



# Strategic Enrollment Management Taskforce Persistence and Completion

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HOSTED BY PRESIDENT ROBIN STEINBACK

NOVEMBER 1, 2017

# Agenda


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- Welcome & Context
  - Context – Dr. Steinback
  - Enrollment Data – Mr. Lopez
  - Budget Implications – Dr. Jones
- Current Efforts
- Persistence and Completion Strategies
- Action Items and Next Steps
- Closing Remarks

# Enrollment Data

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# MVC is the “home college” for majority of our students

74%   
MVC

20%   
NC

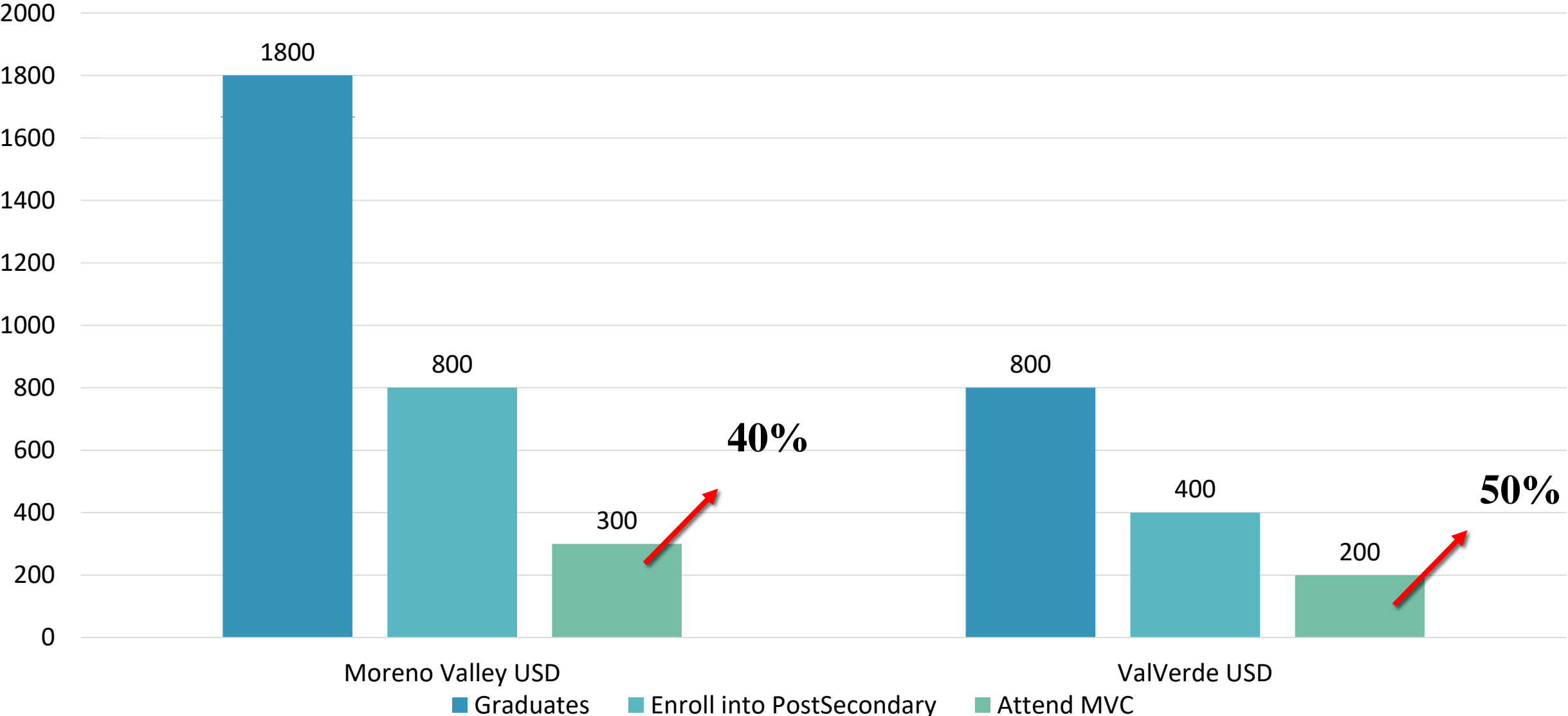
6%   
RCC

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Moreno Valley  
College

- Percent of students who complete at least 60% of their attempted coursework at only one college
- Moreno Valley College is clearly a unique case in RCCD
- Vast majority of MVC students complete majority of attempted coursework at MVC = **3 of every 4 students**
- Norco and RCC students complete or attempt coursework at more than one college
- Strengthening our culture so that MVC is College of Choice!

