

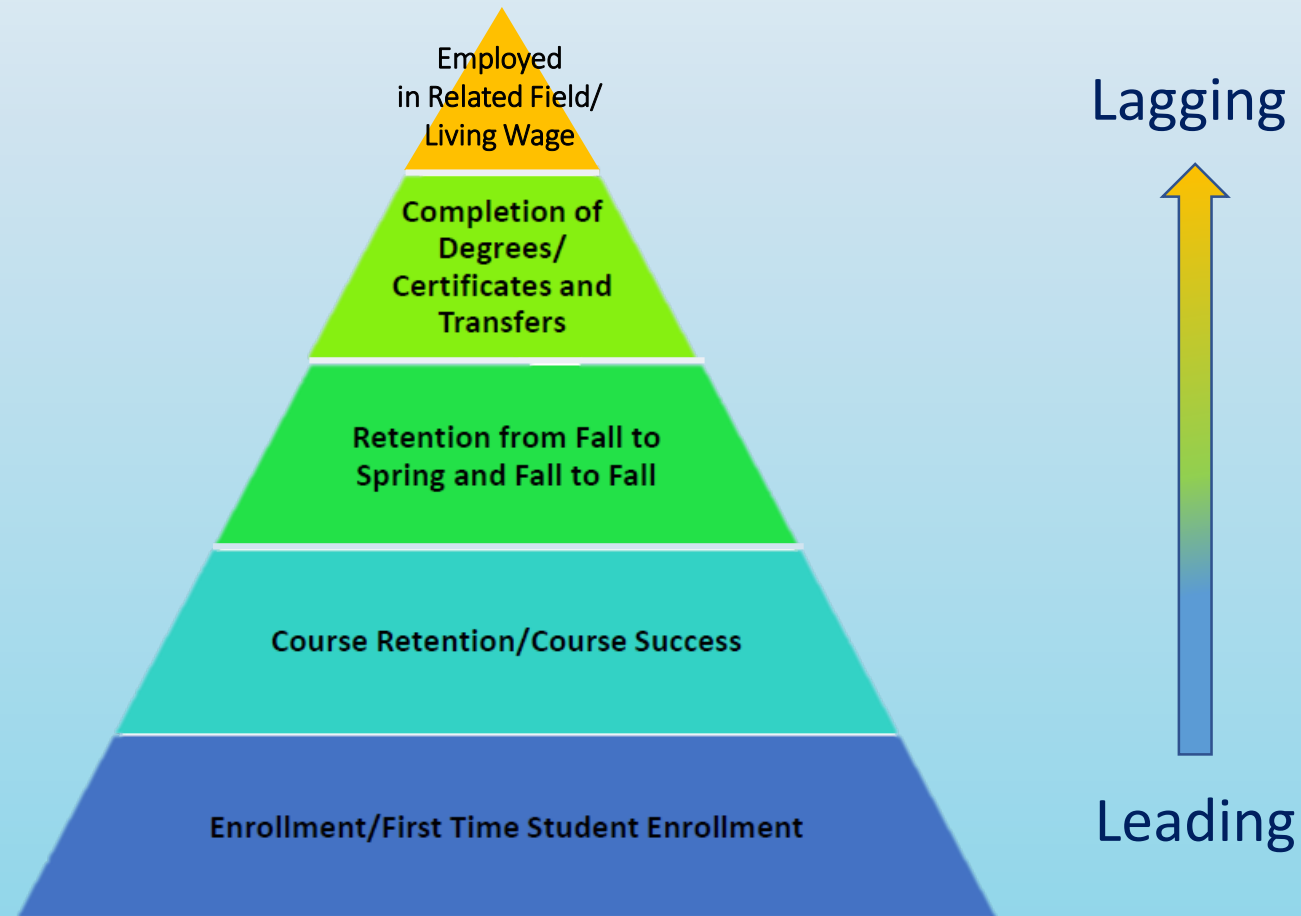
State Center Community College District



Trustee Fellowship: Key Performance Indicators (KPIs)

Enrollment Presentation

SCCCD-approved KPIs



Key Performance Indicator Pyramid

Definitions

- Headcount, unduplicated: The total number of students enrolled. A student enrolled at multiple colleges or in multiple courses increases the count by one. This is a count of students, not a count of course seats filled. Includes all student types by resident status, funding method, all courses (credit and non-), and all programs.
- Enrollment count, duplicated: Total number of students engagements, where a student enrolled at multiple colleges or in multiple courses increases the count with each enrolled instance.
- FTES: Full Time Equivalent Student, a state apportionment, funding-related outcome of the calculation summing Total Hours of enrollments reported to CCCC MIS over a certain time period, divided by 525.
- Central Valley data: Includes all California Community Colleges of the Central Mother Lode region between Stockton (Delta College) and Taft
- Pre-pandemic: Academic Year 2019-2020 (or before)
- SE Asian student subgroup: Unduplicated headcount includes any student who at any point indicated identifying with SE Asian racial/ethnic groups: Burmese (Myanmar), Cambodian, Hmong, Indonesian, Laotian, Taiwanese, or Vietnamese. SE Asian headcounts herein include these students, regardless of whether they ever indicated identifying as Hispanic or Multi-ethnic, so numbers will not match IPEDS reporting.

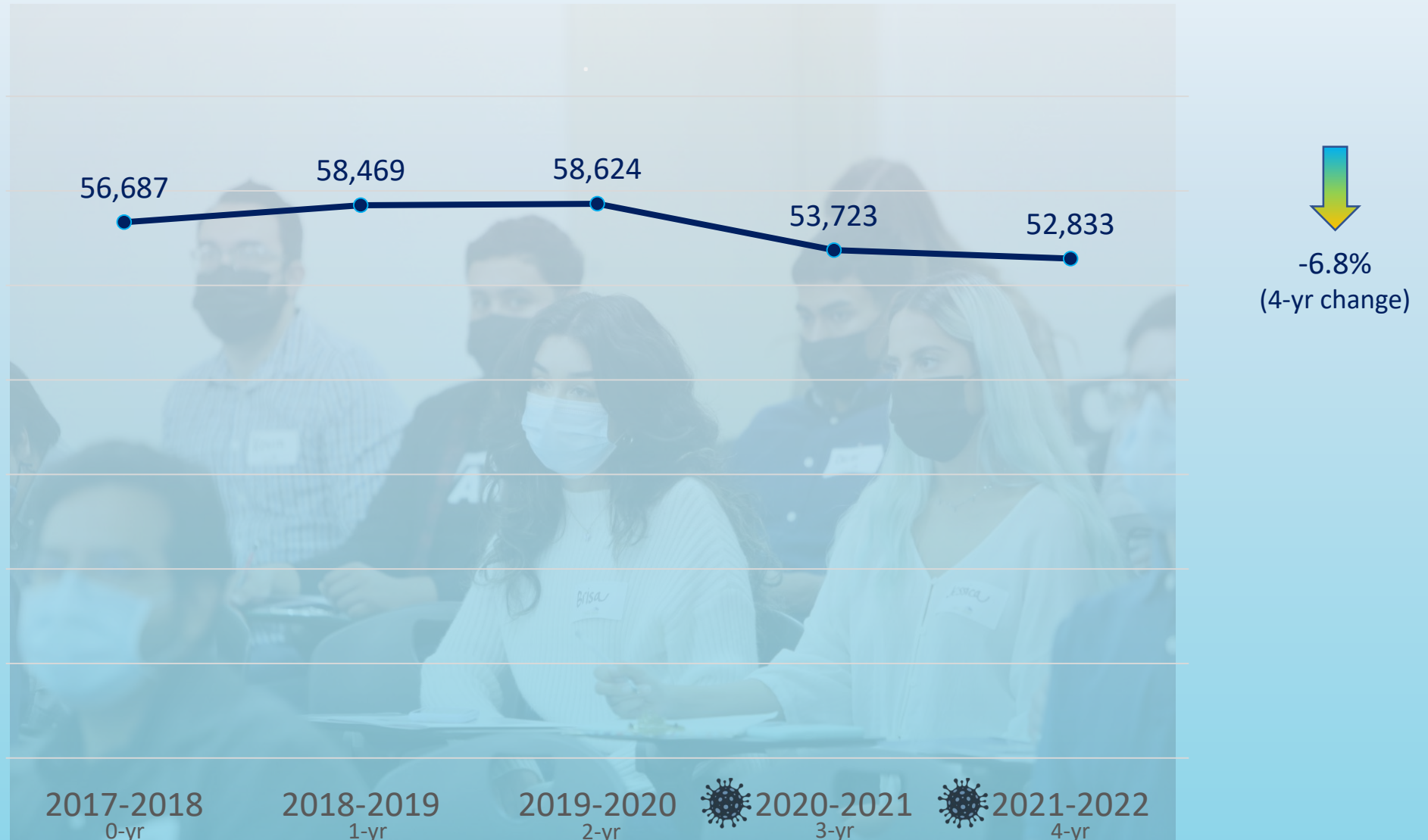
Data Sources

- Internal Enrollment Data Source: Enrollment Management Dashboard
- SCCC Info Book (WEB) Dashboard, <https://www.sccd.edu/departments/educational-services-and-institutional-effectiveness/research-and-institutional-effectiveness/index.html>
- CCCC MIS Data Mart: datamart.cccco.edu

