



Enrollment Events

Impact Report



INTRODUCTION

The Student Services Division held a series of enrollment events beginning in Fall 2023, targeting both **new and continuing students**. The primary goal was to recruit new students while also supporting continuing students through the five key matriculation steps—application, orientation, assessment, counseling, and registration. These events aimed to boost enrollment and retention by having “all hands on deck” from all units to remove barriers of the enrollment process.

CALENDAR

Each quarter, two enrollment events were held—one for continuing students and one for new students—except during the summer when no events took place, and in the spring when only a single event was held for continuing students.

TERM	EVENT DATE	TARGET POPULATION	CATERING
FALL 2023	7/14/23	Continuing Students	Taquitos
	7/17/23	New Students	
WINTER 2024	11/16/23	Continuing Students	Burritos
	11/20/23	New Students	
SPRING 2024	2/23/24	Continuing Students	Spam
FALL 2024	7/25/24	Continuing Students	Tacos
	7/29/24	New Students	

REPORT OVERVIEW

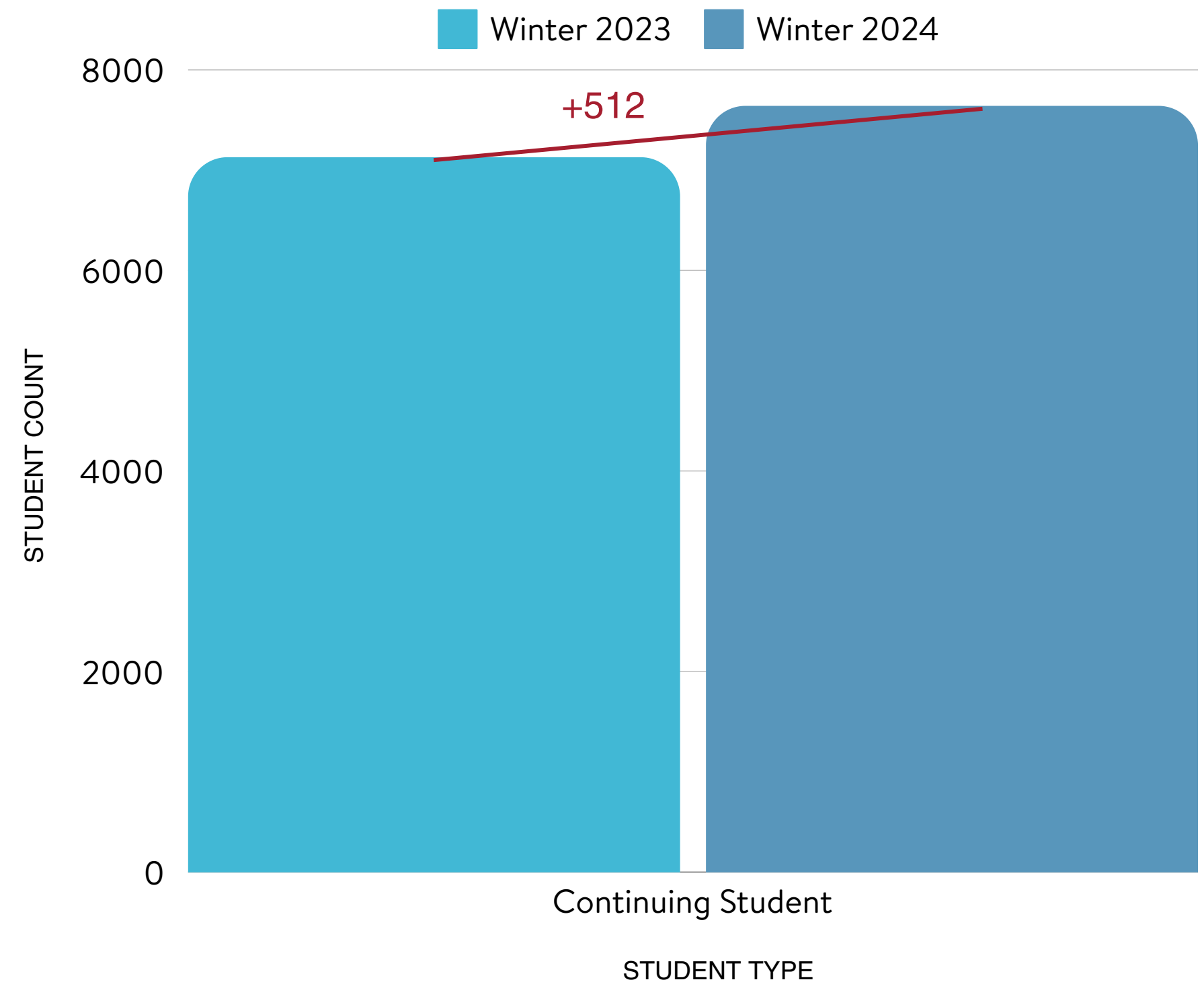
This report provides an analysis of recent student enrollment and retention trends at the college, focusing on continuing, first-time, and transfer student populations across multiple terms. The data highlights several important shifts in student dynamics:

