

AGENDA ITEM B4: ACCESS TO HIGHER EDUCATION
BOARD RULE 400.0000.00
FALL ENROLLMENT STATISTICS
BOARD OF TRUSTEES MEETING: SEPTEMBER 27, 2012

Headcount and credit hour data are useful for tracking enrollment trends from year-to-year and monitoring general student persistence patterns. Demographic data generates a profile of students Belmont College serves.

This report displays data for headcount and credit hours in charts and tables. The first two charts show enrollment trends over a ten-year period, from 2003/2004 through 2012/2013. Enrollment trend charts are followed by Table I, *Highlights of Fall Enrollment, 15th day Report*. The fifteenth day snapshot provides a demographic profile of Belmont students enrolled for credit classes on the 15th day of Fall term 2012/2013.

Presentation of Data

Chart 1, *Fall enrollment trend, headcount 2003/2004 through 2012/2013*

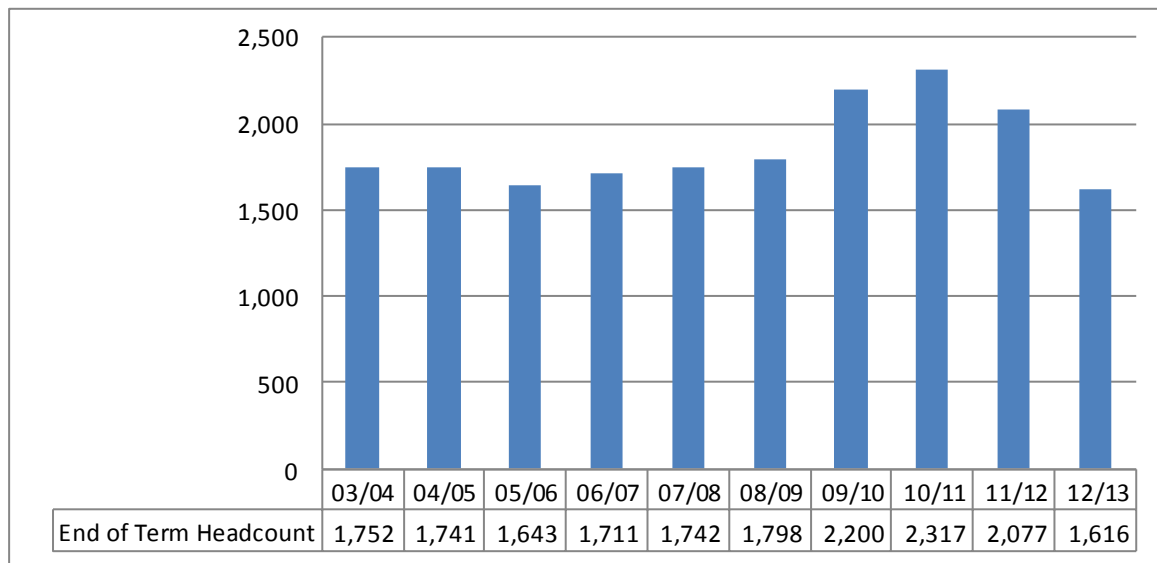


Chart 2, *Fall enrollment trend, credit hours 2003/2004 through 2012/2013*

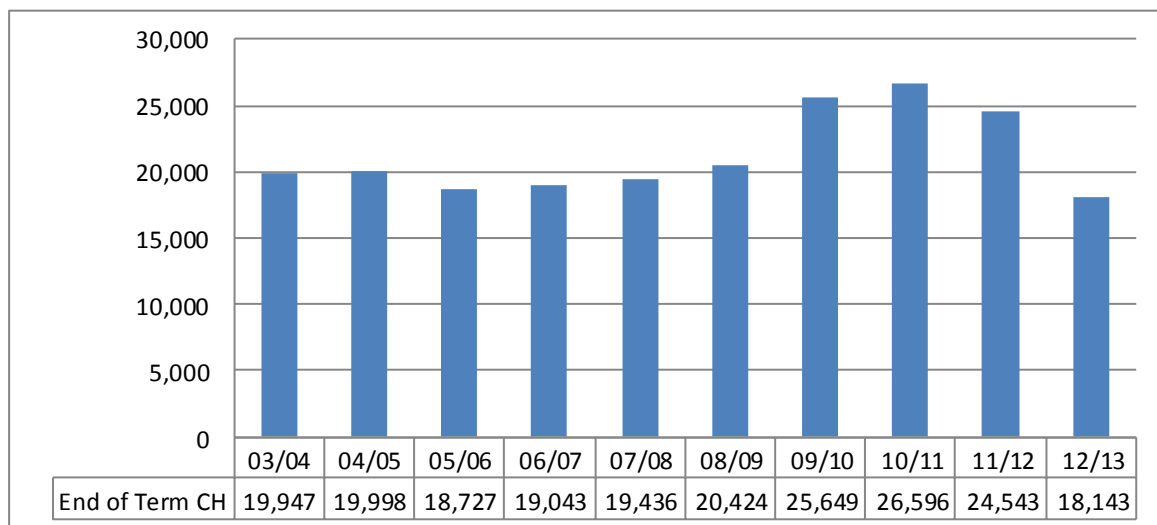


Table I, *Highlights of Fall 2012 Enrollment, 15th day report*

	Fall 2011/2012		Fall 2012/2013		Change Fall 2011 to Fall 2012	% Change Fall 2011 to 2012
	Enrollment	% Total	Enrollment	% Total		
Total Headcount	2,063		1,616		-447	-21.7%
F.T.E	1,631		1,210		-422	-25.9%
Full-time Credit Hours	20,537	83.93%	13,776	75.93%	-6,761	-32.9%
Part-time Credit Hours	3,934	16.07%	4,367	24.07%	433	11%
Total Credit Hours	24,470		18,143		-6,327.5	-25.9%
Average Credit Hours per Student	11.86		11.23		-0.63	-5.3%
GENDER						