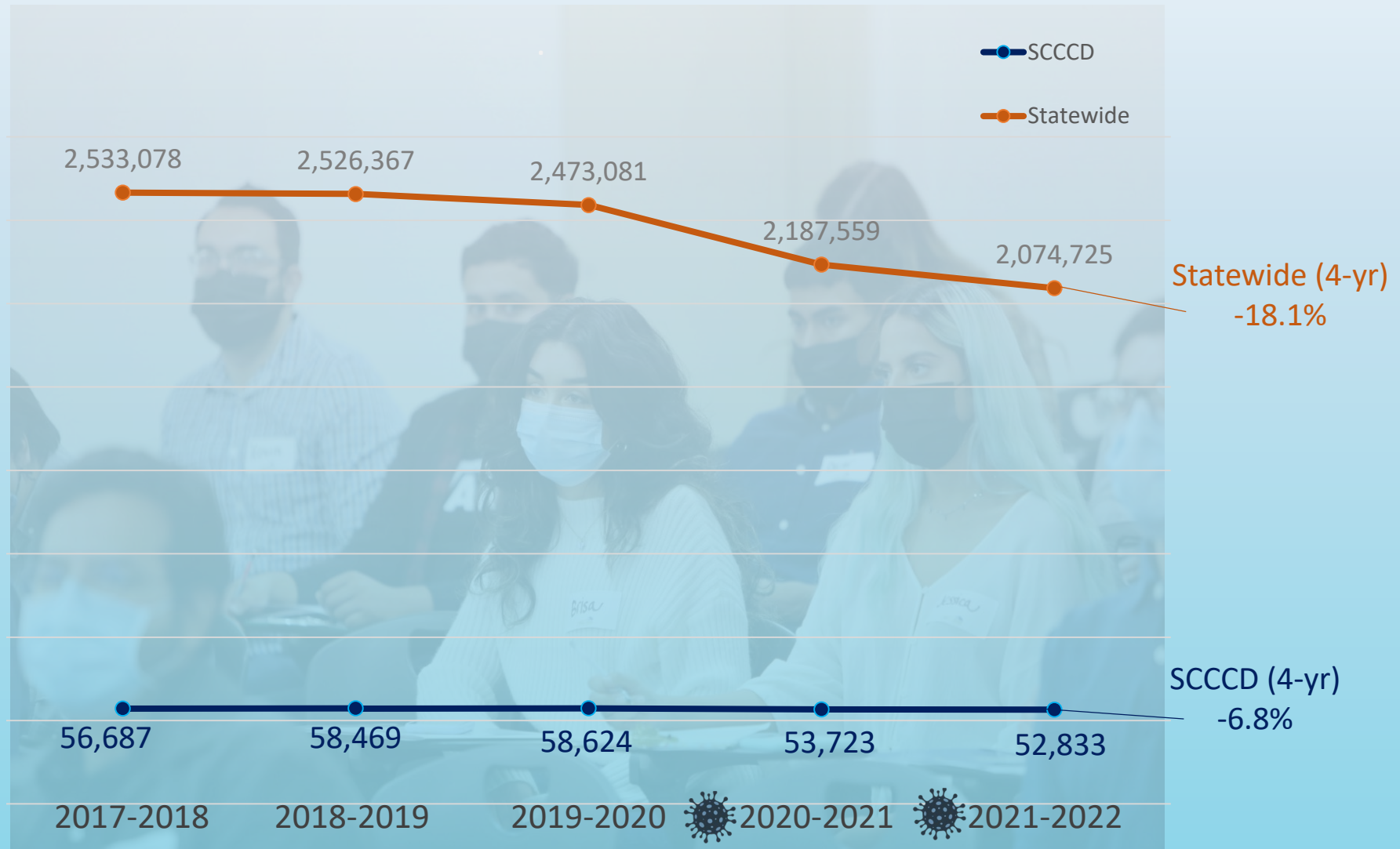
District Enrollment: Overall



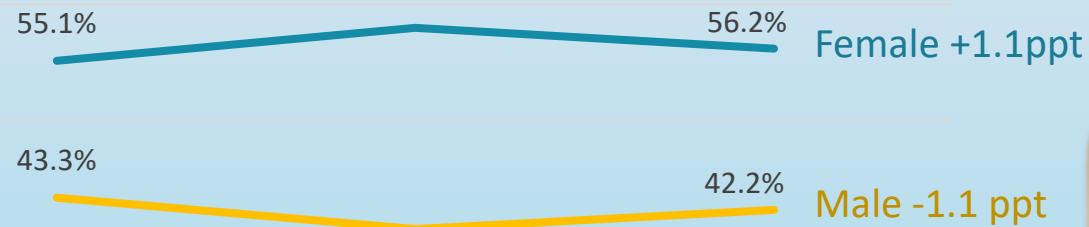
Overall Student Headcount: Pandemic Impact



Drop in **Statewide** student headcounts was greater than the enrollment impact in our District



COVID Impact on Gender Proportions Reveals Missing Males Before *and* During Pandemic



