

AGENDA ITEM B3: ACCESS TO HIGHER EDUCATION
BOARD RULE 400.0000.00
QUARTERLY ENROLLMENT REPORT - WINTER 2012
BOARD OF TRUSTEES MEETING: FEBRUARY 23, 2012

Presentation of Data

Quarterly enrollment statistics for the winter term 2012 are shown below in Charts I and II. Headcount for winter quarter is the third highest in the history of the College. Over the ten-year period, headcount has increased by 19.5%. Chart I shows fall headcount for the past ten years. Winter 2012 headcount is 14.7% lower than winter 2010/2011 and 4% below headcount in 2009/2010.

The trend in credit hours shows a similar trend. Winter 2012 total credit hours are the 3rd highest in the history of the College. Winter 2011/2012 total credit hours represent an overall increase of 24.3% over winter 2003 and are 12.7% lower than 2009/2010. Winter 2012 credit hours are 14.9% lower than winter 2010/2011.

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

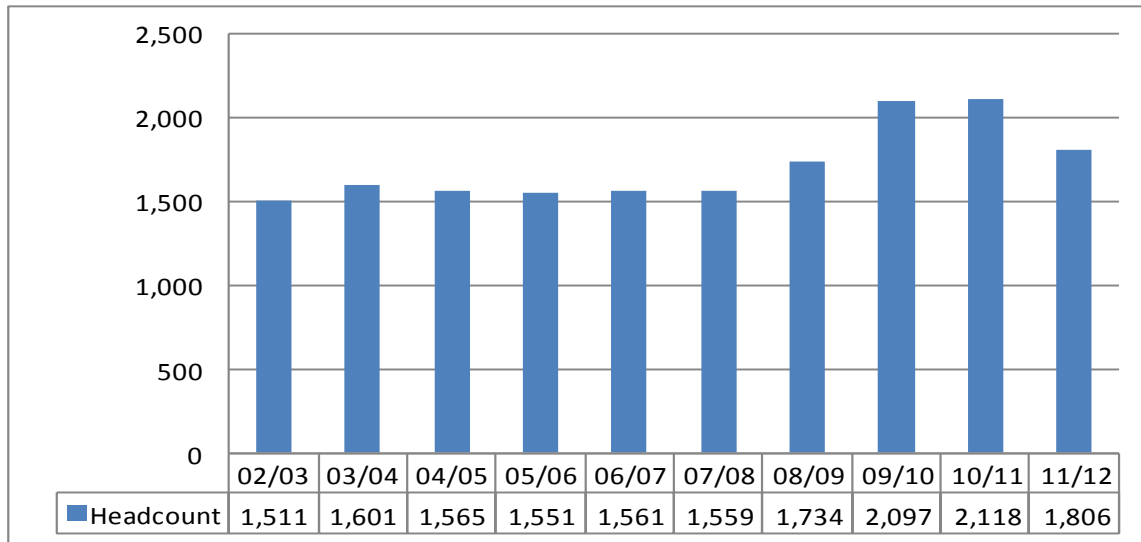


Chart II, Winter enrollment trend, credit hours 2002/2003 through 2011/2012

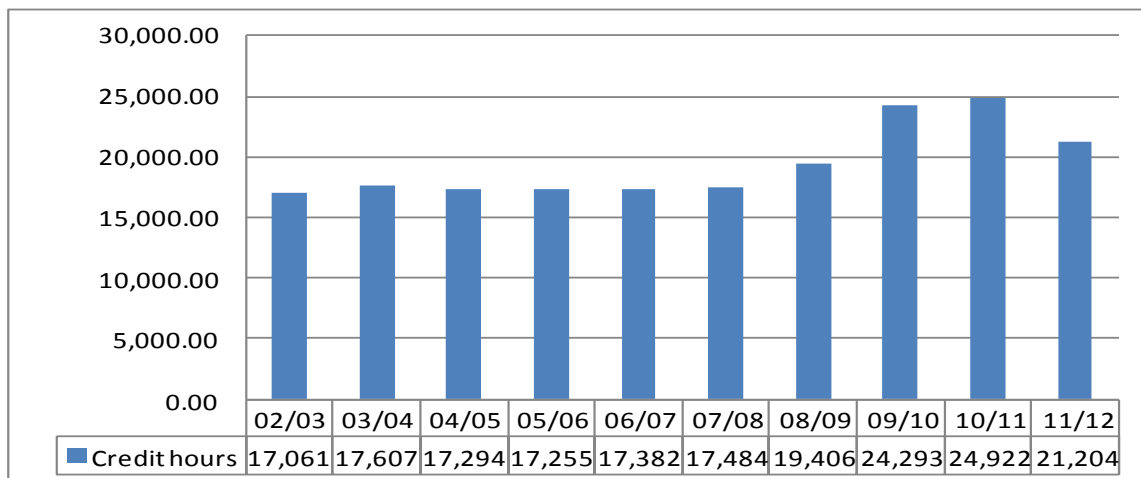


Table I - Winter 2010/2012 enrollment profiles

| Winter Enrollment Demographic Profiles | | | | | | | | |
|---|------------------|---------|------------------|---------|------------------|---------|----------------------|------------------------------|
| Comparison of Winter enrollment demographic profiles on 15th day, Winter 2010 through Winter 2012 | | | | | | | | |
| | Winter 2009/2010 | | Winter 2010/2011 | | Winter 2011/2012 | | 2010-2012 Net Change | % Change Winter 2010 to 2012 |
| | Enrollment | % Total | Enrollment | % Total | Enrollment | % Total | | |
| Headcount | 2,108 | | 2,117 | | 1,806 | | -302 | -14.3% |
| F.T.E | 1,627 | | 1,660 | | 1,414 | | -213 | -13.1% |
| Full-time Credit Hours | 19,872 | 81.4% | 20,790 | 83.5% | 17,158 | 80.92% | -2,715 | -13.7% |
| Part-time Credit Hours | 4,529 | 18.6% | 4,108 | 16.5% | 4,046 | 19.08% | -483 | -10.7% |
| Total Credit Hours | 24,401 | | 24,898 | | 21,204 | | -3,197 | -13.1% |
| Average Credit Hours per Student | 11.58 | | 11.76 | | 11.74 | | 0.17 | 1.4% |
| GENDER | | | | | | | | |
| Total Females | 1,302 | 61.8% | 1,304 | 61.6% | 1,224 | 67.8% | -78 | -6.0% |
| Total Males | 806 | 38.2% | 813 | 38.4% | 582 | 32.2% | -224 | -27.8% |
| FULL-TIME / PART-TIME STATUS | | | | | | | | |
