

AGENDA ITEM B3: ACCESS TO HIGHER EDUCATION
BOARD RULE 400.0000.00
QUARTERLY ENROLLMENT REPORT
FALL 2011
BOARD OF TRUSTEES MEETING: OCTOBER 27, 2011

Quarterly enrollment statistics for the fall term 2011 are shown below in Charts I and II. While headcount was the third highest in the history of the College, it declined to 2,063 students compared to fall 2010 when headcount was at an all-time high of 2,289. Fall 2011 headcount was 9.87% lower than fall 2010. It was 5% less than fall 2009. Chart I shows fall headcount for the past ten years. Headcount over this ten year period is 23.2% greater than in fall 2003.

With respect to credit hours, a similar trend appears. Fall 2011 total credit hours are the third highest in the history of the College. Fall 2011 credit hours declined by 7.8% compared to fall 2010. In comparison to fall 2009, credit hours in 2011 declined by 3.8%. Fall 2011 total credit hours represent an overall increase of 29.5% over fall 2003. Chart II details the credit hour trend for ten years.

Chart I, *Fall enrollment trend, headcount 2002/2003 through 2011/2012*

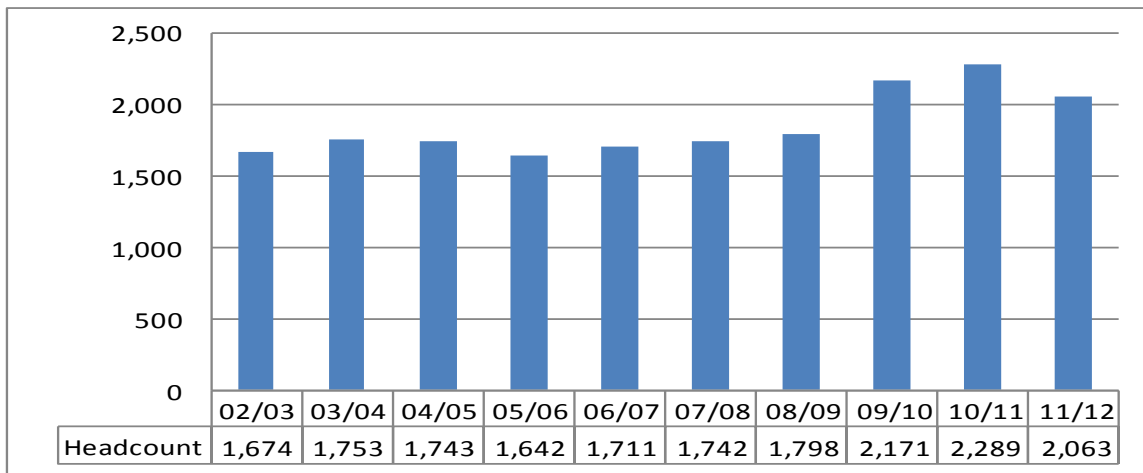


Chart II, *Fall enrollment trend, credit hours 2002/2003 through 2011/2012*

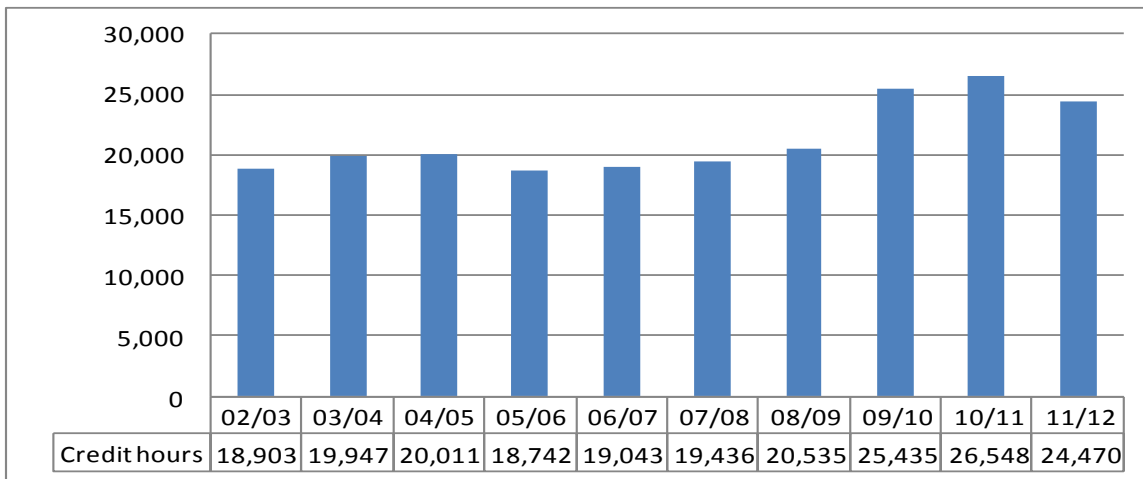


Table I compares various student characteristics between fall 2010 and 2011. Some of the highlights from this comparison are as follows:

