



Strategic Enrollment Management: Data Trends

Prepared for the Strategic Enrollment Management Planning Process 2023

by the Office of Planning, Research, and Institutional Effectiveness

as of January 23, 2023

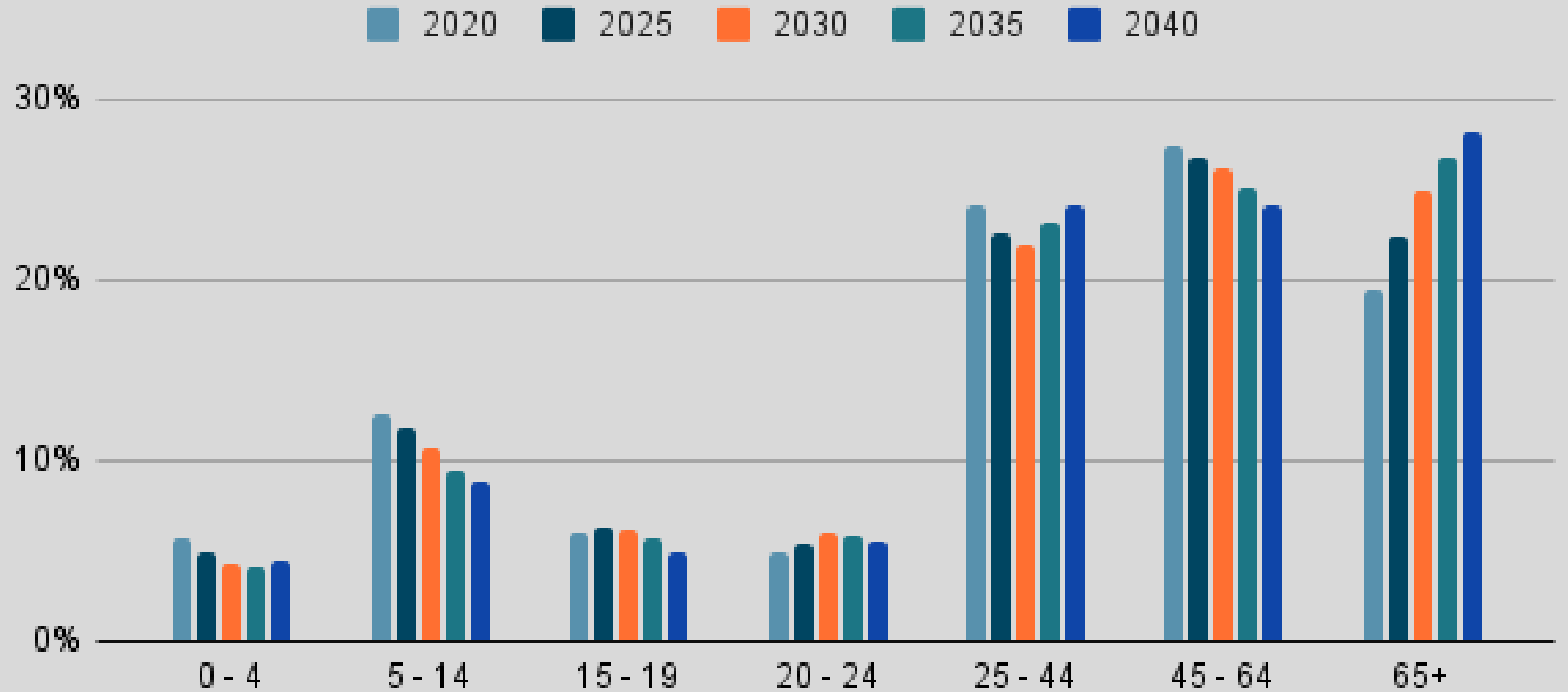
Cañada College Enrollment Management Metrics and Goals (College Institution-set Standards. Goals set by PBC as of Fall 2020)	Goal	Fall 2020 Institution-Set Standard	2021-2022†	2020-21†	2019-20†	2018-19	2017-18
Total students (unique headcount)	11,124	10,195	9,602	10,776	10,313	10,594	10,744
Total students online (unique headcount)	5,867	5,080	6,515	7,078	5,813	5,588	4,920
Full Time Equivalent Students (FTES)	3,734	3,199	2,950	3,280	3,396	3,556	3,664
Total Course Enrollment	30,597	26,453	23,999	27,049	28,467	29,140	30,194
Total Online Course Enrollment	9,485	8,245	12,027	12,636	9,693	9,033	7,916
Online Course Enrollment as a % of Total Enrollment	33%	29%	50%	47%	34%	31%	26%
Average Weekly Student Contact Course (WSCH) per course section	109	97	93	103	97	104	105
College-wide LOAD: WSCH/FTEF	525	436	407	458	441	456	464
# of course sections	1,196	1,113	1,120	1,121	1,168	1,139	1,210
# of online Sections	267	240	420	389	281	254	220
% of all sections offered that are cancelled†	9%	15%	15%	15%	10%	10%	14%
<i>% of core course sections offered that are cancelled† (not yet implemented/operationalized)</i>							
% of all sections offered that have an enrollment below 20†	23%	29%	35%	22%	27%	24%	20%
Average units attempted per student per academic year	9.8	8.1	7.9	8.0	8.8	8.9	9.0
% of Total Students who are CAN "home campus" students	79%	43%	49%	47%	59%	-	-
# of SUHSD high school graduates who enroll at CAN within one year of graduation	387	335	312	342	382	369	356
% of Middle College students who continue at CAN after receiving their HS degree	77%	54%	76%	83%	93%	70%	47%
# Enrolled in Middle College	125	111	107	118	112	114	118
# High School students enrolled in Dual Enrollment courses	250	150	72	0	0	NA	NA

Data for Strategic Enrollment Management

EXTERNAL DATA

- Community Demographic Trends
- High School Pipeline
- Economic Workforce Trends
- Competitive Landscape
- Public Policy
- Community Perspective

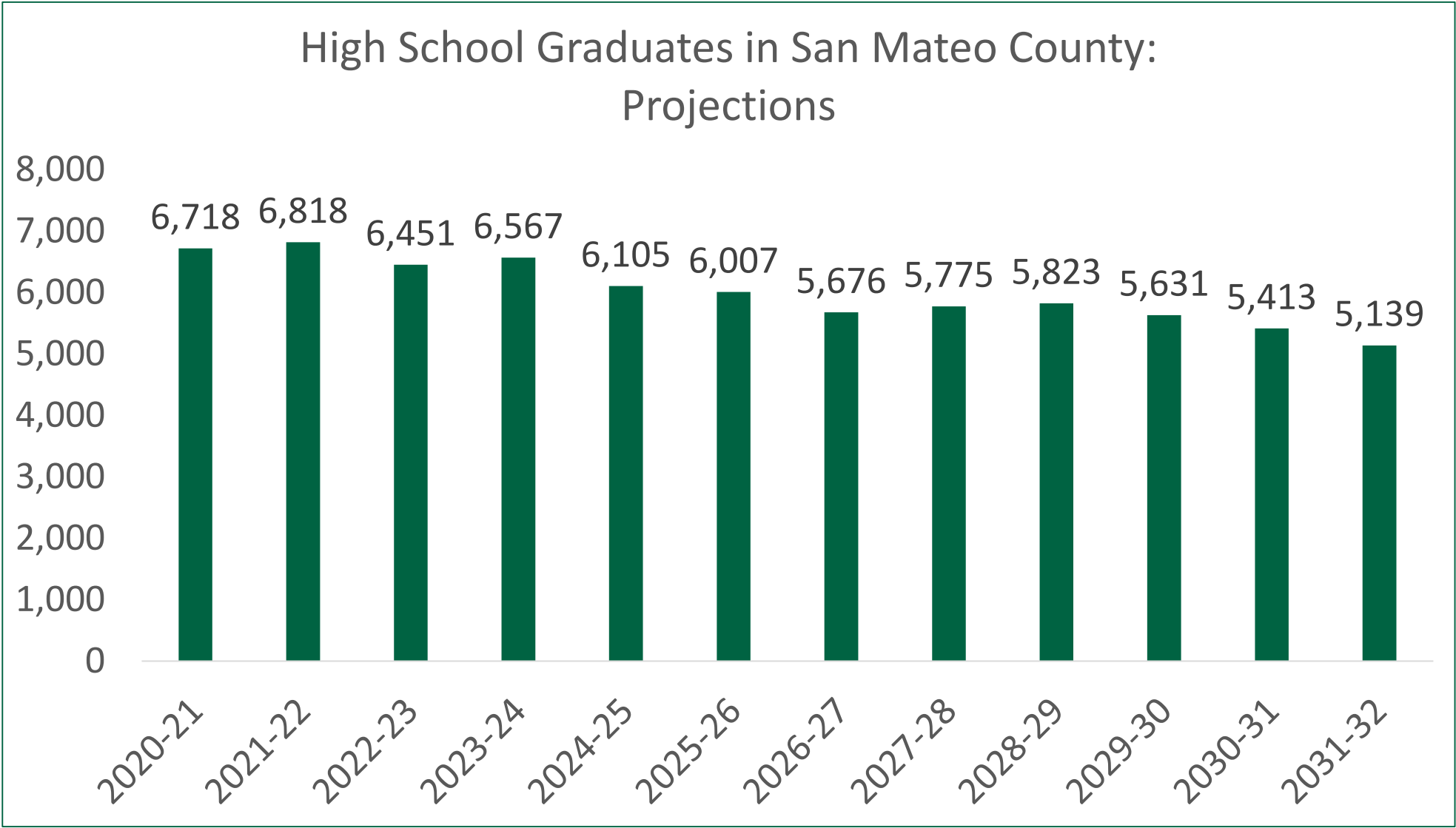
San Mateo County Population Projections by Age Group, 2020 to 2040



