

Enrollment Tracking

Virtual Benchmarking Conference Series

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Telling a Piece of the Enrollment Story

- It's crucial for universities and colleges to use data to meet their enrollment and retention goals.
- Enrollment tracking summaries communicate current and trend enrollment data.
- Communicate to Key Stakeholders
 - Broaden the network of stakeholders beyond President's cabinet

First, A few questions first.



Communicating to Stakeholders

- Provide context as needed for summary
- Provide trend data and comparisons
- Highlight areas of growth/concern

A Little History

- JCCC knew we needed to be aware of enrollment prior to the official census date.
- Provide observations of where enrollment was compared to previous terms.
- We did not have a fancy tool – or a magic button
 - Started with script to extract headcount & credit hours and inserted into a spreadsheet.
 - Calendar vs. Days from Census

A Little History

JCCC 2014 Summer Census Enrollment

June 13, 2014

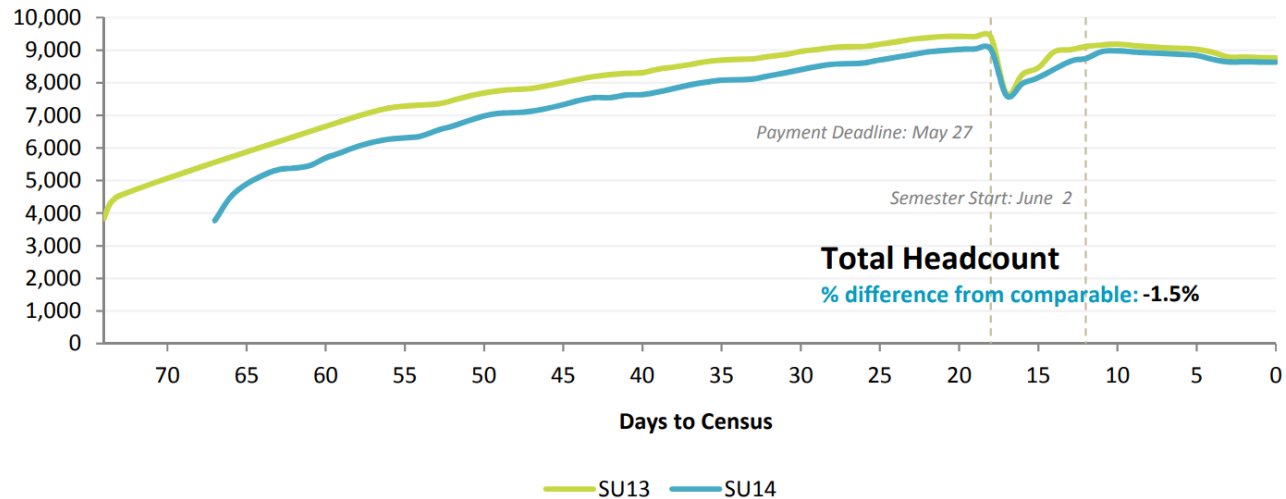
Report Date Friday, June 13, 2014
1wk +/- Date Friday, June 06, 2014
Comparable Date Friday, June 14, 2013
Census Date Friday, June 13, 2014

Days to Census 0

Overall

	Measure	% of Total	1wk +/-	Census +/-	Trend
Headcount	8,630	100%	(289)	(130)	
Credit hours	38,558	100%	(1,958)	317	

CHART 1: Current semester overall headcount compared to same semester last year



JCCC 2021 Fall Enrollment Census

Census Edition

Report Date
1wk +/- Date
Comparable Date
Census Date

Monday, September 20, 2021
Monday, September 13, 2021
Monday, September 21, 2020
Monday, September 20, 2021

1 Report Term 202108
Comparable Term 202008
Days to Census 0

Overall

3

Measure	% of Total	1wk +/-	Comp +/-	Census +/-	EOT +/-
Headcount	16,643	100%	1,277	2,752	2,752 (1,347)
Credit hours	134,770	100%	5,826	13,953	13,953 (9,193)

