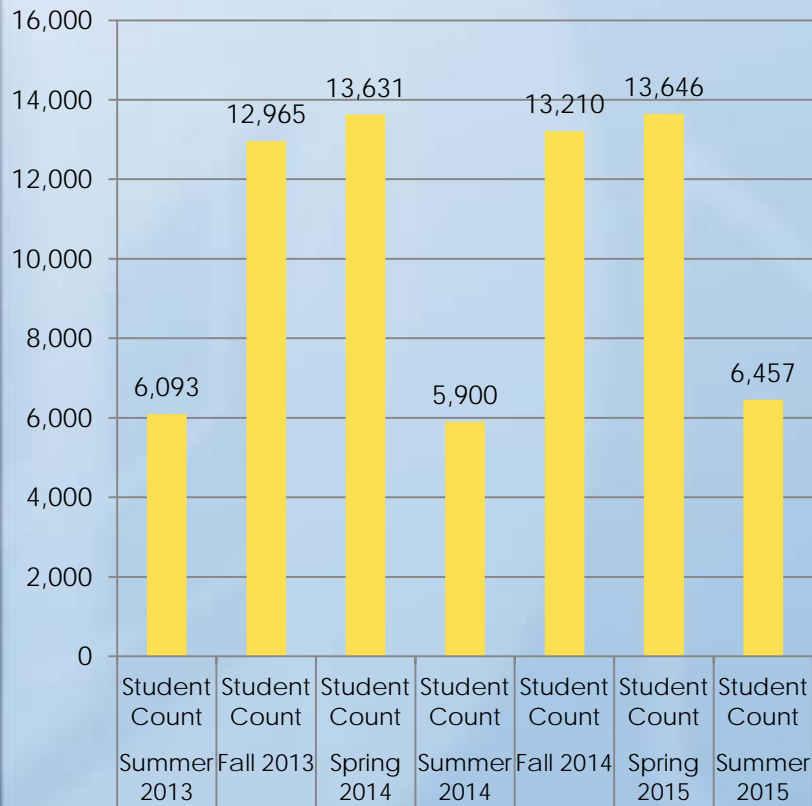
# Current Situation

	<b>Credit</b>	<b>Noncredit</b>
<b>Age</b>	<b>% chg</b>	<b>% chg</b>
<b>19 and under</b>	<b>5.4%</b>	<b>1.1%</b>
<b>20 to 24</b>	<b>-1.3%</b>	<b>-15.1%</b>
<b>25 to 34</b>	<b>7.0%</b>	<b>-20.0%</b>
<b>35 to 54</b>	<b>2.4%</b>	<b>-17.8%</b>
<b>55+</b>	<b>-2.4%</b>	<b>-10.6%</b>

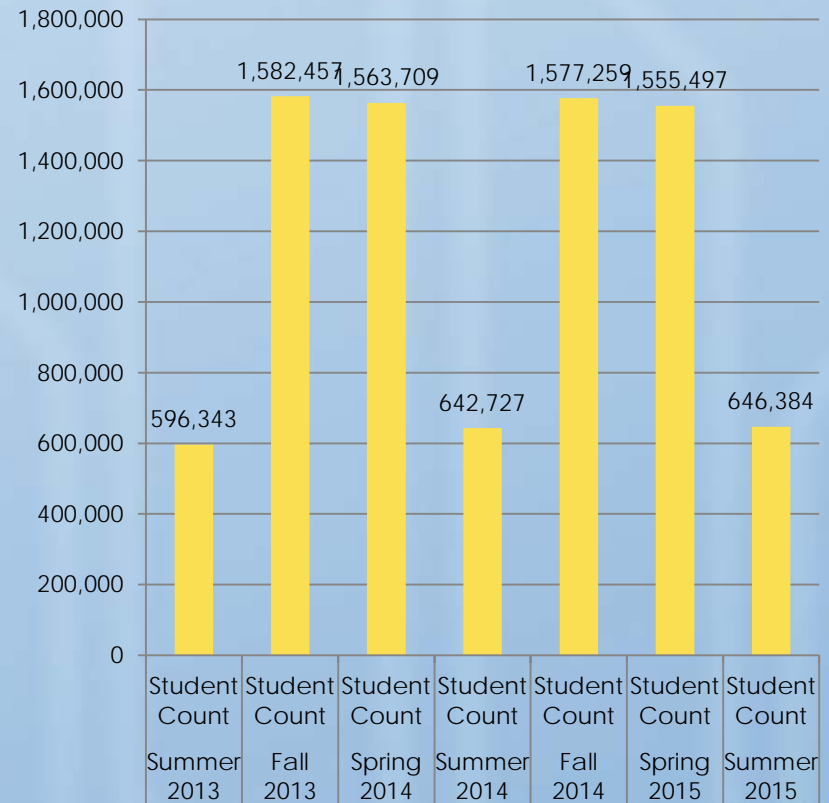
	<b>3 year % change</b>	
	<b>F12-F13-F14</b>	<b>S13-S14-S15</b>
Sections	13%	11%
Enrollment	4%	3%
Max Enrollment	11%	7%
Fill Rate	-6%	-3%
Day 1 Waitlist Demand	-5%	-4%
Ratio	-1%	-3%
FTES	4%	6%
FTEF	14%	12%
FTES/FTEF	-9%	-5%
retention %	-2%	-6%
success %	0%	-4%