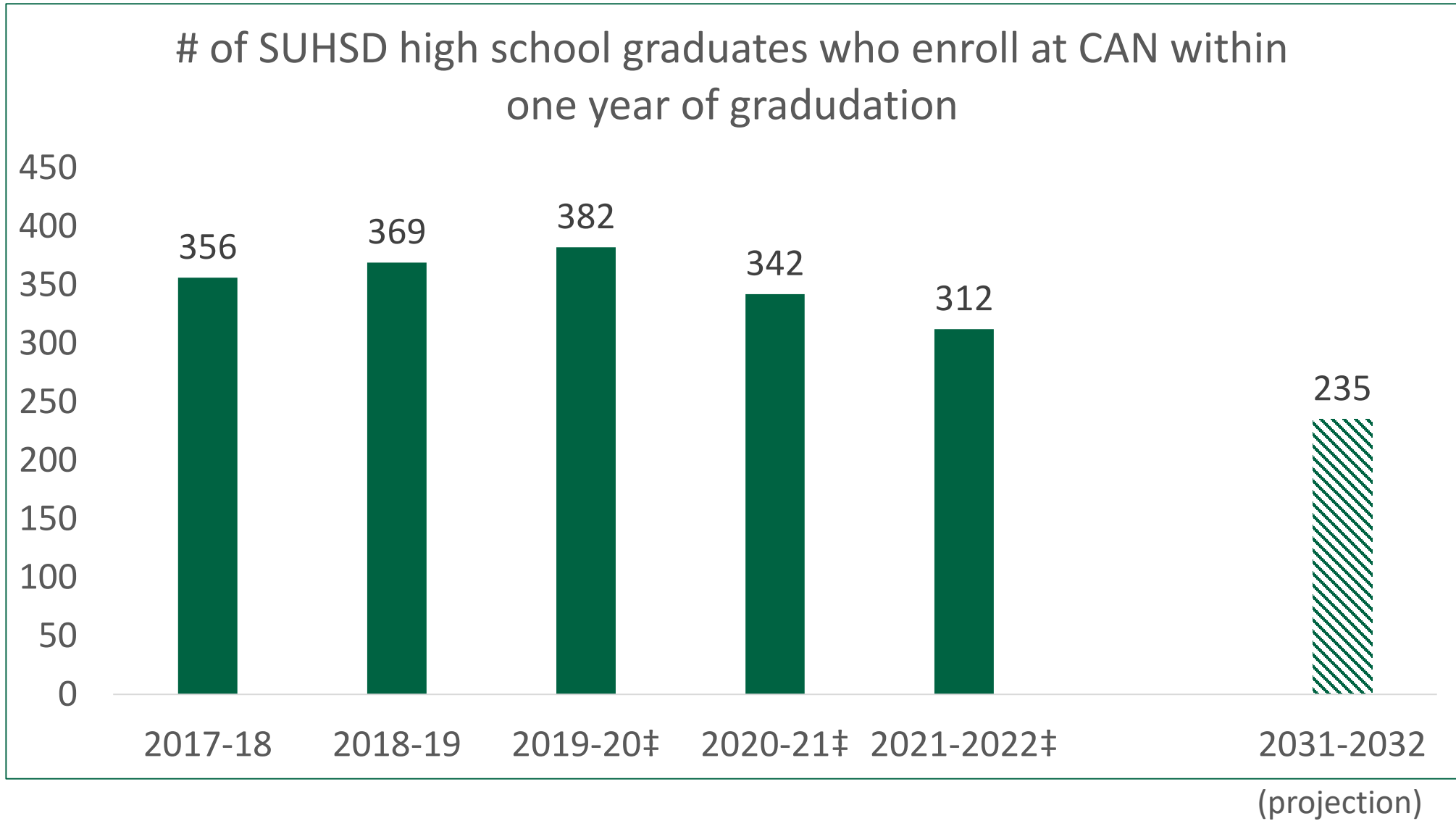
Source: State of California, Department of Finance, P-2B State and County Population Projections 2010-2060,

County population
is aging

High School graduates will decline by 25% over the next 10 years...

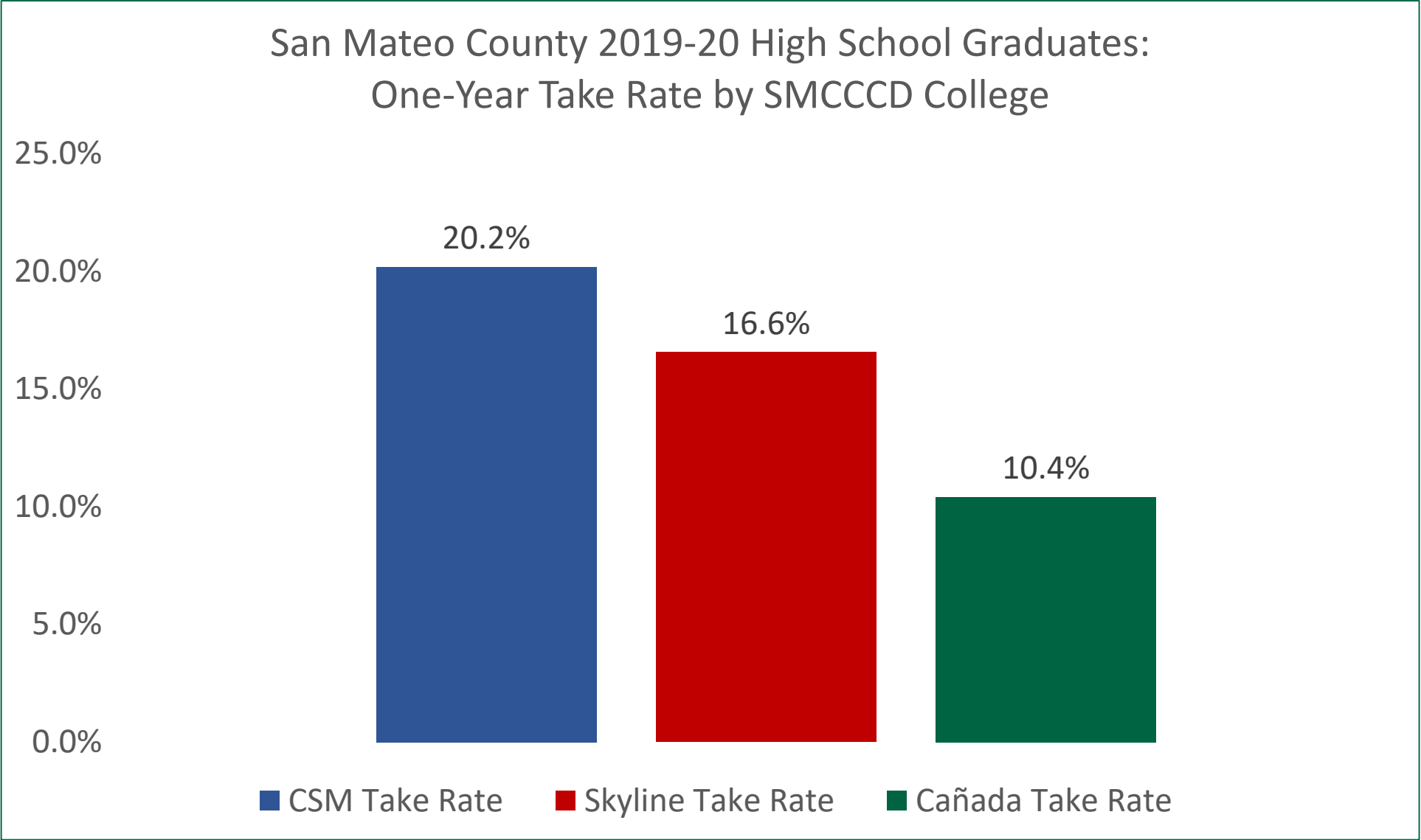


...235 high school graduates coming to Cañada by 2031



‡ indicates years affected by the COVID-19 pandemic

Cañada has the lowest take rate of high school graduates in the County



Only 35% of students residing in Cañada's service area who attend community college attended Cañada (in Fall 2020)