Note: Audit only students excluded from headcount; including audit only the total is 16,651

CHART 1: Current semester overall headcount compared to same semester last year

Fall 2019 Comparison		
Measure	Comp +/-	Comp %
Headcount	(1,649)	-9.0%
Credit hours	(13,740)	-9.3%

Quick Facts: Johnson County, Kansas

Population estimates, July 1, 2019 (v2019): 602,401

Population, Census, April 1, 2010: 544,179

source: <https://www.census.gov/quickfacts/johnsoncountykansas>

Unemployment Mar 3.1 Apr 2.7 May 3.0 Jun 3.6 Jul 3.8 Aug 3.4

source: <https://klic.dol.ks.gov/vosnet/Default.aspx>

2

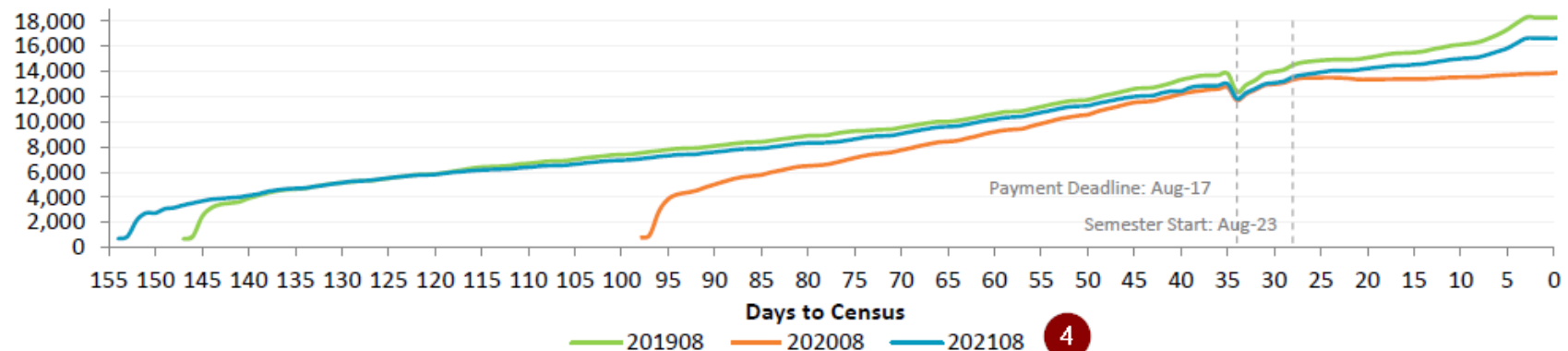
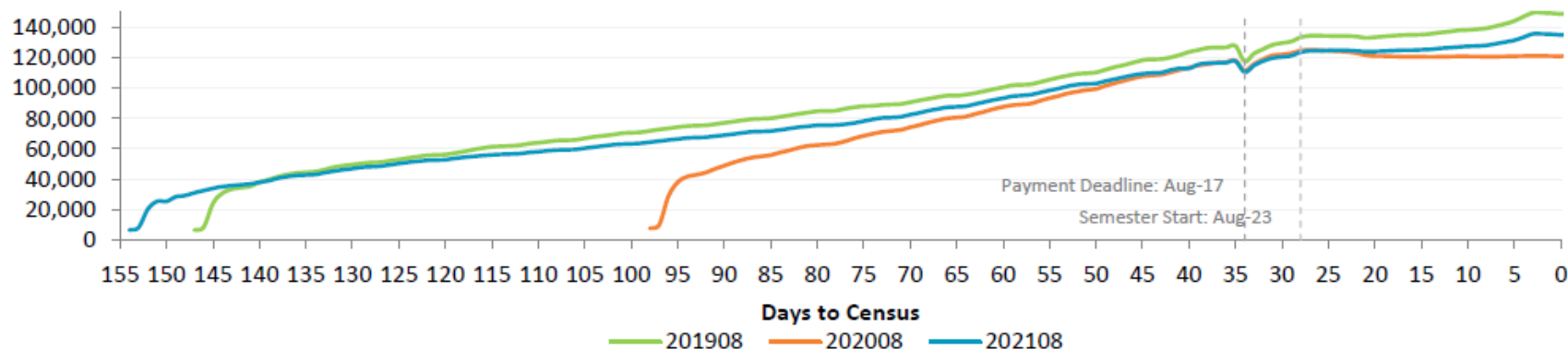