- **Continuing student** enrollment experienced notable fluctuations over the academic year, beginning at 4,530 in Fall 2023, rising significantly to 7,641 in Winter 2024, before dropping to 6,221 in Spring 2024. Despite these variations, overall retention improved compared to the previous year, with increases observed from Winter 2023 to Winter 2024 and Spring 2023 to Spring 2024.
- **First-time student** enrollment showed a downward trend, decreasing steadily from 739 in Winter 2022 to 545 in Winter 2024.
- **First-time transfer student** enrollment demonstrated consistent growth, increasing from 1,692 in Winter 2022 to 1,990 in Winter 2024, and similarly rising from 2,897 in Fall 2022 to 3,136 in Fall 2023.

This report will explore these patterns in greater detail.

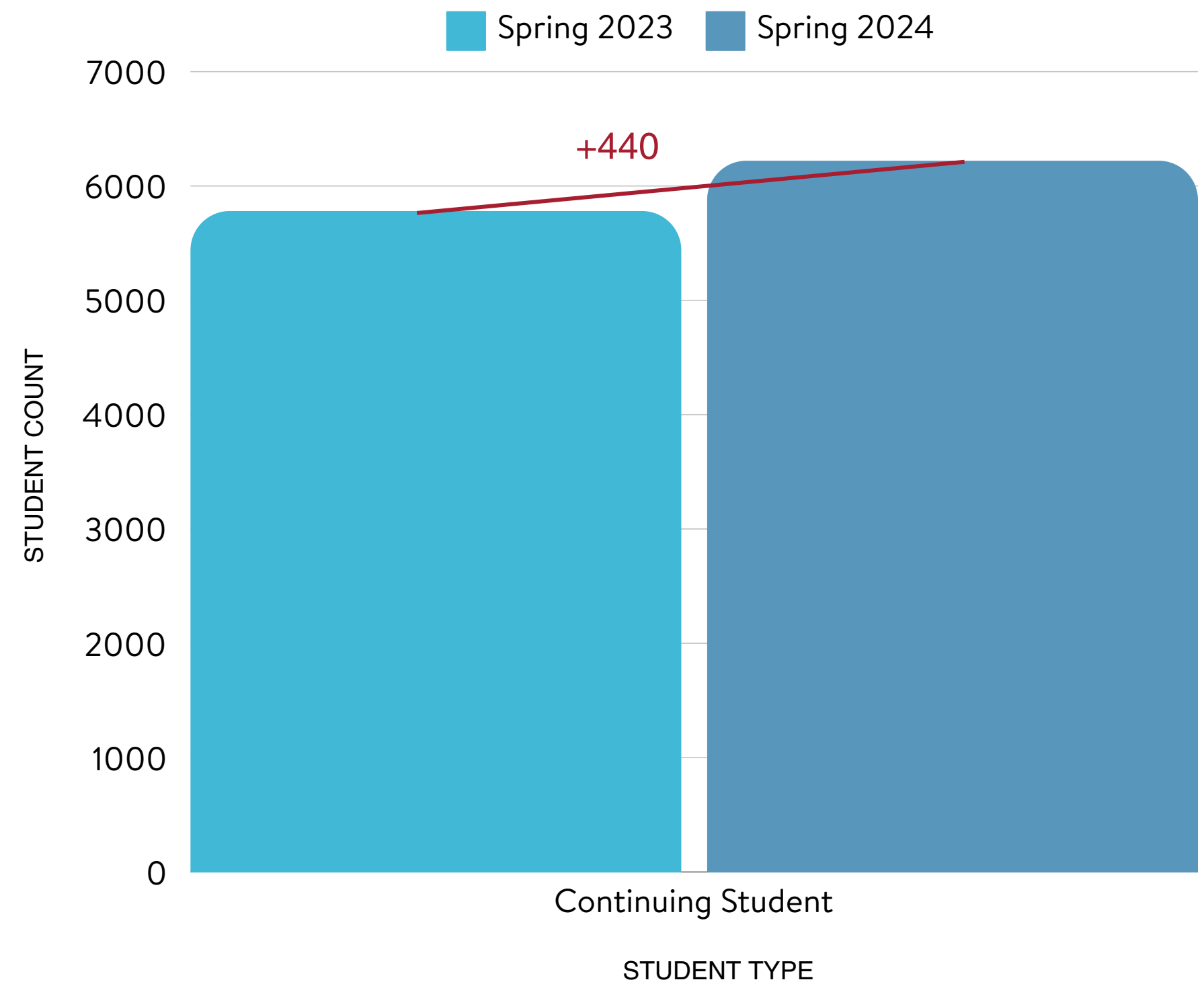
Continuing Students (Winter Terms)

