Enrollment Management Overview

July 13, 2016
Enrollment Management Overview

Shifted FTES means less available to report in current year

Achieved FTES is flat

**Reportable FTES**

- 2012-13: 52,000
- 2013-14: 50,000
- 2014-15: 48,000
- 2015-16: 46,000

**Achieved FTES**

- 2012-13: 52,000
- 2013-14: 50,000
- 2014-15: 48,000
- 2015-16: 46,000
## Enrollment Management Overview

### Recap of 2015-16

- We missed our goal by 800 FTES

- We will not shift FTES from summer 2016 and report 47,800 FTES

- State will fund base level of 52,170 as stability funding.

- We will not earn any growth for 2015-16

- However, by shifting to 2014-15 we captured (advanced) growth revenues - around 4%

### Plan to Achieve Base in 2016-17

- Goal for 2016-17 is to achieve our base funding level of **52,170** FTES

- Our achieved level for 2015-16 is approximately **50,300** – approx. 1,900 FTES difference

- To completely avoid any shift of summer 2017 to 2016-17, we need to grow 3.7%

- Summer is up 6% and if we increase fall and spring by 1% over 2015-16, we could shift a portion of summer 2017 and still have a cushion of 4%

- A 1% improvement can be achieved via a similar increase in productivity – an average of slightly more than one student per class
Enrollment Data Overview

Past Enrollments
1. LRCCD 1st Census & Tri-County Census
2. Number of Students Receiving BOGFWs
3. Fall to Spring Persistence Rates
4. Number of HS Grads in Tri-County Area
5. Number of HS Grads by Local HS Districts
6. Number of Recent HS Grads in LRCCD
7. LRCCD Compared to Nearby Colleges
8. LRCCD Compared to Top 5 CCCs
Enrollment Data Overview

Predicted Influence on Future Enrollments
1. Tri-county population will grow, but at a slower rate
2. Public school enrollments will grow, but at a slower rate
3. Diversity in the region will continue to grow, including English language learners

Source: LRCCD 2016 External Environmental Scan of the Greater Sacramento Area
Factors Affecting Enrollment

The Economy
Greater Capacity of CSU and UCs

Instruction
- Course Repeatability Limits
- ADTs
- Basic Skills Acceleration

Student Services
- SSSP Requirements
- Student Equity Support
- Recent Changes to Federal Pell Grants
- New BOGFW Requirements
Marketing Campaign

- Campaign Landing Page
- Digital Ads
- Social Media Strategy
- Persistence Collateral
- Sacramento Observer Ads
- Spanish Radio
- Cinema Ad
- Social Media Video
Social Media Strategy

Goal

Communicate key aspects of the LRCCD experience through engaging, student-centered content

- Channel take-over by students
- Campus highlights: course, classroom, faculty members, students, etc.
- Images of real student life on campus

Channels

- Instagram
- Snapchat
Snapchat Highlights

Snapchat takeover!

Congrats grads!

We are so proud of our grads!
Hyper Geo-Fenced Display Ads

- Pinpoint to the ¼ mile the radius to target
- Users in the vicinity are now eligible for display ads when using their mobile phones
- Perfect for reaching various high schools, graduations, concert goers, and more
Save Your Spot. Los Rios. Edu

Classes start August 20

Enroll Now

SaveYourSpot.LosRios.Edu

Los Rios

American River College

Cloverdale College

College of Cosmetology

Sacramento City College

Los Rios Community College District
Spanish Radio

Stations:
KXSE-FM - runs 186 times 6/27-8/15
KLMG-FM - runs 108 times 6/27-8/8

Fall semester is right around the corner at the four Los Rios Community Colleges. Whatever your dream is, take the first step toward making it a reality. Save your spot at American River College, Cosumnes River College, Folsom Lake College or Sacramento City College.

Open enrollment has just begun but classes will fill up fast so make sure to save your spot while there is still time.

Visit SaveYourSpot.LosRios.edu to view fall classes, apply and enroll.

Find your success at the Los Rios Colleges by saving your spot today.
Cinema Ad

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AMERICAN RIVER COLLEGE
COLUMBIA RIVER COLLEGE
FOLSOM LAKE COLLEGE
SACRAMENTO CITY COLLEGE
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Thank you!