



# Enrollment Update

January 2023 Board of Trustees Meeting



# Credit Enrollment Continued Decline

**As of January 17, 2023**

- ▶ Spring HEADCOUNT Down
  - ▶ ↓ 3.68% from last spring
- ▶ Spring CREDIT FTES Down
  - ▶ ↓ 6.47% from last spring
    - ▶ 2022-23 Annual decline currently -7.07%
- ▶ Spring NON-RESIDENT FTES slowly recovering
  - ▶ ↑ 6.19% from last spring
    - ▶ 2022-23 Annual increase currently +2.83%

# Enrollment Challenges

- More students opting out
  - Financial concerns / needing to prioritize work
  - Wanting to attend closer to home (higher cost of gas, lessen commute)
  - Dealing with post-pandemic anxiety / mental health challenges
  - Waiting for schools to “get back to normal”
  
- Students looking for employment opportunities
  - Clear path to a job
  
- Questioning of the value of higher education
  - Cycle of indebtedness
  - Eg. Tear the Paper Ceiling Project

# Enrollment Challenges

- International students
  - Lower yield / show-rate
    - Strength of dollar
    - Cost of living in the area
    - Trouble with visa appointments
    - Global inflation

# Enrollment Opportunities

- Redesigning the student experience
  - Coordinated communication
  - Cross-training of front-line staff (warm hand off)
  - Enrollment labs
  
- Outreach staff
  - Working in high schools and middle schools
  - Bringing students on campus
  
- Call Center
  - High touch contact for students who stopped out and students in the pipeline to increase yield
  
- Financial Aid Presentations
  - New students - in high schools and during school trips to SMC
  - Continuing students – workshops online & in-person year-round
  
- Coming soon
  - Redesigned Corsair Connect Portal
  - Student directed redesign of Enrollment Development websites
  - Onboarding seminars
  - Research inquiry about student needs/expectations/preferences