1. Enrollment among 18-21 year olds declined by 157 students or 18.4%
2. Students in two AGE groups show an increase; students 31-39 year olds increased by 2.6% or nine students and students 17 & under increased by 41.4% representing 12 students.
3. Enrollment of students by RESIDENT COUNTY shows that headcounts of students residing in Belmont and Harrison counties declined by 12.28% and 5.06% respectively. Enrollment of students residing in Monroe County remained the same at 164 in fall 2010 and fall 2011.
4. The number of NEW – FROM HIGH SCHOOL graduates enrolling in the first year following graduation has decreased by sixty-six students or 25.2%.
5. OTHER NEW students, those who have never attended college before and NEW - TRANSFERRED students have decreased by approximately 17%.
6. Looking at groups of students by their goals for enrolling shows the number of students returning to college to UPGRADE SKILLS declined by approximately 32%, and those seeking TRAINING FOR NEW CAREER declined by 17.4%.
7. The number of students enrolled in ONLINE COURSES and credit hours of enrollment have increased over last year by 17 students and 323 credit hours.

Table I - Fall 2010/2011 Enrollment Comparison

	Fall 2010		Fall 2011		Net Change	% Change
	Enrollment	% Total	Enrollment	% Total		
ENROLLMENT CREDIT HOURS	2,289		2,063		-226	-9.87%
F.T.E	1,770		1,631		-138.5	-7.83%
Full-time Credit Hours	22,564	85.0%	20,537	83.93%	-2,028	-8.99%
Part-time Credit Hours	3,984	15.0%	3,934	16.07%	-50	-1.26%
Total Credit Hours	26,548		24,470		-2,078	-7.83%
Average Credit Hours per Student	11.60		11.86		0.26	2.25%
Total Credit Hours	26,548	100%	24,470	100%	-2,078	-7.83%
ENROLLMENT HEADCOUNT						
Total Females	1,402	61.2%	1,362	66.02%	-40	-2.85%
Total Males	887	38.8%	701	33.98%	-186	-20.97%
Total Headcount	2,289		2,063		-226	-9.87%
FULL-TIME / PART-TIME						
Full-time Students	1,692	73.9%	1,520	73.7%	-172	-10.17%
Part-time Students	597	26.1%	543	26.3%	-54	-9.05%
Males: Full-time	673	29.4%	516	25.0%	-157	-23.33%
Males Part-time	214	9.3%	185	9.0%	-29	-13.55%
Females Full-time	1,019	44.5%	1,004	48.7%	-15	-1.47%
Females Part-time	383	16.7%	258	12.5%	-125	-32.64%
AGE						
17 & Under	29	1.3%	41	2.0%	12	41.4%
18-21	854	37.3%	697	33.8%	-157	-18.4%
22-24	304	13.3%	284	13.8%	-20	-6.6%
25-30	401	17.5%	391	19.0%	-10	-2.5%
31-39	347	15.2%	356	17.3%	9	2.6%
40 & Over	351	15.3%	293	14.2%	-58	-16.5%
Missing Data	0		1		1	
Mean Age (arithmetic average)	28.1		28.4		0.3	
Median Age (the age at which half the students fall above & below)	24.5		25.1		0.6	
Youngest Student	15.1			15.2		
Oldest Student	73.3			70.1		
RACE / ETHNICITY:						
American Indian/Alaskan Native	11	0.5%	10	0.48%	-1	-9.09%
Asian/Pacific Islander/Native Hawaiian	9	0.4%	8	0.39%	-1	-11.11%
Black/Non-Hispanic	49	2.1%	67	3.25%	18	36.73%
Hispanic	9	0.4%	7	0.34%	-2	-22.22%
White/Non-Hispanic	1,767	77.2%	1,865	90.40%	98	5.55%
Other/Unknown*	444	19.4%	105	5.09%	-339	-76.35%
Non-resident Alien	NR	NR	1	0.05%		
RESIDENT COUNTY:						
Belmont	1,197	51.75%	1,050	50.90%	-147	-12.28%
Guernsey	148	6.40%	140	6.79%	-8	-5.41%
Harrison	237	10.25%	225	10.91%	-12	-5.06%
Jefferson	163	7.05%	149	7.22%	-14	-8.59%
Monroe	164	7.09%	164	7.95%	0	0%
Other Ohio counties	113	4.89%	95	4.60%	-18	-15.93%
Outside Ohio (GA, KY, MD, NC, NY, PA, WI, WV)	291	12.58%	240	11.63%	-51	-17.53%

