

AGENDA ITEM B4: ACCESS TO HIGHER EDUCATION
BOARD RULE 400.0000.00
TERM ENROLLMENT STATISTICS
BOARD OF TRUSTEES MEETING: JULY 25, 2013

Term enrollment statistics for summer semester 2013 are shown in Charts I and II. Headcount on the 15th day of summer semester 2013/2014 is compared with the summer headcount during previous summer quarters at the end of term over the past nine years. Chart I shows summer semester 2013/2014 headcount to be 633.

Chart II compares end of term quarter credit hours for the most recent nine summer quarters with semester credit hours of enrollment on the 15th day of summer semester 2013/2014. The total number of semester credit hours on the 15th day of this term was 7,014. Table I displays the summer semester 2013/2014 student demographic profile as of the 15th day of the term to that of the summer term 2012/2013.

Presentation of Data

Chart I, *Ten-year trend, summer headcount 2004/2005 through 2013/2014*

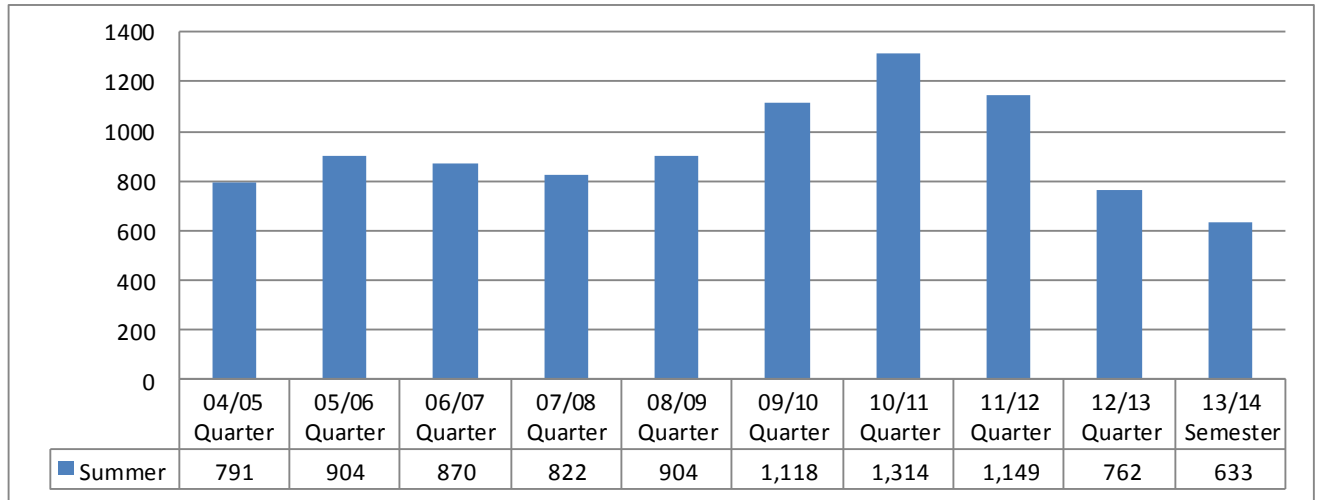


Chart II, *Ten-year trend, summer credit hours 2004/2005 through 2013/2014*

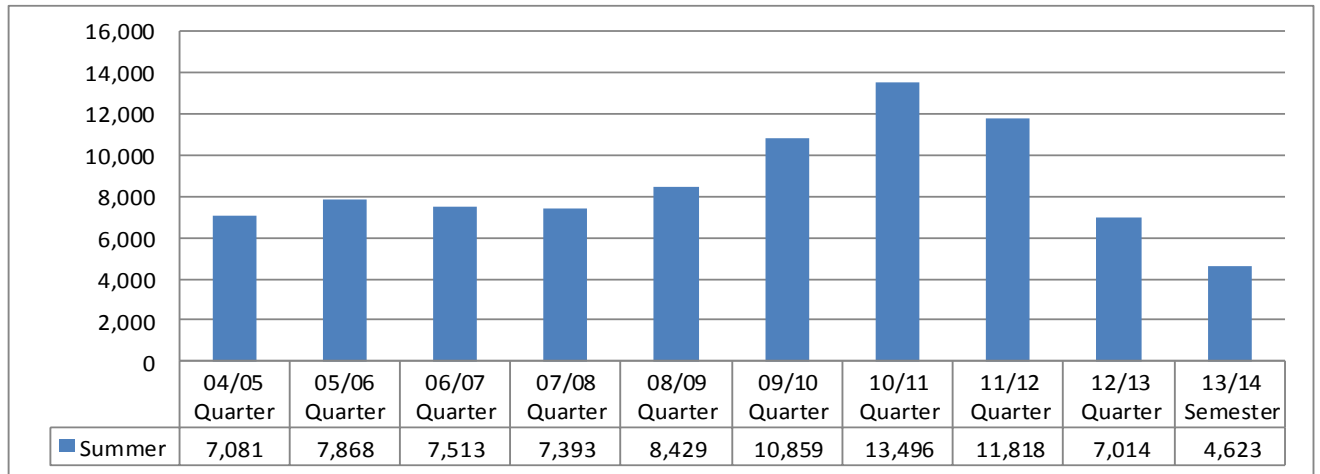


Table I, *Fifteenth Day Demographic profiles Summer 2012/2013 and 2013/2014*

	Summer 2012/2013		Summer 2013/2014		2012-2013 Net Change	% Change Summer 2012/13 to 2013/14
	Number	% Total	Number	% Total		
Headcount	780		633		-147	-18.8%
F.T.E	478		308		-170	-35.6%
Full-time Credit Hours	3,936	54.86%	1,286	27.8%	-2,650	-67.3%
Part-time Credit Hours	3,238	45.14%	3,337	72.2%	99	3.1%
Total Credit Hours	7,174		4,623		-2,551	-35.6%
Average Credit Hours per Student	9.20		7		-1.89	-20.6%
GENDER						
Total Females	552	70.8%	425	67.1%	-127	-23.0%
Total Males	228	29.2%	208	32.9%	-20	-8.8%
FULL-TIME / PART-TIME STATUS						
Full-time Students	304	39.0%	102	16.1%	-202	-66.4%
Part-time Students	476	61.0%	531	83.9%	55	11.6%
Females: Full-time	210	26.9%	51	8.1%	-159	-76%
Females Part-time	342	43.8%	374	59.1%	32	9.4%
Males Full-time	94	12.1%	51	8.1%	-43	-45.7%
Males Part-time	134	17.2%	157	24.8%	23	17.2%
AGE						
Enrolled in high school and College this term	11	1.4%	2	0.3%	-9	-81.8%
18-24	252	32.3%	274	43.3%	22	8.7%
25-30	169	21.7%	115	18%	-54	-32.0%
31-40	185	23.7%	127	20.1%	-58	-31%
41 and older	163	20.9%	115	18.2%	-48	-18.8%
RACE / ETHNICITY						
American Indian/Alaskan Native	4	0.5%	0		-4	-100%
Asian/Pacific Islander/Native Hawaiian	5	0.6%	3	0.5%	-2	-40%
Black/Non-Hispanic	19	2.4%	13	2.1%	-6	-31.6%
Hispanic	5	0.6%	6	0.9%	1	20%
White/Non-Hispanic	714	91.5%	596	94.2%	-118	-16.5%
Other/Unknown	27	3.5%	5	0.8%	-22	-81%
Two or more races	6	0.77%	10	1.6%	4	66.7%
COUNTY of RESIDENCE						
Ohio counties						
Belmont	374	47.9%	311	49.1%	-63	-16.8%
Guernsey	73	9.4%	51	8.1%	-22	-30.1%
