



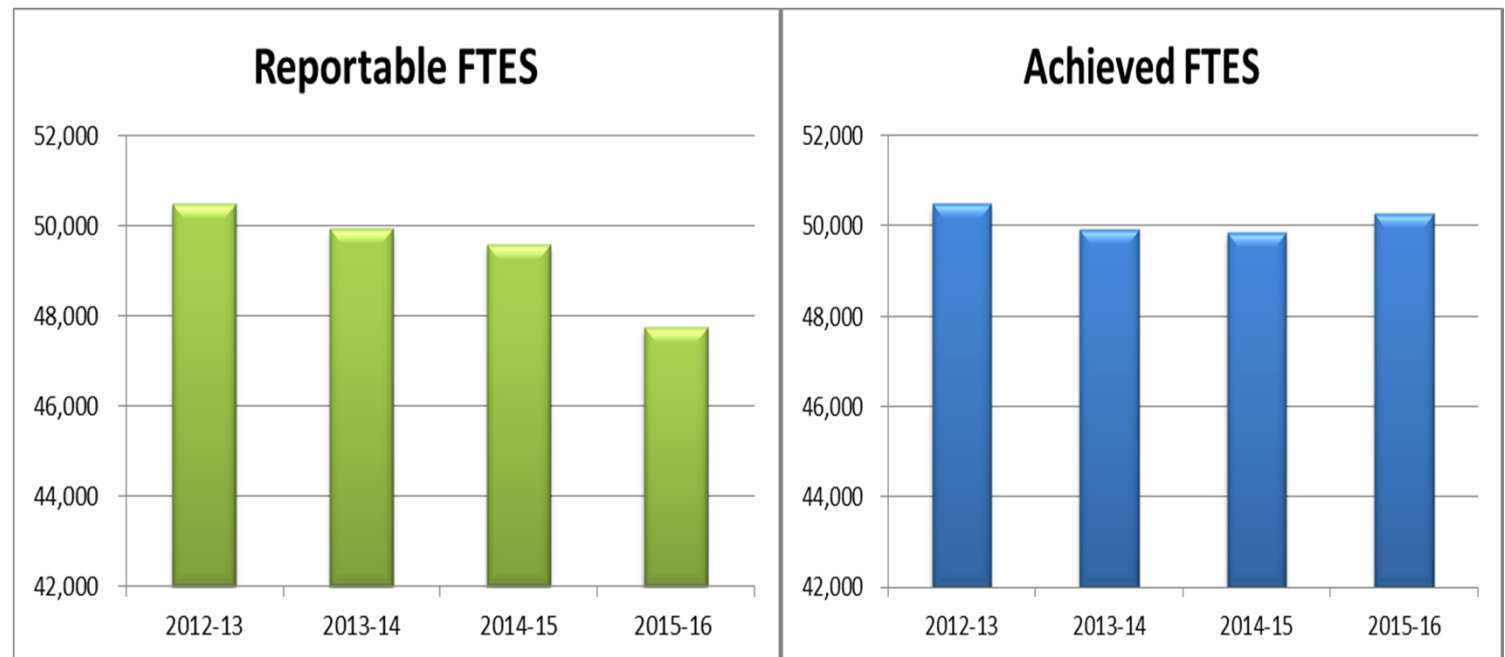
# Enrollment Management Overview

July 13, 2016

# Enrollment Management Overview

Shifted FTES means less available to report in current year

Achieved FTES is flat



# Enrollment Management Overview

## Recap of 2015-16

We missed our goal by 800 FTES

We will not shift FTES from summer 2016 and report 47,800 FTES

State will fund base level of 52,170 as stability funding.

We will not earn any growth for 2015-16

However, by shifting to 2014-15 we captured (advanced ) growth revenues - around **4%**

## Plan to Achieve Base in 2016-17

Goal for 2016-17 is to achieve our base funding level of **52,170 FTES**

Our achieved level for 2015-16 is approximately **50,300 – approx. 1,900 FTES difference**

To completely avoid any shift of summer 2017 to 2016-17, we need to grow 3.7%

Summer is up 6% and if we increase fall and spring by 1% over 2015-16, we could shift a portion of summer 2017 and still have a cushion of 4%

A 1% improvement can be achieved via a similar increase in productivity – an average of slightly more than one student per class