Fall 2020 Residents of Canada's Service Area Zip Codes Enrolled in a Community College	ZIP Code	Canada College Headcount	Foothill College Headcount	San Mateo College Headcount	Skyline College Headcount	Deanza College Headcount	San Francisco City College Headcount	San Jose City College Headcount	TOTALS
East Palo Alto (& Palo Alto)	94303	214	596	99	63	111	4	20	1107
Menlo Park, Belle Haven, N. Fair Oaks	94025	175	264	73	45	54	8	6	625
Redwood City (downtown, Friendly Acres)	94063	466	216	181	90	29	8	4	994
Redwood City (Pal Park, Woodside Plaza, Farm Hills)	94061	454	178	185	109	30	5	0	961
Redwood City (Emerald Hills, Woodside,	94062	220	112	126	73	15	8	2	556
San Carlos	94070	231	89	229	112	16	6	1	684
Redwood Shores	94065	61	26	97	60	8	2	0	254
Portola Valley, Los Trancos Woods	94028	11	24	7	4	4	1	0	51
Atherton	94027	10	20	11	2	4	2	0	49
La Honda	94020	7	5	5	4	2	2	0	25
Redwood City (Centennial)	94064	1	2	1	0	0	0	0	4
Pescadero	94060	18	1	14	3	0	0	0	36
San Gregorio	94074	1	0	0	0	0	0	0	1
TOTALS		1,869	1,533	1,028	565	273	46	33	5,347

2019-20 College-Going Rate (within 12 months of HS completion)

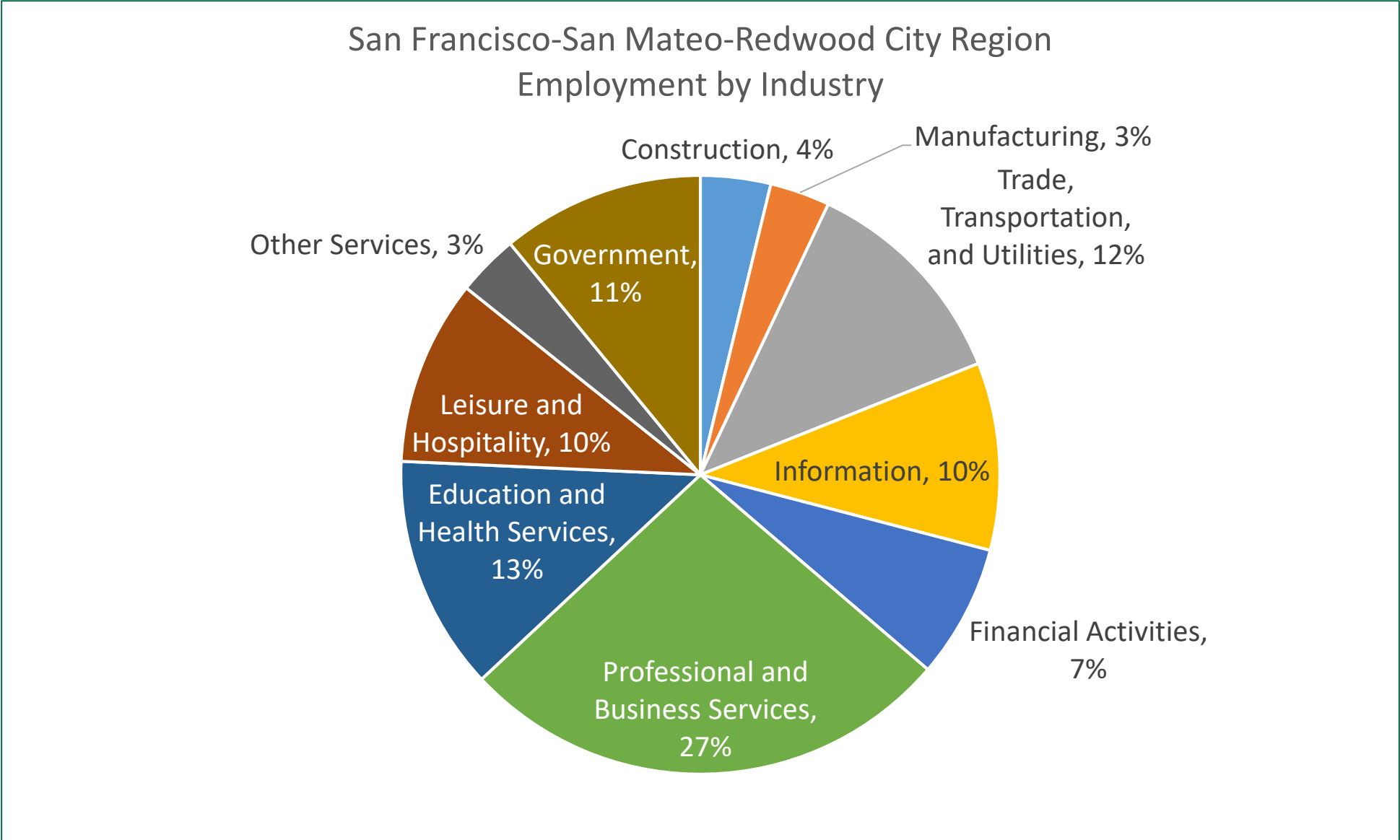
Name	High School Completers	High School Completers Enrolled in College	College-Going Rate	Enrolled In-State				Enrolled Out-Of-State	
				University of California	California State University	California Community College	Private 2- and 4-Year College	4-Year College (Public/Private)	2-Year College (Public/Private)
Carlmont High	516	457	88.6%	21.1%	10.7%	30.4%	6.0%	20.2%	0.2%
East Palo Alto Academy	73	43	58.9%	13.7%	26.0%	17.8%	1.4%	0.0%	0.0%
Everest Public High	90	62	68.9%	16.7%	21.1%	23.3%	3.3%	4.4%	0.0%
Menlo-Atherton High	527	394	74.8%	12.1%	9.1%	25.4%	6.3%	21.6%	0.2%
Redwood High	77	10	13.0%	0.0%	0.0%	11.7%	0.0%	0.0%	1.3%
Sequoia High	445	320	71.9%	11.7%	15.1%	31.7%	3.8%	9.4%	0.2%
Summit Preparatory Charter High	108	83	76.9%	13.9%	14.8%	32.4%	5.6%	10.2%	0.0%
Woodside High	385	287	74.5%	9.6%	11.4%	35.1%	5.2%	12.2%	1.0%

Report Totals

Name	High School Completers	High School Completers Enrolled in College	College-Going Rate	Enrolled In-State				Enrolled Out-Of-State	
				University of California	California State University	California Community College	Private 2- and 4-Year College	4-Year College (Public/Private)	2-Year College (Public/Private)
Sequoia Union High	2,221	1,656	74.6%	13.6%	12.1%	29.0%	5.0%	14.5%	0.4%
San Mateo	6,585	4,971	75.5%	12.1%	12.0%	36.1%	4.0%	11.0%	0.3%
State	437,375	274,395	62.7%	7.5%	12.0%	33.6%	3.0%	6.1%	0.5%

Source: <https://dq.cde.ca.gov/dataquest/DQCensus/CGRLevels.aspx?aggllevel=District&cds=4169062&year=2019-20> **Note:** Please be advised that postsecondary educational directory information records may be blocked from being shared by the student or institution pursuant to privacy rights outlined in the Family Educational Rights and Privacy Act (FERPA).