2019-2020



2020-2021

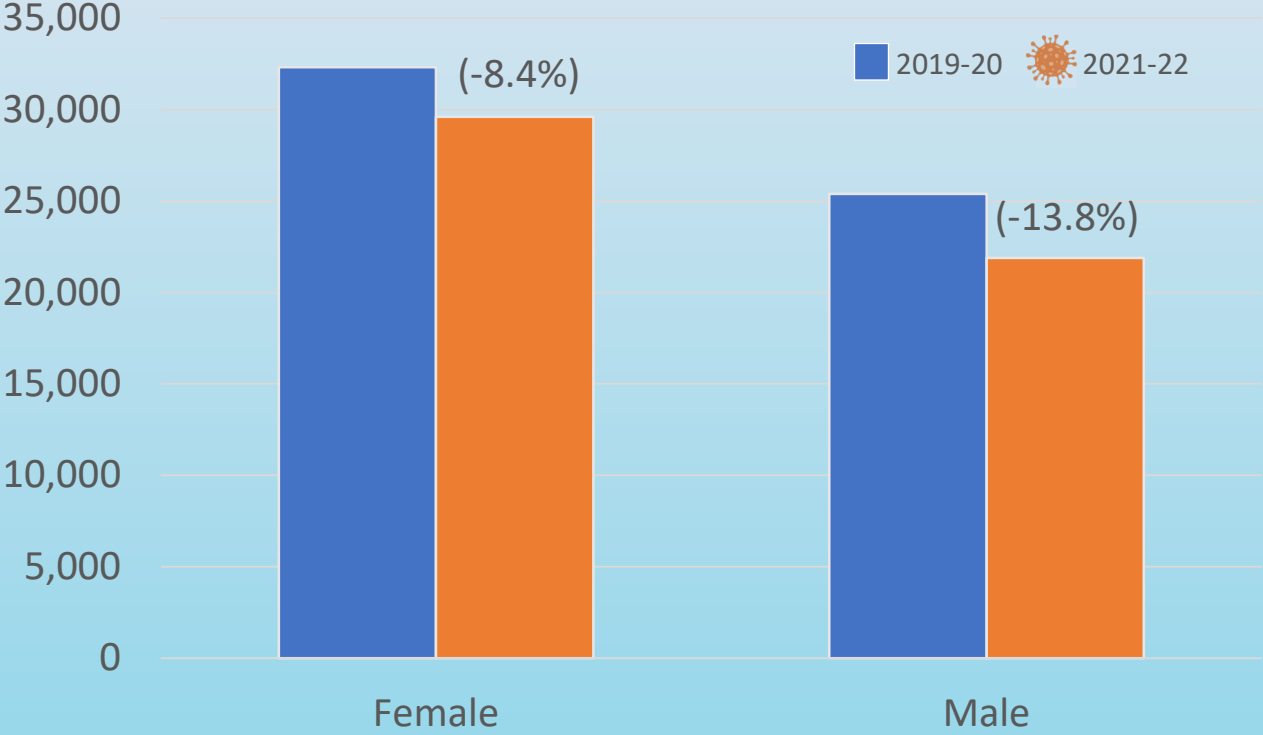


2021-2022

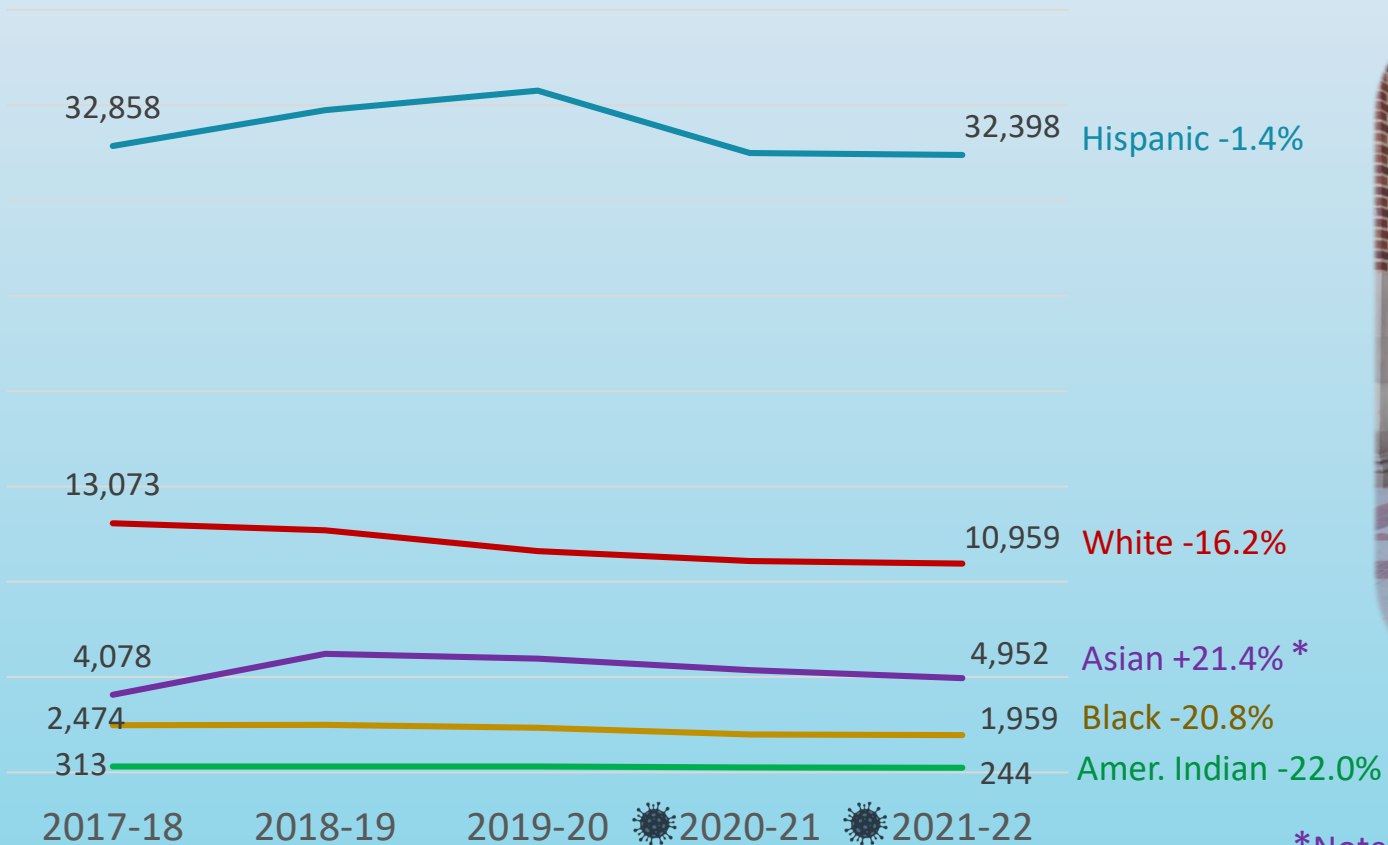


Greater impact on Male Student Headcounts compared to Females

Before vs. **During COVID** (2-yr %change)



Headcount trends vary by student race/ethnicity



*Note: SE Asian headcount increase is +22.1% over a 5-year period

Decrease in Racial/Ethnic Diversity by Headcounts and by Proportions Before vs. During COVID

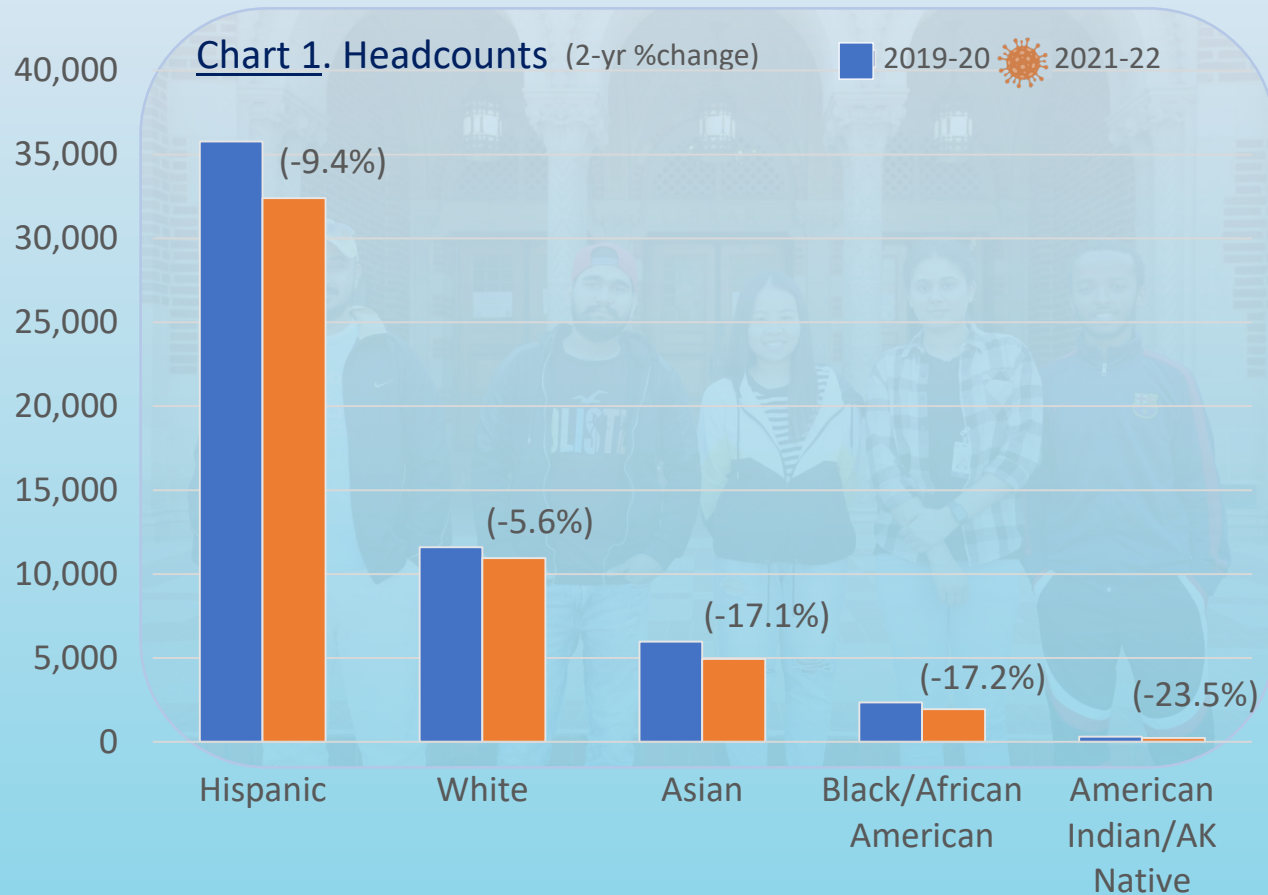


Table 1. Proportions of student population by Ethnicity

% student population	Hispanic	White	Asian	Black/Afr. Amer.	Amer. Indian
2019-2020	61.0%	19.8%	10.2%	4.0%	0.54%
2021-2022	61.3%	20.7%	9.4%	3.7%	0.46%
2-yr change	+0.3 ppt	+0.9 ppt	-0.8 ppt	-0.3 ppt	-0.08 ppt

SE Asian subgroup, disaggregated: Headcounts and Proportions Before vs. During COVID

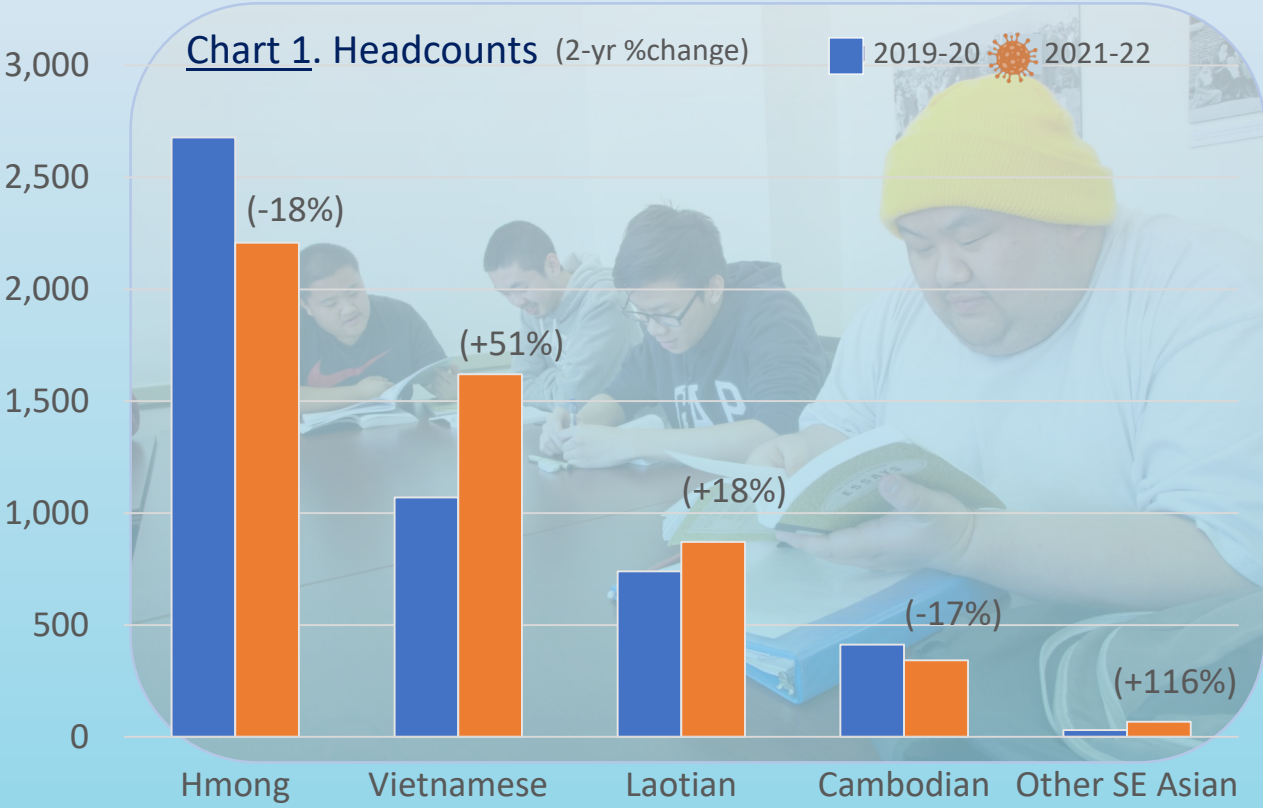
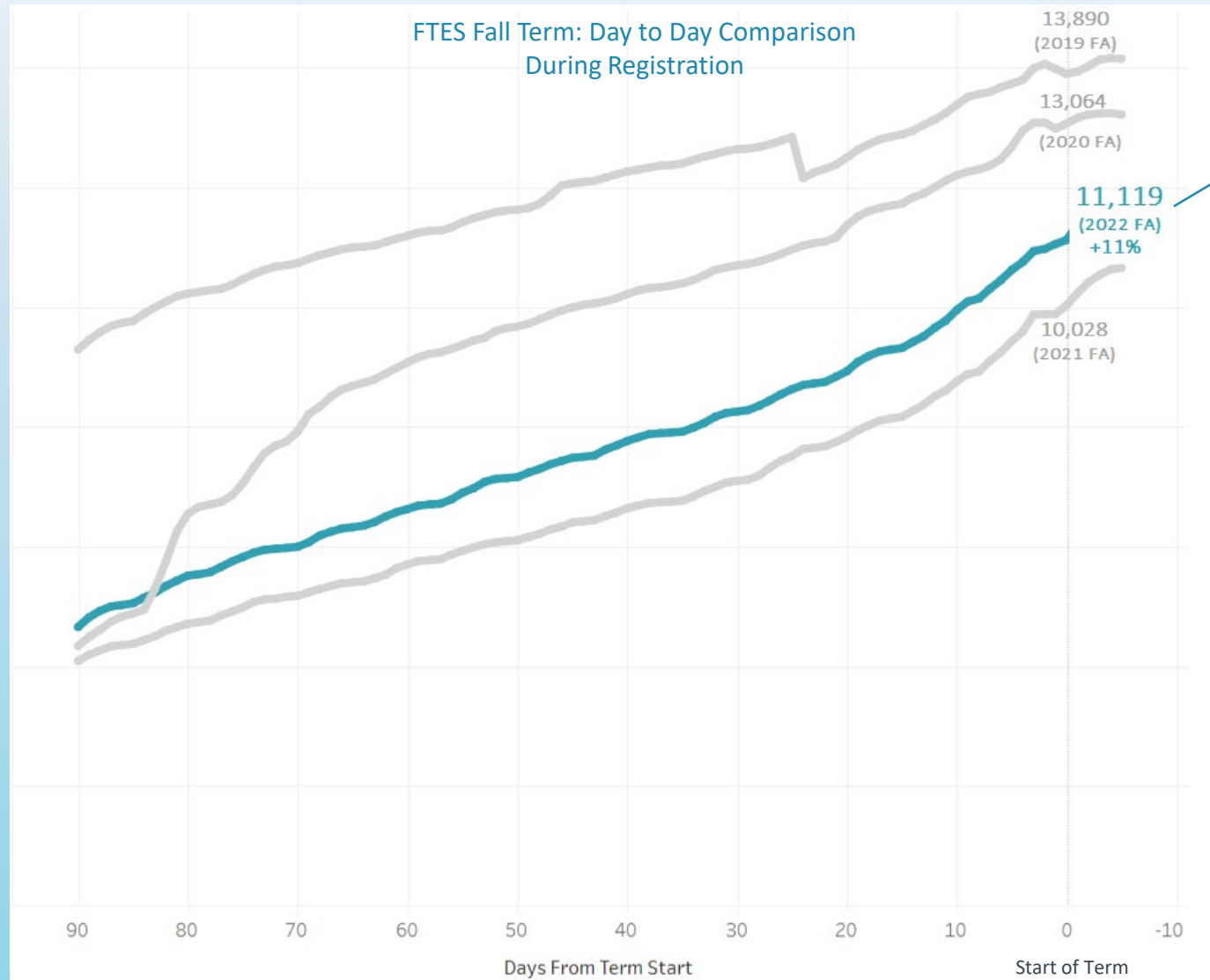


