Winter 2022 Enrollment Report

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Overall Trends

- Enrollment is slightly up in the FTE and unduplicated headcount categories.
- Dual credit headcount is up by 166 students as high schools return to normal offerings after COVID, and UCC works to expand offerings in the schools.
- The GED program at Woolley has seen an increase in enrollment with the return of in-person classes. The Wolf Creek Job Corps is still working on a plan for when they can onboard new students, so their numbers are lower than last year.
- The Workforce FTE is down mainly due to a change in temporary trades programming developed for Wolf Creek Job Corps during COVID.

Data Sources:

- FTE data comes from Institutional Research regular enrollment reports
- Enrollment Management tracks Admissions to Enrollment yield and current term enrollment by student declared major. Data is from Banner.

Enrollment and FTE for All Areas of College

The first chart compares Winter Term 2022, Week 7, with Winter Term 2021, Week 7. It details the differences in Total FTE, Reimbursable FTE, Unduplicated Overall Headcount, Unduplicated Credit Headcount, and Registered Credit Hours.

Summary

SUMMARY - WINTER 2022
WEEK 7

Total FTE	544.01	up	10.18	or	1.9%
Reimb FTE	493.29	up	0.89	or	0.2%
Unduplicated Headcount	3,057	up	129	or	4.4%
Undup Credit Headcount	1,817	down	114	or	5.9%
Registered Credit Hours	18,045	down	111	or	0.6%

The second chart provides additional detail by each area of the college for both enrollment (headcount) and FTE.

Unduplicated Headcount and FTE by Area, Winter 2022, Week 7

	Enrollment	Percent change from previous winter	FTE	Percent change
Total	3,057	+4.41%	544.01	+1.91%
Undergraduate	1,642*	-9%	467.33	+2.56%
Dual Credit	493	+50.7%	Part of UG FTE**	
Workforce	781*	+18.6%	45.99	-2.41%
Adult Basic Skills	141	+1%	30.69	-1%

*In some CTE categories, there are both undergraduate and workforce students, so there may be slight discrepancies.

**Dual credit students are broken out by headcount but are included in the overall undergraduate FTE.

Winter Credit Enrollment Trends

The following table details three key components of the enrollment funnel:
- Enrollment (student is registered in a course for winter term). This includes new and continuing students.
- Number of winter term admissions applications by program.
- Number of those same admissions applications converted to an actual enrollment for that term. Some students apply one term and end up enrolling in future terms.

House	Area	Winter 2018			Winter 2019			Winter 2020			Winter 2021			Winter 2022		
		Total Enrollment (Student Declared)	Admissions applications for term (Overall Interest)	Converted Admissions (in same term)	Total Enrollment (Student Declared)	Admissions applications for term (Overall Interest)	Converted Admissions (in same term)	Total Enrollment (Student Declared)	Admissions applications for term (Overall Interest)	Converted Admissions (in same term)	Total Enrollment (Student Declared)	Admissions applications for term (Overall Interest)	Converted Admissions (in same term)	Total Enrollment (Student Declared)	Admissions applications for term (Overall Interest)	Converted Admissions (in same term)
Other	AAOT/AGS/Non-Degree	761	216	94	665	179	89	604	182	68	538	99	37	528	112	53
Humanities	Public Relations	0	1	0	0	0	0	0	1	0	0	1	0	0	0	0
Arts	Music SOU	4	0	0	5	1	0	6	0	0	3	0	0	5	2	0
Science/Math	Natural Resources	8	1	0	10	5	2	13	1	0	15	6	3	14	2	1
Social and Behavioral Sciences	Early Childhood Ed	25	6	2	28	18	8	33	13	4	33	8	0	18	8	3
	Human Services	56	36	11	73	36	17	64	28	8	46	17	4	43	18	6
	Paralegal	34	11	6	44	22	9	52	20	10	54	16	9	44	16	8
	Criminal Justice	58	22	6	73	20	5	46	17	4	33	13	9	15	9	3
Applied Science and Technology	Automotive	21	15	4	29	14	3	25	10	3	8	1	0	15	8	7
	Computers	73	48	22	65	23	9	50	15	7	57	14	7	66	13	3
	Engineering	47	21	10	44	12	5	45	13	7	44	11	4	41	9	4
	Apprenticeship	63	18	9	65	22	16	127	9	6	103	6	4	112	4	3
	Welding	31	25	7	35	21	8	29	10	4	29	4	1	39	14	3
	Forestry	22	8	5	25	10	5	20	8	2	23	6	5	22	5	1
	Viticulture	24	9	2	21	9	4	14	9	2	9	1	0	4	0	0
Business	Business (w/o Retail)	114	76	25	134	56	16	135	37	11	100	23	6	87	32	9
	Retail Mgmt	444	95	77	434	118	96	421	89	57	464	58	42	382	47	39
Health	AAOT-pre-Nursing	278	109	38	272	69	27	172	74	17	162	50	20	147	41	12
	Nursing-accepted	98	6	3	93	3	1	97	1	1	113	0	0	113	0	0
	Dental Assistant	31	10	3	28	7	1	20	8	3	14	3	2	13	4	3
	Paramed/Fire Science	63	24	9	66	17	5	70	16	10	78	14	8	49	12	3
Dual Credit	Dual Credit	441	70	57	479	85	72	386	20	15	291	110	86	389	184	153
Ex. Options	Expanded Options	150	14	13	108	24	23	132	0	0	134	9	9	110	11	8

FTE by Area

The following FTE data is based on the courses students are enrolling in, not student major.

