

AGENDA ITEM B4: ACCESS TO HIGHER EDUCATION
BOARD RULE 400.0000.00
DEMOGRAPHIC PROFILES
BOARD OF TRUSTEES MEETING: DECEMBER 1, 2011

Demographic profiles of students enrolled on the fifteenth day of fall quarters for the last three years are provided in this report. The data are organized in three tables. The first table presents demographic profiles for all students enrolled in credit-bearing classes at Belmont on the 15th day of fall quarters in 2009/2010, 2010/2011, and 2011/2012. The second and third tables provide demographic profiles of all students (with the same characteristics over the same periods of time) attending classes in Harrison County at the North Center, and in Monroe County at the Monroe County Center and Swiss Hills Career Center.

The following demographic characteristics are included in this report: gender, full-time/part-time status, age, race/ethnicity, and county of residence. The tables are organized with demographic characteristics on the vertical axis. Reading from left to right across the horizontal axis data are arranged by year. On the far right are columns for percent change. In addition, examination of the profiles allows administrators, faculty, and staff members to have a deeper understanding of who we are servicing at Belmont.

Following the data tables are highlights, conclusions, and actions based on analysis of the data.

Table I, Comparison of demographic profiles for All Students on the 15th day, fall 2009 through 2011

	Fall 2009/2010		Fall 2010/2011		Fall 2011/2012		% Change Fall to Fall	
	Enrollment	% Total	Enrollment	% Total	Enrollment	% Total	Fall 2010 - 2011	Fall 2009 - 2011
GENDER								
Total Females	1,336	61.5%	1,402	61.2%	1,362	66.0%	-2.9%	1.9%
Total Males	835	38.5%	887	38.8%	701	34.0%	-21.0%	-16.0%
FULL-TIME / PART-TIME STATUS								
Full-time Students	1,591	73.3%	1,691	73.9%	1,520	73.7%	-10.1%	-4.5%
Part-time Students	580	26.7%	598	26.1%	543	26.3%	-9.2%	-6.4%
Males: Full-time	637	29.3%	673	29.4%	516	25.0%	-23.3%	-19%
Males Part-time	198	9.1%	214	9.3%	185	9.0%	-13.6%	-6.6%
Females Full-time	954	43.9%	1,018	44.5%	1,004	48.7%	-1.4%	5.2%
Females Part-time	382	17.6%	384	16.8%	258	12.5%	-32.8%	-32.5%
AGE								
Enrolled in high school and College this term	19	0.9%	11	0.5%	43	2.1%	290.9%	126.3%
First time enrolled in college and under 18 years	170	7.8%	156	6.8%	120	5.8%	-23.1%	-29.4%
18-24	945	43.5%	997	43.6%	838	40.6%	-15.9%	-11.3%
25-30	392	18.1%	414	18.1%	395	19.1%	-4.6%	0.8%
31-40	319	14.7%	378	16.5%	394	19.1%	4.2%	23.5%
40 and older	323	14.9%	328	14.3%	272	13.2%	-17.1%	-15.8%
RACE / ETHNICITY								
American Indian/Alaskan Native	11	0.5%	9	0.4%	8	0.4%	-11.1%	-27.3%
Asian/Pacific Islander/Native Hawaiian	7	0.3%	9	0.4%	7	0.3%	-22.2%	0.0%
Black/Non-Hispanic	57	2.6%	49	2.1%	67	3.2%	36.7%	17.5%
Hispanic	8	0.4%	11	0.5%	10	0.5%	-9.1%	25%
White/Non-Hispanic	1,934	89.1%	1,767	77.2%	1,865	90.4%	5.5%	-3.6%
Other/Unknown	154	7.1%	444	19.4%	105	5.1%	-76.4%	-31.8%
COUNTY of RESIDENCE								
Ohio counties								
Belmont	1,192	54.9%	1,199	52.4%	1,050	50.9%	-12.4%	-11.8%
Guernsey	133	6.1%	144	6.3%	140	6.8%	-2.8%	5.3%
Harrison	205	9.4%	237	10.4%	225	10.9%	-5.1%	9.8%
Jefferson	133	6.1%	151	6.6%	149	7.2%	-1.3%	12.0%
Monroe	169	7.8%	168	7.3%	164	7.9%	-2.4%	-3.0%
Other Ohio counties	74	3.4%	95	4.2%	88	4.3%	-7.4%	18.9%
West Virginia counties								
Brooke	7	0.3%	11	0.5%	11	0.5%	0.0%	57.1%
Hancock	2	0.1%	2	0.1%	2	0.1%	0.0%	0%
Marshall	103	4.7%	112	4.9%	87	4.2%	-22.3%	-15.53%
Ohio	133	6.1%	144	6.3%	128	6.2%	-11.1%	-3.8%
Tyler and Wetzel	8	0.4%	7	0.3%	8	0.4%	14.3%	0%
Outside Ohio and West Virginia	11	0.5%	10	0.4%	4	0.2%	-60.0%	-63.6%

