

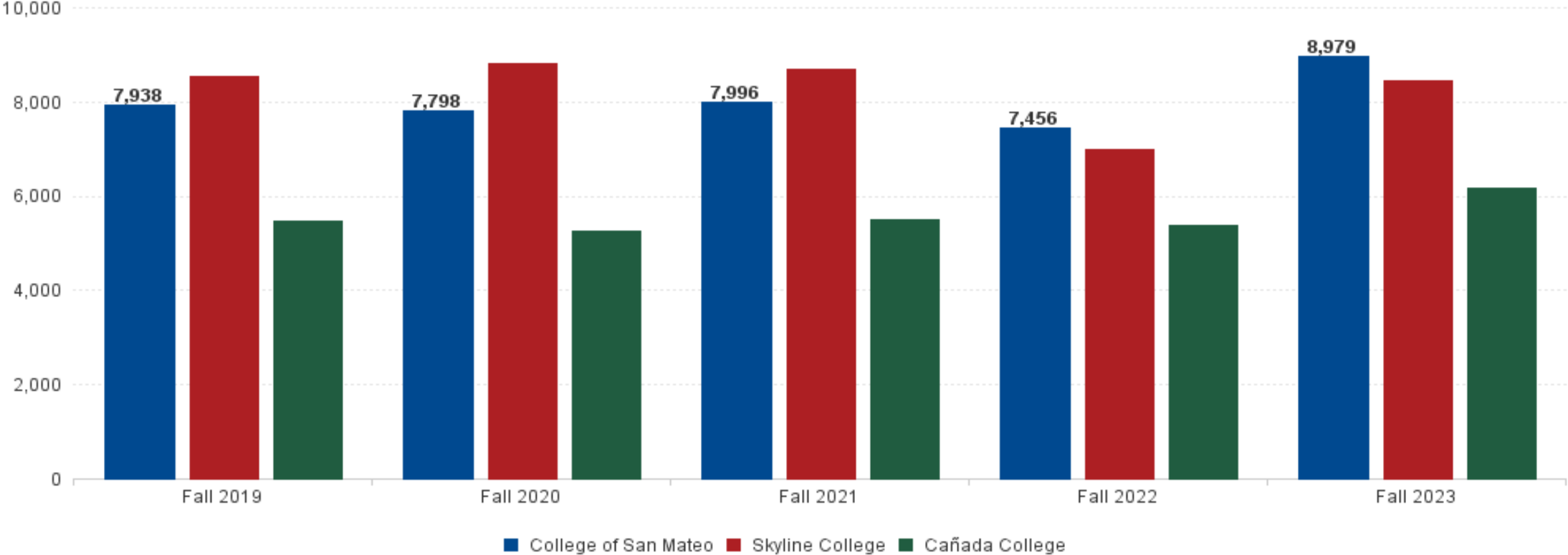
# Enrollment Update



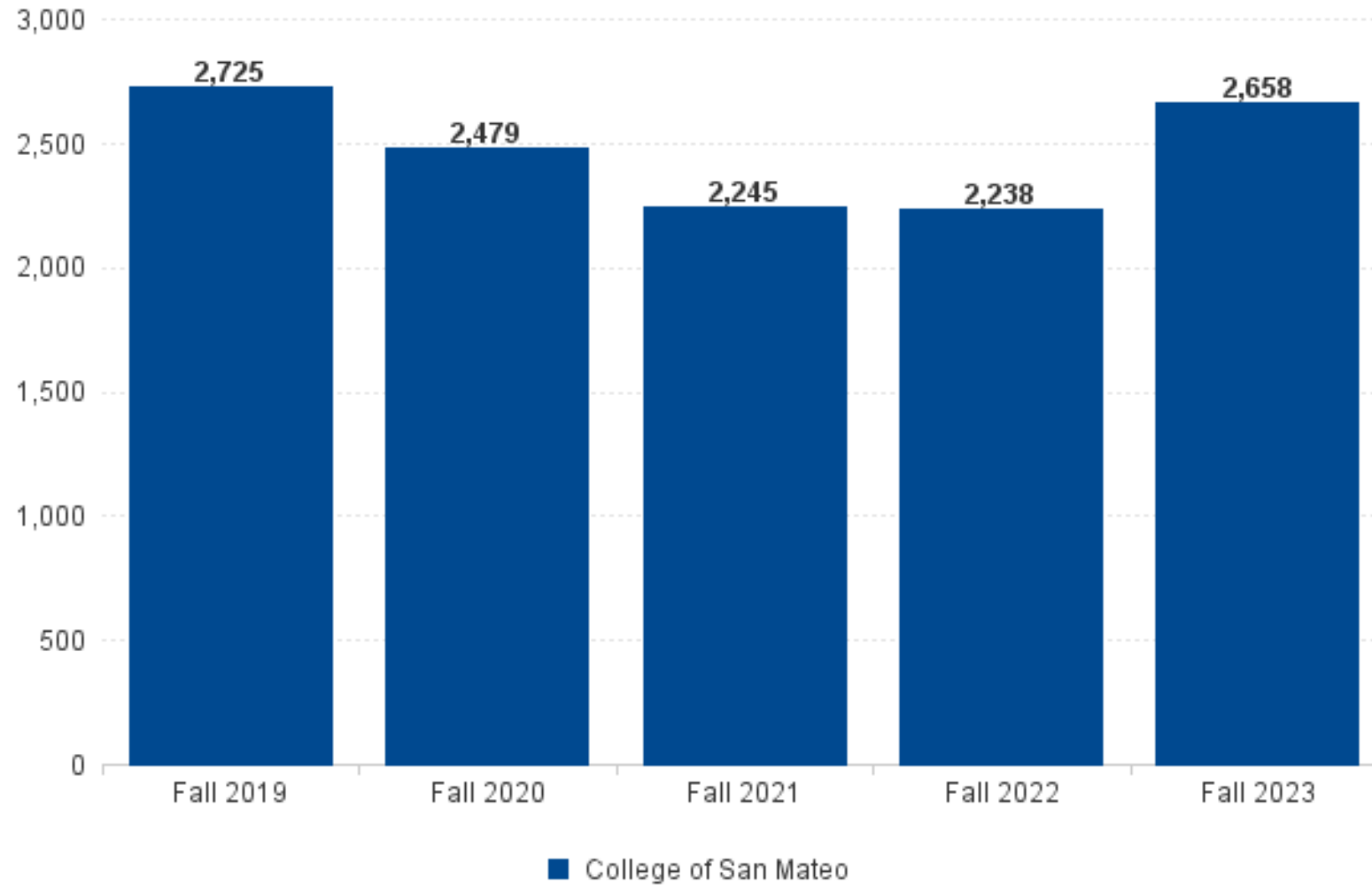
