

AGENDA ITEM B4: ACCESS TO HIGHER EDUCATION

BOARD RULE 400.0000.00

QUARTERLY ENROLLMENT STATISTICS

BOARD OF TRUSTEES MEETING: JULY 26, 2012

This report focuses on summer quarter enrollment for the 2012/2013 academic year. Counts of enrolled students and credit hours for the 2012/2013 academic year were recorded on the fifteenth day of summer quarter.

The first two charts show 10-year trends for headcounts and credit hours (summer quarter 2003/2004 through summer quarter 2012/2013). Chart 3 displays comparative demographic profiles of students enrolled on the fifteenth day of summer quarters in 2010/2011 through 2012/2013. This year summer quarter is nine weeks long instead of eleven, and is the transition term to semesters. It is believed the length of the term and the semester conversion have impacted our numbers this quarter.

Presentation of Data

Chart 1, *Ten-year trend, summer headcount 2003/2004 through 2012/2013*

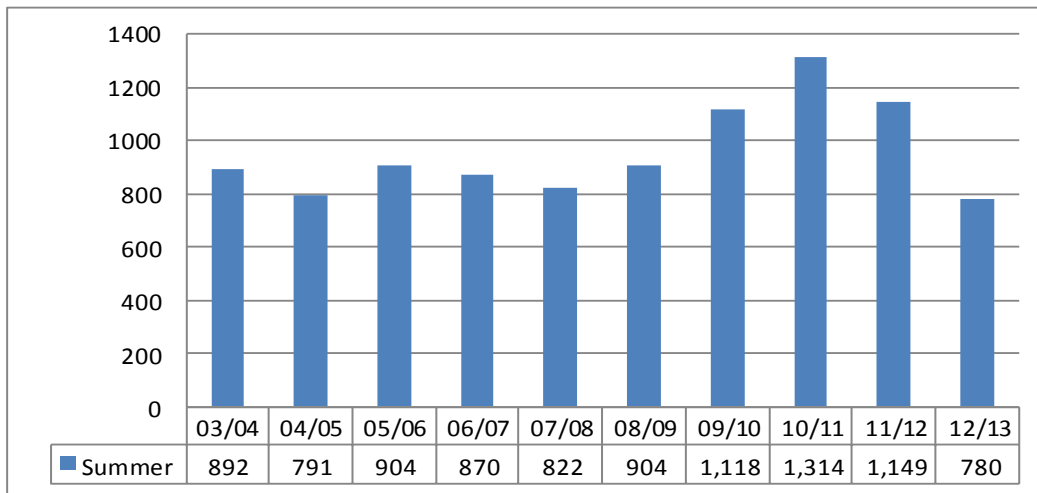


Chart 2, *Ten-year trend, summer credit hours 2003/2004 through 2012/2013*

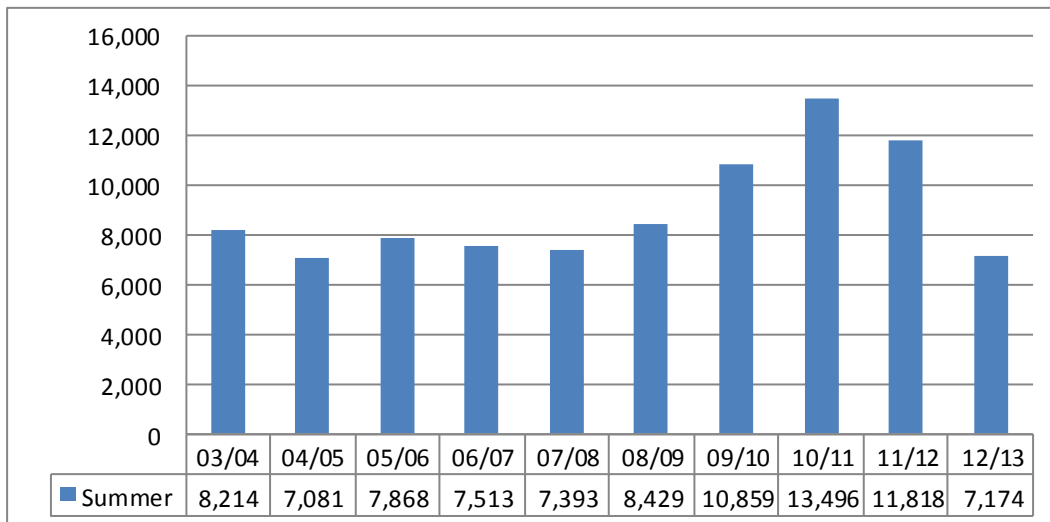


Chart 3, *Fifteenth Day Demographic profiles Summer 2010/2011 through 2012/2013*

	Summer 2010/2011		Summer 2011/2012		Summer 2012/2013		2011-2013 Net Change	% Change Summer 2011 to 2013
	Enrollment	% Total	Enrollment	% Total	Enrollment	% Total		
Headcount	1,302		1,135		780		-522	-40.1%
F.T.E	901		786		478		-423	-46.9%
Full-time Credit Hours	9,763	72.2%	8,557	72.6%	3,936	54.86%	-5,827	-59.7%
Part-time Credit Hours	3,753	27.8%	3,233	27.4%	3,238	45.14%	-515	-13.7%
Total Credit Hours	13,516		11,790		7,174		-6,342	-46.9%
Average Credit Hours per Student	10.38		10.39		9.20		-1.18	-11.4%
GENDER								
Total Females	863	66.3%	754	66.4%	552	70.8%	-311	-36.0%
Total Males	439	33.7%	381	33.6%	228	29.2%	-211	-48.1%
FULL-TIME / PART-TIME STATUS								
Full-time Students	753	57.8%	651	57.4%	304	39.0%	-449	-59.6%
Part-time Students	549	42.2%	484	42.6%	476	61.0%	-73	-13.3%
Females: Full-time	487	37.4%	439	38.7%	210	26.9%	-277	-57%
Females Part-time	376	28.9%	315	27.8%	342	43.8%	-34	-9.0%
Males Full-time	266	20.4%	212	18.7%	94	12.1%	-172	-64.7%
Males Part-time	173	13.3%	169	14.9%	134	17.2%	-39	-22.5%
AGE								
Enrolled in high school and College this term	3	0.2%	3	0.3%	11	1.4%	8	266.7%
First time enrolled in college and under 18 years	1	0.1%	0	0.0%	0	0.0%	-1	-100.0%
18-24	470	36.1%	461	40.6%	252	32.3%	-218	-46.4%
25-30	287	22.0%	264	23.3%	169	21.7%	-118	-41.1%
31-40	284	21.8%	228	20.1%	185	23.7%	-99	-34.9%
41 and older	256	19.7%	179	15.8%	163	20.9%	-93	-36.3%
RACE / ETHNICITY								
American Indian/Alaskan Native	5	0.4%	4	0.4%	4	0.5%	-1	-20.0%