| Full-time Students | 1,472 | 69.8% | 1,557 | 73.5% | 1,266 | 70.1% | -206 | -14.0% |
| Part-time Students | 636 | 30.2% | 560 | 26.5% | 540 | 29.9% | -96 | -15.1% |
| Males: Full-time | 586 | 27.8% | 612 | 28.9% | 422 | 23.4% | -164 | -28% |
| Males Part-time | 220 | 10.4% | 201 | 9.5% | 160 | 8.9% | -60 | -27.3% |
| Females Full-time | 886 | 42.0% | 945 | 44.6% | 844 | 46.7% | -42 | -4.7% |
| Females Part-time | 416 | 19.7% | 359 | 17.0% | 380 | 21.0% | -36 | -8.7% |
| AGE | | | | | | | | |
| Enrolled in high school and College this term | 2 | 0.1% | 20 | 0.9% | 42 | 2.3% | 40 | 2000.0% |
| First time enrolled in college and under 18 years | 0 | 0.0% | 0 | 0.0% | 0 | 0.0% | 0 | |
| 18-24 | 1,060 | 50.3% | 1,007 | 47.6% | 814 | 45.1% | -246 | -23.2% |
| 25-30 | 371 | 17.6% | 400 | 18.9% | 332 | 18.4% | -39 | -10.5% |
| 31-40 | 366 | 17.4% | 392 | 18.5% | 366 | 20.3% | 0 | 0.0% |
| 41 and older | 309 | 14.7% | 298 | 14.1% | 250 | 13.8% | -59 | -19.1% |
| RACE / ETHNICITY | | | | | | | | |
| American Indian/Alaskan Native | 13 | 0.6% | 15 | 0.7% | 12 | 0.7% | -1 | -7.7% |
| Asian/Pacific Islander/Native Hawaiian | 9 | 0.4% | 10 | 0.5% | 9 | 0.5% | 0 | 0.0% |
| Black/Non-Hispanic | 48 | 2.3% | 61 | 2.9% | 46 | 2.5% | -2 | -4.2% |
| Hispanic | 8 | 0.4% | 7 | 0.3% | 3 | 0.2% | -5 | -63% |
| White/Non-Hispanic | 1,949 | 92.5% | 1,940 | 91.6% | 1,650 | 91.4% | -299 | -15.3% |
| Other/Unknown | 81 | 3.8% | 84 | 4.0% | 85 | 4.7% | 4 | 4.9% |
| Non-resident Alien | 0 | | 0 | | 1 | 0.06% | 1 | |
| COUNTY of RESIDENCE | | | | | | | | |
| Ohio counties | | | | | | | | |
| Belmont | 1,110 | 52.7% | 1,137 | 53.7% | 924 | 51.2% | -186 | -16.4% |
| Guernsey | 130 | 6.2% | 126 | 6.0% | 132 | 7.3% | 2 | 1.5% |
| Harrison | 205 | 9.7% | 206 | 9.7% | 211 | 11.7% | 6 | 2.9% |
| Jefferson | 177 | 8.4% | 155 | 7.3% | 126 | 7.0% | -51 | -28.8% |
| Monroe | 142 | 6.7% | 181 | 8.5% | 144 | 8.0% | 2 | 1.4% |
| Other Ohio counties | 101 | 4.8% | 66 | 3.1% | 72 | 4.0% | -29 | -28.7% |
| West Virginia counties | | | | | | | | |
| Brooke | 6 | 0.3% | 11 | 0.5% | 10 | 0.6% | 4 | 66.7% |
| Hancock | 2 | 0.1% | 3 | 0.1% | 2 | 0.1% | 0 | 0% |
| Marshall | 85 | 4.0% | 85 | 4.0% | 76 | 4.2% | -9 | -10.59% |
| Ohio | 125 | 5.9% | 132 | 6.2% | 98 | 5.4% | -27 | -21.6% |
| Tyler and Wetzel | 7 | 0.3% | 8 | 0.4% | 6 | 0.3% | -1 | -14% |
| Outside Ohio and West Virginia | 14 | 0.7% | 3 | 0.1% | 1 | 0.1% | -13 | -92.9% |