Table 1. Proportions of student population by SE Asian subgroup

% student population	Hmong	Vietnamese	Laotian	Cambodian	Other SE Asian
2019-2020	4.6%	1.8%	1.3%	0.70%	0.05%
2021-2022	4.2%	3.0%	1.7%	0.64%	0.12%
2-yr change	-0.4 ppt	+1.2 ppt	+0.4 ppt	-0.06 ppt	+0.07 ppt



FTES counts are up 11% district-wide compared to last fall



2022 Fall Term

KPI Themes: Enrollment

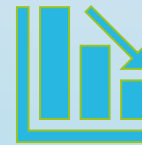
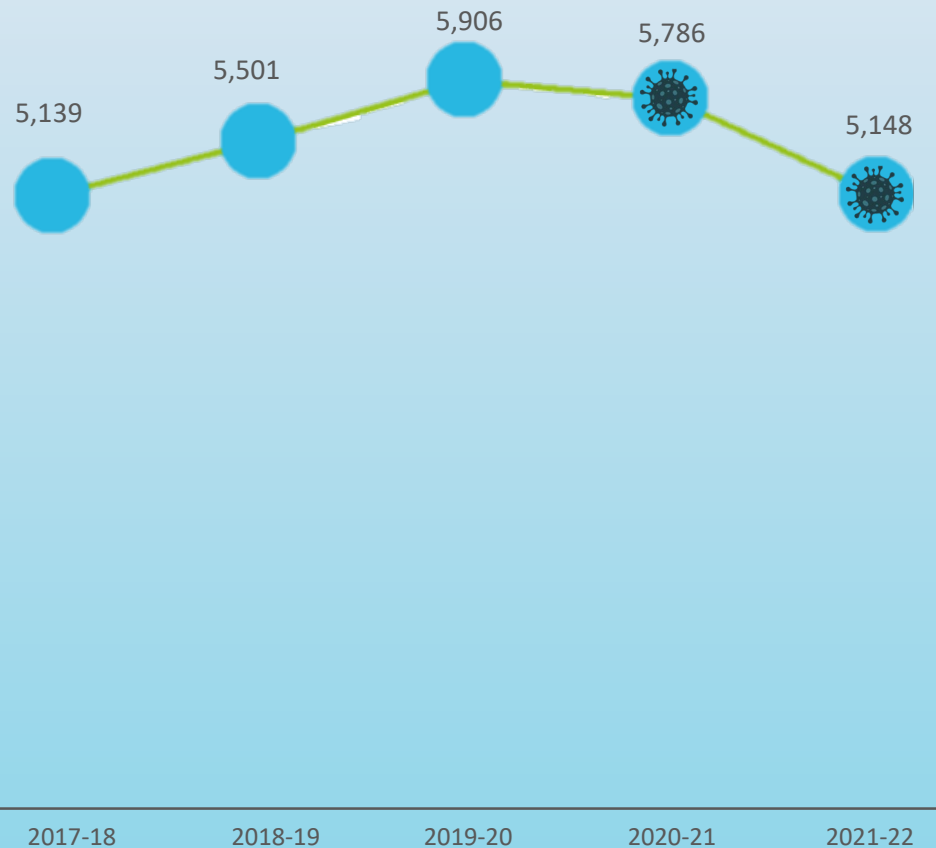
- Headcount decreases during the pandemic were greater statewide than at State Center colleges, district-wide.
- A gender gap between male and female enrollment existed pre-pandemic, and the trend for lower male enrollment persists at all State Center colleges
- 5-yr enrollment trends in racial/ethnic groups vary between colleges
- Analysis of gender by race/ethnicity shows enrollment of men of color is disproportionately impacted during COVID at some but not all colleges

Clovis Community College Enrollment



Clovis Community College

Pandemic FTES decreased at a lower rate than Statewide

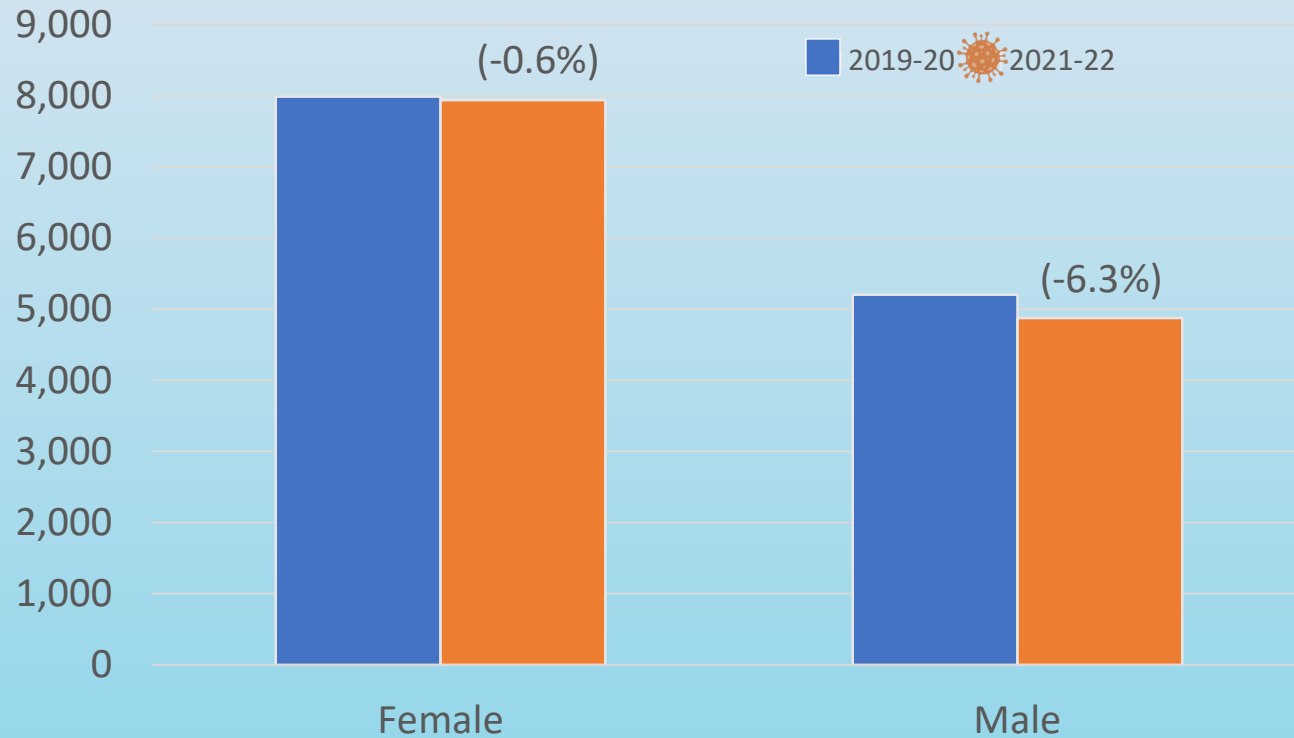


CCC: **-12.8%**
(2-yr pandemic decrease)