September 8, 2023

College of San Mateo

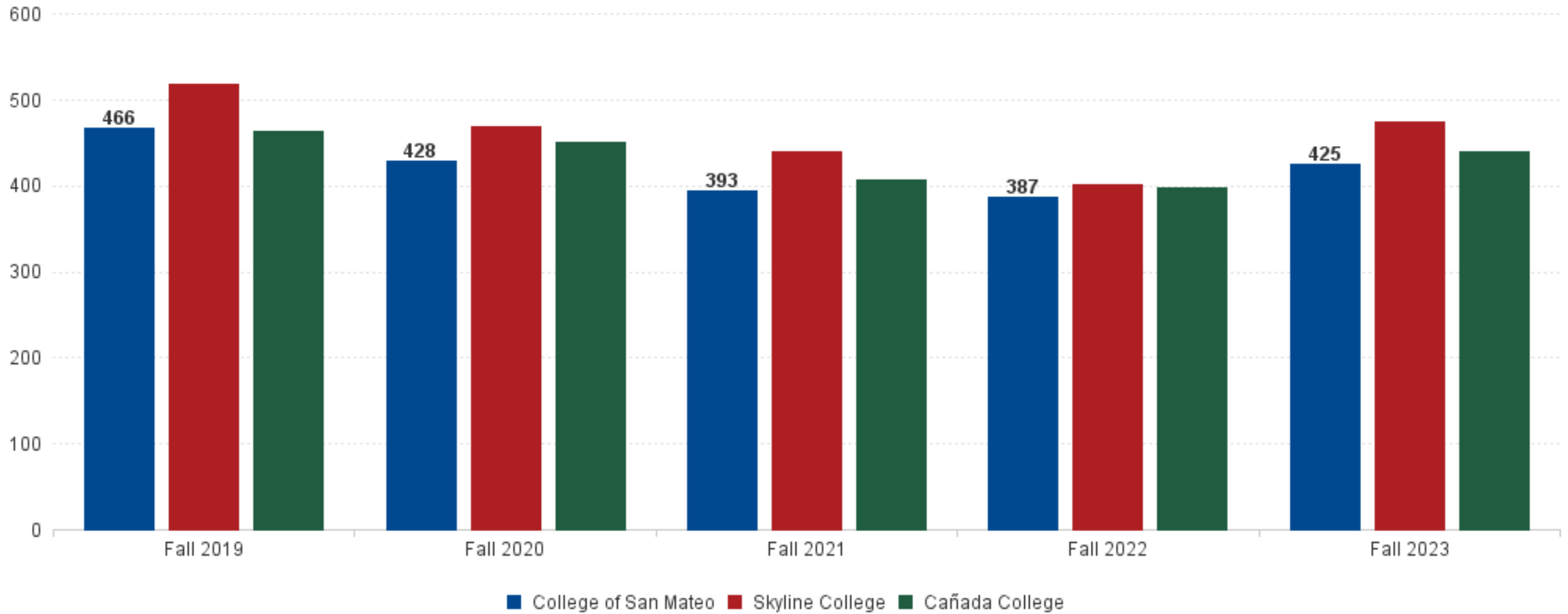
Student Headcounts at SMCCCD Colleges