# Headcount by Term

## AHC



## CCCO



- The past six years of statewide credit headcount have seen a slight increase, a steady decrease and a couple years of no change.
- AHC had a large spike in headcount in fall 2010 and then a huge decrease in fall 2011 due to contracted course offerings.
- The past two years have seen the % growth in AHC credit headcount slightly outpace the % growth for the state

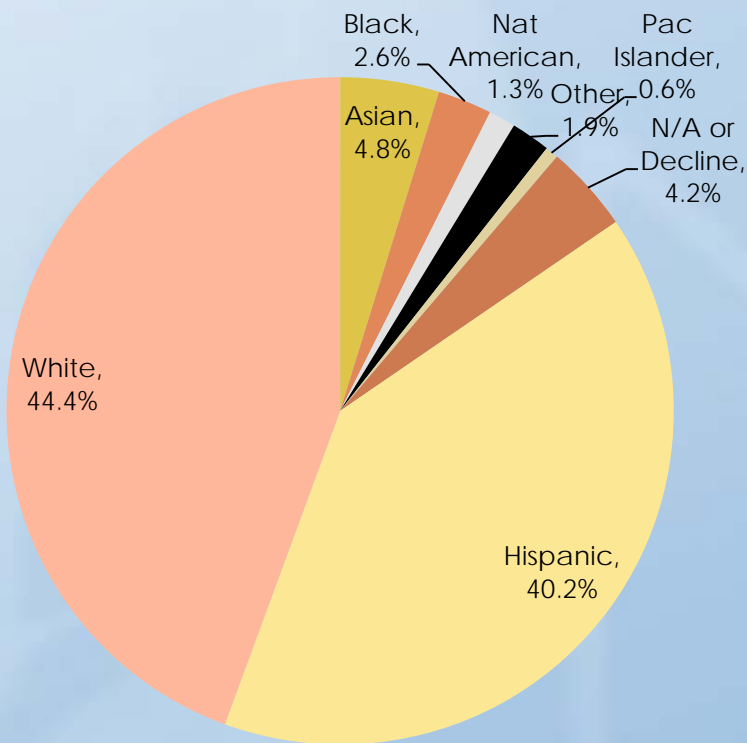
Year over year % change in credit headcount Statewide (CCC) and AHC