CHART 2: Current semester overall credit hours compared to same semester last year



Total Headcount

% difference from comparable:

19.8%

5

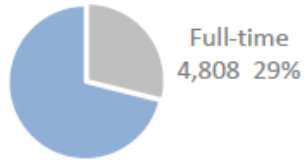
Total Credit Hours

% difference from comparable:

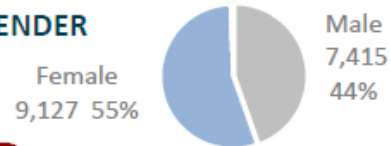
11.5%

Student Demographics

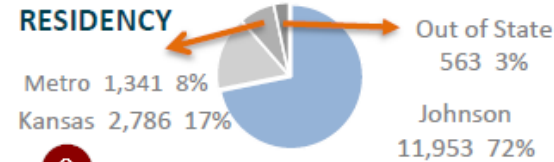
ENROLL STATUS



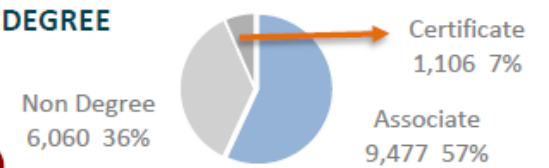
GENDER



RESIDENCY



DEGREE



1

2

3

4

	Headcount	Comp +/-	Comp %		Headcount	Comp +/-	Comp %		Headcount	Comp +/-	Comp %		Headcount	Comp +/-	Comp %
Full-time	4,808	43	0.9%▲	Male	7,415	1,317	21.6%▲	Johnson	11,953	2,409	25.2%▲	Associate	9,477	201	2.2%▲
Part-time	11,835	2,709	29.7%▲	Female	9,127	1,370	17.7%▲	Kansas	2,786	206	8.0%▲	Non Degree	6,060	2,451	67.9%▲
				Unknown	102	66	183.3%▲	Metro	1,341	102	8.2%▲	Certificate	1,106	100	9.9%▲
								Out of State	563	35	6.6%▲				

Student Demographics

Headcounts

Age

1

	Hct	% of total	1wk +/-	Comp +/-	Comp %	Census +/-
0-17	3,821	23.0%	1,208	2,699	240.6%▲	2,699
18-21	6,467	38.9%	124	53	0.8%▲	53
22-24	1,984	11.9%	(14)	5	0.3%▲	5
25-59	4,141	24.9%	(42)	(42)	-1.0%▼	(42)
60+	229	1.4%	1	36	18.7%▲	36
Unknown	1	0.0%	-	-		1

Student Population IR

2

	Hct	% of total	1wk +/-	Comp +/-	Comp %	Census +/-
First-time	2,530	15.2%	(75)	43	1.7%▲	43
Continuing	6,530	39.2%	(61)	(350)	-5.1%▼	(350)
Previously Attended	1,776	10.7%	(13)	315	21.6%▲	315
Transfer	1,583	9.5%	40	(178)	-10.1%▼	(178)
High School Students	4,138	24.9%	1,379	2,943	246.3%▲	2,943
Other	86	0.5%	7	(21)	-19.6%▼	(21)