FTE					
Date of Report:	2/5/18	2/11/19	2/10/20	2/22/21	2/18/22
ABS	94.58	89.03	120.89	47.79	29.53
CWT	6.87	22.36	15.92	9.49	20.93
Transfer	364.39	353.08	322.04	268.66	272.59
Arts	13.26	15.49	14.31	11.56	11.35
Communications Studies	16.04	9.27	15.16	14.19	16.33
Early Childhood Education	1.53	3.11	3.58	2.70	1.53
Foreign languages	8.89	9.32	7.33	6.13	4.75
Health Human Performance	25.21	23.08	14.32	11.02	11.93
Human Services	8.99	11.58	9.32	10.09	7.25
Humanities	59.14	54.03	49.22	48.96	41.26
Learning Skills	5.29	8.85	5.93	4.97	5.28
Mathematics	79.67	67.88	62.2	42.77	52.71
Music	9.9	14.62	11.44	7.42	6.38
Physical Education	6.87	12.54	11.17	8.74	12.51
Science	71.46	68.89	67.16	56.31	57.03
Social Sciences	55.19	54.42	49.93	43.33	43.22
Theater Arts	2.95	0	.97	.47	1.06
CTE	201.29	240.79	208.45	197.83	203.83
Apprenticeship	12.96	12.9	13.14	10.29	11.43
Auto	7.66	10.95	8.92	3.69	9.61
Business	70.56	86.98	75.33	65.17	60.24
Computer Science	22.56	16.85	14.99	14.28	15.29
Criminal Justice	7.76	7.83	6.88	4.34	5.18
Dental Assisting	9.55	11.32	5.41	4.59	3.77
Emergency Medical Services	8.58	14.48	8.74	9.49	10.07
Engineering	11.36	10.57	8.21	9.73	8.15
Fire Science	4.42	4.11	5.42	6.47	3.80
NA/Nursing	18.31	35.56	36.91	44.93	53.30
Paralegal	6.86	8.86	10.48	9.92	7.87
Viticulture	6.02	5.00	3.41	1.75	1.42
Welding	14.69	15.38	10.61	13.18	13.7
Other	18.93	4.98	12.25	12.23	17.4
Winter Totals	686.06	710.24	679.55	536	544.01

How Enrollment and Student Services (ESS) Uses the Data

Enrollment and Student Services reviews the term data, as well as the yearly numbers, to help guide new practices in recruitment and retention. Some of these strategies include:

Recruitment/Onboarding:
- The admissions office continues to change practices to increase the admissions conversion rate. In the last few months, along with the personal phone call to new admits, admission staff now utilize the texting platform, which generates a lot of response. The 2021-2022 admissions conversion rate is currently 57%, while 2020-2021 sits at 54%.
- Using a portion of the ARP institutional funding, ESS, Marketing, and Student Accounts have worked together on an Unpaid Balance Campaign by contacting who stopped attending UCC since March 2020, UCC is helping clear unpaid balances if the student re-enrolls in classes.
- ESS and Marketing have also partnered with Motimatic, a company specializing in digital marketing campaigns designed to convince students who have not completed their degree to return to school.
- ESS staff are resuming visits to high schools for financial aid nights, dual credit registration, and recruitment events. Schools are also booking on-campus tours and events for their students. Many also plan to have UCC return for spring registration for seniors.

Retention:
- Advisors follow up on faculty early alerts by phone, email, and letter.
- The recruitment and advising coordinator developed specialized cohort presentations and registration events each term for welding, auto and engineering students.
- Advisors and faculty reach out to students to remind them of term registration dates.
- The texting platform is regularly used to guide students through key academic dates.
- Using a portion of the American Rescue Plan (ARP) institutional funding to incentivize attendance, ESS developed the Take Flight Workshops around retention topics. These were offered virtually and in-person during fall and winter. For fall term, 177 students participated in at least three workshops, earning them $250 each. For winter term, 217 students have participated in at least one workshop to date.
- The Office of Student Engagement has a regular schedule of student events designed to encourage students to visit the Laverne Murphy Student Center and engage with staff, ASUCC officers, and peer mentors.
- The Student Resource website went live in July. This provides a central location for all resources, both on campus and in the community, to help a student's overall success.