The data shows that the number of continuing students increased from 7,129 in Winter 2023 to 7,641 in Winter 2024, indicating a rise in student retention and persistence between these terms.



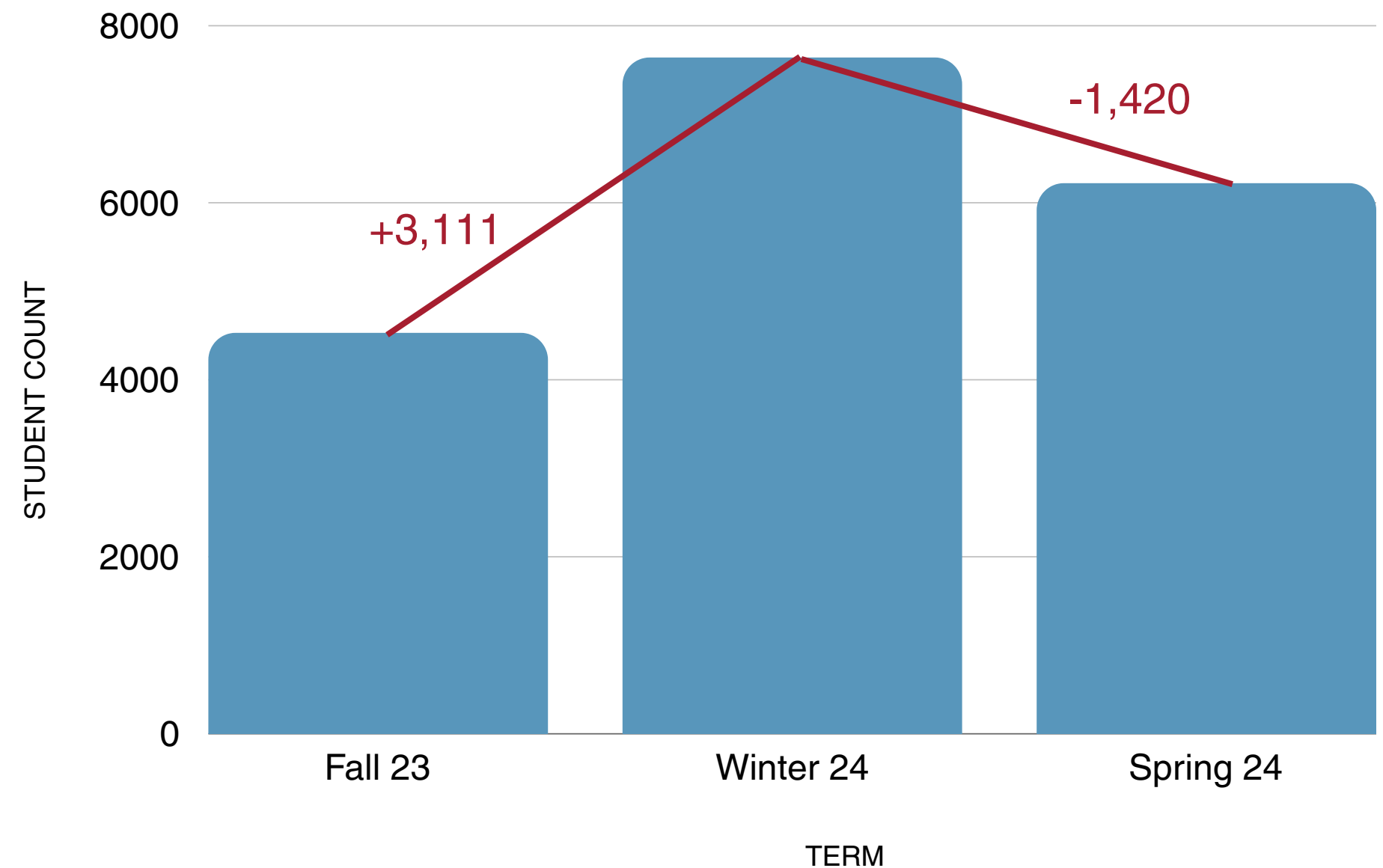
Continuing Students (Spring Terms)

