

AGENDA ITEM B3: ACCESS TO HIGHER EDUCATION

BOARD RULE 400.0000.00

QUARTERLY ENROLLMENT STATISTICS

BOARD OF TRUSTEES MEETING: MAY 30, 2012

Presentation of Data

There are two charts showing enrollment trends over the last ten years. On the fifteenth day of spring quarter 2012, headcount shows that 1,657 students were enrolled generating 18,335 credit hours. The average number of credit hours per student was 11.06.

Following the charts is a table that breaks out enrollment by student demographic characteristics. The table, *Spring enrollment 2010 through 2012, demographic profile*, displays demographic profiles of students for each of the last three years.

Chart 1, Spring quarter 2003-2012, Headcount

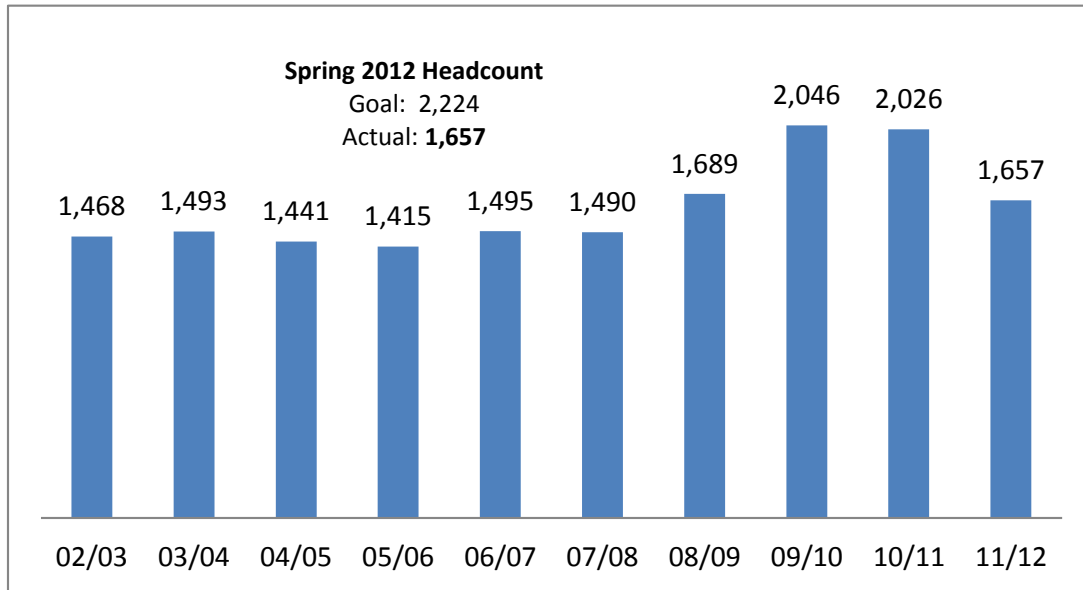


Chart II, Spring quarter 2003-2012, Credit Hours

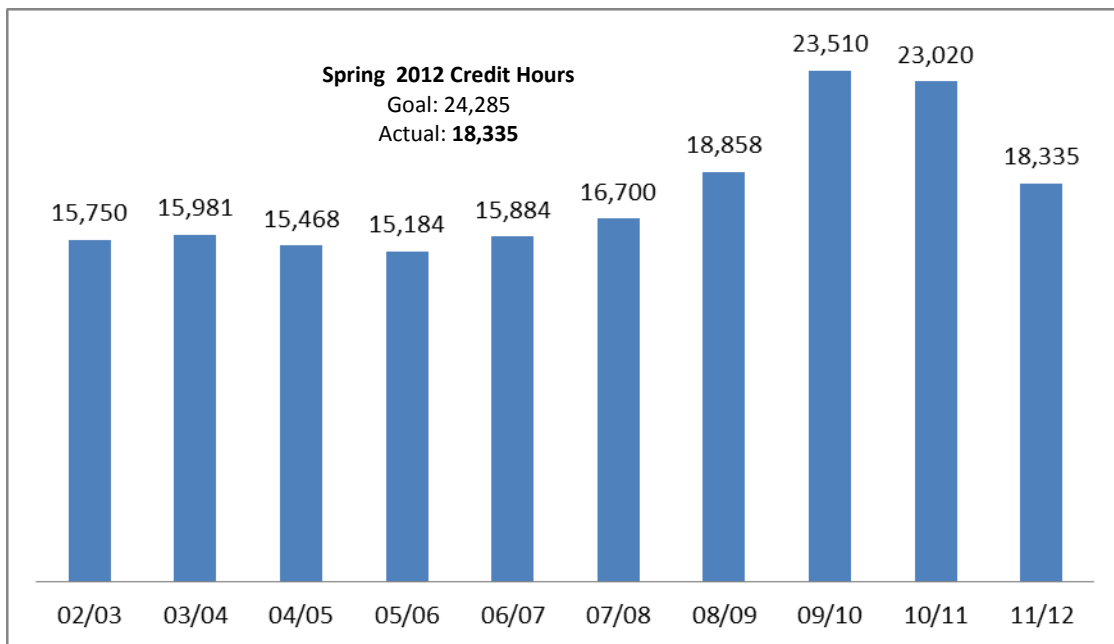


Table I – Spring enrollment 2010 through 2012, demographic profile

	Spring 2009/2010		Spring 2010/2011		Spring 2011/2012		Net Change 2009/2010 to 2011/2012	% Change Spring 2010 to 2012
	Enrollment	% Total	Enrollment	% Total	Enrollment	% Total		
Headcount	2,062		2,026		1,657		-405	-19.6%
F.T.E	1,577		1,535		1,222		-355	-22.5%
Full-time Credit Hours	19,015	80.4%	18,294	79.5%	13,830	75.4%	-5,185	-27.3%
Part-time Credit Hours	4,646	19.6%	4,730	20.5%	4,505	24.6%	-141	-3.0%
Total Credit Hours	23,660		23,024		18,335		-5,325	-22.5%
Average Credit Hours per Student	11.47		11.36		11.07		-0.41	-3.6%
GENDER								
Total Females	1,291	62.6%	1,294	63.9%	1,118	67.5%	-173	-13.4%
Total Males	771	37.4%	732	36.1%	539	32.5%	-232	-30.1%
FULL-TIME / PART-TIME STATUS								
Full-time Students	1,428	69.3%	1,377	68.0%	1,046	63.1%	-382	-26.8%
Part-time Students	634	30.7%	649	32.0%	611	36.9%	-23	-3.6%
Males: Full-time	570	27.6%	517	25.5%	347	20.9%	-223	-39%
Males Part-time	201	9.7%	215	10.6%	192	11.6%	-9	-4.5%
Females Full-time	858	41.6%	860	42.4%	699	42.2%	-159	-18.5%
Females Part-time	433	21.0%	434	21.4%	419	25.3%	-14	-3.2%
AGE								
Enrolled in high school and College this term	33	1.6%	30	1.5%	42	2.5%	9	27.3%
First time enrolled in college and under 18 years	1	0.0%	2	0.1%	1	0.1%	0	0.0%
18-24	958	46.5%	950	46.9%	740	44.7%	-218	-22.8%
25-30	378	18.3%	380	18.8%	298	18.0%	-80	-21.2%
31-40	383	18.6%	365	18.0%	333	20.1%	-50	-13.1%
41 and older	309	15.0%	299	14.8%	242	14.6%	-67	-21.7%
RACE / ETHNICITY								
American Indian/Alaskan Native	15	0.7%	16	0.8%	5	0.3%	-10	-66.7%