Credit Hours

Credit Hours

JCCC Location

	Credit Hrs	% of total	1wk +/-	Comp +/-	Comp %	Census +/-
Main Campus	46,452	34.5%	(748)	32,215	226.3%▲	32,215
OHEC	1,717	1.3%	(1)	668	63.7%▲	668
Online (No Hybrid)	46,618	34.6%	(913)	(17,958)	-27.8%▼	(17,958)
Lawrence	302	0.2%	-	102	51.0%▲	102
KU Edwards Campus						
West Park Center	870	0.6%	-	485	126.0%▲	485
College Now/Quick Step	21,171	15.7%	7,953	17,296	446.3%▲	17,296
Other	17,640	13.1%				
Hybrid	34,323	25.5%	(838)	(24,641)	-41.8%▼	(11,489)

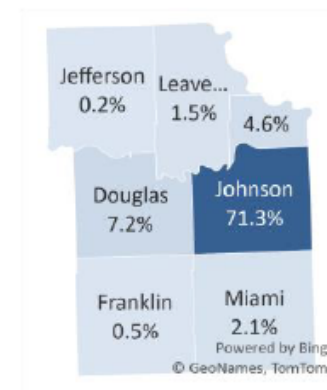
Note: See here for hybrid definition: <http://www.jccc.edu/student-resources/course-delivery-methods.html>

Other Populations

	Credit Hrs	% of total	1wk +/-	Comp +/-	Comp %	Census +/-
Overall	134,770	100.0%	5,826	13,953	11.5%▲	13,953
Excluding CN/QS	113,599	84.3%	(2,127)			(3,343)
CN/QS Only	21,171	15.7%	7,953			17,296
Exclusively Online	22,656	16.8%	(128)			(10,527)
Evening	11,710	8.7%	(304)			2,345
Metro	10,964	8.7%	(144)			390

By County

	Credit Hrs	% of total
Johnson	96,055	71.3%
Douglas	9,706	7.2%
Wyandotte	6,262	4.6%
Miami	2,894	2.1%
Leavenworth	2,086	1.5%
Franklin	643	0.5%
Jefferson	232	0.2%
Kansas - other counties	3,605	2.7%
Missouri - all counties	11,296	8.4%



	Credit Hrs	% of total	1wk +/-	Comp +/-	Comp %	Census +/-
Mid Semester Classes	6,605	4.9%	209			(2,930)
Dev Reading	942	0.7%	(48)			129
Dev Writing	1,206	0.9%	(9)			9
Dev Math	2,881	2.1%	(114)			(495)

Highlight Key Findings/Metrics

IPR Metrics



Weekly Growth: 1

1277; PY: 253; PPY: 1664

Increase in students over last 7 days



College Now to JCCC: 2

498 (15.3%); Census PY: 633 (18.1%)

Last AY CN/QS graduates enrolling @ JCCC



FTFTDS Fall-to-Fall Retention: 3

721 (60.8%); Census PY: 907 (59.9%)

FTFTDS = First-time, Full-time, Degree Seekers

What is the Next Question Leadership Asks?





How do we compare to others?