STATEWIDE: **-18.3%**
(2-yr pandemic decrease)

Greater impact on Male Student Headcounts compared to Females Before vs. During COVID (2-yr %change)





Increased Diversity by Headcounts and Ethnic Proportions Before vs. During COVID (2-yr %change)

Chart 1. Headcounts

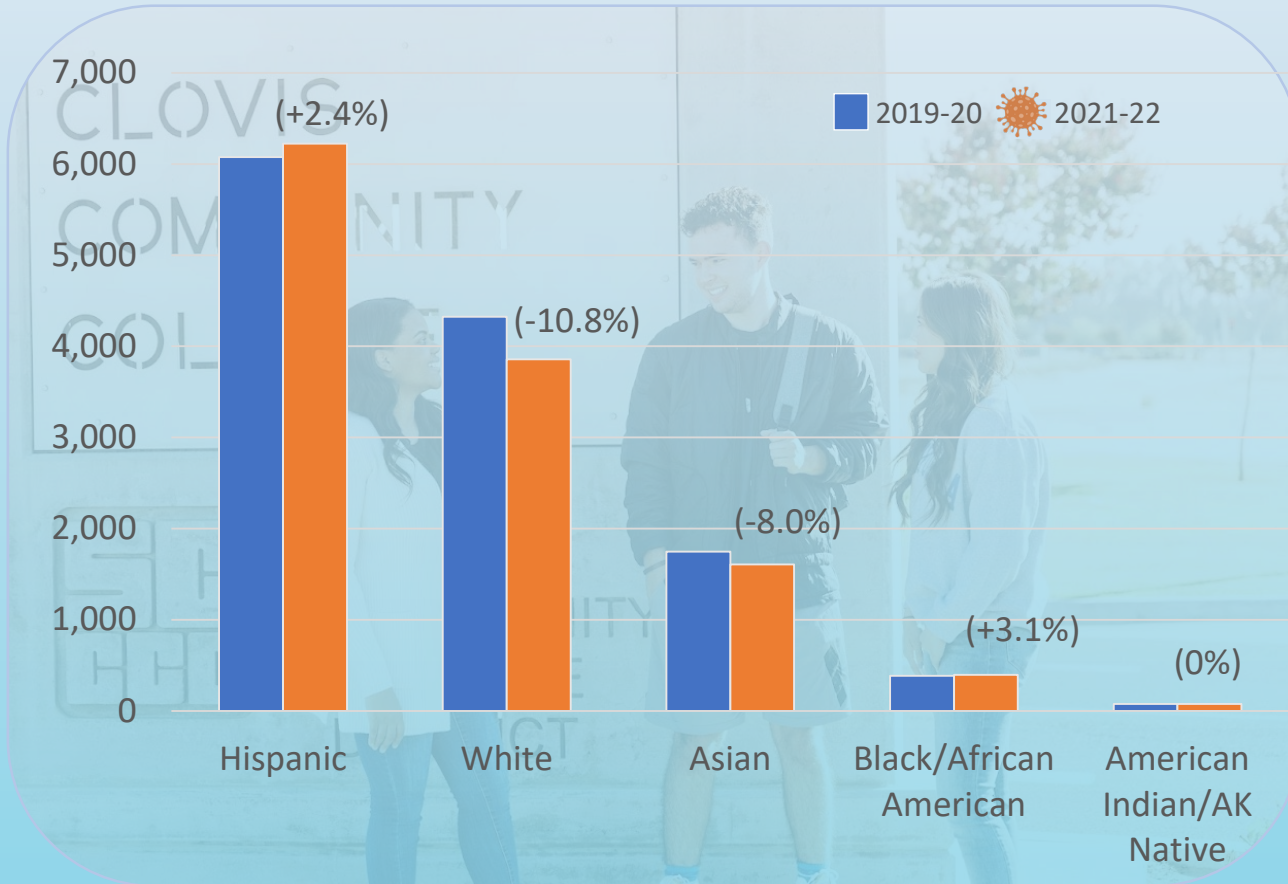


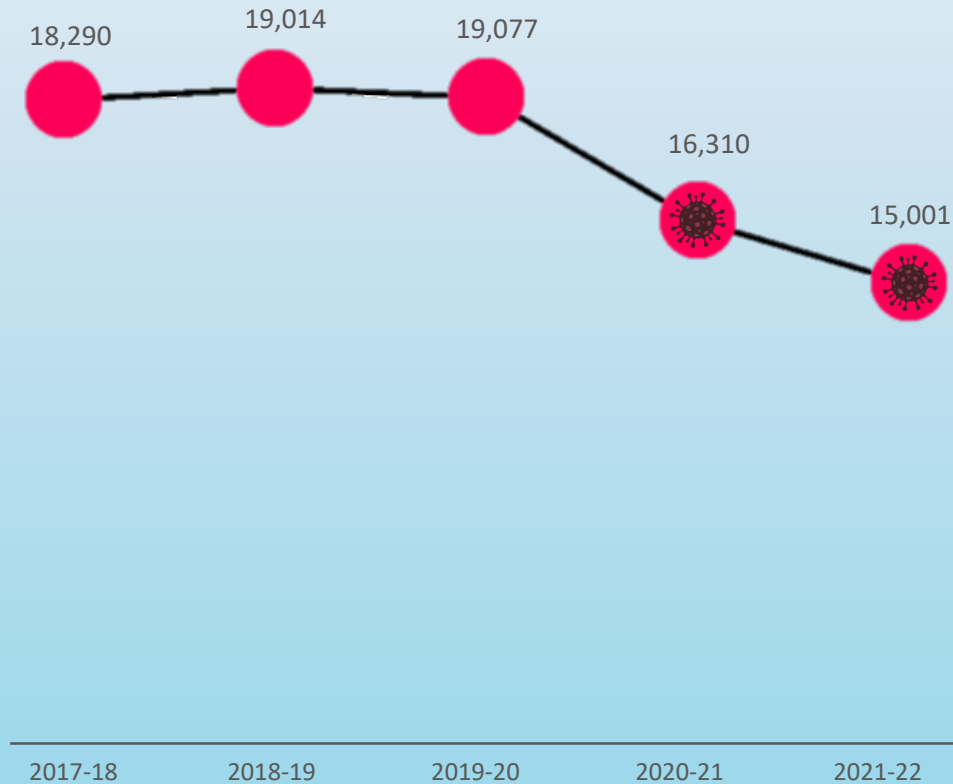
Table 1. Proportions of student population by Ethnicity

% student population	Hispanic	White	Asian	Black/Afr. Amer.	Amer. Indian
2019-2020	45.3%	32.3%	13.0%	2.9%	0.57%
2021-2022	47.8%	29.7%	12.4%	3.1%	0.58%
2-yr change	+2.5 ppt	-2.6 ppt	-0.6 ppt	+0.2 ppt	+0.01 ppt

Fresno City College Enrollment



Pandemic FTES decreased at a slightly higher rate than Statewide



FCC: **-21.4%**
(2-yr pandemic decrease)

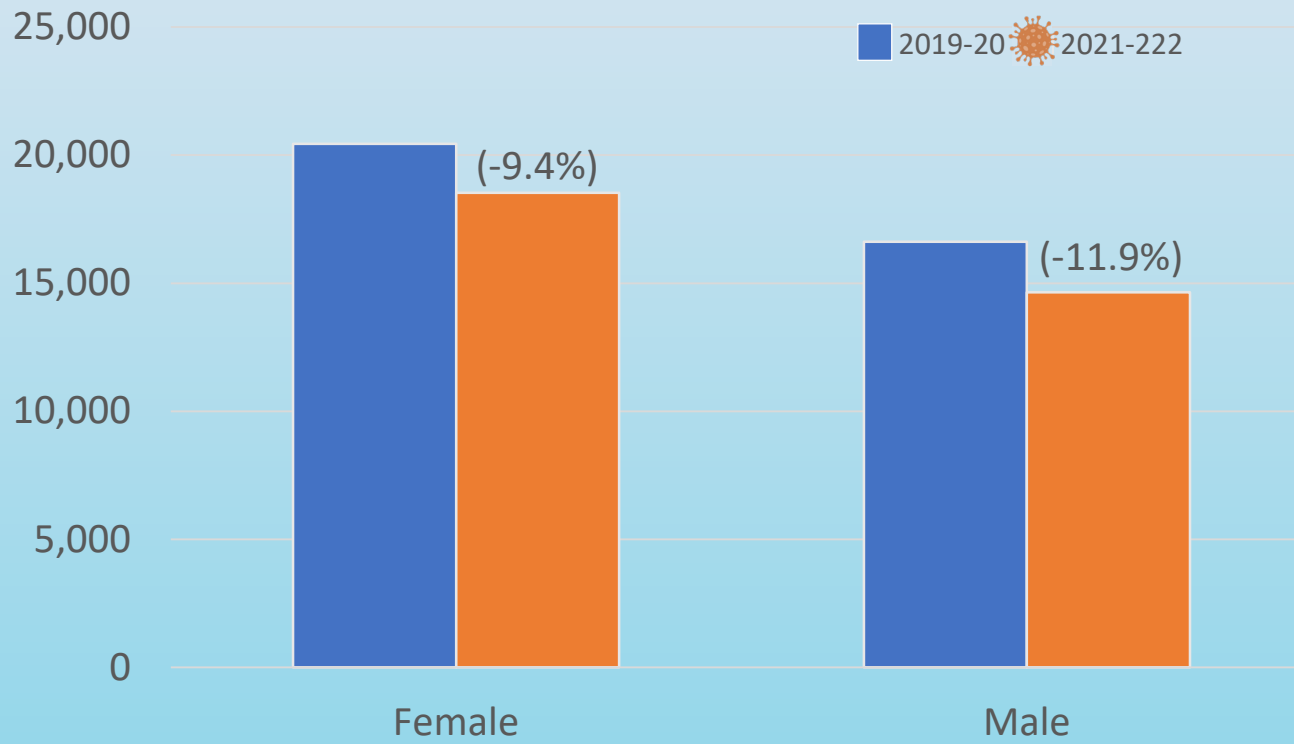


STATEWIDE: **-18.3%**
(2-yr pandemic decrease)