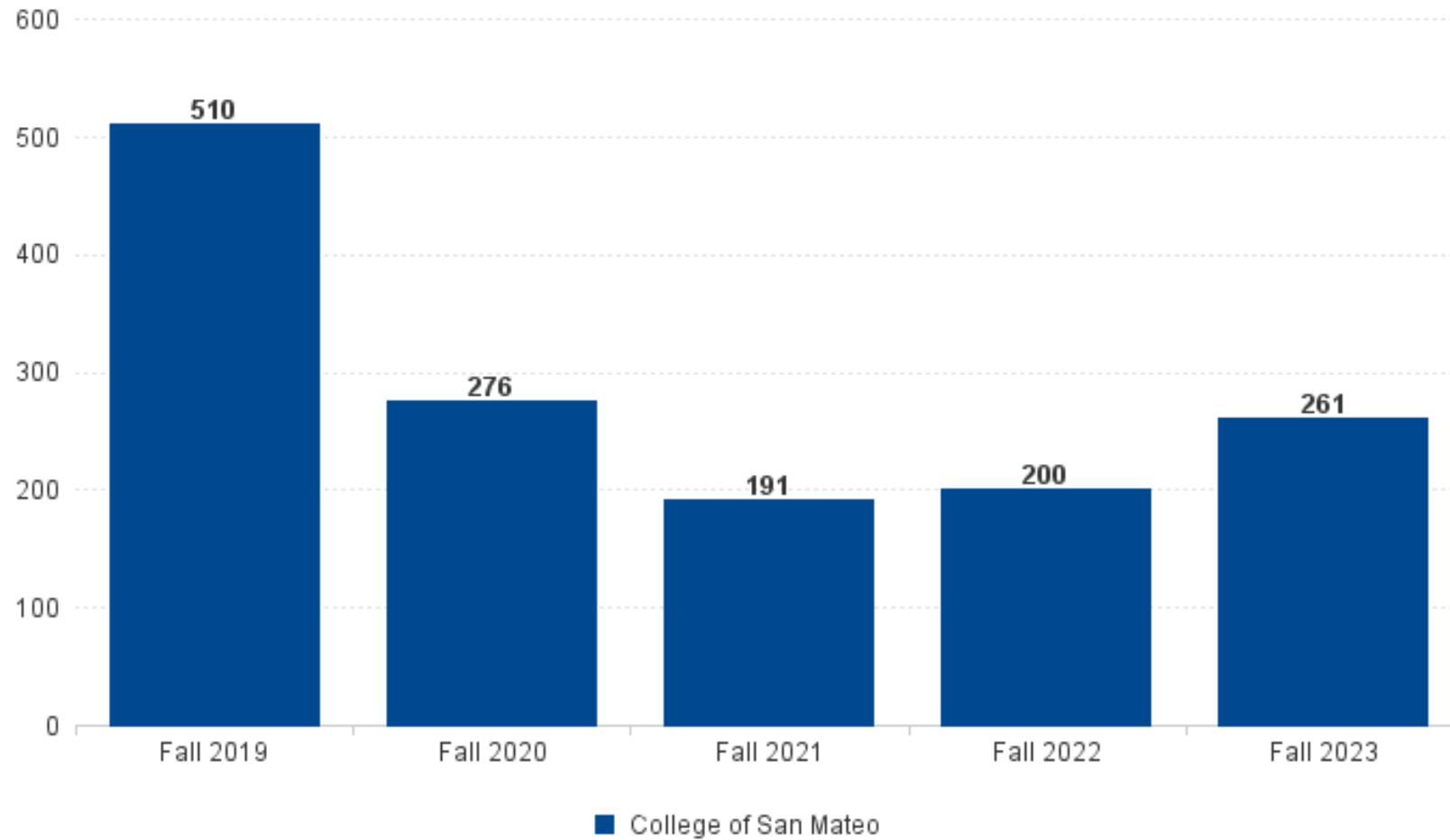
## FTES at SMCCCD Colleges



Load Rates (WSCH/FTEF) at