Regional employment opportunities are diverse



Source: [U.S. Bureau of Labor Statistics](https://www.bls.gov)



...but wages vary widely

Median Wages, by Occupational Category

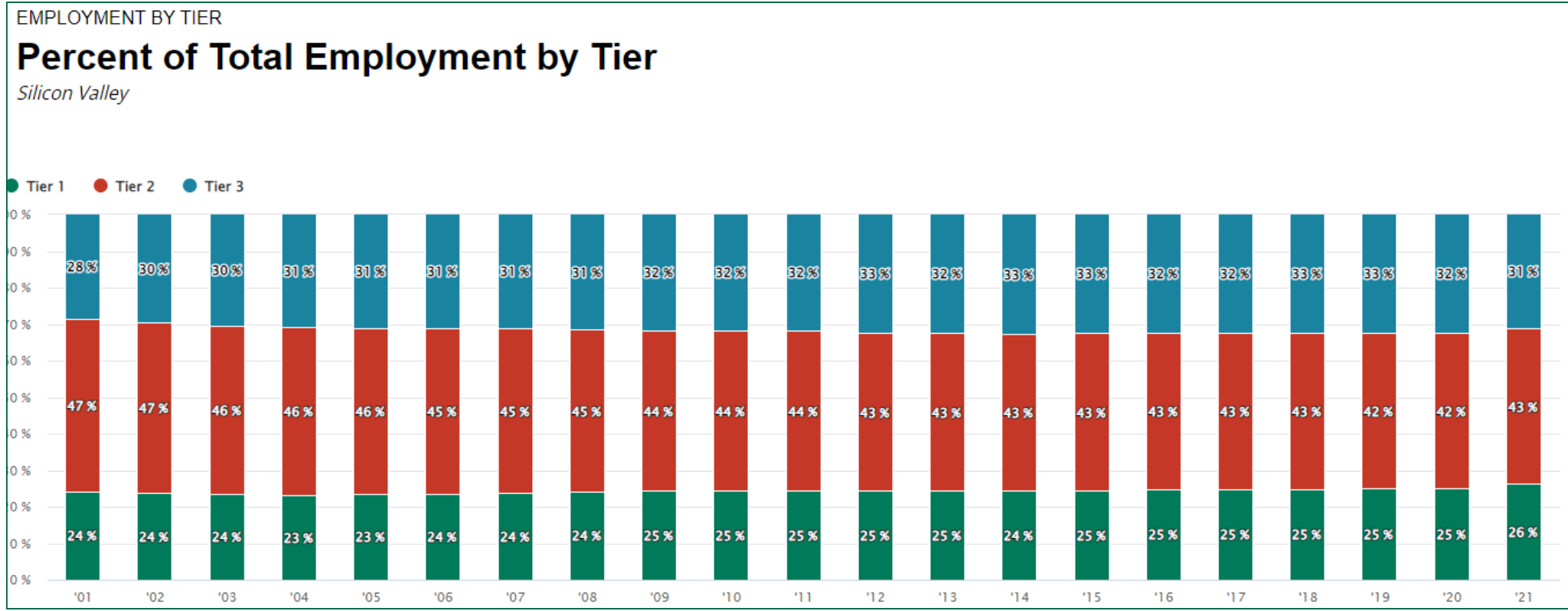
Greater Silicon Valley 2021*



Management, Business, Science and Arts Occupations	\$122,370
Natural Resources, Construction and Maintenance Occupations	\$67,156
Sales and Office Occupations	\$50,800
Production, Transportation and Material Moving Occupations	\$42,289
Service Occupations	\$38,980

*Greater Silicon Valley includes the San Jose-Sunnyvale-Santa Clara Metropolitan Statistical Area (Santa Clara and San Benito Counties) plus the San Francisco-San Mateo-Redwood City MSA (Marin, San Francisco, and San Mateo Counties) through 2015, and the San Francisco-Redwood City-South San Francisco Metropolitan Division (San Francisco and San Mateo Counties) for 2016-2020. | Data Sources: U.S. Bureau of Labor Statistics, Quarterly Census of Employment and Wages; JobsEQ | Analysis: BW Research

Most jobs in Silicon Valley are Tier 2 (mid-skill/mid-wage) or Tier 3 (low-skill/low-wage) jobs

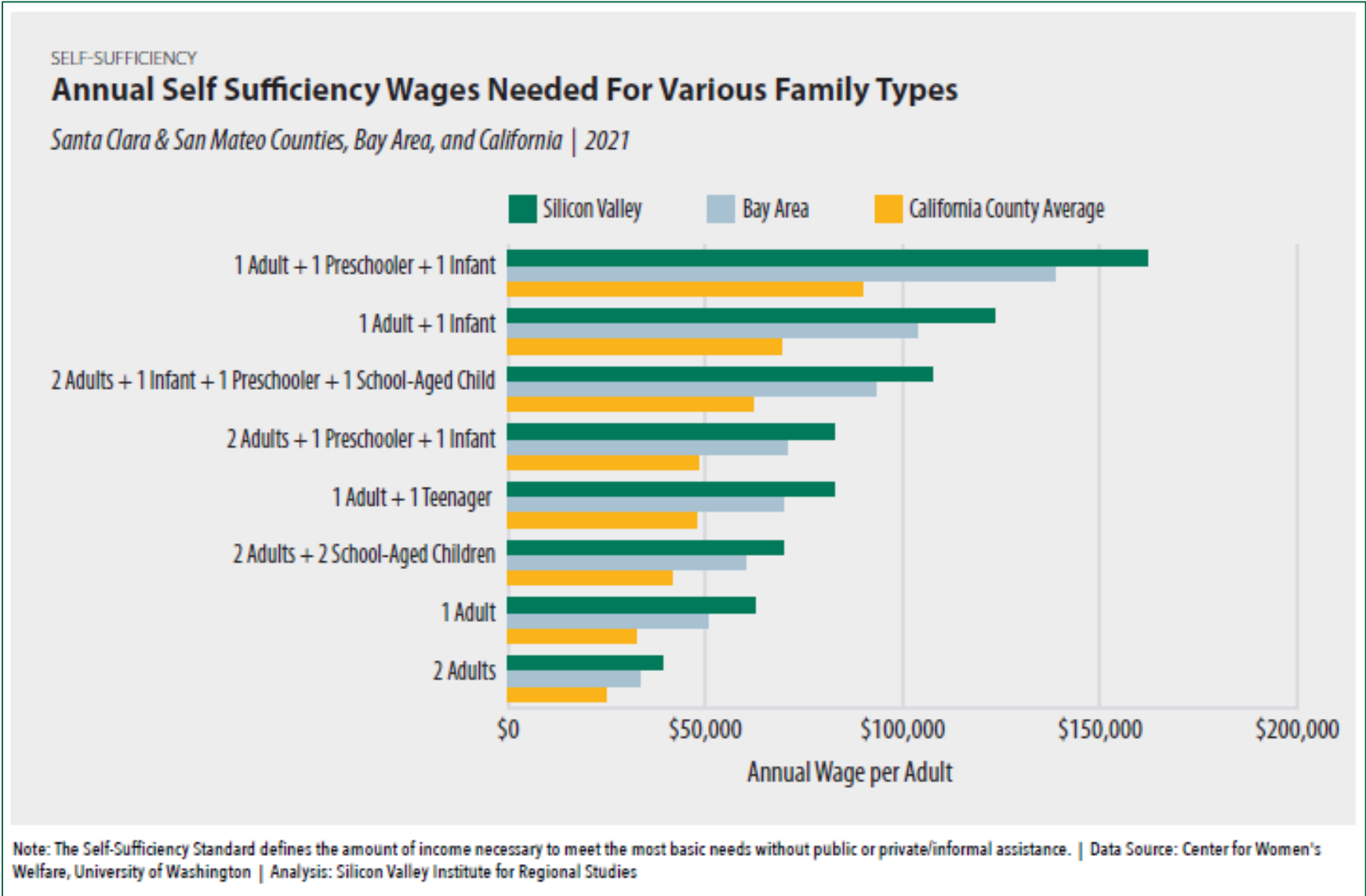


Source: [Silicon Valley Institute for Regional Studies](#): Tier 1 (high-skill/high-wage), Tier 2 (mid-skill/mid-wage), and Tier 3 (low-skill/low-wage)

The median wage in Silicon Valley for a Tier 1 jobs in 2021 was \$135,600, 3 times more than a Tier 3 job wage which was \$45,900 in 2021



33% of all Silicon Valley households do not earn enough to meet their most basic needs



Individual Median Income, by Educational Attainment

Santa Clara & San Mateo Counties | 2019



Residents need a bachelor's degree

	Silicon Valley	San Francisco	California	United States
High School Graduate	\$39,500	\$34,900	\$33,500	\$32,000
Bachelor's Degree or Higher	\$108,300	\$103,900	\$75,300	\$63,700
Gap	\$68,800	\$69,000	\$41,800	\$31,700
Ratio	2.7	3.0	2.2	2.0