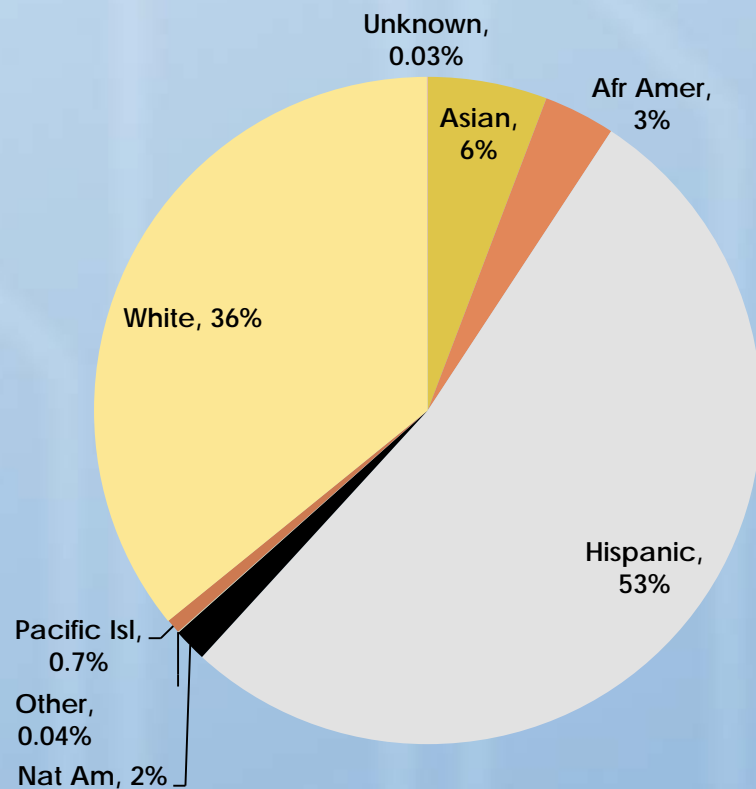


# Credit Ethnic Profile

*AHC Fall 2010 Credit Student Ethnicity*



*AHC Fall 2014 Credit Student Ethnicity*



# Gender by Age in Credit Courses

Fall 2008

Fall 2014

Age Categories	Total			
	Female		Male	
	#	%	#	%
Under 20	1656	26.9%	1452	27.0%
20 to 24	1907	30.9%	1625	30.3%
25 to 34	1198	19.4%	1108	20.6%
35 to 54	1167	18.9%	947	17.6%
55 and Over	237	3.8%	231	4.3%
Total	6166	100.0%	5368	100.0%

Age Categories	Total			
	Female		Male	
	#	%	#	%
Under 20	1541	28.6%	1477	28.8%
20 to 24	1967	36.5%	1798	35.0%
25 to 34	1069	19.8%	1110	21.6%
35 to 54	663	12.3%	624	12.2%
55 and Over	148	2.7%	125	2.4%
Total	5388	100.0%	5134	100.0%

- 6 year trend shows that while overall headcount is down for both genders, females have decreased at a faster rate than males (females -13% / males -4%).
- Percentage increase in Under 20 and 20-24 age groups at the expense of the 25-34 and 35-54 age groups
- Average student age in **fall 2008 = 27.7 and in fall 2014 = 24.2**

# Ed Goals – Credit Courses

Educational Goals	Fall 2008	
	#	% of total
AA/AS + Transfer	3278	28.2%
Transfer, No AA/AS	725	6.2%
AA/AS, No Transfer	715	6.2%
Voc Degree, No Transfer	263	2.3%
Voc Cert, No Transfer	389	3.4%
Career Interests/Goals	372	3.2%
Acquire Job Skills	665	5.7%
Update Job Skills	674	5.8%
Maintain Certificate/License Educational Development	245	2.1%
Improve Basic Skills	468	4.0%
HS Diploma/GED	170	1.5%
Undecided	120	1.0%
Unknown	3162	27.2%
Total	364	3.1%
	11610	100.0%

Educational Goals	Fall 2014	
	#	% of total
AA/AS + Transfer	4535	43.1%
Transfer, No AA/AS	1499	14.2%
AA/AS, No Transfer	1743	16.6%
Voc Degree, No Transfer	8	0.1%
Voc Cert, No Transfer	468	4.4%
Career Interests/Goals	133	1.3%
Acquire Job Skills	296	2.8%
Update Job Skills	368	3.5%
Maintain Certificate/License Educational Development	150	1.4%
Improve Basic Skills	162	1.5%
HS Diploma/GED	108	1.0%
Move NC to CR	70	0.7%
4yr student taking courses	4	0.0%
Undecided	153	1.5%
Unknown	816	7.8%
	9	0.1%
Total	10522	100.0%

- Huge increase in degree seeking and transfer seeking students!
- The three highlighted cells made up about 40% of the students in fall 2008 and about 75% of the students in fall 2014

# Unit Load – Credit Courses

Unit Load	Fall 2008	
	#	% of total
0.1 - 2.9	1588	13.7%
3.0 - 5.9	2889	24.9%
6.0 - 8.9	2221	19.1%
9.0 - 11.9	1420	12.2%
12.0 - 14.9	2612	22.5%
15.0 and Over	880	7.6%
Total	11610	100%
Average # Units Taken	7.6	

Unit Load	Fall 2014	
	#	% of total
0.1 - 2.9	841	8.0%
3.0 - 5.9	2449	23.3%
6.0 - 8.9	2177	20.7%
9.0 - 11.9	1698	16.1%
12.0 - 14.9	2409	22.9%
15.0 and Over	948	9.0%
Total	10522	100%
Average # Units Taken	8.3	

- Higher percentage of 9-12 and 15+ unit students. Even though headcount is down the students we have are taking more units than six years ago.