SMCCCD Colleges



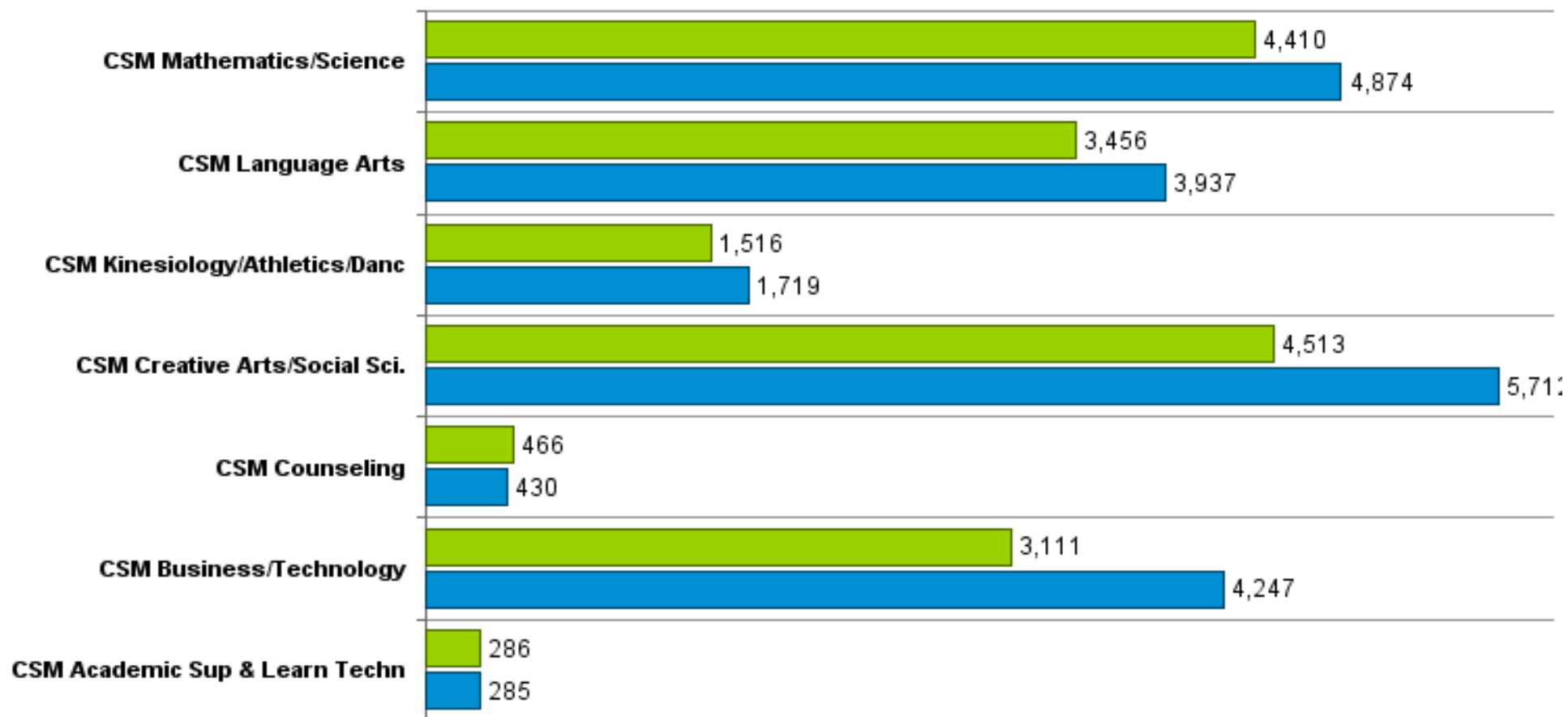
International Headcount at SMCCCD Colleges