Table 2, Comparison of demographic profiles for Monroe County Center students on the 15th day, fall 2009 through 2011

	Fall 2009/2010		Fall 2010/2011		Fall 2011/2012		% Change Fall to Fall	
	Enrollment	% Total	Enrollment	% Total	Enrollment	% Total	Fall 2010 - 2011	Fall 2011 - 2012
GENDER								
Total Females	72	67.9%	77	72.6%	89	76.7%	15.6%	23.6%
Total Males	34	32.1%	29	27.4%	27	23.3%	-6.9%	-20.6%
FULL-TIME / PART-TIME STATUS								
Full-time Students	82	77.4%	81	76.4%	100	86.2%	23.5%	22.0%
Part-time Students	24	22.6%	25	23.6%	16	13.8%	-36.0%	-33.3%
Males Full-time	27	25.5%	24	22.6%	23	19.8%	-4.2%	-15%
Males Part-time	7	6.6%	5	4.7%	4	3.4%	-20.0%	-42.9%
Females Full-time	59	55.7%	57	53.8%	77	66.4%	35.1%	30.5%
Females Part-time	13	12.3%	20	18.9%	12	10.3%	-40.0%	-7.7%
AGE								
Enrolled in high school and College this term	2	1.9%	0		6	5.2%		200.0%
First time enrolled in college and under 18 years	10	9.4%	14	13.2%	16	13.8%	14.3%	60.0%
18-24	61	57.5%	51	48.1%	49	42.2%	-3.9%	-19.7%
25-30	16	15.1%	13	12.3%	13	11.2%	0.0%	-18.8%
31-40	9	8.5%	10	9.4%	16	13.8%	60.0%	77.8%
41 and older	8	7.5%	18	17.0%	16	13.8%	-11.1%	100.0%
RACE / ETHNICITY								
American Indian/Alaskan Native	2	1.9%	2	1.9%	1	0.9%	-50.0%	-50.0%
Asian/Pacific Islander/Native Hawaiian	2	1.9%	0		0			-100.0%
Black/Non-Hispanic	0		0		0			
Hispanic	3	2.8%	1	0.9%	0		-100.0%	-100%
White/Non-Hispanic	89	84.0%	79	74.5%	103	88.8%	30.4%	15.7%
Race/Ethnicity Unknown	10	9.4%	24	22.6%	12	10.3%	-50.0%	20.0%
COUNTY of RESIDENCE								
Ohio counties								
Belmont	15	14.2%	24	22.6%	14	12.1%	-41.7%	-4.2%
Guernsey	3		0		3	2.6%		0.0%
Harrison	0		0		0			
Jefferson	0		0		1	0.9%		
Monroe	85	80.2%	79	74.5%	93	80.2%	17.7%	9.4%
Other Ohio counties	1	0.9%	2	1.9%	4	3.4%	100.0%	300.0%
West Virginia counties								
Brooke	0		0		0			
Hancock	0		0		0			
Marshall	0		0		0			
Ohio	0		0		0			
Tyler and Wetzel	1	0.9%	1	0.9%	1	0.9%	0.0%	
Outside Ohio and West Virginia	0		0		0			

Table 3, Comparison of demographic profiles for North Center students on the 15th day, fall 2009 through 2011