The data shows that the number of continuing students increased from 5,781 in Spring 2023 to 6,221 in Spring 2024.



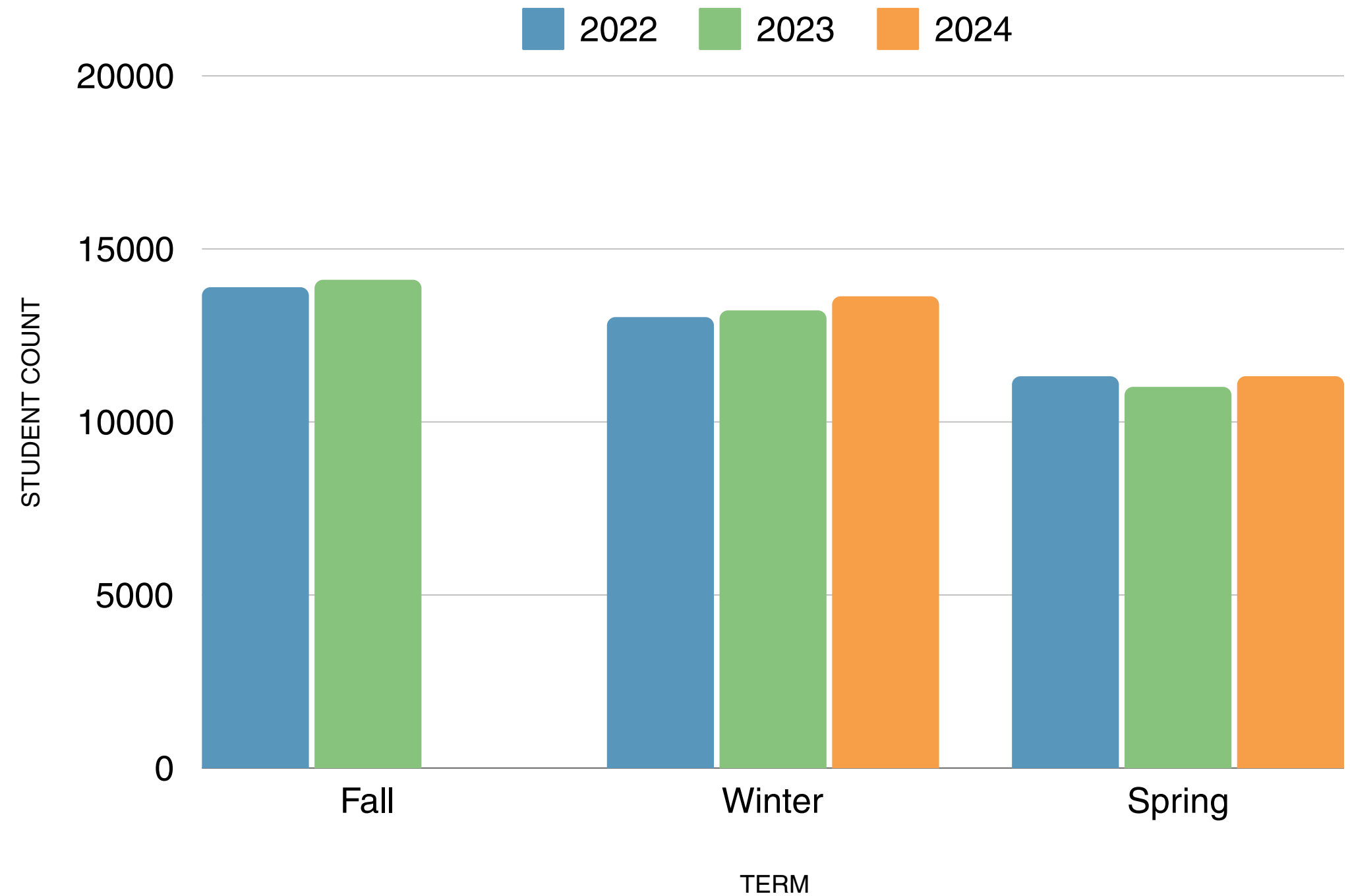
Continuing Students Fall 2023 - Spring 2024