NHEBI's Enrollment Tracking for Community Colleges

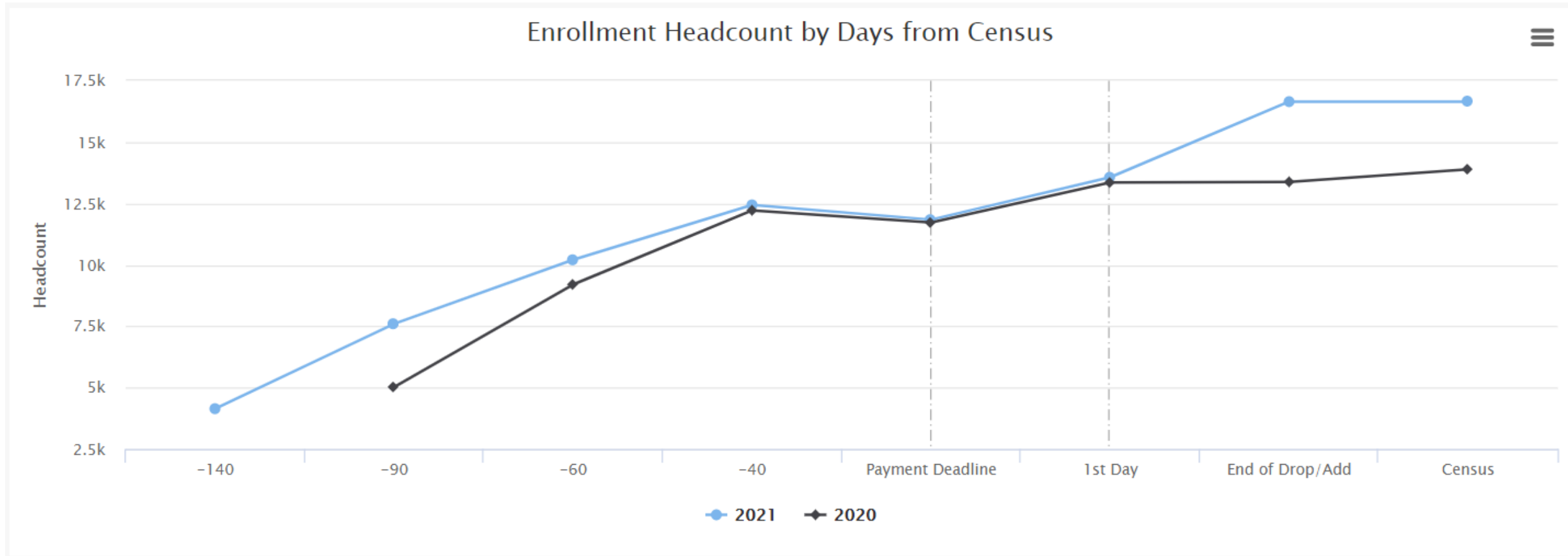


Benchmarks of enrollment to know how your institution compares nationally and to peers during the registration process, not only once it is done. <https://nccbp.org/benchmarks-et>