Asian/Pacific Islander/Native Hawaiian	9	0.4%	11	0.5%	7	0.4%	-2	-22.2%
Black/Non-Hispanic	48	2.3%	69	3.4%	39	2.4%	-9	-18.8%
Hispanic	8	0.4%	8	0.4%	18	1.1%	10	125%
White/Non-Hispanic	1,881	91.2%	1,847	91.2%	1,516	91.5%	-365	-19.4%
Other/Unknown	101	4.9%	75	3.7%	45	2.7%	-56	-55.4%
Two or more races	0		0		27	1.6%	27	
COUNTY of RESIDENCE								
Ohio counties								
Belmont	1,052	51.0%	1,062	52.4%	841	50.8%	-211	-19.9%
Guernsey	139	6.7%	132	6.5%	124	7.5%	-15	-10.8%
Harrison	213	10.3%	210	10.4%	183	11.0%	-30	-14.1%
Jefferson	143	6.9%	132	6.5%	120	7.2%	-23	-16.1%
Monroe	145	7.0%	142	7.0%	131	7.9%	-14	-9.7%
Other Ohio counties	64	3.1%	92	4.5%	75	4.5%	11	17.2%
West Virginia counties								
Brooke	8	0.4%	8	0.4%	8	0.5%	0	0.0%
Hancock	1	0.0%	1	0.0%	2	0.1%	1	100%
Marshall	89	4.3%	88	4.3%	76	4.6%	-13	-14.6%
Ohio	120	5.8%	141	7.0%	87	5.3%	-33	-27.5%
Tyler and Wetzel	7	0.3%	6	0.3%	6	0.4%	-1	-14%
Outside Ohio and West Virginia	6	0.3%	12	0.6%	3	0.2%	-3	-50.0%
County of residence not reported	75	3.6%	0	0.0%	1	0.1%	-74	-99%

Data Highlights

1. Full Time Equivalents (FTEs) are used by the Ohio Board of Regents to express full-time units of enrollment. FTEs for spring quarter at Belmont over the last three years have declined by a slightly greater percentage than headcount overall.
2. The number of males enrolled has declined by a greater percent than the number of females enrolled.
3. The lowest decline in enrollment for students by age categories was for students in the 31 to 40 years-old category. Students in this age category declined by 13.1% while students aged 18 to 24 years old declined by approximately 23% and those aged 25 to 30 declined by 21%.
4. The percentage of students enrolled on the fifteenth day of the quarter who reside in Belmont County declined by 20%; those residing in Monroe County declined by 9%; and those residing in Harrison County by 14.1%.
5. The percentage of students from Marshall and Ohio counties in West Virginia declined by 14.6% and 27.5% respectively.
6. The number of high school dually-enrolled students increased by 27.3%.

Conclusions and Targets for Improvement

1. Target males in the 18 to 30 years-old age categories for recruitment and promotions.
2. Fully implement the college student Recruitment and Retention Model.
3. Explore the implementation of a data-driven enrollment management model that merges the integrated marketing mix with academic affairs and student support service departments for team decision-making.