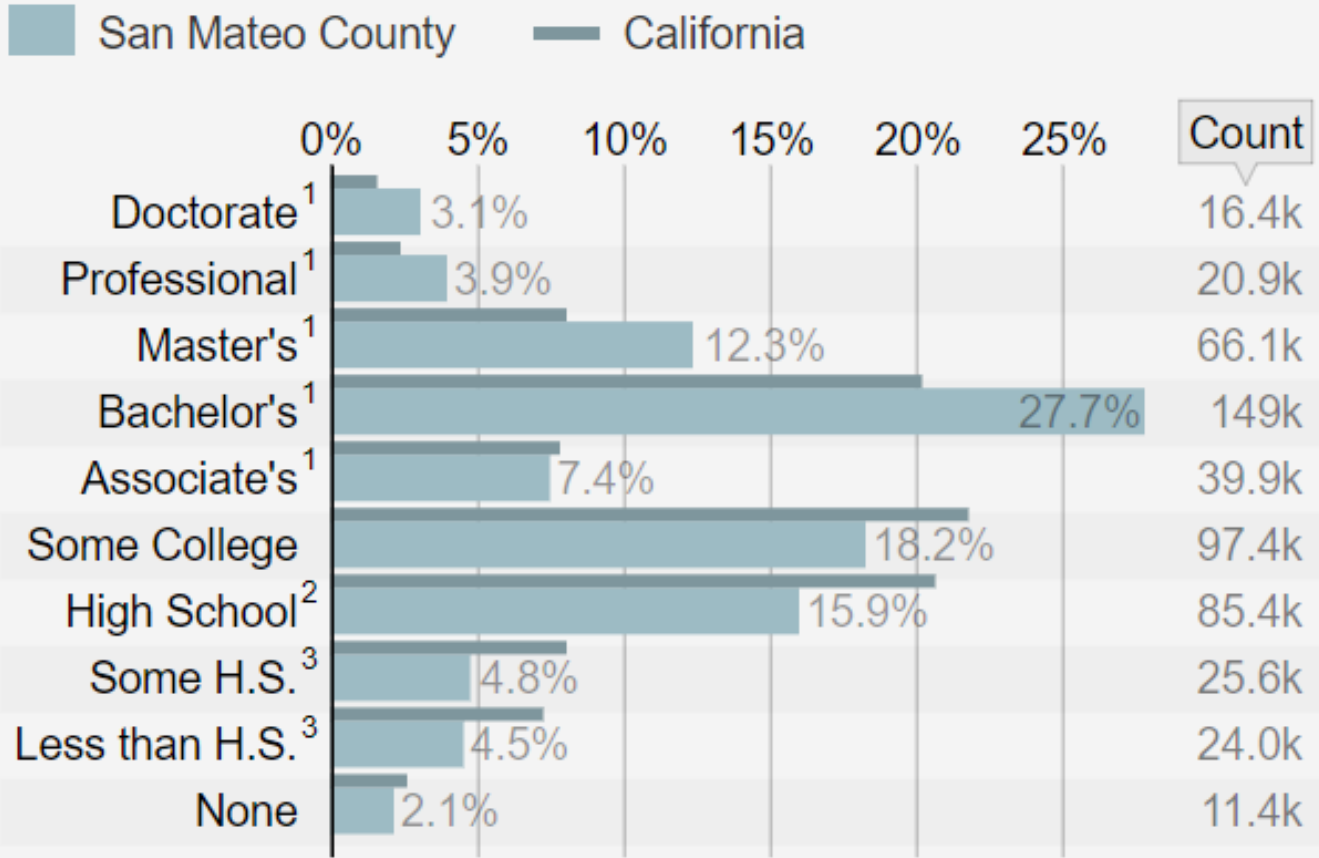
Note: High School Graduate includes equivalency. | Data Source: United States Census Bureau, American Community Survey | Analysis: Silicon Valley Institute for Regional Studies

Nearly half of County residents over the age of 25 have less than an Associate's Degree

Detailed Educational Attainment

Highest level of education among people aged 25 years and older.

Scope: population of California and San Mateo County



Count number of people in category

¹ Degree

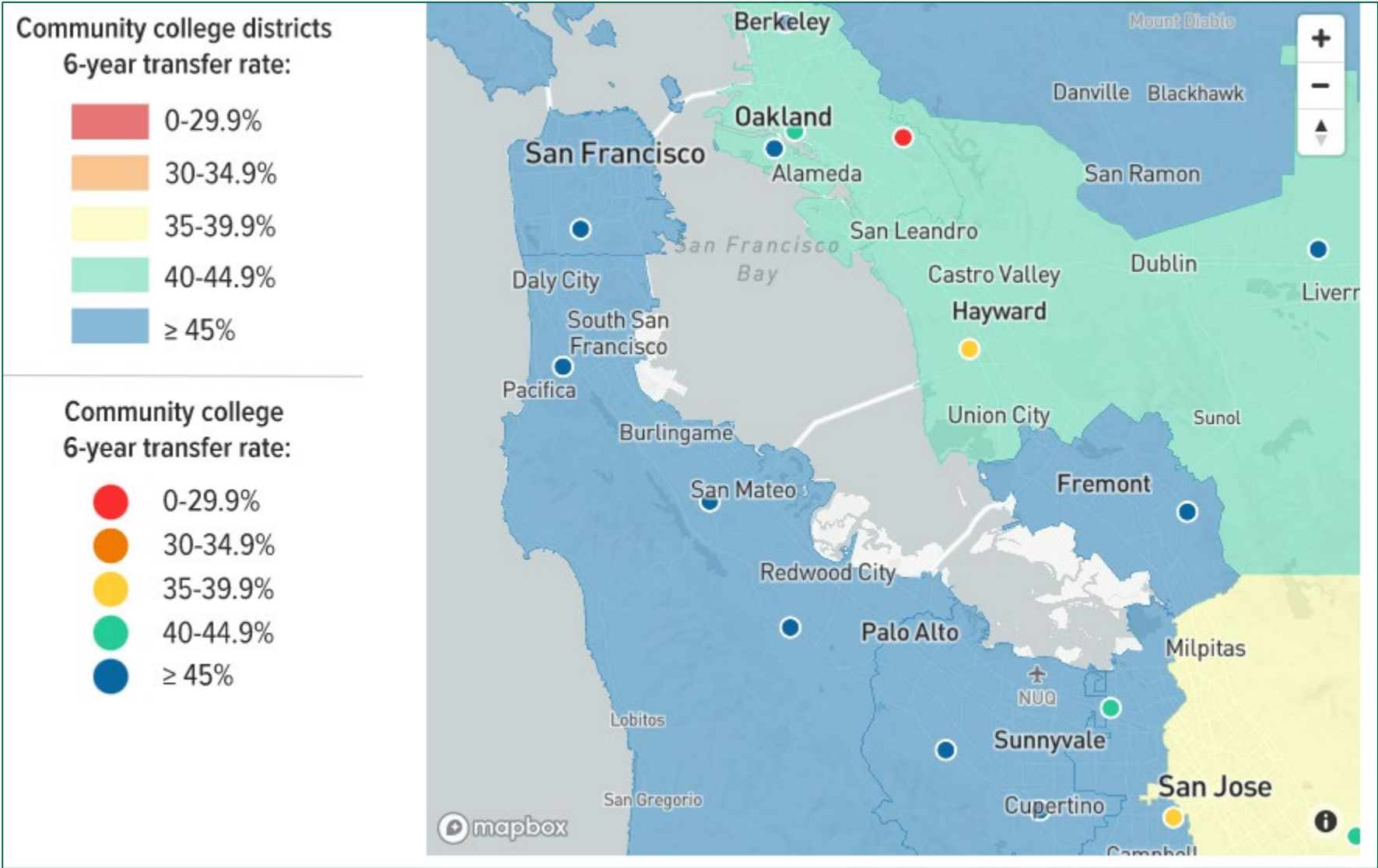
² Diploma or equivalent

³ H.S. = High School

Note: In 2021-22, 10% of enrolled students at Cañada already held an Associate's Degree or higher.