The data shows that the number of continuing students fluctuated over the academic year, starting at 4,530 in Fall 2023, rising significantly to 7,641 in Winter 2024, and then dropping to 6,221 in Spring 2024. This pattern suggests varying levels of student retention and enrollment across different terms.



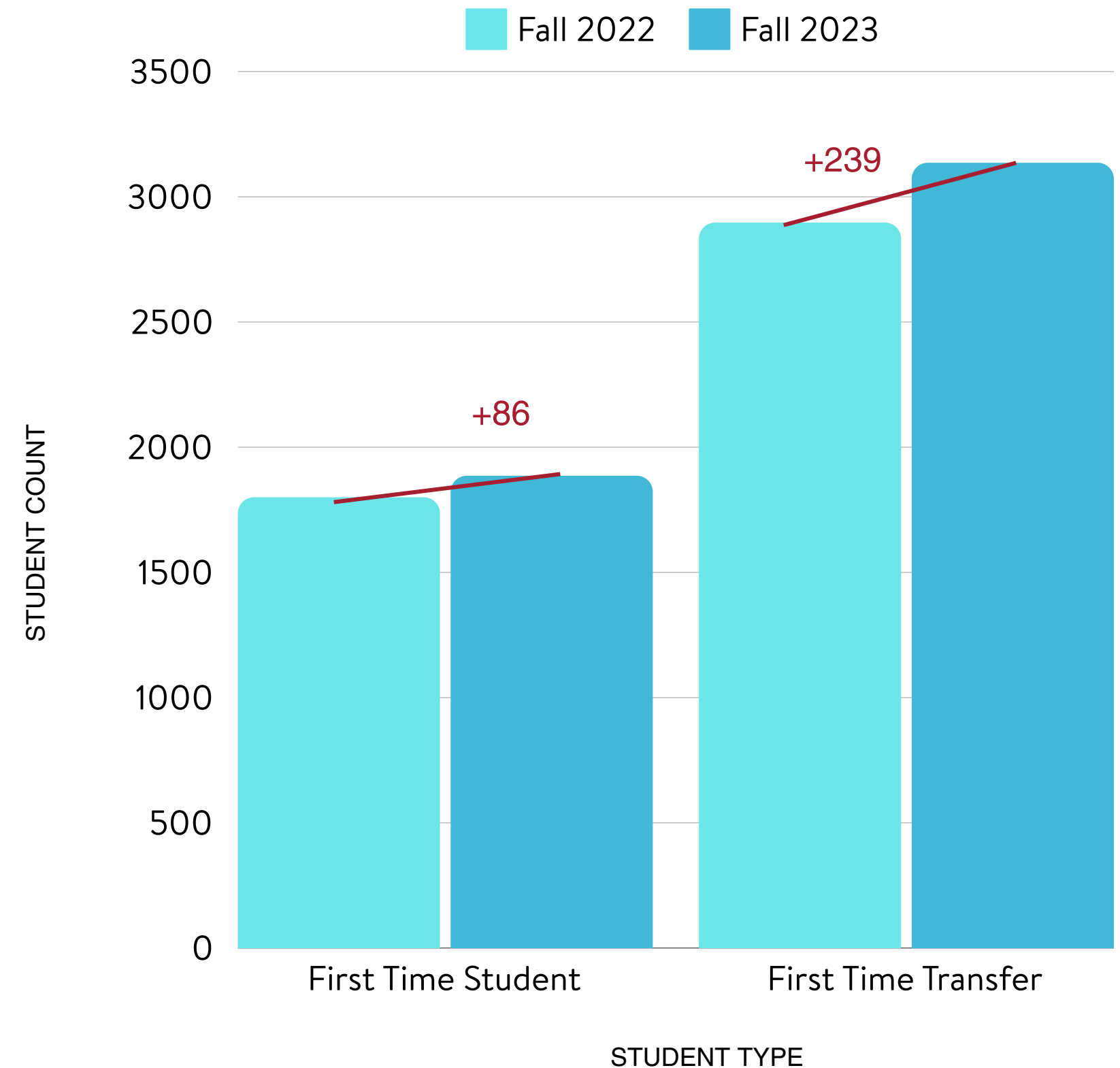
Continuing Students Fall 2023 - Spring 2024

The data shows that enrollment numbers have generally increased or remained steady over the years.