<b>Metric - CSM</b>	<b>Fall 2022</b>	<b>Fall 2023</b>	<b>Percent Change</b>
<b>Enrollments</b>	17,758	21,204	19.4%
<b>Enrollments (Online)</b>	7,639	9,535	24.8%
<b>FTEF</b>	174	188	8.1%
<b>FTES</b>	2,238	2,658	18.8%
<b>Headcount</b>	7,456	8,979	20.4%
<b>Headcount (First-Time)</b>	1,461	1,470	0.6%
<b>Headcount (Int'l)</b>	200	261	30.5%
<b>Load</b>	387	425	9.9%
<b>Sections</b>	733	795	8.5%
<b>WSCH</b>	67,135	79,752	18.8%

## POINT IN TIME ENROLLMENT COMPARISON BY DIVISION

■ Fall 2023 ■ Fall 2022



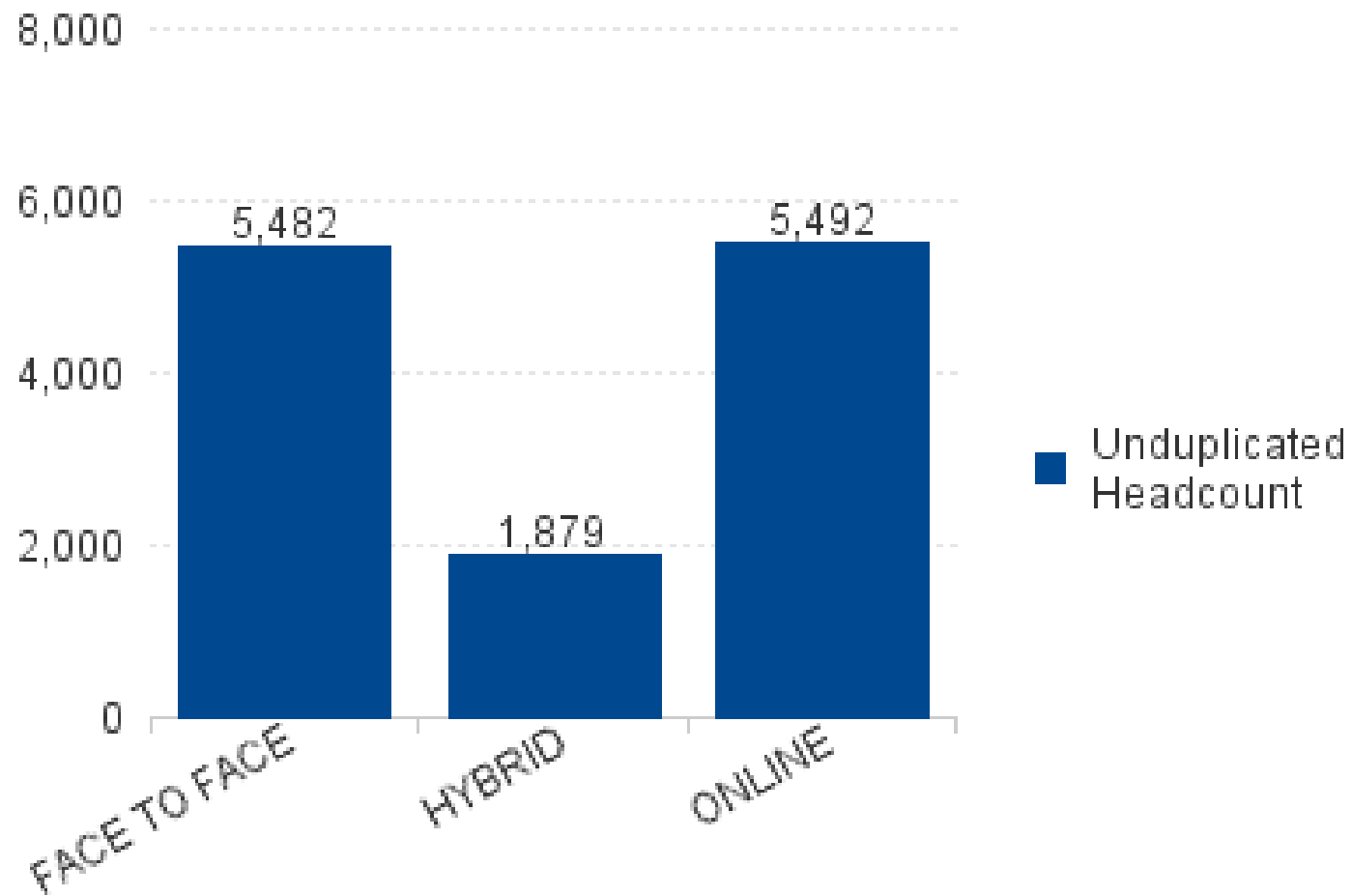
Demographics	FALL 2022 Final Tally		FALL 2023 As Of Sep 4, 2023		Difference N	Difference %
	N	%	N	%		
TOTAL	7742	100.0%	8993	100.0%	+1,251	+16.2%
Female	3752	48.5%	4454	49.5%	+702	+18.7%
Male	3784	48.9%	4238	47.1%	+454	+12.0%
Unreported	206	2.7%	301	3.3%	+95	+46.1%
Full Time (12.00 Units or More)	2582	33.4%	3832	42.6%	+1,250	+48.4%
Part Time (6.00-11.99 Units)	2589	33.4%	2999	33.3%	+410	+15.8%
< Part Time (0.01-5.99 Units)	2569	33.2%	2154	24.0%	-415	-16.2%
American Indian/Alaskan Native	8	0.1%	7	0.1%	-1	-12.5%
Asian	1238	16.0%	1540	17.1%	+302	+24.4%
Black - Non-Hispanic	185	2.4%	252	2.8%	+67	+36.2%
Filipino	519	6.7%	585	6.5%	+66	+12.7%
Hispanic	2702	34.9%	3178	35.3%	+476	+17.6%
Pacific Islander	198	2.6%	201	2.2%	+3	+1.5%
White Non-Hispanic	2059	26.6%	2272	25.3%	+213	+10.3%
Unknown	235	3.0%	275	3.1%	+40	+17.0%
Multiraces	598	7.7%	683	7.6%	+85	+14.2%