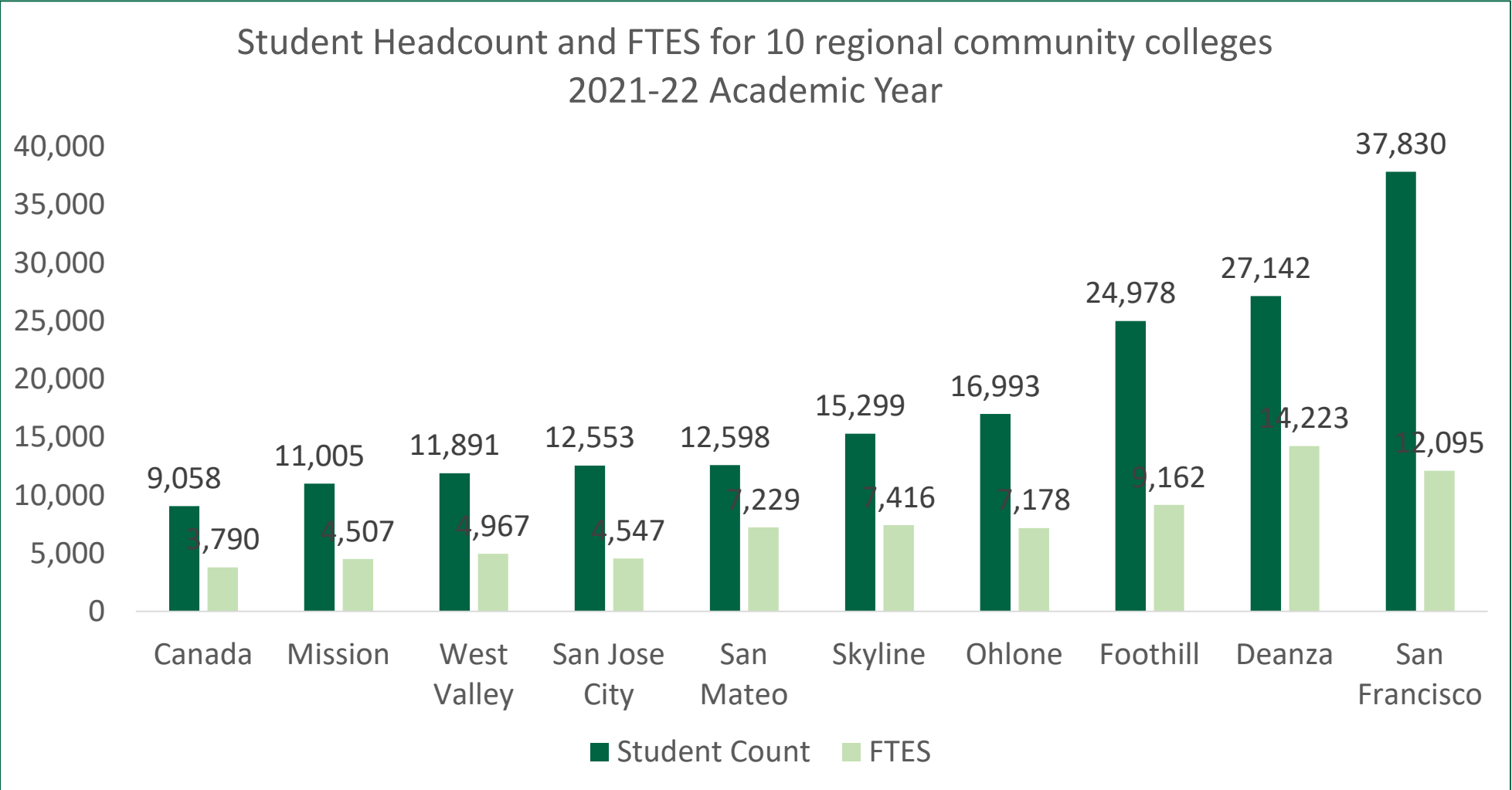
Source: Statistical Atlas; US Census, Community Survey

Cañada is one of 10 community colleges serving the peninsula



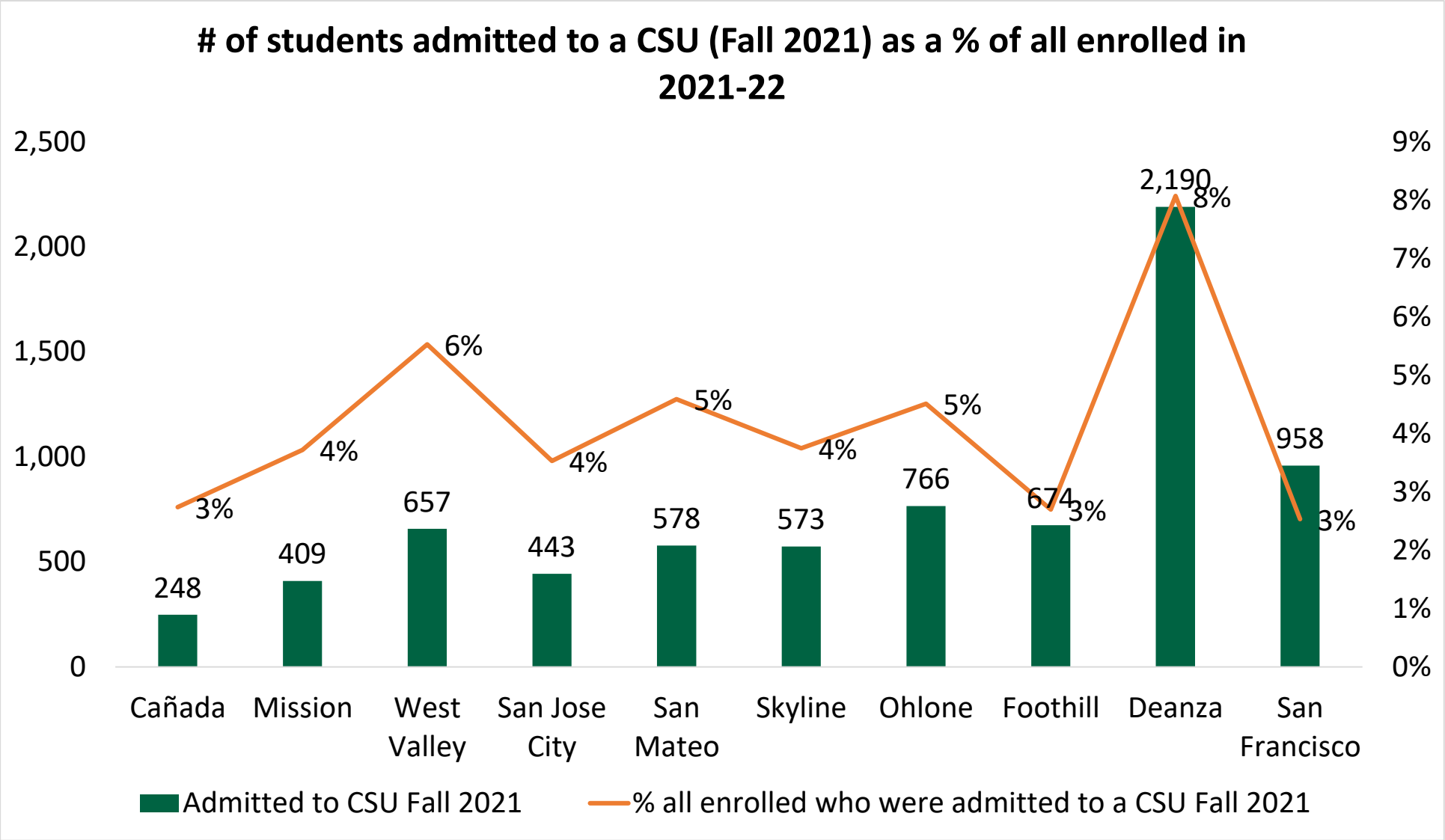
Source: [EdSource](#)