Greater impact on Male Student Headcounts compared to Females

Before vs. **During COVID** (2-yr %change)





Decrease in Diversity by Headcounts and Ethnic Proportions Before vs. **During COVID** (2-yr %change)

Chart 1. Headcounts

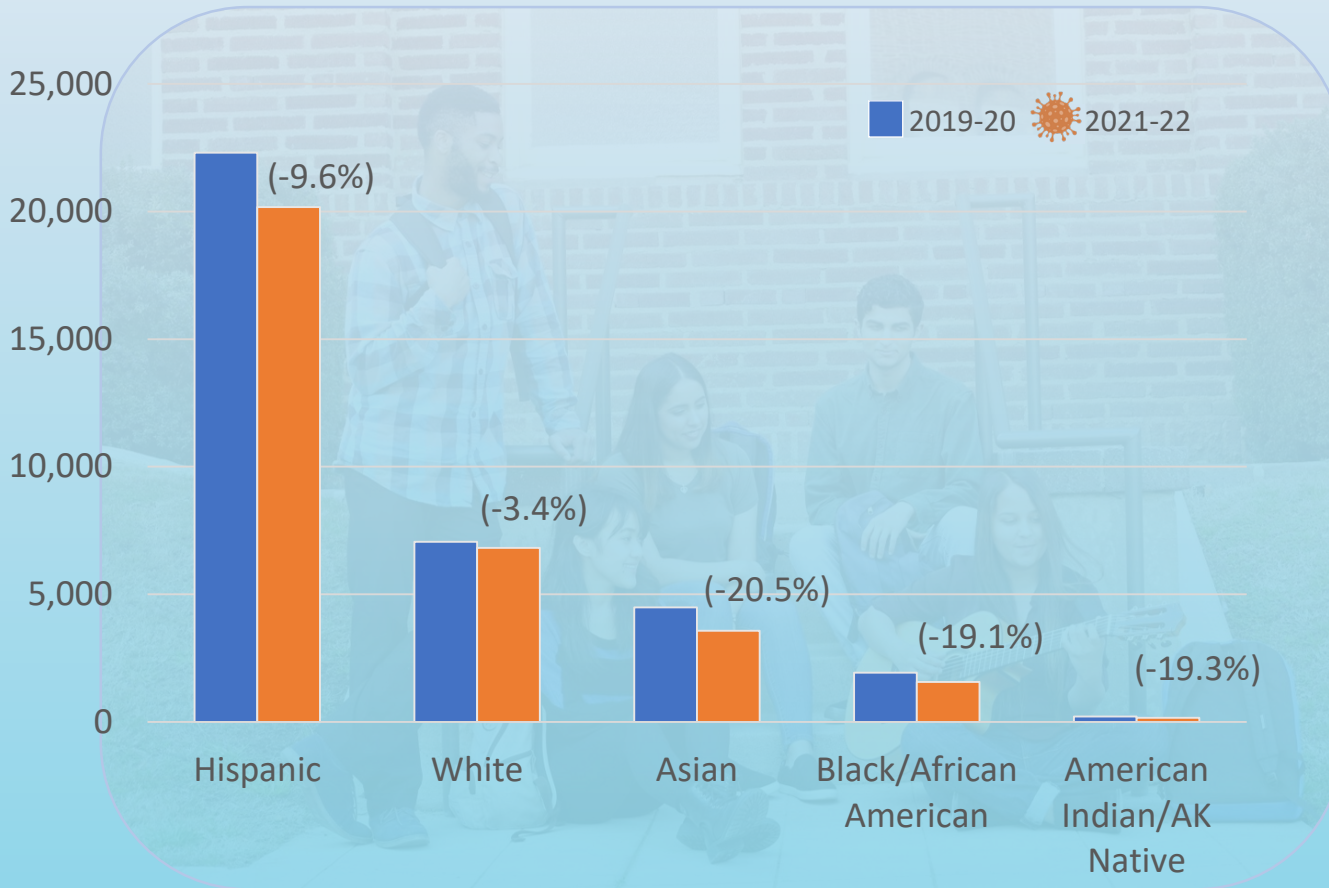


Table 1. Proportions of student population by Ethnicity

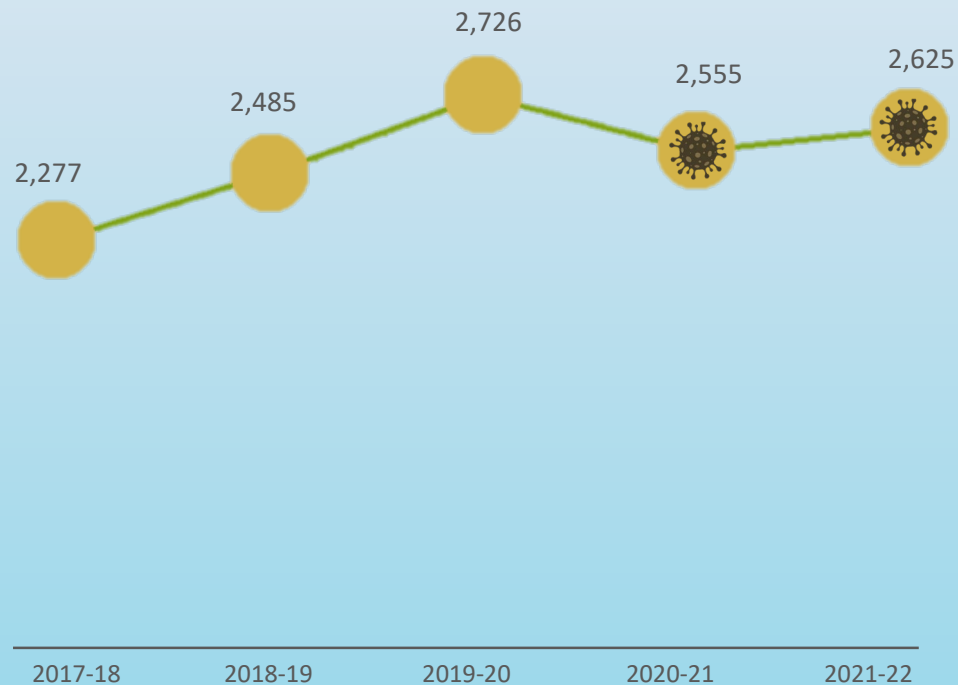
% student population	Hispanic	White	Asian	Black/Afr. Amer.	Amer. Indian
2019-2020	59.2%	18.7%	11.9%	5.1%	0.55%
2021-2022	59.8%	20.2%	10.6%	4.6%	0.50%
2-yr change	+0.6 ppt	+1.5 ppt	-1.3 ppt	-0.5 ppt	-0.05 ppt

Madera Community College Enrollment



Madera Community College

Pandemic FTES decreased at a lower rate than Statewide



MCC: -3.7%
(2-yr pandemic decrease)

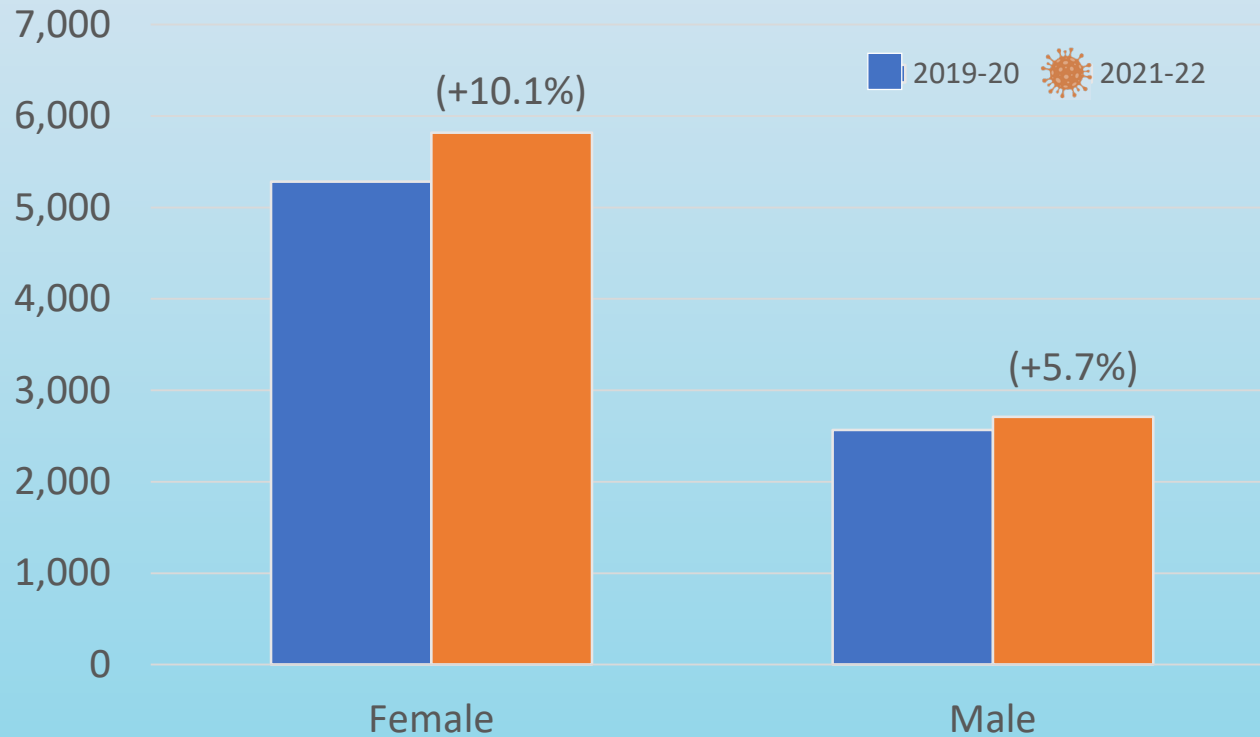


STATEWIDE: -18.3%
(2-yr pandemic decrease)