Harrison	70	9.0%	52	8.2%	-18	-25.7%
Jefferson	42	5.4%	46	7.3%	4	9.5%
Monroe	80	10.3%	63	10.0%	-17	-21.3%
Other Ohio counties	42	5.4%	33	5.2%	-9	-21.4%
West Virginia counties						
Brooke	6	0.8%	2	0.3%	-4	-66.7%
Hancock	2	0.3%	0	0%	-2	-100%
Marshall	42	5.4%	34	5.4%	-8	-19.0%
Ohio	41	5.3%	35	5.5%	-6	-14.6%
Tyler and Wetzel	4	0.5%	2	0.3%	-2	-50%
Outside Ohio and West Virginia	4	0.5%	4	0.6%	0	0%

Data Highlights

1. On the fifteenth day of summer term 2013/2014, there were 633 students enrolled in 4,623 credit hours. The headcount goal is 750 and the credit hour goal is 4,607.
2. The difference in headcount from the summer of 2012/2013 to the summer of 2013/2014 is -18.8%, and the difference in credit hours is -35.6%. *Note that comparing quarter-credit hours (from summer 2012/2013) to semester-credit hours (in summer 2013/2014) may not be an accurate or true comparison. The quarter calendar espouses four terms (fall, winter, spring and summer). The semester calendar espouses three terms (fall, spring and summer). Therefore, a term-to-term comparison is most likely statistically insignificant.
3. The average number of credit hours per student has decreased from 9.2 in 2012/2013 to 7 in 2013/2014.
4. High school enrollment decreased by 81.8% or 9 students this summer.

Conclusions and Targets for Improvement

1. Because of changing market conditions and demographic trends, the college needs to re-align the institution's systems and processes with the Ohio completion agenda to ensure that resources are focused on facilitating student retention and completion.
2. Continue to focus on quality initiatives with data-driven decision-making and evidenced-based practice.
3. Develop and implement the unit plans of the college Strategic Plan once finalized. The unit plans will specify tactics for recruitment, enrollment management, marketing, retention, program development, fiscal innovation, technical innovation and support, institution research and student advising and development that will augment student completion and success.
4. Focus on the recruitment of adults students.
5. Continue new and existing program development to expand enrollment and attract new markets.
6. Continue to develop the recruitment, enrollment services, and communication functions of the college to assist with expansion of the inquiry pool, number of applications, yield/conversion rates, and website development. Continue to develop the Admissions, and Advising Model to augment the enrollment, retention/persistence, and graduation rates.
7. Investigate developing a marketing research function to inform enrollment services, program development, and other college decision-making.