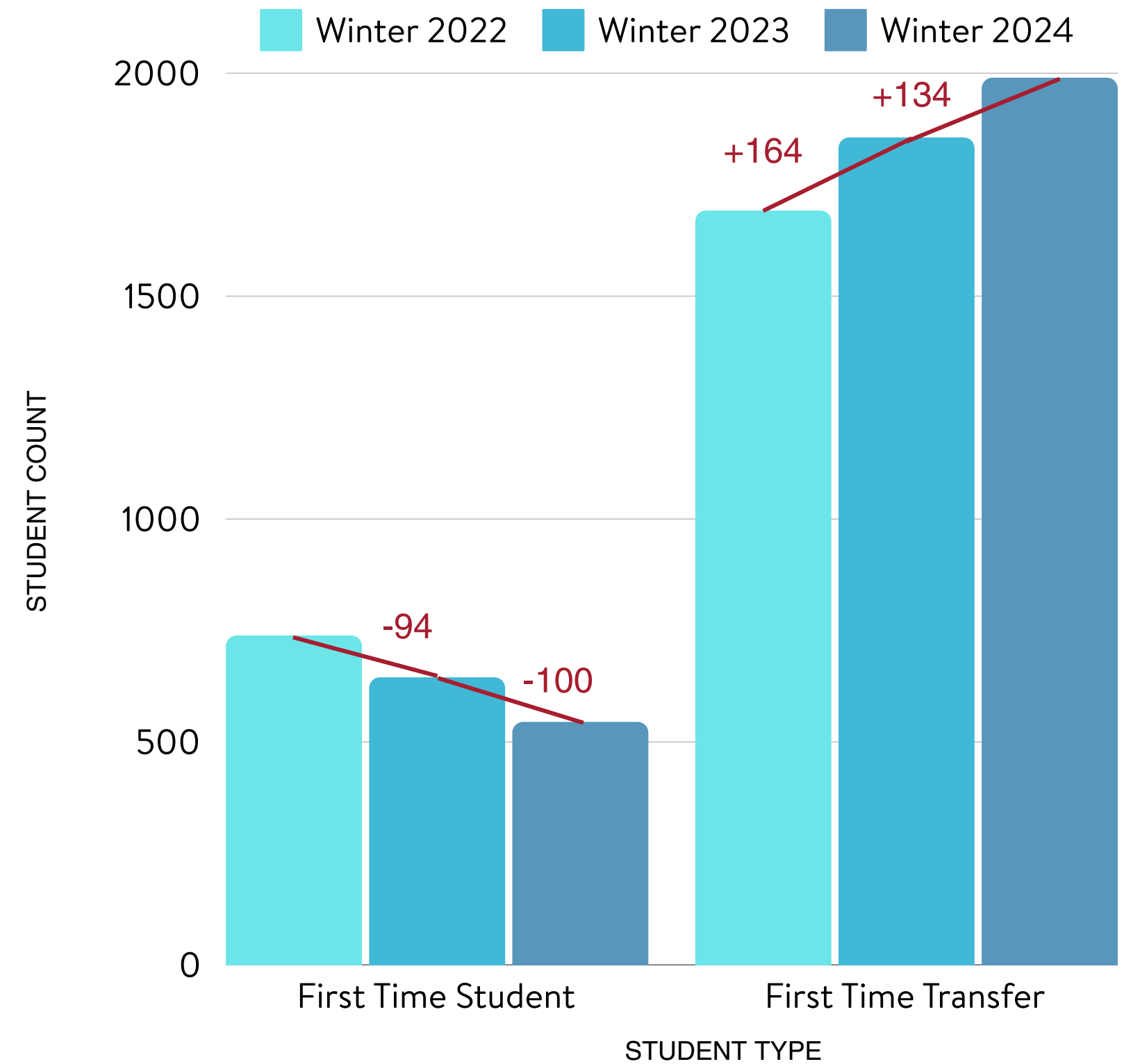
New Students (Fall Terms)

The data shows that both first-time student enrollment and first-time transfer enrollment increased between Fall 2022 and Fall 2023. First-time students grew from 1,800 to 1,886, while first-time transfer students rose from 2,897 to 3,136, indicating an overall increase in both new and transfer student populations during this period.



New Students (Winter Terms)

The data shows that while the number of first-time students has steadily decreased from 739 in Winter 2022 to 545 in Winter 2024, the number of first-time transfer students has consistently increased, rising from 1,692 in Winter 2022 to 1,990 in Winter 2024. This suggests a shift in the student population, with more students transferring in rather than starting their academic journey at the college.



A staff survey conducted by the Student Services division in Fall 2023 revealed strong support and positive impressions of the event.

75%

of staff think we should have this event 1-2 times per quarter.

64%

of staff rated the overall flow and structure of the event as smooth and well-organized flow, with a clear structure that made navigating and participating easy.



“I really like how all **student services departments were present** because it gave students the opportunity to **access resources easily before the start of the quarter.**”



“I liked the **one-stop shopping concept**. It was nice and **easy for the students to move from station to station** to fill out their application, get their math and English placement, go to counseling, and then register with Admissions. Also, I like the Taco Reg Days **being on campus** because the students physically walked around campus to go to each department, and this **helped the students get more familiar with the campus.**”



“The biggest challenge was a **lack of available sections**, though this is always a concern late in the summer.”



“ETS had **last-minute computer problems/glitches** due to a complete software update the evening before - this was our biggest issue.”

CONCLUSION & NEXT STEPS

In conclusion, the enrollment events held for students had a positive impact on both retention and enrollment, with notable increases in continuing and transfer student populations across multiple terms. However, the data also highlights a decline in first-time student enrollment, indicating areas where further support and targeted outreach are needed.

As a result of these preliminary findings, Student Services has determined that the work will continue and be sustained, led by the Dean of Enrollment Services.

Project Documents:

- [Event Management Dashboard](#)
- [Event Workplan](#)
- [Event Webpage](#)