# Local School District Enrollment @ MVC



Data Source: California Department of Education, CDE 2015; California Community Colleges Chancellor's Office, CCCCCO 2017

## MVC serves **Students of Color** proportionally at higher rates than State and District levels

	Race/Ethnicity Enrollment by Percentage				
Race/Ethnicity	CCC State Total	RCCD	MVC	Norco	RCC
African American	5.87	8.09	<b>11.89</b>	5.42	7.64
American Indian	0.40	0.32	<b>0.28</b>	0.25	0.37
Asian	11.00	4.90	<b>3.14</b>	6.32	5.03
Filipino	2.92	2.11	<b>2.05</b>	2.42	2.00
Latina/o	45.08	60.93	<b>63.78</b>	58.61	60.75
Multi-Ethnicity	3.76	2.31	<b>2.89</b>	2.32	2.09
Pacific Islander	0.41	0.36	<b>0.35</b>	0.35	0.37
Unknown	4.42	0.85	<b>0.58</b>	0.36	1.21
White Non-Hispanic	26.14	20.13	<b>15.04</b>	24.07	20.55

Data Source: California Community Colleges Chancellor's Office (CCCCO), February, 2017

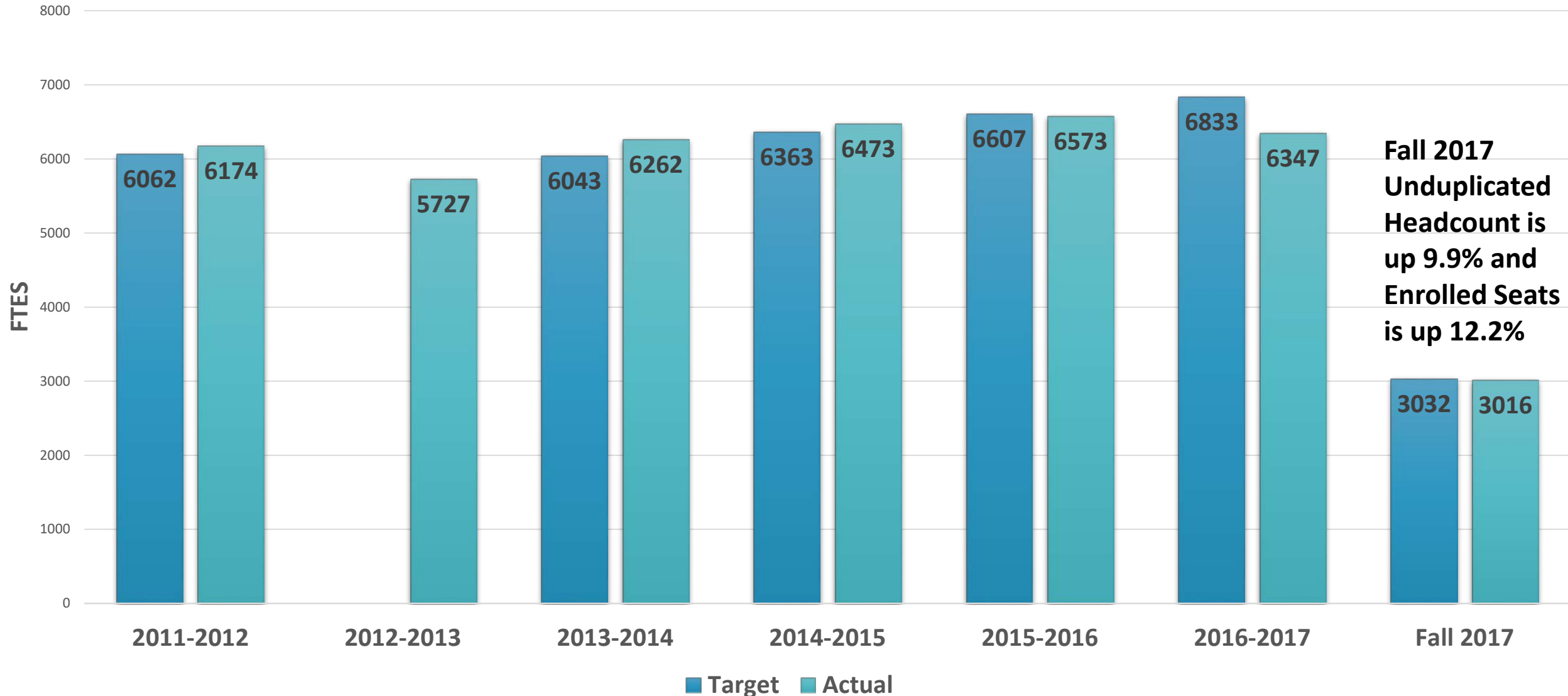
# Region 9

## Success, Retention, and Completion Rates Analysis

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- Based on Spring 2016 Data
  - MVC ranked 81<sup>st</sup> in the state and 10<sup>th</sup> in our region for student completion of degrees and certificates per student
  - MVC ranked 58<sup>th</sup> in the state and 5<sup>th</sup> in our region for retention and success
  - MVC ranked 62<sup>nd</sup> in the state and 5<sup>th</sup> in our region for overall success rates
  - MVC ranked 27<sup>th</sup> in the state and 2<sup>nd</sup> in our region for Latinx success rates

# MVC FTES Targets and Actuals

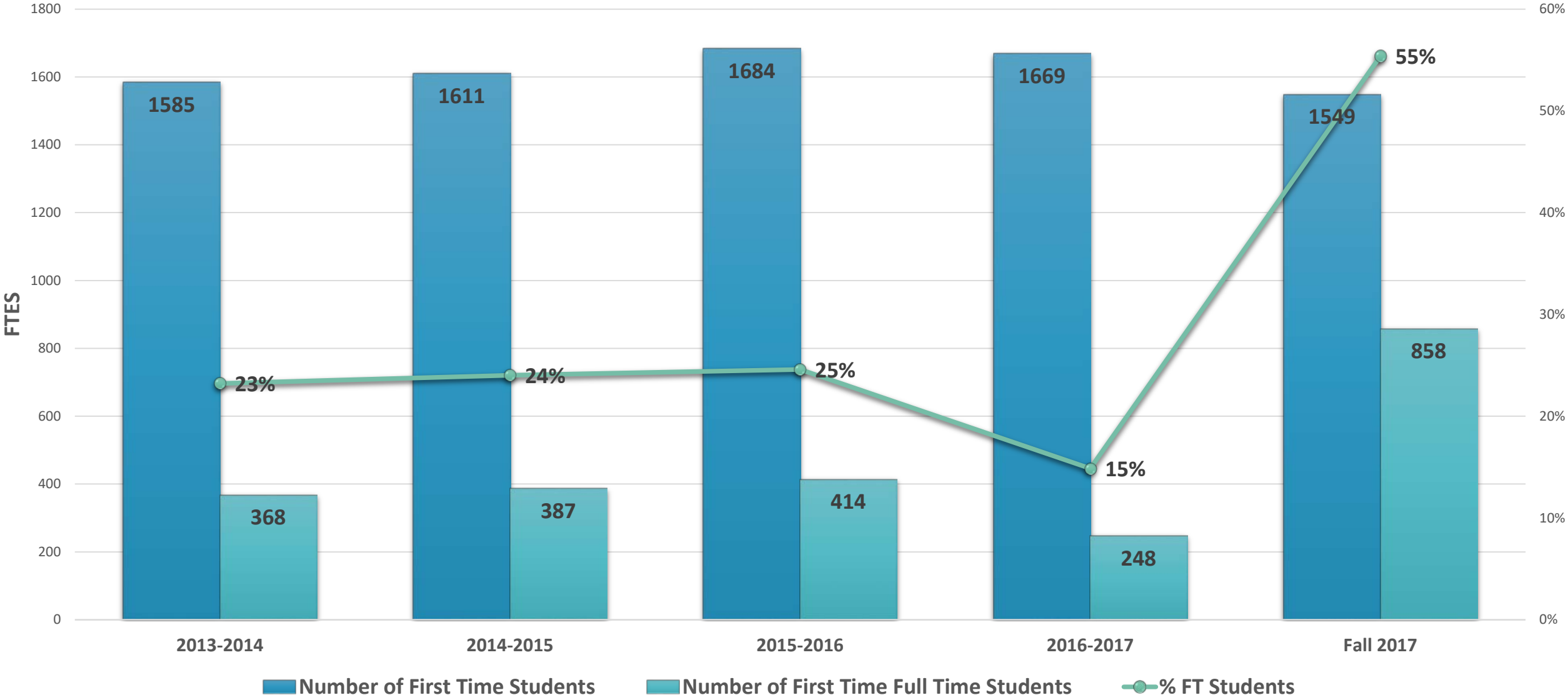


Data Source: Targets established via District Allocation Model; Annual Credit FTES Reported CCFS-320 Report