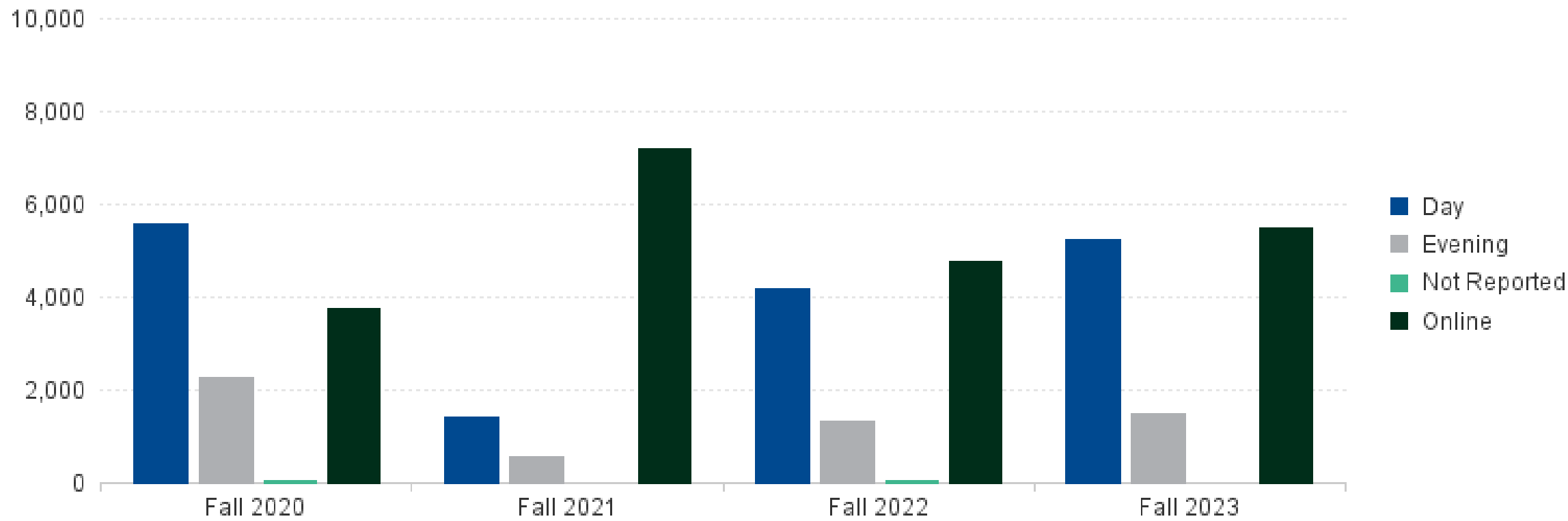
Change in Enrollment by City						
City	FALL 2022		FALL 2023		Difference N	Difference %
	N	%	N	%		
San Mateo	2410	50.0%	2834	48.5%	+424	17.6%
Redwood City	625	13.0%	791	13.5%	+166	26.6%
Burlingame	483	10.0%	626	10.7%	+143	29.6%
Daly City	459	9.5%	560	9.6%	+101	22.0%
Belmont	319	6.6%	395	6.8%	+76	23.8%
Millbrae	276	5.7%	337	5.8%	+61	22.1%
San Carlos	246	5.1%	305	5.2%	+59	24.0%
San Jose	113	20.1%	75	16.4%	-38	-33.6%
Hayward	96	17.1%	70	15.3%	-26	-27.1%
San Francisco	284	50.6%	272	59.4%	-12	-4.2%
Santa Clara	16	2.9%	7	1.5%	-9	-56.3%
Union City	34	6.1%	26	5.7%	-8	-23.5%
Antioch	13	2.3%	8	1.7%	-5	-38.5%
Emeryville	5	0.9%	0	0.0%	-5	-100.0%

Percentages by Term	SMCCCD Unduplicated Headcount	Attended Multiple SMCCCD Colleges	Attended Skyline Only	Attended Cañada Only	Attended CSM Only	Skyline & Cañada	Skyline & CSM	Canada & CSM	Skyline & Cañada & CSM
Fall 2019	20468	16.5%	33.7%	20.0%	29.8%	3.5%	6.0%	5.1%	1.8%
Fall 2020	19223	23.7%	32.9%	16.4%	27.0%	5.4%	8.6%	6.0%	3.6%
Fall 2021	17475	24.7%	31.6%	16.6%	27.1%	5.6%	9.2%	6.1%	3.8%
Fall 2022	17679	20.4%	33.5%	18.0%	28.0%	4.6%	7.5%	5.3%	3.0%
Fall 2023	18657	23.3%	27.8%	18.9%	30.0%	5.1%	9.1%	5.8%	3.3%
GRAND TOTAL	55197	32.1%	28.7%	15.9%	23.3%	5.9%	10.6%	6.8%	8.9%