	Fall 2009/2010		Fall 2010/2011		Fall 2011/2012		% Change Fall to Fall	
	Enrollment	% Total	Enrollment	% Total	Enrollment	% Total	Fall 2010 - 2011	Fall 2011 - 2012
GENDER								
Total Females	121	68.4%	131	65.2%	150	71.8%	14.5%	24.0%
Total Males	56	31.6%	70	34.8%	59	28.2%	-15.7%	5.4%
FULL-TIME / PART-TIME STATUS								
Full-time Students	129	72.9%	169	84.1%	166	79.4%	-1.8%	28.7%
Part-time Students	48	27.1%	32	15.9%	43	20.6%	34.4%	-10.4%
Males Full-time	40	22.6%	59	29.4%	50	23.9%	-15.3%	25%
Males Part-time	16	9.0%	11	5.5%	9	4.3%	-18.2%	-43.8%
Females Full-time	89	50.3%	110	54.7%	116	55.5%	5.5%	30.3%
Females Part-time	32	18.1%	21	10.4%	34	16.3%	61.9%	6.3%
AGE								
Enrolled in high school and College this term	2	1.0%	0		1	0.5%		-50.0%
First time enrolled in college and under 18 years	9	4.3%	10	5.0%	7	3.3%	-30.0%	-22.2%
18-24	67	32.1%	79	39.3%	89	42.6%	12.7%	32.8%
25-30	28	13.4%	36	17.9%	26	12.4%	-27.8%	-7.1%
31-40	27	12.9%	43	21.4%	51	24.4%	18.6%	88.9%
41 and older	44	21.1%	33	16.4%	35	16.7%	6.1%	-20.5%
RACE / ETHNICITY								
American Indian/Alaskan Native	1	0.6%	2	1.0%	0		-100.0%	-100.0%
Asian/Pacific Islander/Native Hawaiian	0		0		0			
Black/Non-Hispanic	14	7.9%	14	7.0%	11	5.3%	-21.4%	-1.5%
Hispanic	0	0.0%	1	0.5%	1	0.5%	0.0%	
White/Non-Hispanic	148	83.6%	140	69.7%	191	91.4%	36.4%	29.1%
Race/Ethnicity Unknown	14	7.9%	44	21.9%	6	2.9%	-86.4%	-57.1%
COUNTY of RESIDENCE								
Ohio counties								
Belmont	12	31.6%	14	7.0%	14	28.2%	0.0%	14.3%
Guernsey	3	1.7%	0		2	1.0%		-33.3%
Harrison	126	71.2%	148	73.6%	150	71.8%	1.4%	19.0%
Jefferson	23	13.0%	16	8.0%	30	14.4%	87.5%	30.4%
Monroe	0		0		0			
Other Ohio counties	8	4.5%	20	10.0%	12	5.7%	-40.0%	50.0%
West Virginia counties								
Brooke	0	0.0%	0		1	0.5%		
Hancock	0		1	0.5%	0			
Marshall	1	0.6%	0		0			-100%
Ohio	1	0.6%	0		0			-100%
Tyler and Wetzel	0		0		0			
Outside Ohio and West Virginia	0		0		0			

Data Highlights and Conclusions

Data for demographic characteristics over the three year period reflect the overall trend of increased enrollment from fall 2009/2010 to fall 2010/2011 followed by a decrease from fall 2010/2011 to fall 2011/2012. Certain demographic characteristics do not follow this trend, and these are detailed in the highlights.

1. The number of full-time female students increased over the 3 years. There are significantly more full-time female students compared to part-time female students. There is a marked decline in both full-time and part-time male students.
2. There is significant progress in the number of high school students dually enrolled at the College.
3. There is a 3-year trend of decreasing numbers of recent high school graduates attending the College.
4. There is a significant increase in students ages 31-40 over the past 3 years.
5. The population of Black/non-Hispanic students is increasing.
6. There is a decline in the number of students from Belmont County. However, the number of students in surrounding counties has held steady over the 3-year period. In Marshall and Ohio Counties, WV, there is a decline in enrollment for this year.
7. Off-campus locations are showing similar demographic trends as the trend for “all students.” Both Monroe and Harrison Counties are less ethnically diverse than the aggregate. The number of students from Jefferson county taking classes at the North Center is increasing.

Actions

1. Target male students in the 18-24 year-old age group with recruitment strategies.
2. Target adults in the 40-50 year-old age group.
3. Continue to work with high schools to improve market penetration.
4. Implement strategies to increase enrollment of Black/non-Hispanic students and other minority students in Belmont, Harrison, and Monroe counties.
5. Organize the marketing functions of the College into one department.