Consultants

- Role of Collaborative Brain Trust
- Overview of activity to date
- EM defined
  - Complex structure
  - Challenges of EM
Committee

- Current Activities
  - Subgroups (developing strategies for the following 5 areas with attention to internal/external barriers)
    - Persistence/Retention/Completion
      - Strategies for PCC goals to increase persistence and retention by 1% for 5 consecutive years
    - Outreach and Recruitment
    - Policies/Practices/Procedures
    - Branding/Imaging
    - Data Analysis Model
National Context in 2009

- AACC Policy Brief 2009-01PBL identified several factors in the enrollment growth at community colleges, during a time when PCC was experiencing growth:
  - Workforce changes, including increased unemployment and workers retooling or enhancing skill sets
  - Cost savings made community colleges more accessible than university education
  - Marketing and advertising campaigns
  - Partnerships with business, industry and the high schools
  - Capacity at community colleges and some enrollment caps at 4-yr schools
AACC publication in 2014 reviewed enrollment and completion data

- Nationwide decline of more than 3% in community college enrollment
- Decrease in students over the age of 24 was much higher (approximately 6%) than younger students
- Higher decrease for female students in most recent semesters
- Decrease in full time student enrollment (5.3%) approximately double the rate of decrease for part time students (2.9%)

San Francisco City College experienced higher enrollment drops, but data issue
Some Local Context

- PCC reduced outreach efforts several years ago
- Changes to course offerings that were available to students in need of math, reading and writing
- Decrease (~7% over four years) in the number of students graduating from high school
- Unemployment rate is currently about 7.0%, was 10.6% in 2010
Enrollment Decline: Demographics

- Female student enrollment has dropped at a higher rate than for male students
  - e.g. between fall 2012 and fall 2013 female students decreased 10%, compared with 7% for male students

- White non-Hispanic student enrollment decreased at a higher rate than for Hispanic students
Headcount in Recent Fall Semesters by Race/Ethnicity

- Hispanic/Latino
- White
Enrollment Decline: Demographics

- Enrollment change by age range is very variable
  - Fall 2010 to fall 2011: largest decreases were for older age ranges
  - Fall 2012 to fall 2013: more consistent decline across the age groups, though larger decrease for younger students

- Competing factors may be at work... first adults returning to work, then the impact of lower numbers of students in the pipeline
Enrollment Decline: Course Taking

- Course enrollment down for all days of the week
- Course enrollment was initially down primarily for day, evening and weekend classes, with online enrollment increasing until fall 2013
- Full time student enrollment has dropped at a greater rate than part time enrollment, since fall 2011
Why is Enrollment Decreasing?

- Several factors are involved
- Current lack of context information
- Need to hold focus groups
- Enrollment, persistence, retention and completion metrics for the district and by program area will be tracked in the future
Outreach and Recruitment

- Framework of team
  - New business model with focus on:
    - underserved populations
    - community organizations and agencies
    - business and industry
    - high school
  - Predictive analytics and analysis of impact on enrollment, highly collaborative
- Team members
Outreach and Recruitment

Recent:

• Looking at every opportunity to pursue an active role and collaboration with our area Chambers of Commerce with the potential to outreach and recruitment

• Actively meeting and discussing expanding partnerships and forging new opportunities with area agencies

• Encouraging employees to maximize Employer Tuition Assistance benefit, while establishing a never before high-touch service

• Back to School events, direct contact with over 3,500 students and parents

• Arizona Preview Day and Fall Tour, direct contact with over 5,000 students
Outreach and Recruitment

- Upcoming:
  - Greater community engagement and partnerships
  - Tucson Meet Yourself, over 150,000 community members in attendance
  - Tucson Urban League, exploring new partnerships
  - YMCA, exploring new partnerships and receiving special invites for honored community organizations
  - Chicanos Por La Causa, Tucson’s 1st Education Fair
  - Greater in depth look on how to effectively outreach to Charter High Schools
  - Specialized focus on Adult Education and ESL students
  - Enhanced collaboration among administration and campus personnel
  - Utilization of sales strategies to include daily goals
Advocacy

Recent:

- Weekly la Pima student club meetings @ West Campus (WC)
- Welcome week events @ West & Downtown Campuses
- Mi Familia & One AZ coalition community trainings for voter registration efforts
- Gubernatorial candidate forum & Legislative District 9 debate

Upcoming:

- Constitution Day & Rock the Vote Fair, 9/17, WC
- PCIC’s Education Accountability session 9/28
- Attorney General & AZ Corporation Commission forums, 10/6, WC
- AZ Town Hall’s Future Leaders Town Hall, 10/7, Community Campus
- Superintendent of Public Instruction & Secretary of State Candidate forums, 10/8, WC
- General Election Gubernatorial forum, 10/9, WC
- Legislative District 10 (10/13, DO) & 11 (10/14, Northwest Campus) debates
- PTK la Pima advocacy training at all campuses & PCC Adult Ed voter registration drives & assemblies, September & October
Questions?