Note: In order to make district targets, FTES earned in summer sessions were reported for previous year every year but 2013-2014



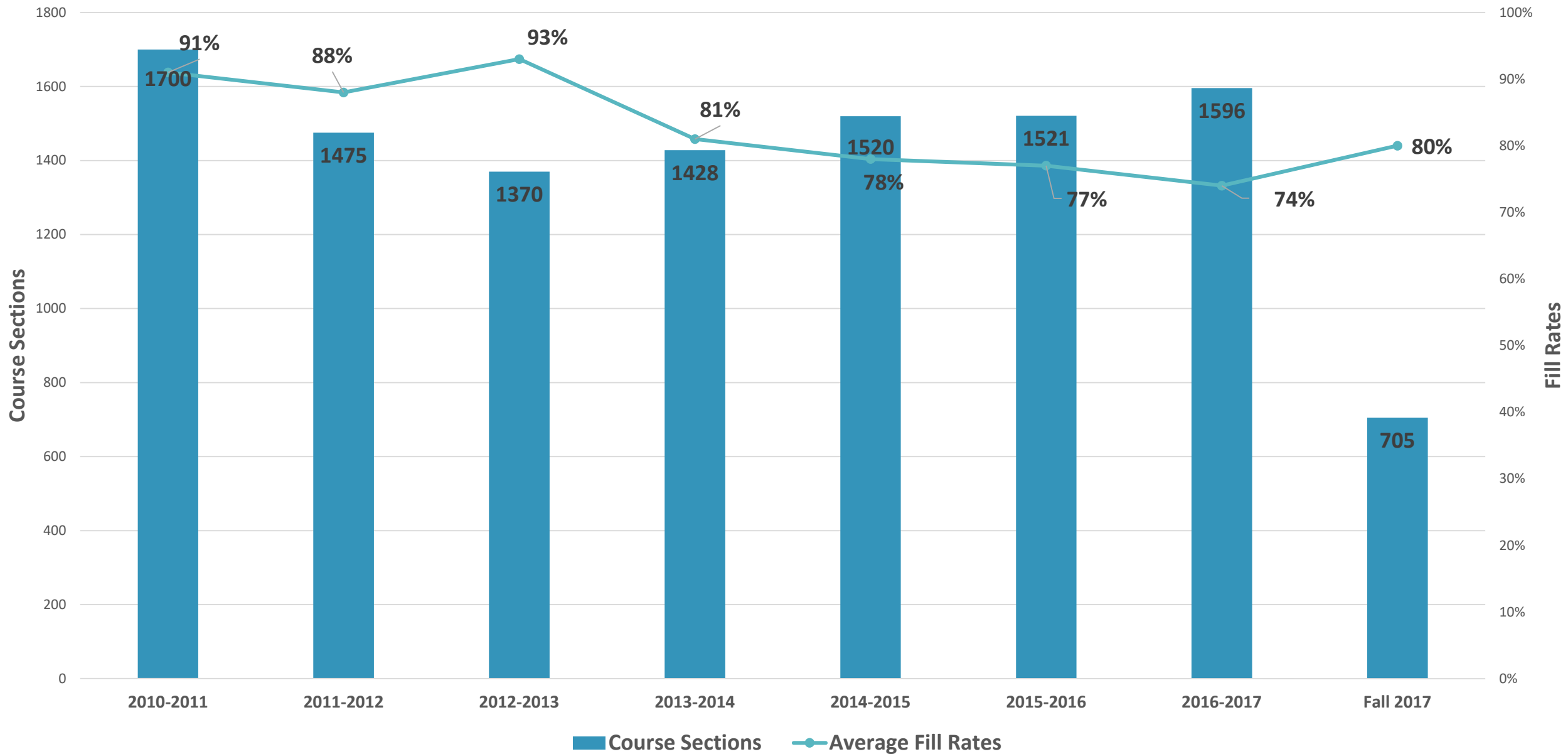
# MVC First Time Students and Full-Time Status