Total Females	1,362	66.0%	1,077	66.6%	-285	-20.9%
Total Males	701	34.0%	539	33.4%	-162	-23.1%
FULL-TIME / PART-TIME STATUS						
Full-time Students	1,520	73.7%	1,026	63.5%	-494	-32.5%
Part-time Students	543	26.3%	590	36.5%	47	8.7%
Females Full-time	1,004	48.7%	658	40.7%	-346	-34.5%
Females Part-time	258	12.5%	419	25.9%	161	62.4%
Males Full-time	516	25.0%	368	22.8%	-148	-29%
Males Part-time	185	9.0%	171	10.6%	-14	-7.6%
AGE						
Enrolled in high school and College this term	43	2.1%	40	2.5%	-3	-7.0%
18-24	958	46.4%	705	43.6%	-253	-26.4%
25-30	395	19.1%	294	18.2%	-101	-25.6%
31-40	394	19.1%	323	20.0%	-71	-18%
40 and older	272	13.2%	254	15.7%	-18	-6.6%
RACE / ETHNICITY						
American Indian/Alaskan Native	8	0.4%	6	0.4%	-2	-25.0%
Asian/Pacific Islander/Native Hawaiian	7	0.3%	8	0.5%	1	14.3%
Black/Non-Hispanic	67	3.2%	57	3.5%	-10	-14.9%
Hispanic	10	0.5%	2	0.1%	-8	-80%
White/Non-Hispanic	1,865	90.4%	1,478	91.5%	-387	-20.8%
Other/Unknown	105	5.1%	65	4.0%	-40	-38.1%
COUNTY of RESIDENCE						
Ohio counties						
Belmont	1,050	50.9%	842	52.1%	-208	-19.8%
Guernsey	140	6.8%	111	6.9%	-29	-20.7%
Harrison	225	10.9%	170	10.5%	-55	-24.4%
Jefferson	149	7.2%	124	7.7%	-25	-16.8%
Monroe	164	7.9%	142	8.8%	-22	-13.4%
Other Ohio counties	88	4.3%	63	3.9%	-25	-28.4%
West Virginia counties						
Brooke	11	0.5%	9	0.6%	-2	-18.2%
Hancock	2	0.1%	0	0.0%	-2	-100%
Marshall	87	4.2%	67	4.1%	-20	-23%
Ohio	128	6.2%	83	5.1%	-45	-35.2%
Tyler and Wetzel	8	0.4%	2	0.1%	-6	-75%
Outside Ohio and West Virginia	4	0.2%	1	0.1%	-3	-75%
County of residence not reported	7	0.3%	2	0.1%	-5	-71%

