

Educational Planning Committee
Report for Academic Year 2017-2018
Student Access 2.2: Increase Enrollment
Presented by Jonathan Eldridge

Please keep the report to a maximum of 2 pages for each objective.

1. EMP Recommendation and Objective (Include narrative from 2015-2018 strategic plan)

EMP Recommendation Student Access 2: Assess and make changes as needed in the class scheduling practices throughout the Marin Community College District, including the consideration of various non-traditional scheduling options, additional distance education offerings, and new career technical education courses and programs to meet business and community needs. Develop, implement and annually assess plans for more effective, accessible scheduling practices.

Includes the following:

- Community Responsiveness 5 which states: Assess and make changes as needed in the class scheduling patterns and practices, so that the times, days, and methods of delivering instruction match the needs of commuters and working adults; and
- Student Access 4 which states: Develop, implement and annually assess plans to improve student access, including enrollment at the Indian Valley Campus.

Objective SA2.2: Increase enrollment by proactively recruiting students through various means to meet the needs of the institution and our community.

2. What actions have been taken toward achieving the objective? Please describe. (reference action steps when relevant).

The reports on SA 5.1 and SA 5.2 chronicle many of the high school-related efforts aimed at strengthening enrollment. These efforts have increased enrollment with that demographic. Unfortunately, overall enrollment has not improved, an issue related primarily to the economy, but also tied to marketing, offerings, and other factors. We have created an enrollment management working group—but it has yet to take off; We have identified some of our key marketing-related challenges and shared those with the president; We have begun mapping program pathways, which will help align the curriculum in ways that will promote continuing enrollment/progress; We have begun implementing changes within CTE programs based on advisory council and labor market feedback. These efforts will prove helpful when the economy changes—but are not having immediate impact on enrollment.

3. Are you on track to achieve this objective? What evidence supports your judgment of progress made toward this objective?

No, we are not on track to achieve this objective and most certainly will not achieve it within this strategic plan. We do need to remain committed to ensuring we are meeting the educational needs of the community—which at times will mean higher enrollment and at times lower. But we must do a better job of ensuring that we really are providing access (from awareness to facilitating processes and courses that meet wants/needs) to all who want it.

Performance Indicator SA2.2: Increase headcount enrollment to 2012 levels (Fall 2012 8,018 credit and noncredit students).

Credit and Noncredit Student Headcount as of First Census Day				
Baseline Fall 2012	Fall 2016	Spring 2017	Fall 2017	Spring 2018
8,018	6,632	6,335	6,568	6,601

Source: Argos Headcount Reports (First Census)

4. Have you achieved this objective? Yes No If not, why not?

There is not one answer as to why the enrollment trend has not reversed, but the major factor is the economy. College of Marin is not unique in enrollment declines over this period of time. Related to the strong economy, it is not surprising that while our efforts with high schools have produced increased enrollment (both concurrent and directly out of high school), our overall enrollment has been depressed by extremely low unemployment rates. When the economy slows, adult enrollment will grow again (and our efforts particularly with our CTE program enhancements will allow us to be more responsive when that time comes), and our strengthened high school enrollment will continue to bolster our overall enrollment. That said, we must continue to focus on both marketing and providing pathways that meet wants/needs.