Less Growth in Male Student Headcounts compared to Females

Before vs. During COVID (2-yr %change)





Increased Diversity by Headcounts and Ethnic Proportions Before vs. During COVID (2-yr %change)

Chart 1. Headcounts

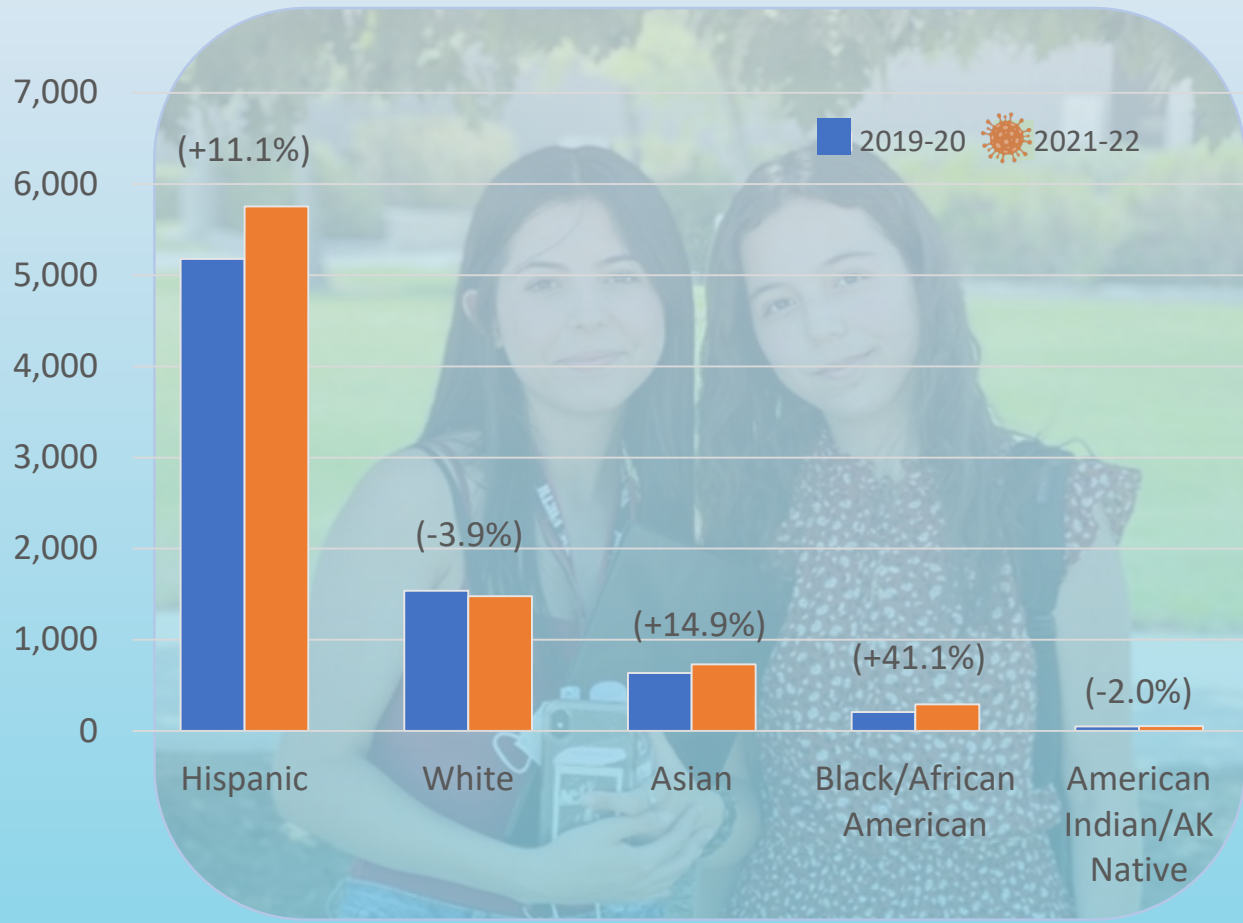


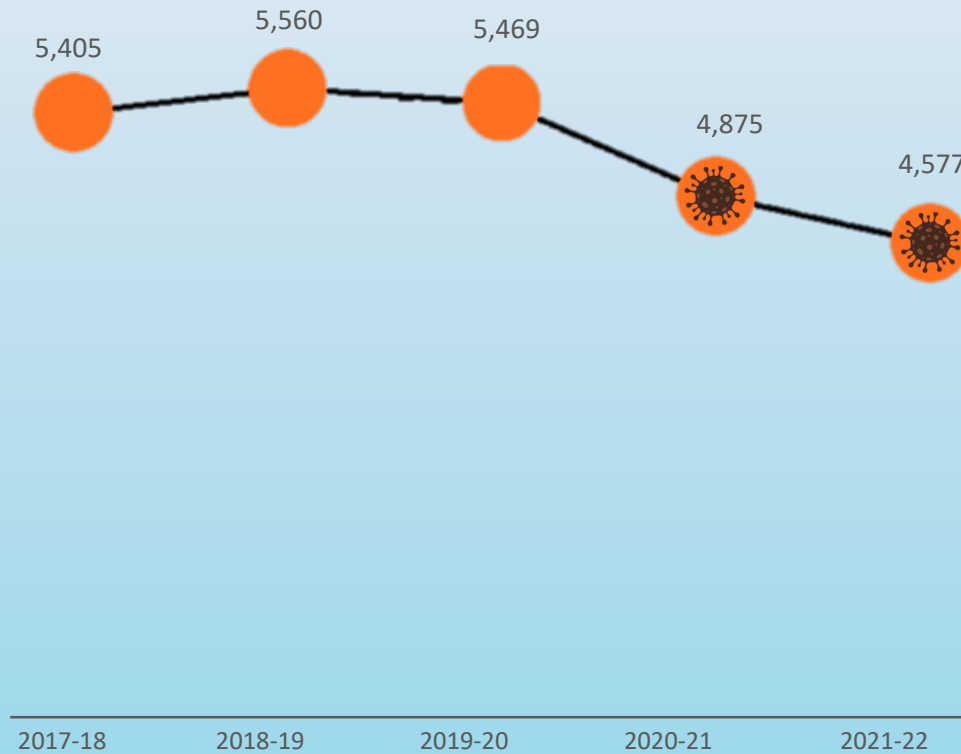
Table 1. Proportions of student population by Ethnicity

% student population	Hispanic	White	Asian	Black/Afr. Amer.	Amer. Indian
2019-2020	65.0%	19.3%	8.0%	2.6%	0.64%
2021-2022	66.5%	17.1%	8.5%	3.4%	0.60%
2-yr % change	+1.5 ppt	-2.2 ppt	+0.5 ppt	+0.8 ppt	-0.04 ppt

Reedley College Enrollment



Pandemic FTES decreased at a lower rate than Statewide

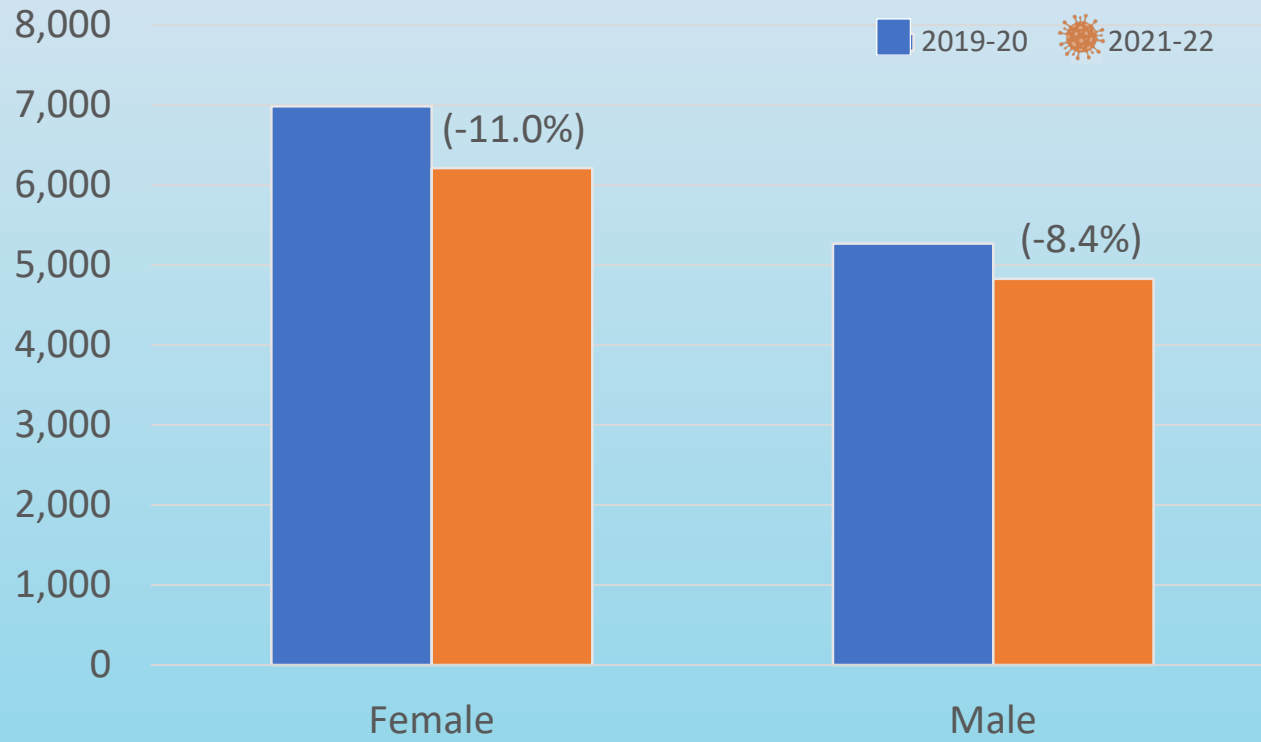


RC: **-16.3%**
(2-yr pandemic decrease)