Cañada is the smallest community college in the immediate region



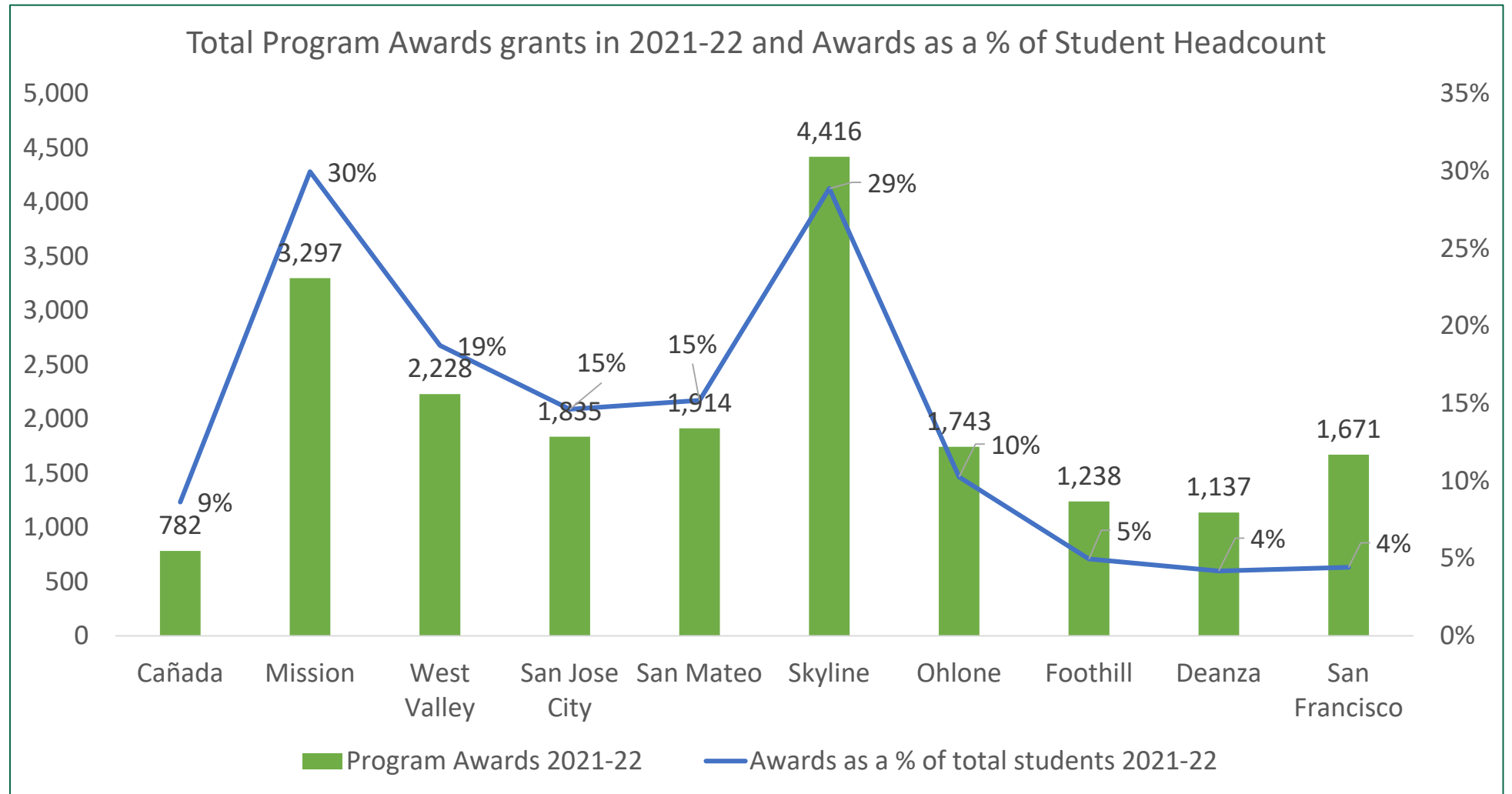
Source: [CCCCO DataMart](#)

Cañada's transfer rate and volume to CSU is relatively low



Source: CCCC Datamart and [CSU Enrollment Dashboard](#)

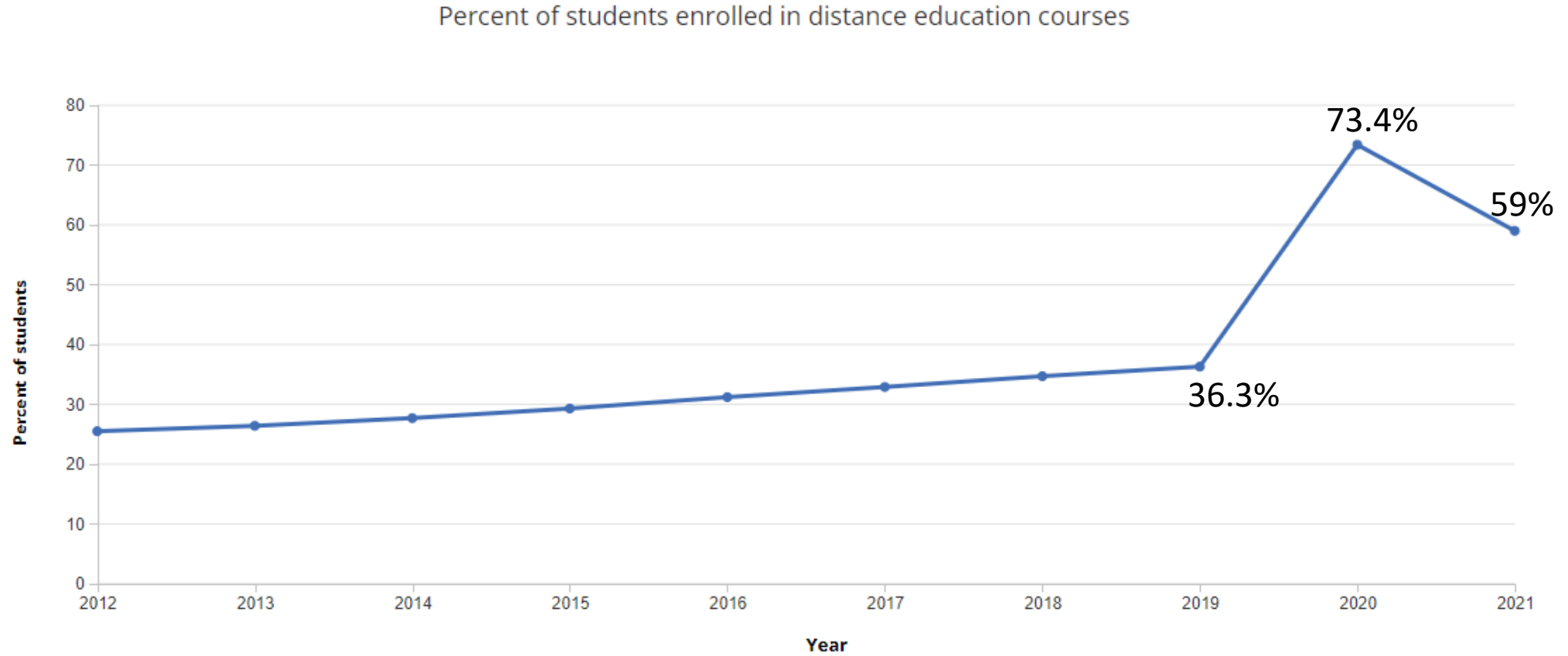
Cañada should be granting far more degree and certificate awards each year



Source: [CCCCO DataMart](#)



In year 2021, the percent of students enrolled in distance education courses in postsecondary institutions in the fall was 59%. This is based on 5,831 institutions.



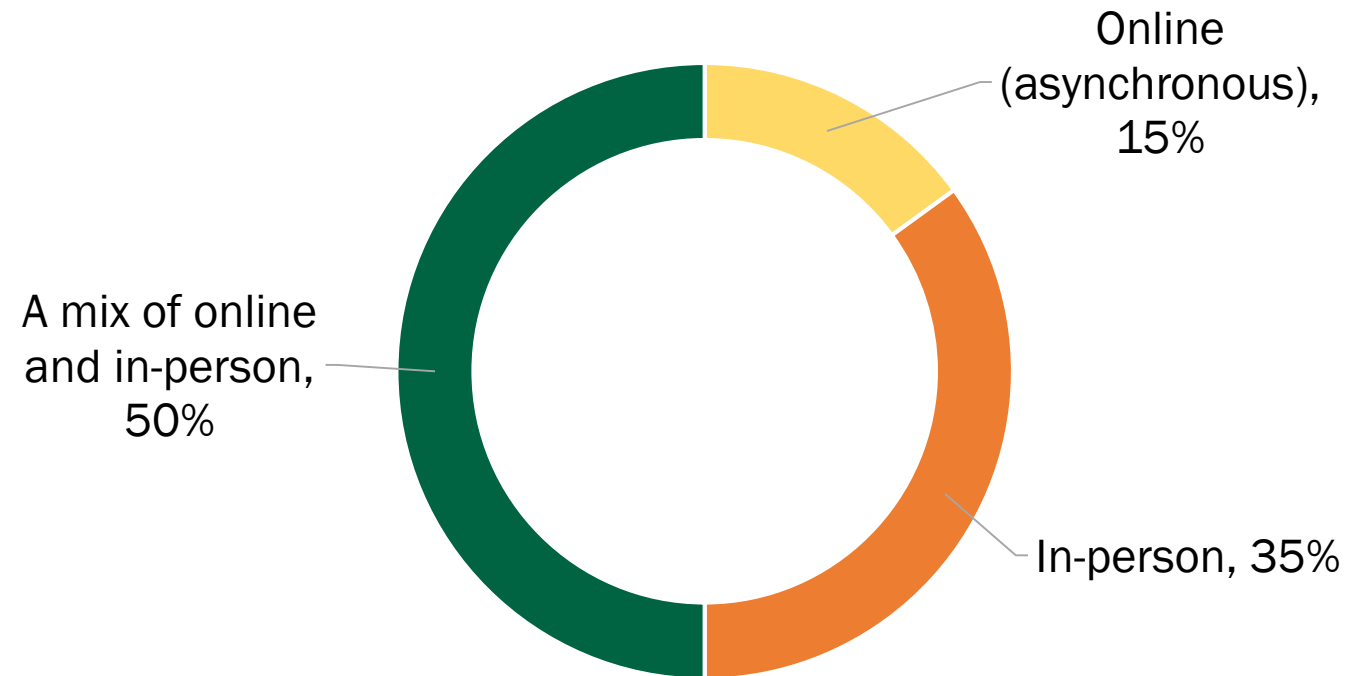
Nationally, the % of students taking courses online is dropping

Notes: This table presents data collected from Title IV institutions in the United States.