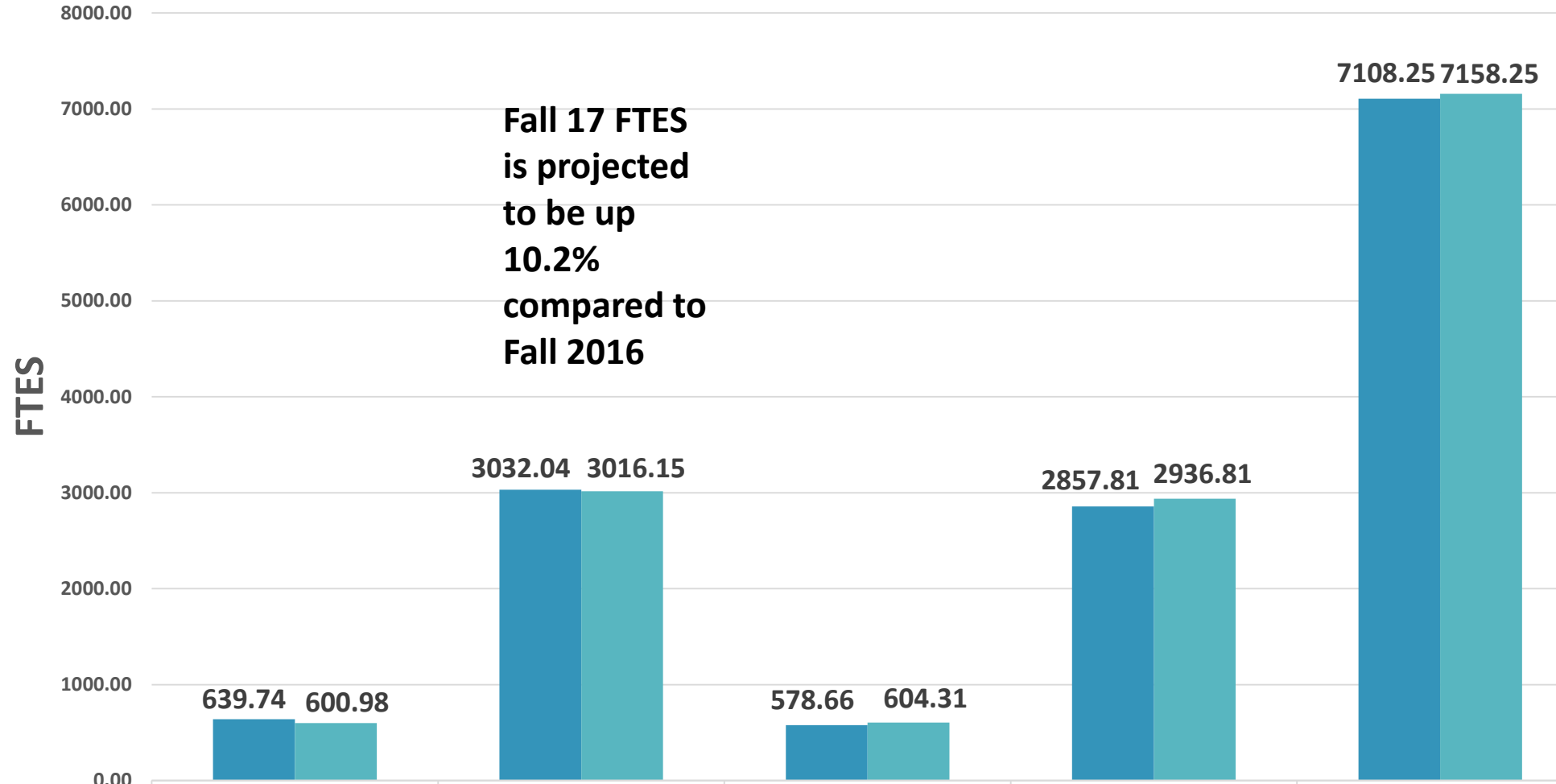
Data Source: MVC Guided Pathways Key Performance Indicators, October 2017

\*Average units attempted per Student is 11 for Fall 2017 alone. 2016-2017 annual attempted units was 15.