# Enrollment Data Overview

## Past Enrollments

1. LRCCD 1<sup>st</sup> Census & Tri-County Census
2. Number of Students Receiving BOGFWs
3. Fall to Spring Persistence Rates
4. Number of HS Grads in Tri-County Area
5. Number of HS Grads by Local HS Districts
6. Number of Recent HS Grads in LRCCD
7. LRCCD Compared to Nearby Colleges
8. LRCCD Compared to Top 5 CCCs

# Enrollment Data Overview

## Predicted Influence on Future Enrollments

1. Tri-county population will grow, but at a slower rate
2. Public school enrollments will grow, but at a slower rate
3. Diversity in the region will continue to grow, including English language learners

**Source:** *LRCCD 2016 External Environmental Scan of the Greater Sacramento Area*

# Factors Affecting Enrollment

## The Economy

Greater Capacity of CSU and UCs

## Instruction

- Course Repeatability Limits
- ADTs
- Basic Skills Acceleration

## Student Services

- SSSP Requirements
- Student Equity Support
- Recent Changes to Federal Pell Grants
- New BOGFW Requirements

# Marketing Campaign

- Campaign Landing Page
- Digital Ads
- Social Media Strategy
- Persistence Collateral
- Sacramento Observer Ads
- Spanish Radio
- Cinema Ad
- Social Media Video

# Social Media Strategy

## Goal

Communicate key aspects of the **LRCCD experience** through engaging, student-centered content

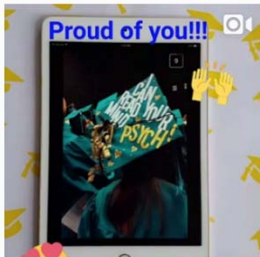
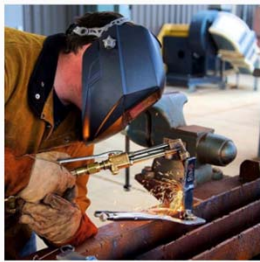
- Channel take-over by students
- Campus highlights: course, classroom, faculty members, students, etc.
- Images of real student life on campus