Data Highlights

On the 15th day of the Fall 2012/2013 semester, there were 447 fewer students compared to the 15th day enrollment numbers from Fall2011/2012 and 6,327 fewer credit hours. This is approximately 8.4% below the credit hour goal.

Program Enrollment Highlights

- The number of students enrolled in the Associate of Science-General (ASG) program for Fall 2012/2013 has decreased by 126 students, or 26%, since last year. The ASG program is predominately nursing students taking the pre-requisite courses before being accepted into the Registered Nursing or Practical Nursing programs.
- There is a decrease in enrollment in all of the Allied Health programs except for the Registered Nursing program which had an enrollment increase of 5 students.
- The Medical Assisting program had a decrease of 21 students, or 17%, from last year.
- Mental Health Technology had a decrease of 24 students, or 25% from last year.
- Firefighter/Paramedic had a decrease of 14 students, or 61%, from last year.
- Practical Nursing had a decrease of 31 students, or 39% from last year.
- The Radiology program had a decrease of 23 students, or 43%, from last year.
- The number of students enrolled in the Building Preservation and Restoration program for Fall 2012/2013 decreased 22 students, or 55%, since last year.
- The number of students enrolled in the Criminal Justice program for Fall 2012/2013 decreased 23 students, or 30%, since last year.
- The number of students enrolled in the Industrial Trades - HVAC program for Fall 2012/2013 decreased 17 students, or 40%, since last year.
- The number of students enrolled in the Industrial Electronics Technology program for Fall 2012/2013 decreased 35 students, or 34%, since last year.

Student Classification Highlights

- The breakdown of enrollment by UGA code reveals a decrease in all categories.
 - Enrollment of **First time from high school** students decreased 15 students (7.5%) from last year.
 - **Other first time** student enrollment decreased 64 students (43.8%) from last year.
 - **Continuing student** enrollment decreased 300 students (22.5%) from last year. Over the last six years, the percentage of continuing students in fall terms has ranged from 53.7% to 64.7%. Out of the total Fall 2012/2013 enrollment, 64.0% were continuing students.
 - **Returning student** enrollment decreased 19 students (8.8%) from last year.
 - **Transfer student** enrollment is down by 46 students (33.3%) from last year.
 - **High School student** (postsecondary) enrollment is down by 3 students (7.0%) from last year.

Location Highlights

- The number of students enrolled in at least one course at the **Harrison County Center** decreased 45 students (21.4%) from last year.
- The number of students enrolled in at least one course at the **Monroe County Center** decreased 2 students (1.7%) from last year.
- The number of students enrolled in at least one course at the **Main Campus** decreased 447 students (21.7%) from last year.

High School District Highlights

- Enrollment numbers by High School District decreased in all school districts except Martins Ferry and Union Local. The number of students enrolled from Martins Ferry has increased by 4 students from last year. The number of students enrolled from Union Local increased by 19 students from last year, but this increase followed a year in which there was a significant drop from the previous year; from 26 students in Fall 2010/2011 to 7 students in Fall 2011/2012 and then back up to 26 students this year.
 - Barnesville had a decrease of 9 students enrolled from last year.
 - Harrison Central had a decrease of 7 students enrolled from last year.
 - Switzerland of Ohio schools (Beallsville, Monroe Central and River) had a decrease of 19 students enrolled from last year.
 - Bridgeport and Shadyside stayed consistent with number of students enrolled this year vs. last year; 7 students are enrolled from Bridgeport this fall; Shadyside has 13 students enrolled this fall.