	Fall 2010		Fall 2011		Net Change	% Change
	Enrollment	% Total	Enrollment	% Total		
STATUS THIS TERM:						
New - From High School	262	11.4%	196	9.5%	-66	-25.2%
Other New	168	7.3%	139	6.7%	-29	-17.3%
New - Transferred	155	6.8%	128	6.2%	-27	-17.4%
Continuing	1,464	64.0%	1,334	64.7%	-130	-8.9%
Returning	227	9.9%	223	10.8%	-4	-1.8%
New - In High School	13	0.6%	43	2.1%	30	230.8%
Total students enrolled:	2,289	100.0%	2,063	100.0%	-226	
EDUCATIONAL GOALS OF STUDENTS:						
Associate degree for transfer	225	9.8%	213	10.3%	-12	-5.3%
Associate degree for job market	1,301	56.8%	1,187	57.5%	-114	-8.8%
Certificate	214	9.3%	190	9.2%	-24	-11.2%
Train for new career by taking selected courses	235	10.3%	194	9.4%	-41	-17.4%
Upgrade skills for current job by taking selected courses	53	2.3%	36	1.7%	-17	-32.1%
Complete courses for transfer before completing a degree or certificate	75	3.3%	76	3.7%	1	1.3%
Obtain know ledge for personal interest	45	2.0%	51	2.5%	6	13.3%
Participation in Postsecondary Education Option (PSEO)	46	2.0%	57	2.8%	11	23.9%
No reason indicated	95	4.2%	59	2.9%	-36	-37.9%
DECLARED FIELD OF STUDY UPON ENTRY:						
Associate of Arts / Transfer	63	2.8%	56	2.7%	-7	-11.1%
Associate of Science / Transfer	1,160	50.7%	1045	50.7%	-115	-9.9%
Associate of Applied Business	185	8.1%	186	9.0%	1	0.5%
Associate of Applied Science	548	23.9%	490	23.8%	-58	-10.6%
Associate of Technical Studies	43	1.9%	25	1.2%	-18	-41.9%
Certificate Program	167	30.5%	164	7.9%	-3	-1.8%
Undecided	123	22.4%	97	4.7%	-26	-21.1%
POST-SECONDARY EDUCATION OPTION:	46	2.0%	57	2.8%	11	23.9%
E- LEARNING STUDENTS:						
On-line Student Count	354	15.5%	371	18.0%	17	4.8%
On-line Student Credit Hours	1,729	6.5%	2,052	8.4%	323	18.7%
OFF-SITE LOCATIONS:						
Monroe County:						
Student Count	131	5.7%	153	7.4%	22	16.8%
Credit Hours	1,541	5.8%	1,926	7.9%	385	25.0%
Harrison County:						
Student Count	246	10.7%	265	12.8%	19	7.7%
Credit Hours	2,949	11.1%	3,216	13.1%	267	9.1%
Total for off-site locations:						
Student Count	377	16.5%	418	18.3%	41	10.9%
Credit Hours	4,490	16.9%	5,142	21.0%	652	14.5%

OBSERVATIONS

1. Enrollment for fall 2011 is consistent with national and regional patterns.
2. The conversion to semesters may have caused some students to accelerate their studies to complete programs before the conversion takes effect in fall 2012.
3. The lower number of high school graduates is reflected in fall enrollment where this category of students, NEW-FROM HIGH SCHOOL, has declined by 25%.
4. Enrollment of students by STATUS THIS TERM categories has declined, in all categories with the exception of NEW – IN HIGH SCHOOL students where headcount has increased from 13 to 43 students or 230%.
5. Enrollment of students taking classes at OFF-SITE LOCATIONS increased at both Harrison and Monroe county locations. Enrollment at Monroe County locations shows a 16.8% increase in headcount and a 25% increase in credit hours. Enrollment at the North Center in Harrison County shows a 7.7% increase in headcount and a 9.1% increase in credit hours.
6. Enrollment of E-LEARNING STUDENTS in on-line courses continues to grow with a 4.8% increase in headcount and an 18.7% increase in credit hours.

CONCLUSIONS

1. The College is too reliant on recent high school graduates for the majority of new enrollment.
2. More attention and emphasis needs to be given to developing programs and services for other segments of the community.
3. Program development also needs to be accelerated in launching new programs in order to attract new student markets.
4. There is room for growth in part-time programs in the evenings and on weekends.
5. The transfer degree programs must be marketed more aggressively and creatively in order to increase enrollment.
6. There needs to be a clarification of the Marketing Department's role in enrolling students.
7. The concept of enrollment management must be solidified from an organizational perspective.
8. There needs to an emphasis on creating an integrated marketing function.