# Declared Majors – Credit Courses

Major	Fall 2008	
	N	%
No Major	2653	22.9%
Business	498	4.3%
Nursing, R.N.	474	4.1%
Admin. Of Justice	462	4.0%
Fire Control Technology	582	5.0%
Liberal Arts & Sciences	312	2.7%
Psychology	344	3.0%
Education, General	248	2.1%
Business Management	272	2.3%
Early Childhood Studies	77	0.7%

Major	Fall 2014	
	N	%
Registered Nursing	744	8.4%
Undeclared	607	6.8%
Psychology	529	6.0%
General	517	5.8%
Admin Of Justice	467	5.3%
Biology	458	5.2%
Fire Technology	425	4.8%
Management	380	4.3%
Business Administration	377	4.2%
Engineering	353	4.0%

- Very similar top 10 majors. Some majors from fall 2008 doubled in percentage for fall 2014.
- Large decrease in no major/undeclared – more directed students!

# Conclusion

- Student population has changed dramatically from fall 2008 to fall 2014
  - Younger students
  - Larger percentage of students taking higher unit loads with an overall higher average unit load
  - Almost double the percentage of students who are degree and/or transfer seeking
  - Much lower percentage of students with no declared major
- AHC has done a great job focusing and directing students!
- What can be done in the future to attract and keep more of these students?
  - HS outreach, technology integration into courses, expanded support services, more transfer events/information, ...

# Fall 2008 to Fall 2014 Credit Students

## Percentage change in location

### Five largest decreases

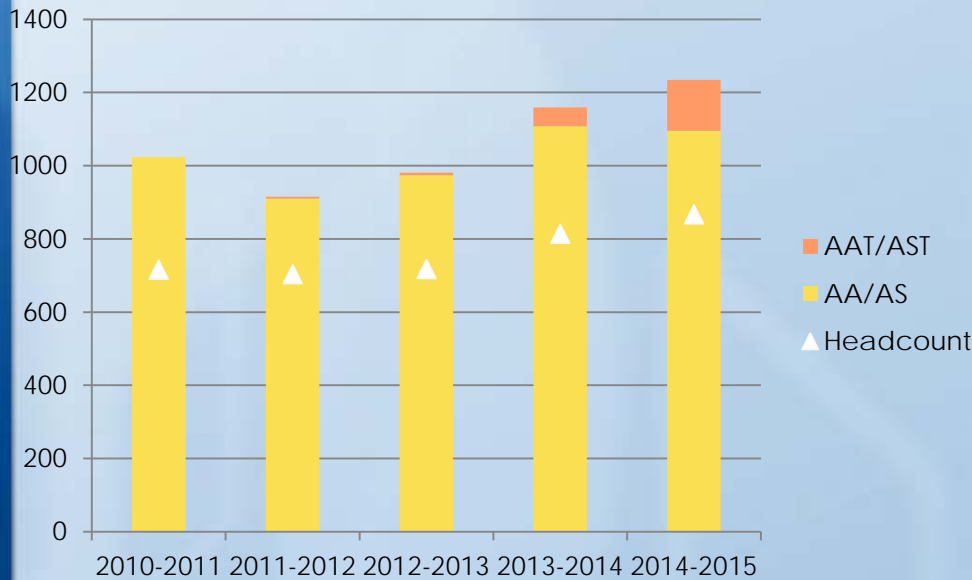
Arroyo Grande	-1.2%
Vandenberg	-0.9%
Orcutt	-0.9%
San Luis Obispo	-0.8%
Northern SLO County	-0.8%

### Five largest increases

Santa Maria	4.5%
Solvang/Buellton	0.3%
Goleta	0.2%
Guadalupe/Casmalia	0.2%
Santa Ynez/Los Olivos	0.1%



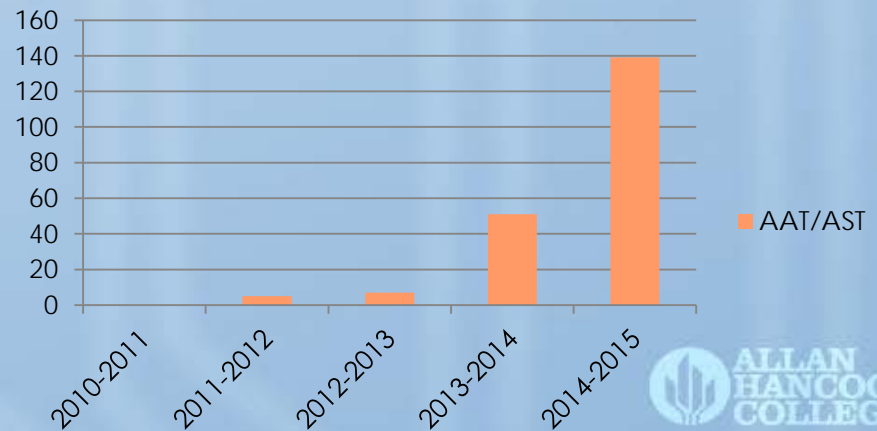
# Degrees earned – 5 year trend



Both duplicated degrees earned and the headcount of students earning them has increased the past few years.