HS DISTRICT	<u>Fall</u> <u>2008/2009</u>	<u>Fall</u> <u>2009/2010</u>	<u>Fall</u> <u>2010/2011</u>	<u>Fall</u> <u>2011/2012</u>	<u>Fall</u> <u>2012/2013</u>
Barnesville	24	20	31	20	11
Bellaire	19	13	12	19	13
Bridgeport	9	14	11	7	7
Harrison Central	17	14	23	23	16
Martins Ferry	27	20	28	16	20
St. Clairsville/Richland City Schools	20	24	21	25	20
Shadyside	13	12	16	13	13
Switzerland of Ohio	47	26	30	29	10
Union Local	28	29	26	7	26

Trustees Scholarship Highlights

- Trustees Scholarships were awarded to 168 new students enrolled this fall 2012/2013 semester. This number is one less than the number of scholarships awarded last year; 169 new students enrolled in Fall 2011/2012 were awarded the Trustees Scholarship.

General Highlights

1. The percentage of students enrolled on a part time basis has increased from approximately 26% in the last fall quarter, to 36.5% in the current fall semester.
2. The number of part-time students continues to increase as the number of full-time students continues to decrease. Among both groups each student is taking fewer credit hours.
3. The number of females attending full-time this fall has decreased by 34.5%, while the number of females attending part-time has increased by 62.4%.
4. The number of students attending the College in 2012/2013 who reside in Belmont County has decreased by 208 students, or 19.8%, since last year.
 - The number of students who reside in Harrison County has decreased by 55 students, or 24.4%.
 - The number of students who reside in Monroe County has decreased by 22 students, or 13.4%.
5. The number of students who reside in Ohio County in West Virginia has decreased by 45 students, or 35.2% since last year, and the number of students who reside in Marshall County has decreased by 20 students, or 23%.

General Conclusions

General reasons for enrollment declines among community colleges state-wide and nationally are multivariate. They include, but are not limited to:

1. Conversion to a semester calendar.
2. There have been many changes in the Title IV federal financial aid rules with very little time for institutions and students to plan ahead and adjust to the changes. This, at a time of calendar conversion to semesters when students **MUST** complete on time and go to college in the summer when financial aid is most likely not available to them!

For example, the **Pell Lifetime Rule** states that once a student receives 600% of Pell Grant dollars or six years of full-time student status they are no longer eligible to receive the Pell Grant. If they receive 501% to 599% they can receive a reduced Pell Grant based upon the percent they have remaining (up to 600%). So, for example, if they have used 550%, they can get 50% of their year's Pell Grant.

At Belmont College there are 100 students who had Belmont College on their FAFSA who were on the Pell lifetime list of 500% or more. 49 of these students have some eligibility and 51 have no Pell remaining. 49 of them enrolled this fall. Of the 49 who enrolled, 24 were still able to receive some Pell Grant dollars.

3. A general decline in high school graduation rates.
4. A state unemployment rate of 6.7% and an unemployment rate in Belmont County of 6.2% pull prospective students more toward employment opportunities than toward college classes.

Targets for Improvement

In the Fall 2011/2012 Monitoring Report, the following conclusions were presented:

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 be an emphasis on creating an integrated marketing function.

In general, the College failed to progress significantly on the majority of the items listed. While a new marketing department has been formed, it has been unsuccessful in meeting challenges presented above. Organizationally, the College is not equipped to move forward on the challenges. There needs to be a major adjustment to the organization for these items to be addressed successfully.

The College needs a Chief Enrollment Officer to lead the development of enrollments and specific marketing plans. Recruitment and Student Services must be brought under the same roof. There is too much dysfunction present which impedes progress in aggressively meeting the challenges of a shrinking student population.

Many challenges exist with respect to academic program enrollments. With nearly every program enrollment down, much work needs to be done to determine program viability. The new program development function is not producing an acceptable level of new programs. The Transfer degree programs (AA and AS) lack significant articulation agreements with Ohio public universities in order to make them attractive. Innovative program structures are not being created to expand the reach of the College into the adult and non-traditional markets.

Much work needs to be done to reverse the downward spiral of enrollment. The work will commence immediately.