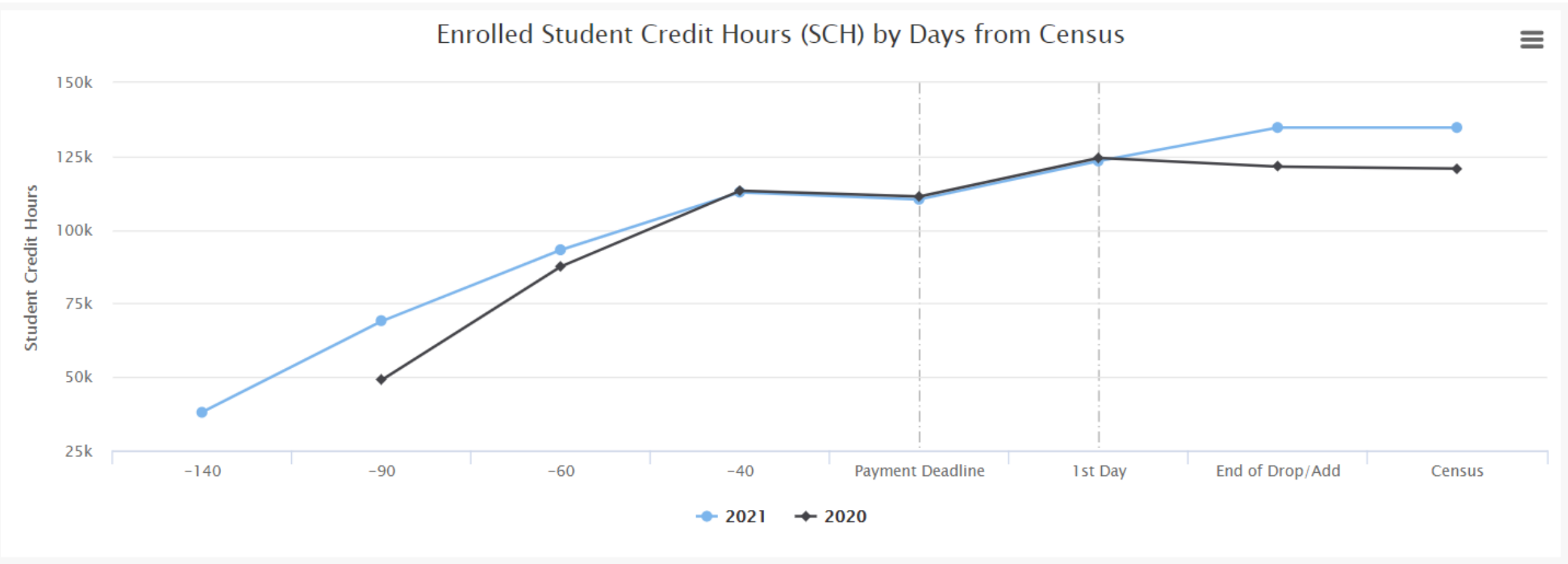


Headcount & Student Credit Hours

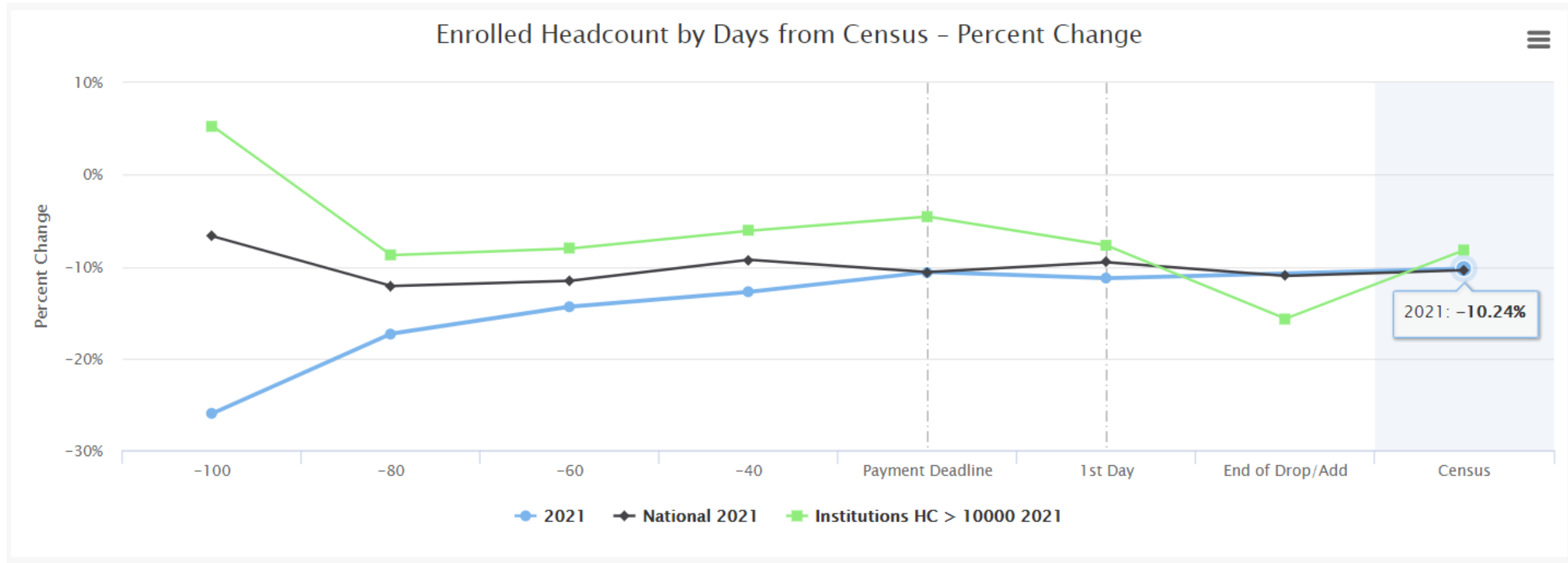
Enrollment Tracking: Input



Enrollment Tracking: Input

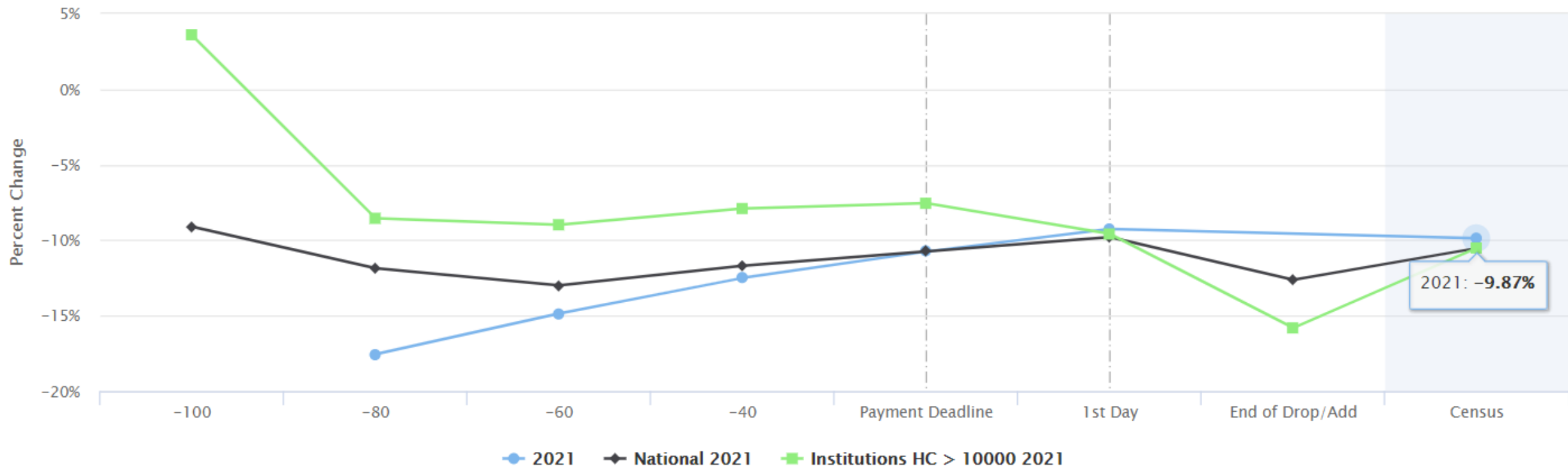


Enrollment Tracking SP21: Peer Groups

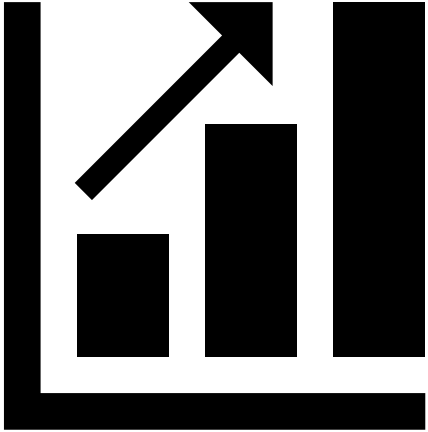


Enrollment Tracking SP21: Peer Groups

Enrolled Student Credit Hours (SCH) by Days from Census – Percent Change



Not Tracking Enrollment.....



- Simple solution: Begin with the NHEBI tracking tool & begin sharing out.
- For an in-house report, what should I be thinking about?
- Difficulties:
 - Start collecting
 - New metric without historic data.
- Anything else?

Take Away

- Communicate the tracking summary along with needed context frequently to a variety of campus stakeholders
 - Send emails
 - Provide updates during meetings
 - Engage in discussion related to observations
 - Welcome feedback!!

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