# Number of Course Sections and Average Fill Rates



# 2016-2017 MVC FTES Generation and Projections



	SUM17	FALL17	WIN18	SPR18	TOTAL
Original Credit FTES Target	639.74	3032.04	578.66	2857.81	7108.25
Earned, Projected, or Needed	600.98	3016.15	604.31	2936.81	7158.25

# MVC Budget & RCCD Budget Allocation Model (BAM)

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# MVC Budget & District Budget Allocation Model (BAM)

- MVC FY18 General Fund Budget is \$39.2M
- This budget allocation is largely based on a District FTES target of 30,525: MVC & NC 7,051.3, & RCC 16,442
- The state provides funding to community college districts primarily on the basis FTES, calculated on a growth model
- Hence, RCCD's BAM is based on FTES

WINTER 2018	
	<ul style="list-style-type: none"><li>• <a href="#">Download Class Schedule (MVC/BCTC)</a></li><li>• <a href="#">Ben Clark Training Center Schedule</a></li><li>• <a href="#">Online Classes at RCCD</a></li></ul>
FALL 2017	
	<ul style="list-style-type: none"><li>• <a href="#">Download Class Schedule (MVC/BCTC)</a> <i>(Updated 9/11)</i></li><li>• <a href="#">Ben Clark Training Center Schedule</a> <i>(Updated 9/11)</i></li><li>• <a href="#">8-Week Classes Early Start</a> <i>(Updated 9/11)</i></li><li>• <a href="#">Informational Pages</a></li><li>• <a href="#">Online Classes at RCCD</a> <i>(Updated 9/11)</i></li><li>• <a href="#">Final Examinations Schedule</a></li></ul>

# Resource Implications of FTES Production

- MVC's general fund budget allocation amount
- Allocations for faculty and staff positions
- Allocations for equipment & network infrastructure
- State funding for new facilities, which is based in part on fall Weekly Student Contact Hours (WSCH)
- Allocation of Categorical funds (e.g., Guided Pathways, Equity, etc.)



# Current Efforts Dialogue

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# Enrollment Management – Action Plan

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## Developed from March 10, 2017 Task Force Meeting:

- Data Driven Decisions
- Campus Engagement
- Integrated Marketing Campaign
- Enhanced Staffing and Support Services
- Course Scheduling and Refinement
- Campus-wide Strategies and Initiatives



# Current Strategies: Highlights for fall 2017

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- Eliminate course conflicts and increase efficiency of room utilization
- Established FTES and FTEF allocations with targets to divisions/departments
- Friday evening and Saturday course offerings
- Launched “one more class” campaign
- Community wide marketing efforts
- Invite students who have applied but not yet registered to attend T2S (on-site registration events)
- Launched the Promise initiative, MVC Summer Bridge, and FYE program
- Implemented Registration Help Center during registration periods
- Extended student service hours the week before and the week of new term
- Changed the application deadline to be the start of each term

# 2016-17 MVC 1<sup>st</sup> Time Applicants

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## **3,971 new applications were received 2016-17**

- 61% completed Orientation (1,558 students did not)
- 70% completed Assessment (1,174 students did not)
- 54% completed Counseling (1,835 students did not)

**51% of all applicants completed the OAC Process**

**44% of all applicants enrolled in 2016-17**

## **Current Strategies: Input & Feedback**

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**Which of our initiatives are most effective in supporting student enrollment at MVC?**

**How might we scale these efforts to reach more students?**

**What other ideas/suggestions do you have in supporting student enrollment at MVC?**

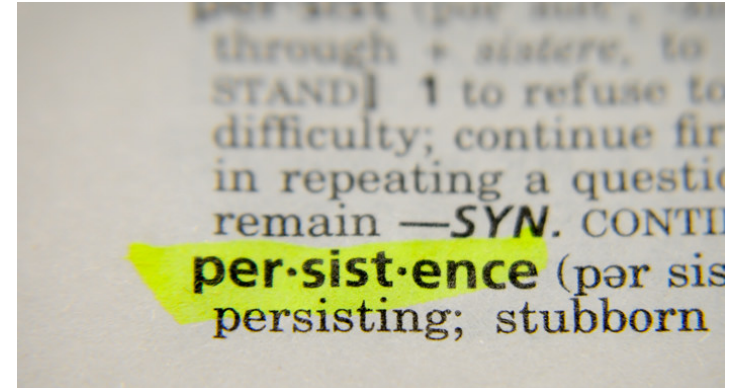
# Persistence and Completion Strategies Dialogue

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# Persistence and Completion

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- Building on our dialogue about our current efforts, what else can we do to improve student persistence and completion?
  - Think about current work that can be scaled and new initiatives
  - Strategies that can be employed now
  - Strategies for the mid- to long-term



# Report Out:

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Each group is to report out their top 2-3 ideas or strategies to address student retention and completion.

- Can this strategy be enacted immediately?
- Can this strategy be scaled to reach most of our students?



# Action Items and Next Steps

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# Closing Remarks and Thank You!

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