College of Marin
Enrollment Report
Spring 2012

Dr. David Wain Coon
Superintendent/President
February 21, 2012
• Enrollment Comparison
• Credit vs Noncredit
• Unit Allocations
• Factors
• Strategies
## College of Marin
### Headcount Of Credit Students As Of First Census Day

<table>
<thead>
<tr>
<th>Year</th>
<th>Fall</th>
<th>Spring</th>
</tr>
</thead>
<tbody>
<tr>
<td>99-00</td>
<td>8,294</td>
<td>8,996</td>
</tr>
<tr>
<td>00-01</td>
<td>7,869</td>
<td>8,458</td>
</tr>
<tr>
<td>01-02</td>
<td>7,828</td>
<td>8,365</td>
</tr>
<tr>
<td>02-03</td>
<td>7,941</td>
<td>8,382</td>
</tr>
<tr>
<td>03-04</td>
<td>7,587</td>
<td>7,676</td>
</tr>
<tr>
<td>04-05</td>
<td>7,016</td>
<td>6,943</td>
</tr>
<tr>
<td>05-06</td>
<td>6,686</td>
<td>6,667</td>
</tr>
<tr>
<td>06-07</td>
<td>6,770</td>
<td>6,700</td>
</tr>
<tr>
<td>07-08</td>
<td>7,139</td>
<td>7,139</td>
</tr>
<tr>
<td>08-09</td>
<td>7,460</td>
<td>7,460</td>
</tr>
<tr>
<td>09-10</td>
<td>7,789</td>
<td>7,789</td>
</tr>
<tr>
<td>10-11</td>
<td>7,387</td>
<td>7,387</td>
</tr>
<tr>
<td>11-12</td>
<td></td>
<td>7,387</td>
</tr>
</tbody>
</table>

2/21/2012
College of Marin
Unduplicated Headcount of Credit Students as of First Census Day

<table>
<thead>
<tr>
<th>Semester</th>
<th>Headcount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2008</td>
<td>6577</td>
</tr>
<tr>
<td>Spring 2009</td>
<td>7139</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>7460</td>
</tr>
<tr>
<td>Spring 2010</td>
<td>8025</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>7789</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>7862</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>7387</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>7337</td>
</tr>
</tbody>
</table>
Definition of Student Type

- Returning Student: Returning student to College of Marin after being absent for two consecutive terms.

- Continuing Student: Students took course(s) last semester and continued taking course(s) this semester.

- New Transfer Student: Students attended another college, but never attended credit classes at College of Marin.

- New First Time Student: Students never attended credit colleges course(s).

- Still in High School: High school students enrolled in high school and College of Marin at the same time.
College of Marin
Unduplicated Headcount of Credit Students as of Census Day
Spring 2009-Spring 2012
by Student Type

<table>
<thead>
<tr>
<th>Semester</th>
<th># of Credit Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spring 2009</td>
<td>4,436</td>
</tr>
<tr>
<td>Fall 2009</td>
<td>4,511</td>
</tr>
<tr>
<td>Spring 2010</td>
<td>5,214</td>
</tr>
<tr>
<td>Fall 2010</td>
<td>4,963</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>5,391</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>4,813</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>5,182</td>
</tr>
</tbody>
</table>
College of Marin
Unduplicated Headcount of Credit Students as of Census Day
Spring 2009-Spring 2012
by Student Type

Overall: -6.7% change

Returning: -15.6% change

Continuing: -3.8% change

New Transfer: -12.6% change

New First Time: -8.7% change

Still in HS: -6.1% change
Credit Students vs Noncredit Students

College of Marin
Unduplicated Headcount as of First Census Day

<table>
<thead>
<tr>
<th></th>
<th>Credit Students</th>
<th>Noncredit Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2010</td>
<td>7789</td>
<td>1611</td>
</tr>
<tr>
<td>Spring 2011</td>
<td>7862</td>
<td>1634</td>
</tr>
<tr>
<td>Fall 2011</td>
<td>7387</td>
<td>1393</td>
</tr>
<tr>
<td>Spring 2012</td>
<td>7337</td>
<td>1273*</td>
</tr>
</tbody>
</table>

*Noncredit Students headcount were end of terms from Fall 2010 through Fall 2011, except Spring 2012 was the beginning of the term.
Factors Impacting Enrollment

1. Fee increase
2. Reduction in units
3. Impact of financial aid
4. Revision in procedures for the enforcement of prerequisite verification
Factors Impacting Enrollment Fee Increase

History:

<table>
<thead>
<tr>
<th>Year</th>
<th>Fee increase</th>
<th>State Enrollment Declined by</th>
</tr>
</thead>
<tbody>
<tr>
<td>1993</td>
<td>$6 → $10</td>
<td>124,000</td>
</tr>
<tr>
<td>1994</td>
<td>$10 → $13</td>
<td>26,000</td>
</tr>
<tr>
<td>2002-2004</td>
<td>$13 → $26</td>
<td>300,000</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Year</th>
<th>Fee increase</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2011</td>
<td>$26 → $36</td>
<td>???</td>
</tr>
<tr>
<td>Summer 2012</td>
<td>$36 → $46</td>
<td>???</td>
</tr>
</tbody>
</table>
Factors Impacting Enrollment Reduction in Units

• Budget cuts to categorical programs
• Elimination of a number of avocational courses from the credit/noncredit class schedule
  – Spring 2010: 2568 units offered
  – Spring 2011: 2507 units offered
  – Spring 2012: 2474 units offered

90 units
Factors Impacting Enrollment

• **Impact of financial aid**
  – 340 students were denied Financial Aid in Fall 2011 due to Academic Progress; **233** did not register in Spring 2012; 107 registered in Spring 2012.
  – Removing students who were not serious about academic achievement from abusing the system.
  – Department of Education.
  – Effect *Spring 2012*.

• **Revision in procedures for the enforcement of prerequisite**
  – **401** credit students who were blocked due to prerequisites and did not enroll in any other course in Spring 2012.
  – The purpose of this revision was to ensure students are prepared for the courses in which they are enrolling.
  – COM has been enforcing prerequisite. *Spring 2012* COM implemented the enforcement through *Banner* (use of technology).

**Unduplicated headcount for financial aid and prerequisite = 620 (401+233=634)**
Strategies

• IVC Transfer Pathway
• Strategically added: Sections of courses
• Radio/TV Ad campaign: $30,000
• Special Mailings:
  – former students
  – parents of High School students