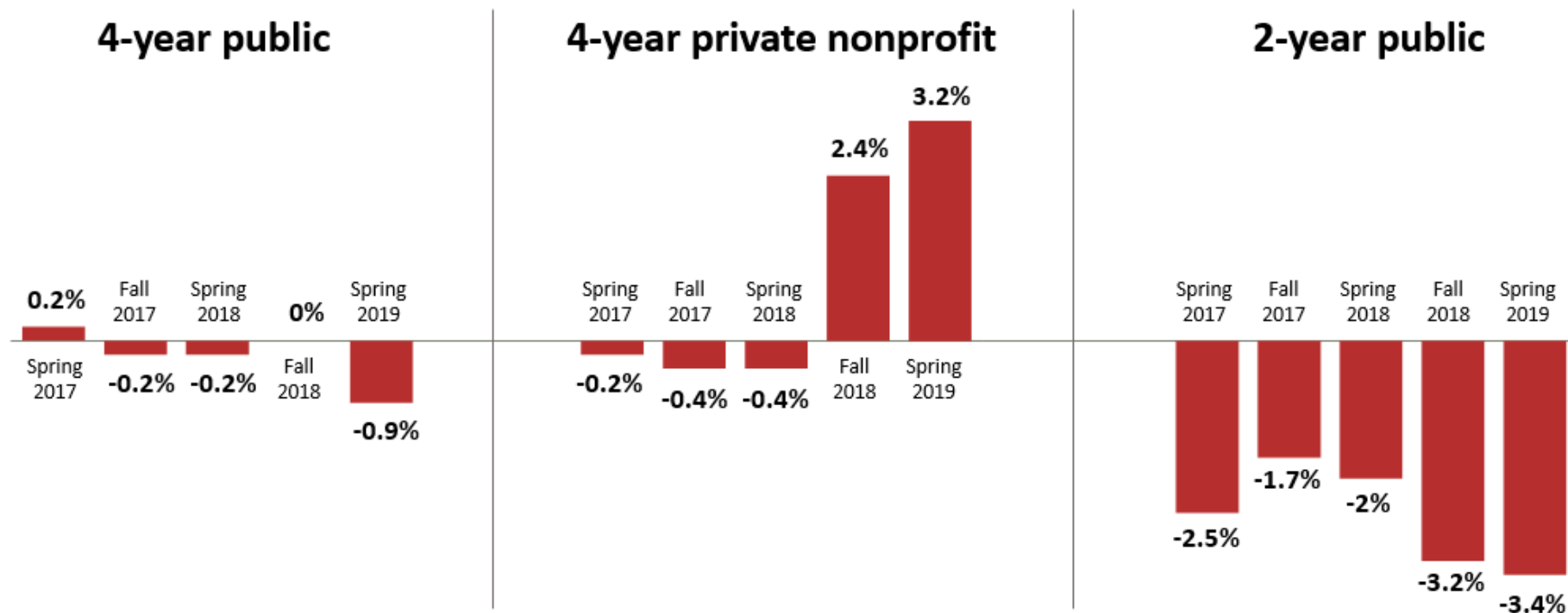


**A Little Data ...**

**Enrollment and Student Completion  
Continue to Confront Community  
Colleges in the US as Major Challenges**

## Enrollment has fallen in recent years

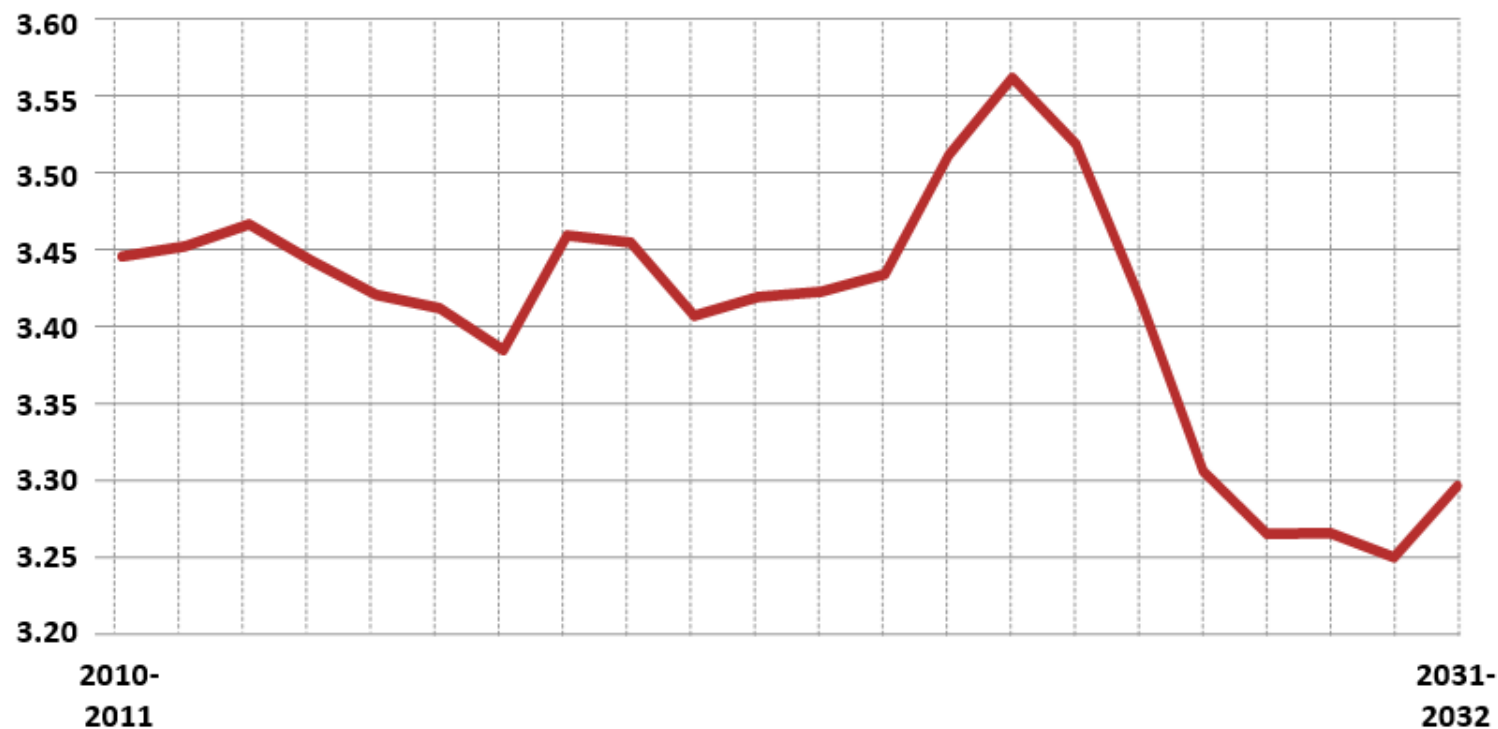
Annual percentage change in enrollment



Source: National Student Clearinghouse Research Center, Current Term Enrollment - Spring 2019

## Enrollment is projected to decline

High school graduates in the U.S. (projected change, in millions)



**“The Great Recession did not simply delay births – it eliminated them.”**

— Nathan Grawe,  
*Demographics and the Demand for Higher Education*

Source: Western Interstate Commission for Higher Education, *Knocking at the College Door: Projections of High School Graduates, 2016*, [www.wiche.edu/knocking](http://www.wiche.edu/knocking)

## It's not just demographics

Families are increasingly price-conscious and skeptical about the value of the college degree

Americans who say higher education is going in the wrong direction:

**61%**

### THOSE WHO SAY A MAJOR REASON IS:

Tuition costs are too high:

**84%**

Students don't get the skills they need to succeed in the workplace:



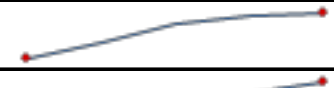

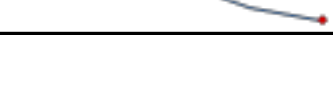
**65%**

Source: Pew Research Center, 2018 American Trends Panel

# How are Colleges Responding?

- Lowering tuition and other costs
- Recruiting more international students
- Creating distinctive academic programs to meet student demand
- Increasing outreach to high schools
- Developing programs for adult learners
- Investing in student-yield efforts (eg, Promise Programs)