STATEWIDE: **-18.3%**
(2-yr pandemic decrease)

Greater impact on Female Student Headcounts, compared to Males Before vs. **During COVID** (2-yr %change)



Decrease in Headcounts by Ethnicity

Before vs. During COVID (2-yr %change)

Chart 1. Headcounts

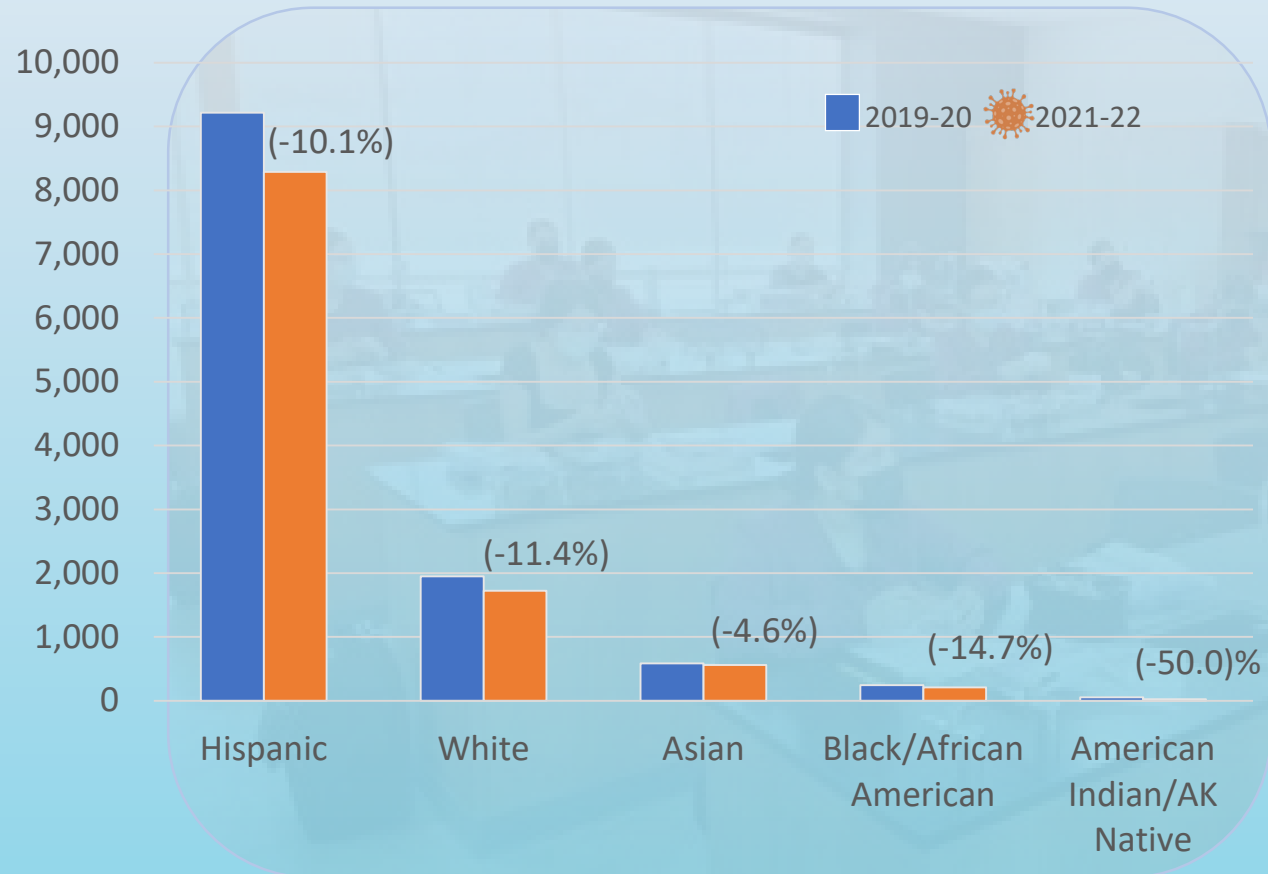


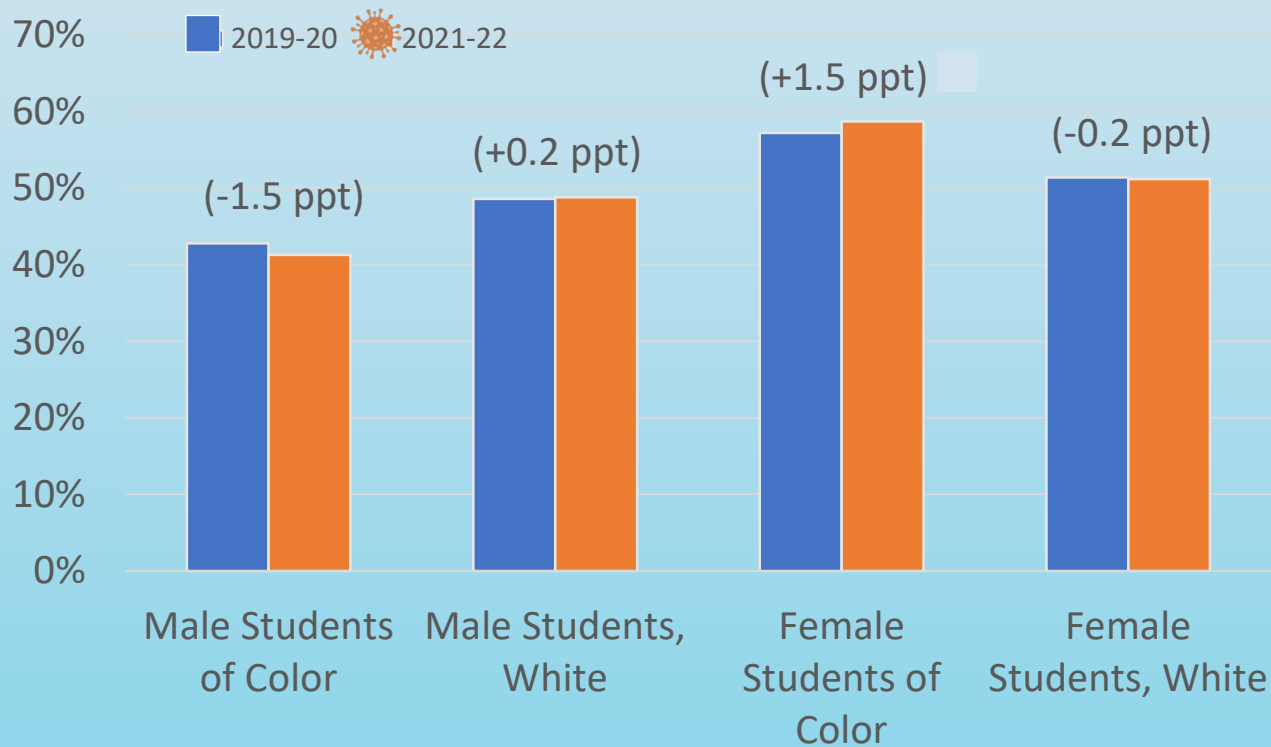
Table 1. Proportions of student population by Ethnicity

% student population	Hispanic	White	Asian	Black/Afr. Amer.	Amer. Indian
2019-2020	74.1%	15.7%	4.7%	2.0%	0.42%
2021-2022	74.0%	15.4%	5.0%	1.9%	0.23%
2-yr % change	+0.1 ppt	-0.3 ppt	+0.3 ppt	-0.1 ppt	-0.19 ppt










Greater loss in proportion of Male Students of Color *district-wide* than Female or White Students Before vs. During COVID



2-yr change in student proportions (percentage point difference)



Enrollment Interventions

College	Summary Finding 	Barriers to Improvements 	Supportive Activities 
	Disproportionate decline in male student enrollment.	Engaging high school students and adults who never came to any of the colleges	Intentional outreach and increased targeted marketing
	Enrollment was trending upward prior to COVID, now is flat	“We don’t know what we don’t know.” Unclear about root causes for enrollment declines	Men of Color Summit and Commission on Reengagement of Men, along with other strategic enrollment strategies (i.e. counselors targeting African American Students, etc.)
	Pandemic-related decline in Enrollment	Limited course offerings that do not meet the needs of students	Student-Centered course scheduling and development of the REACH Collaborative – focused on adult learners
	COVID magnified the importance of addressing college affordability	Student Retention – need to strengthen support services, limited Open Education Resources, limited Basic Needs services	Developing plans for Basic Needs services in addition to Food Pantry that can provide more resources for students

Enrollment Recovery

 Summary of Findings	 Board Support: Actions & Policies for Improvements
1. The pandemic resulted in a decline in enrollment	<ul style="list-style-type: none">✓ Support student success for all students by setting strong direction for diversity efforts with clear board policies.✓ Promote and support District’s efforts to nurture an equitable environment where all students can thrive.✓ Promote and support District’s efforts to nurture an equitable environment where all employees can thrive.
2. The pandemic magnified the importance of addressing college affordability	<ul style="list-style-type: none">✓ Prioritize the focus and support for the district KPI, DEIA and accreditation efforts by adopting a goal of “advocacy for the District.”✓ Support Open Educational Resource, Low Cost/No Cost texts
3. The pandemic magnified the importance of addressing wellbeing	<ul style="list-style-type: none">✓ Support the District’s efforts to provide equitable employee benefits✓ Fund the District’s efforts provide a comprehensible, body, mind and wellness program

Questions?



Fresno City College
&
Career & Technology Center



Clovis
Community
College



MADERA
COMMUNITY
COLLEGE
& OAKHURST
CAMPUS