General Highlights

1. Winter term 2012 had more overall decline than any other quarter in this fiscal year.
2. The decline in credit hours over the past three years is 13.1%. The average number of credit hours per student has persisted, even slightly increased. Therefore, the decline in credit hours is due mainly to fewer students enrolling.
3. The number of males is continuing to decline by 28% from last winter.
4. The Female census this winter decreased by 6.1% from last winter.
5. The gap between full-time and part-time students is lessening. Previously we have seen 3.5% less part-time and 4% more full-time students.
6. The number of dually enrolled students has significantly increased.
7. Adult enrollment (age >25-40) is holding steady.
8. Belmont College has declined in ethnic student body diversity. There are fewer minorities than ever.
9. Because there is an overall 14% decline in enrollment this winter, it is not surprising that the enrollment in Belmont County has also declined, as most of our enrollment is from Belmont County. However, we see a continuing pattern of decreasing student enrollment from Jefferson County and the five contiguous West Virginia counties. Guernsey, Harrison, and Monroe counties had slight increases in enrollment.
10. There has been a slight increase in the average number of credit hours per student. The average number of credit hours per student rose from 11.58 in 2009/2010 to 11.74 in 2011/2012.

Conclusions and Targets for Improvement

1. Create more specific strategies to target specific genders for various programs.
2. Assess all students at the point of hand-off from recruitment to advising for possible admission into case management advising.
3. Apply more aggressive advising to part-time students.
4. Design high school-to-Belmont College transition plans for the dually enrolled.
5. Target and recruit adults by providing more convenient class schedules.
6. Target and recruit more minority students.
7. Mobilize the new integrated marketing function to accelerate program development in the STEM areas and to generate and retain more inquiries and enrollments.
8. Market the pre-baccalaureate degrees aggressively. Connect these students with the transfer advisor prior to graduation to begin the transfer process well in advance of graduation.