# California Community College Fall Headcount

	2015	2016	2017	2018	2019	One year % Change	Five year % Change	Trend
Statewide	1,593,894	1,591,276	1,595,904	1,590,352	1,510,636	-5.0%	-5.2%	
Allan Hancock	13,295	14,162	14,070	13,410	13,856	3.3%	4.2%	
Cuesta	10,114	10,874	11,642	11,963	12,193	1.9%	20.6%	
Hartnell	11,049	12,181	11,997	12,510	12,954	3.5%	17.2%	
Santa Barbara	18,778	16,957	16,796	14,996	14,100	-6.0%	-24.9%	

# The Student Journey

Analysis of a Recent Cohort.



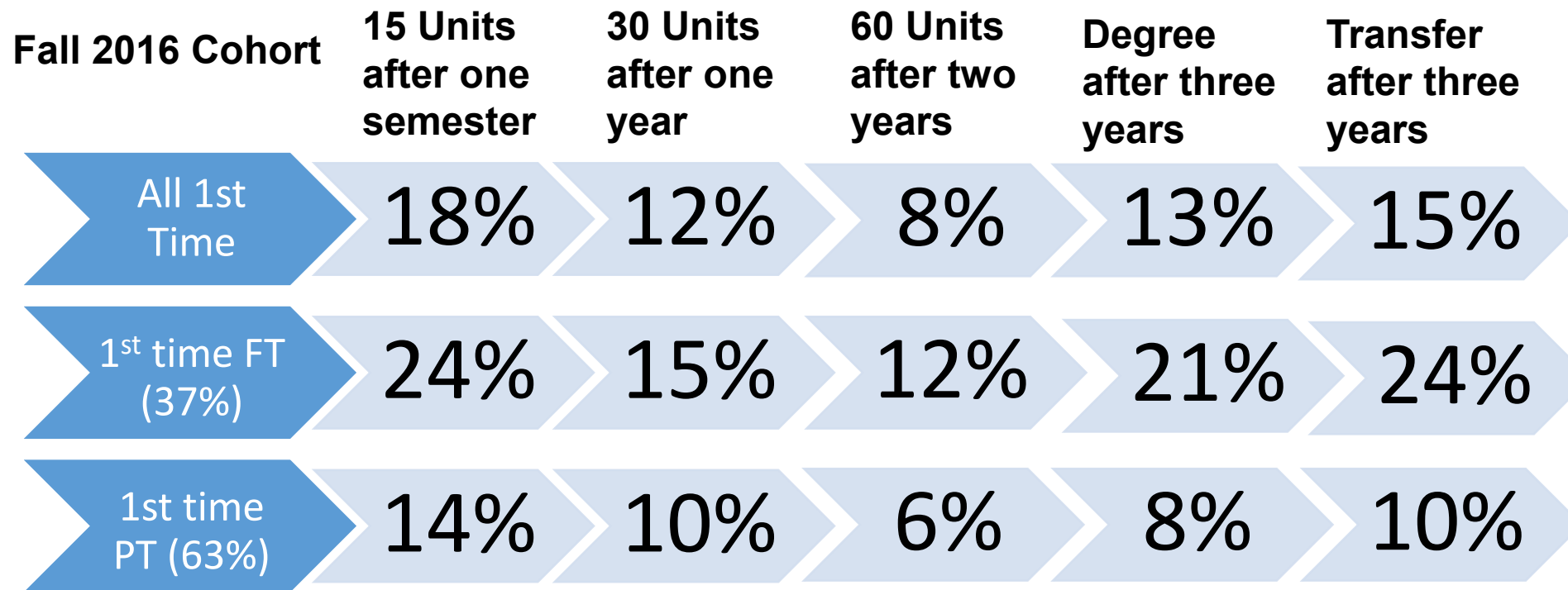
# What is a cohort?