## Unduplicated Headcount by Modality - Fall 2023



# Day vs. Evening Course Headcount by Term



# Four Pillars of Enrollment



OUTREACH



MATRICULATION



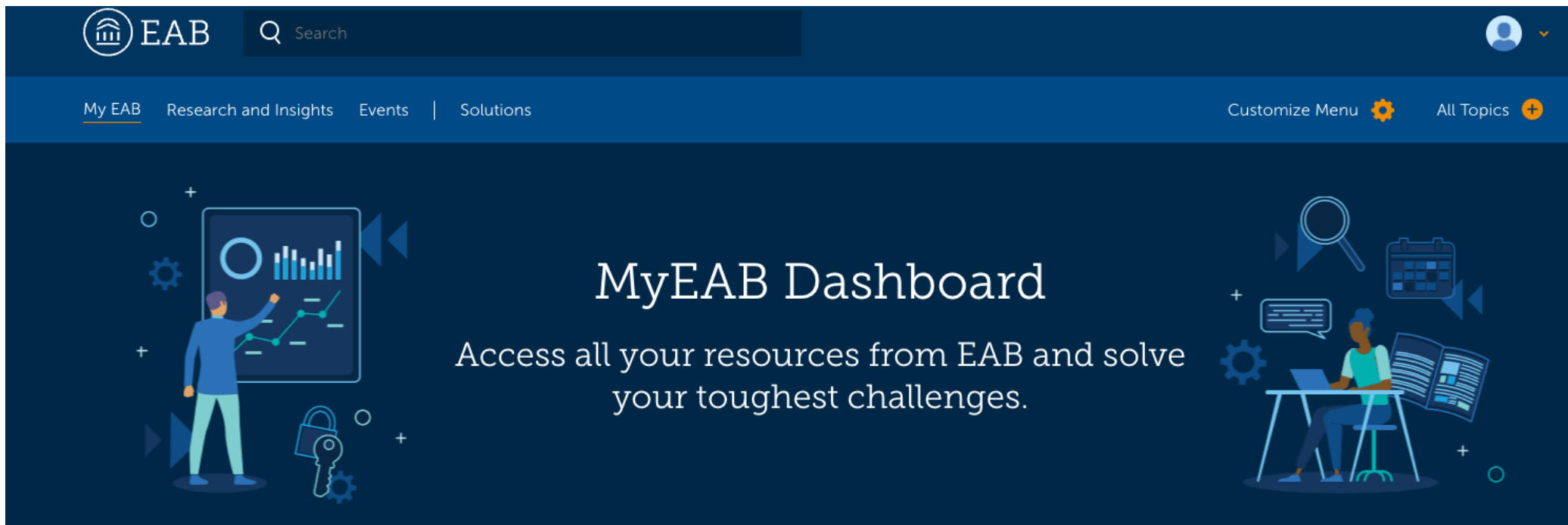
RETENTION



COMPLETION

# Process from Spring 2023

- Alignment with district and college strategic goals;
- Website/application audit review;
- Identification of obstacles at each of the pillars of enrollment;
- Prioritization of efforts through small work groups.



## Community College Solutions

Eab.com

Institutional  
Strategy

Marketing &  
Enrollment

Student  
Success

Data &  
Analytics

Diversity,  
Equity, &  
Inclusion

College of San Mateo

# Outreach and Matriculation Goals:

1. Show success of students who have moved on
2. Complete financial aid paperwork at all HSs and educate parents about the financial aid process
3. Market certificate programs that don't require prerequisites but lead to high wage careers
4. Expand multilingual services and advertising – need multiple staff
5. Update the website to make it easier to enroll
6. Expand YouTube and other social media outreach



# Retention and Completion Goals:

1. Focus on Math/English completion in first year
2. Create first-year schedules for students based on ACCs
3. Ensure engagement for all students