## Channels

- Instagram
- Snapchat

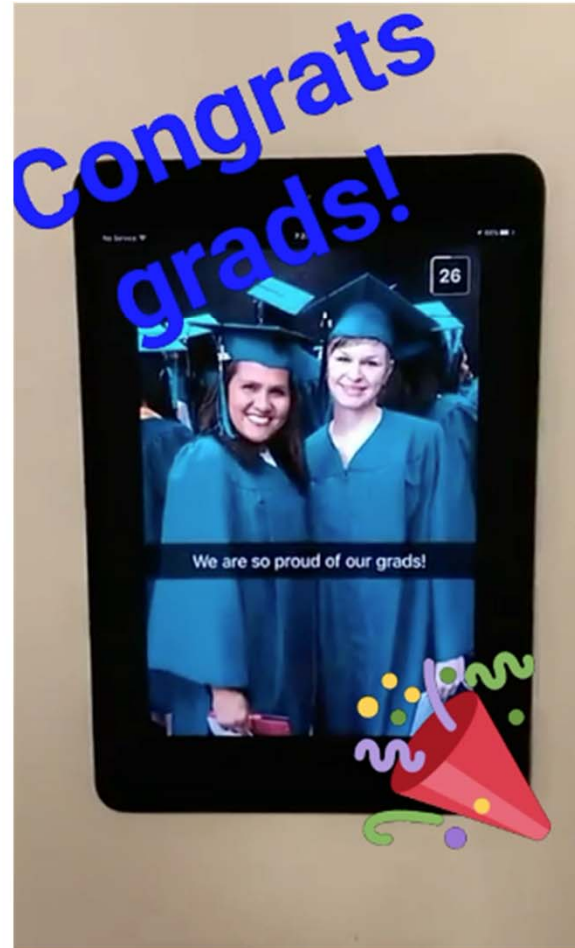


# Instagram Highlights



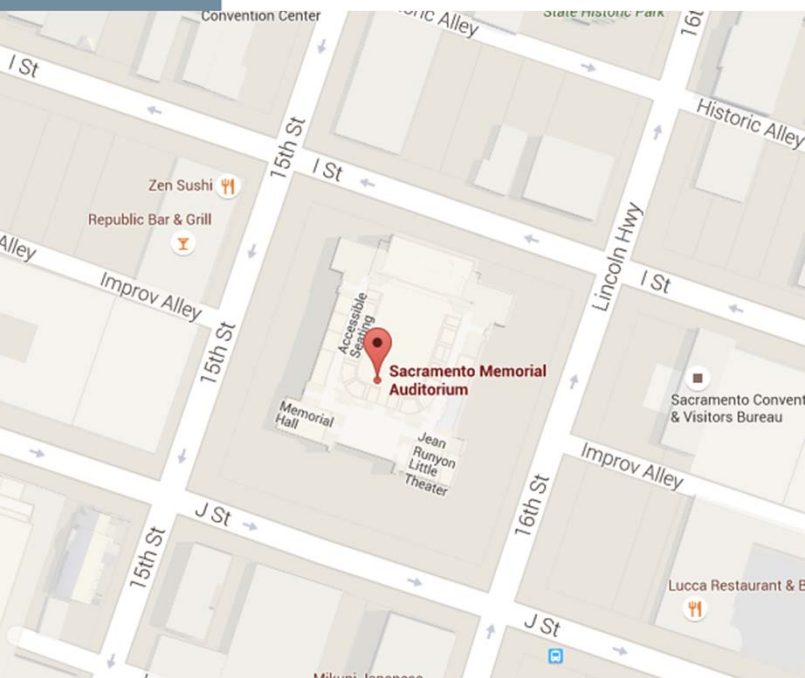
A screenshot of an Instagram post from the account "losrioscolleges". The post features a video of a welder working on a metal pipe. The caption reads: "losrioscolleges RT @choosecr: Welding is a 🔥 career field. Earn your Associates of Sciences in welding technology and receive your certification from @americanweldingsociety at Cosumnes River College. Enroll now and #saveyourspot (link in bio)". The post has 2 weeks old and lists several users who liked it: doll\_vs\_barbie, 95\_wonderwoman, sacramento365, little\_loki, influentialgal\_, apluswindows, and choosecr. The post also shows a comment section with "Add a comment..." and a "Following" button.

# Snapchat Highlights



# Hyper Geo-Fenced Display Ads

congrats grads! SAVE YOUR SPOT  
LOS RIOS COMMUNITY COLLEGE DISTRICT



- Pinpoint to the ¼ mile the radius to target
- Users in the vicinity are now eligible for display ads when using their mobile phones
- Perfect for reaching various high schools, graduations, concert goers, and more

# Sacramento Observer Ads

SAVE  
YOUR **SPOT**

Classes start AUGUST 20

**ENROLL  
NOW**

[SAVEYOURSPOT.LOSRIOS.EDU](http://SAVEYOURSPOT.LOSRIOS.EDU)

**LOS RIOS**

COMMUNITY  
COLLEGE  
DISTRICT



AMERICAN RIVER COLLEGE



COSUMNES  
RIVER COLLEGE



SACRAMENTO  
CITY  
COLLEGE

SAVE  
YOUR **SPOT**

Classes start  
**AUGUST 20**

**ENROLL NOW**

**LOS RIOS**

COMMUNITY  
COLLEGE  
DISTRICT

# Spanish Radio

## Stations:

KXSE-FM - runs 186 times 6/27-8/15

KLMG-FM - runs 108 times 6/27-8/8

*Fall semester is right around the corner at the four Los Rios Community Colleges. Whatever your dream is, take the first step toward making it a reality. Save your spot at American River College, Cosumnes River College, Folsom Lake College or Sacramento City College.*

*Open enrollment has just begun but classes will fill up fast so make sure to save your spot while there is still time.*

*Visit [SaveYourSpot.LosRios.edu](http://SaveYourSpot.LosRios.edu) to view fall classes, apply and enroll.*

*Find your success at the Los Rios Colleges by saving your spot today.*

(click to play)



# Cinema Ad



# Social Media Video

SAVE YOUR SPOT

VISIT [SAVEYOURSPOT.LOSRIOS.EDU](http://SAVEYOURSPOT.LOSRIOS.EDU)

AMERICAN RIVER COLLEGE

COSUMNES RIVER COLLEGE

FOLSOM LAKE COLLEGE

SACRAMENTO CITY COLLEGE

00:18 | -00:00

The image is a video thumbnail for a 'Save Your Spot' campaign. It features a dark blue background with the text 'SAVE YOUR SPOT' in white, where the 'O' in 'SPOT' is a yellow circle. Below the text is the URL 'VISIT SAVEYOURSPOT.LOSRIOS.EDU' in yellow. At the bottom, there are four college logos: American River College (ARC), Cosumnes River College (C), Folsom Lake College (FLC), and Sacramento City College (SCC). A video player control bar is visible at the bottom of the thumbnail, showing a progress bar at 00:18 and a total duration of -00:00.

# Enrollment Management Overview

**Thank you!**