Asian/Pacific Islander/Native Hawaiian	7	0.5%	4	0.4%	5	0.6%	-2	-28.6%
Black/Non-Hispanic	31	2.4%	40	3.5%	19	2.4%	-12	-38.7%
Hispanic	7	0.5%	3	0.3%	5	0.6%	-2	-29%
White/Non-Hispanic	1,160	89.1%	1,027	90.5%	714	91.5%	-446	-38.4%
Other/Unknown	92	7.1%	57	5.0%	27	3.5%	-65	-70.7%
COUNTY of RESIDENCE								
Ohio counties								
Belmont	643	49.4%	545	48.0%	374	47.9%	-269	-49.4%
Guernsey	100	7.7%	87	7.7%	73	9.4%	-27	-27.0%
Harrison	155	11.9%	117	10.3%	70	9.0%	-85	-54.8%
Jefferson	86	6.6%	100	8.8%	42	5.4%	-44	-51.2%
Monroe	82	6.3%	93	8.2%	80	10.3%	-2	-2.4%
Other Ohio counties	71	5.5%	48	4.2%	42	5.4%	-29	-40.8%
West Virginia counties								
Brooke	7	0.5%	7	0.6%	6	0.8%	-1	-14.3%
Hancock	1	0.1%	1	0.1%	2	0.3%	1	100%
Marshall	56	4.3%	47	4.1%	42	5.4%	-14	-25.00%
Ohio	77	5.9%	72	6.3%	41	5.3%	-36	-46.8%
Tyler and Wetzel	7	0.5%	3	0.3%	4	0.5%	-3	-43%
Outside Ohio and West Virginia	11	0.8%	10	0.9%	4	0.5%	-7	-63.6%

Data Highlights

1. On the fifteenth day of summer quarter 2012/2013, headcount shows that 780 students were enrolled generating 7,174 credit hours. The average number of credit hours per student was 9.2. This is an overall enrollment decline with fewer credit hours per student than the previous two summers.
2. For the first time in the past three summer quarters, the percentage of students attending full-time (39%) has fallen below the percentage of students enrolled part-time (61%).
3. The percentage of male students enrolled has continued to decline at a greater rate than the number of female students. The percentage of female students is 70.8% and percentage of male students attending is 29.2%.
4. Students in the 18 to 24 years-old age group continue to be the largest group at 32.3% of all students. That percentage has declined from the 2011/2012 year when the 18-24 year-old age group made up 40.6% of enrollment.
5. The overall number of students attending in Summer 2012/2013 is lower than in the previous two years; however, the percentage of students residing in Monroe County has risen from 6.3% in 2010/2011 to 10.3% this summer.
6. The number and percentage of students residing in Harrison County has declined over the last three years from 11.9% in 2010/2011 to the current 9%.

Conclusions and Targets for Improvement

1. Explore the implementation of a strong data driven enrollment management model that merges data from financial aid, admissions, advising, academic affairs, recruitment, and enrollment patterns to facilitate decision-making for predicting and managing enrollment.
2. Fully implement a seamless college recruitment and retention model.
3. Establish enrollment goals for 2013/2014 by October/November 2012.