- Derived from the Latin “cohorts” meaning an enclosure, company, or crowd.
- In epidemiological terms the cohort is a group of people with something in common, usually involvement in a defined population group.
- Other names of cohort study are longitudinal study or forward looking study.
- A cohort in education research is a group of students starting from a common semester and followed for a fixed length of time

# Advantages of Cohort Study

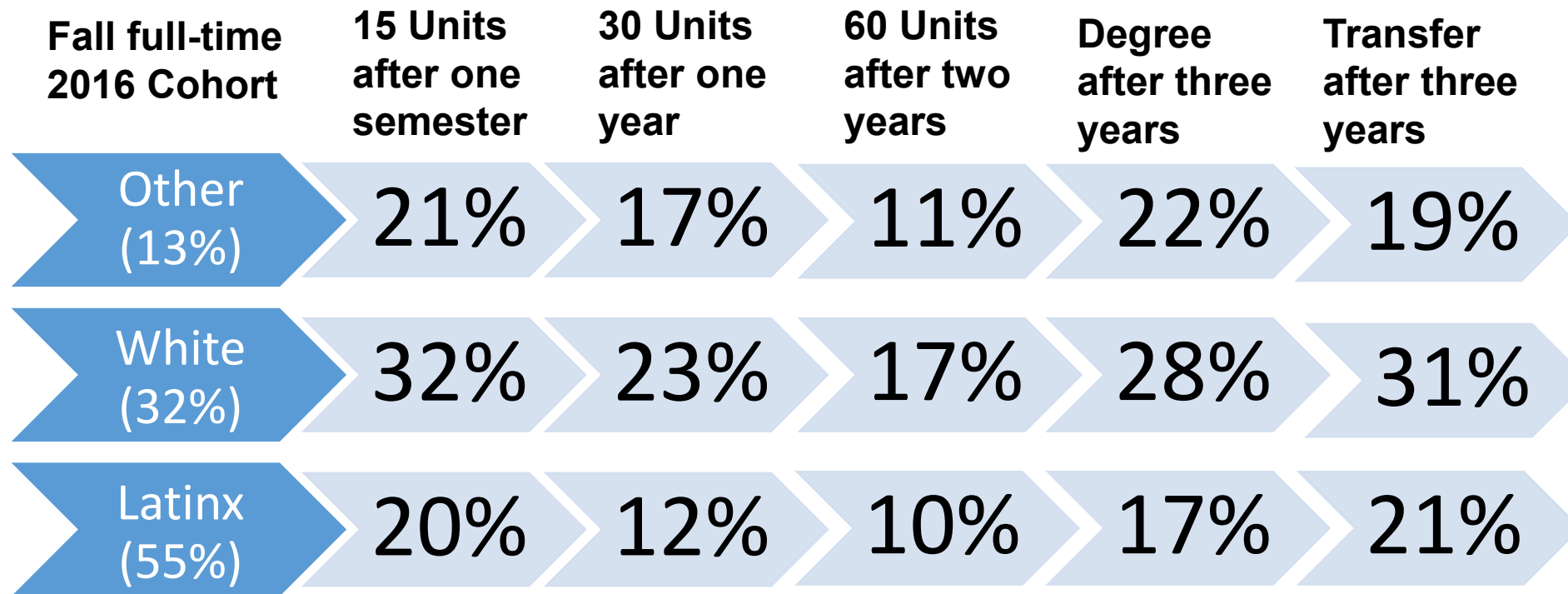
- Track student journey
- Similar starting point of students
- Identify equity gaps in journey
- Creates a context and reference point:  
“What percent of PT and FT students complete an outcome within a year”





Cohort includes first-time students who declare a goal of degree or transfer. Outcomes include degree or transfer.

Full-time designation is with regard to first fall term.



Cohort includes first-time **full-time** students who declare a goal of degree or transfer. Outcomes include degree or transfer.

Full-time designation is with regard to first fall term.

A yellow double quote icon consisting of two curved lines, positioned at the top center of the slide.

Nationally, only about 25 percent of first-time, full-time students entering public community colleges graduate within the traditional three years, according to the National Center for Education Statistics.

Some experts say that figure is misleading because two-thirds of students attend community colleges part time, and many take six or more years to graduate. But most would agree that too many students aren't reaching the finish line.