Very large increase seen in the number of AAT and AST degrees awarded the past 5 years!

## AAT/AST



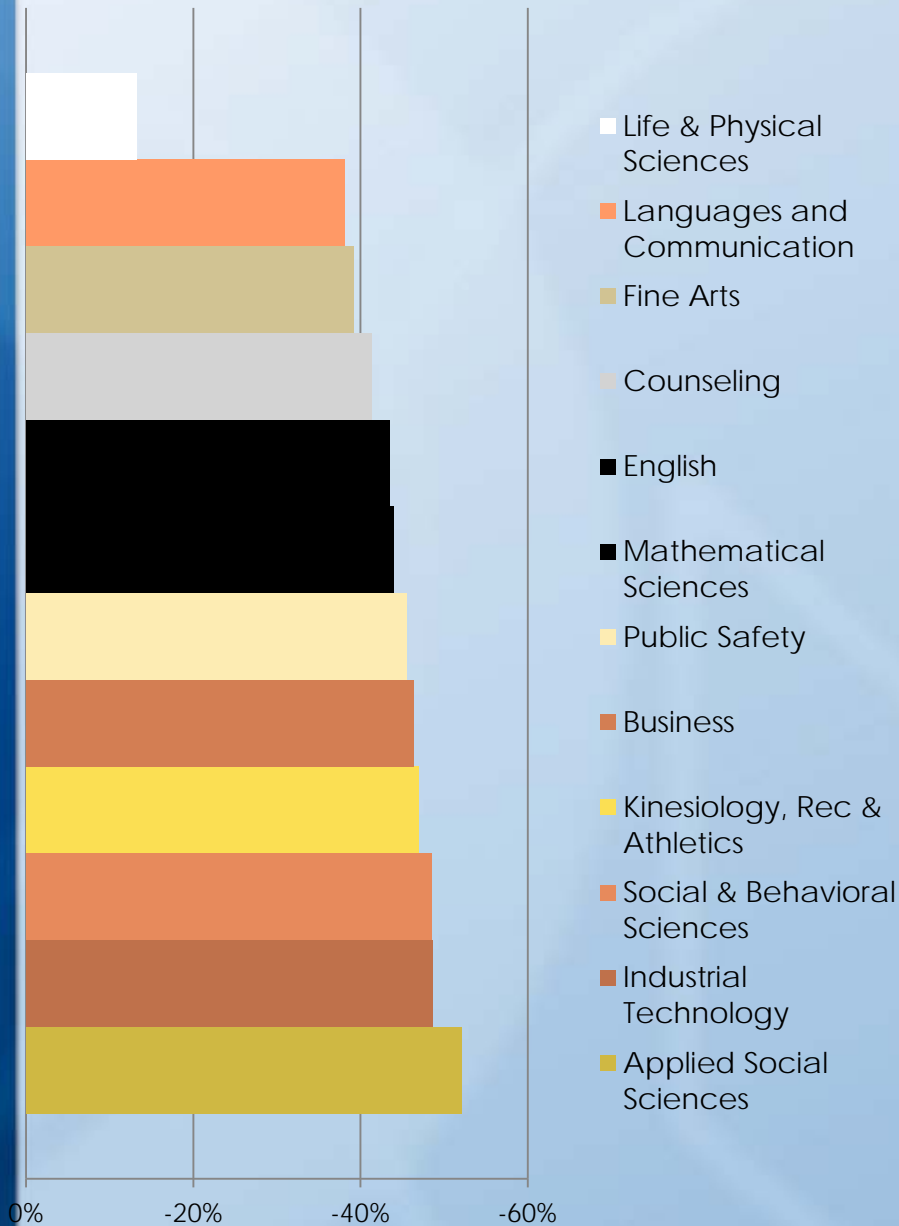


# Percentage of Course Offerings Retention & Success Gap



- Historically online courses have a retention gap of 5-10% pts less and a success gap of 15-20% pts less than face to face courses.
- Online course offerings went from about 12% of offerings in fall 2008 to about 17% offerings in fall 2014.

# % Decrease in Day 1 waitlist fall 2013 to 2015



- Most areas saw a decrease in the day 1 waitlist of about 40% across the three years.
- Was this due to students getting into the classes they wanted or did they just leave the college and not come back?
- Overall AHC enrollments would have increased by 15-20% a term if all demand on waitlists had been met

AHC Day 1 waitlist - total

