Enrollment in the form of credit hours and headcount at Belmont Technical College serves as a key indicator of effectiveness in meeting institutional mission goals. While increased enrollment often results from poor economic conditions in the region, BTC's commitment to Continuous Quality Improvement (CQI) and efforts to meet metrics as outlined by the University System of Ohio (USO), are also factors influencing enrollment at the College. Belmont is relentless in its desire to provide excellence in both its product and services and to attract more students to BTC.

This current summer quarter is the first quarter of the 2011 academic year and even though many students chose to spend their summer pursuing other interests, a growing number of students have decided to enroll in summer classes. An increase in enrollment has been realized in Belmont, Harrison, and Monroe counties. The total of enrollments is shown in the chart and table below.

Data

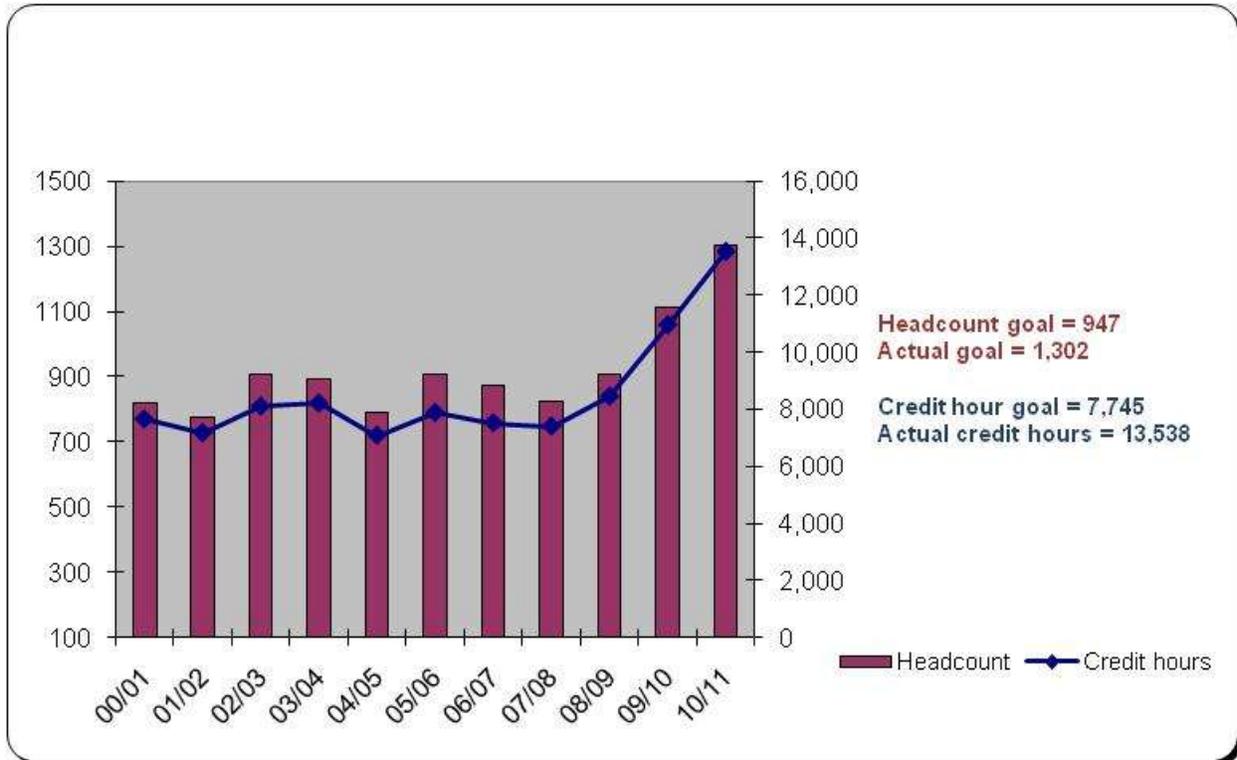Chart 1, *Summer Quarter 2000/2001 through 2010/2011 unduplicated headcount and credit hours*

Headcount goal = 947
Actual goal = 1,302

Credit hour goal = 7,745
Actual credit hours = 13,538

Table 1, *Summer Quarter 2000/2001 through 2010/2011 unduplicated headcount and credit hours*

Year	Headcount	Credit hours
00/01	821	7,645
01/02	777	7,163.5
02/03	906	8,096.5
03/04	891	8,208
04/05	791	7,070.5
05/06	909	7,873
06/07	871	7,514
07/08	822	7,393
08/09	905	8,447.5
09/10	1,114	10,966
10/11	1,302	13,538

The data in Chart I, *Summer Quarter 2000/2001 through 2010/2011 unduplicated headcount and credit hours,* is reflected in Table 1. Both show summer unduplicated headcount and credit hours over the past ten years. As evidenced in the chart, both credit hours and headcount have increased and have increased most noticeably over the last two summers. Summer enrollment for the 2011 academic year shows an increase of 188 students and 2,768 credit hours over the 15th day of the quarter last summer. This is a 16.8 percent increase in headcount, and a 23.5 percent increase in credit hours from summer quarter 2009/2010 to summer quarter 2010/2011.

Analysis

As the data show, this summer's headcount and credit hour enrollments are the highest at Belmont for the past ten years. It is believed that a negative economy equates to an increased desire for the unemployed and underemployed to improve their circumstances through education, whether as new or as continuing students. A closer analysis of BTC undergraduate admissions codes listing enrolled students by admission categories reveals a 30 percent increase in the number of continuing students. This calculation is derived by comparing admission codes data from July 9, 2010 with end of quarter admission codes for July 2009. While increased enrollment may also be a result of a poor economy, Belmont continues to offer programs and services which support student retention, and attract transfer and returning students. Increases of 9 percent for returning students and 7 percent in transfer students also were realized this summer.

Conclusions and Recommendations

Belmont's enrollment has increased and out- performed the previous nine summers. This is a positive indicator of effectiveness in providing access to residents of the tri-county area. At the same time, admissions data reveals a decrease this summer in the number of new students, and this is cause for concern. Belmont reaches out to prospective students through a number of events such as open houses, College Fest, information sessions for laid-off workers, an expo for teachers, the College Tech Prep Awards Breakfast, and Trustee Scholarship promotions in the area high schools. In addition, participation in the One-Stop Connections Service of Belmont County, Ohio Valley Mall Business Expo, ABLE Class Instruction and GED testing contribute to College efforts to increase access to higher education for area residents. Outcome data from these events will be analyzed and new strategies developed to support continued growth in enrollment.

More work needs to be done to attract new students to the College. Belmont's Student Services staff has increased the number of group registrations in an attempt to better accommodate new students. The admissions and recruiting staff are placing more emphasis on target markets. Recently, Belmont was represented at the Black Heritage Festival held in Wheeling. An Adult Open House with Veteran Services of Belmont County is planned for August 19th and additional plans to attract adult students are being developed. Belmont will continue to evaluate current efforts and create new recruitment methods in order to enhance future enrollments at the College.