SOURCE: U.S. Department of Education, National Center for Education Statistics, Integrated Postsecondary Education Data System (IPEDS), Fall Enrollment component final data (2012 - 2020) and provisional data (2021).

65% of Cañada students are likely to continue wanting some or all of their instruction online

How would you prefer to attend classes in future semesters?





California
Community
Colleges

California
Virtual Campus

The potential impact
of the California
Virtual Campus is still
unknown



Find the Right Path to Your Success

115

Colleges offering online courses

10,000+

Courses to choose from

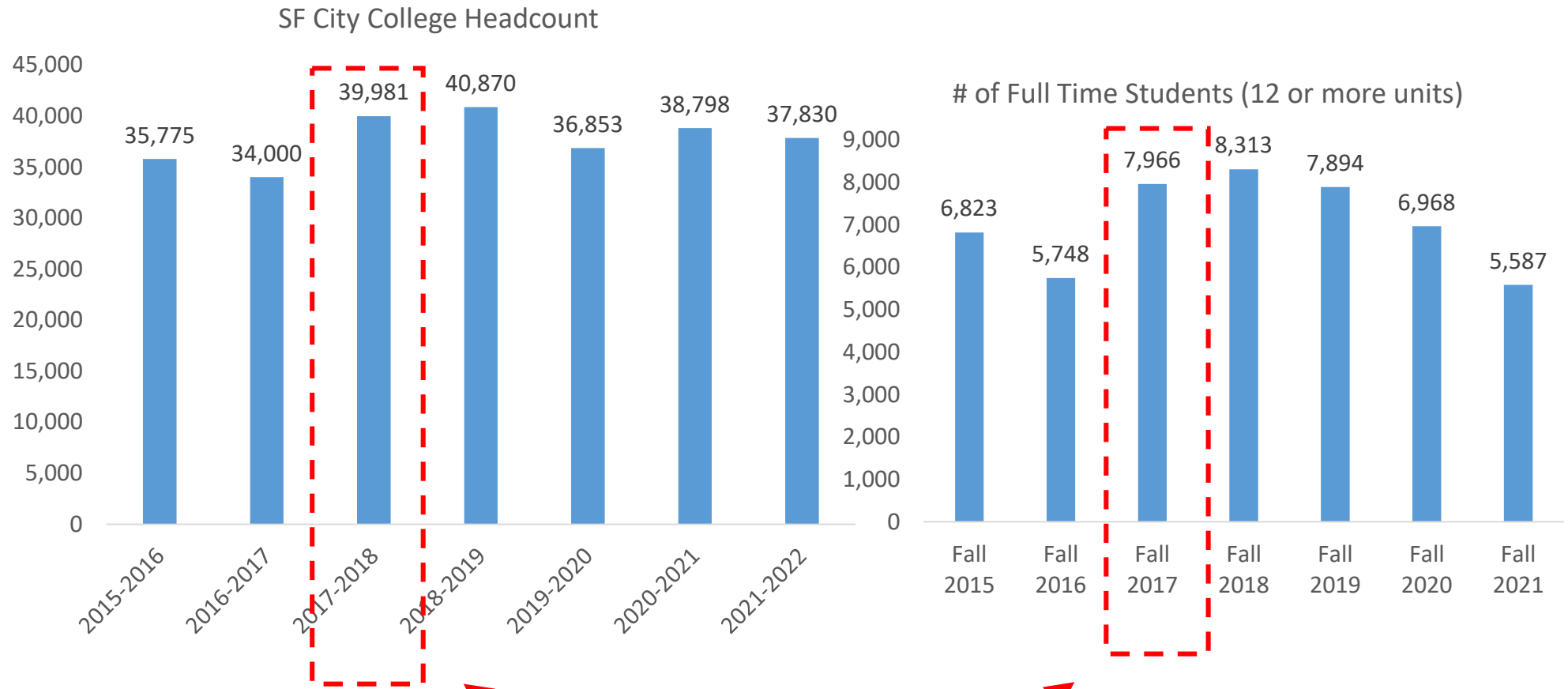
90+

Fully online ADT pathways

80+

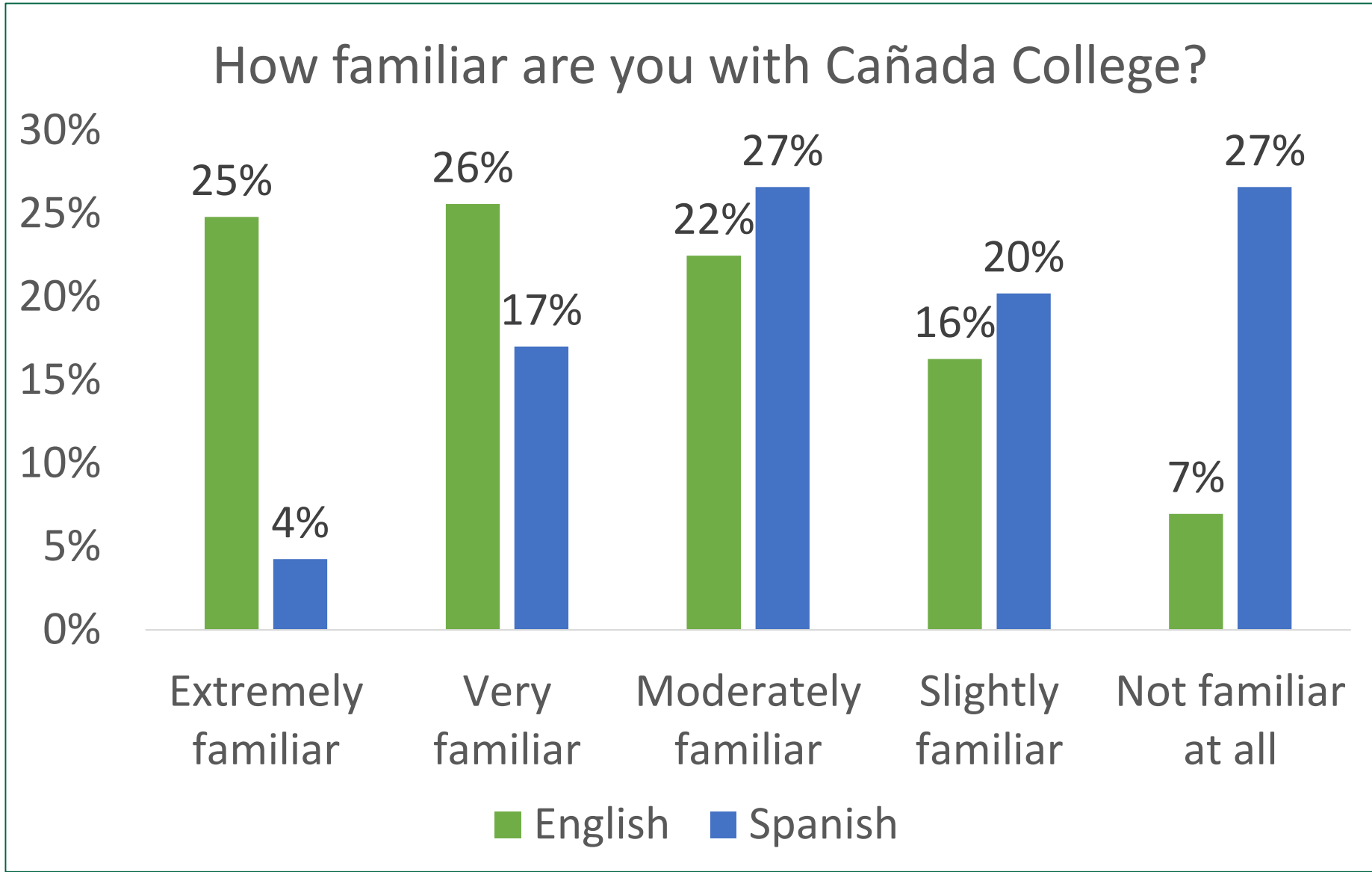
Fully online certificate programs

The impact of SB 893 is unknown, but SF City College's experience with "Free City" shows early gains started to decline before COVID



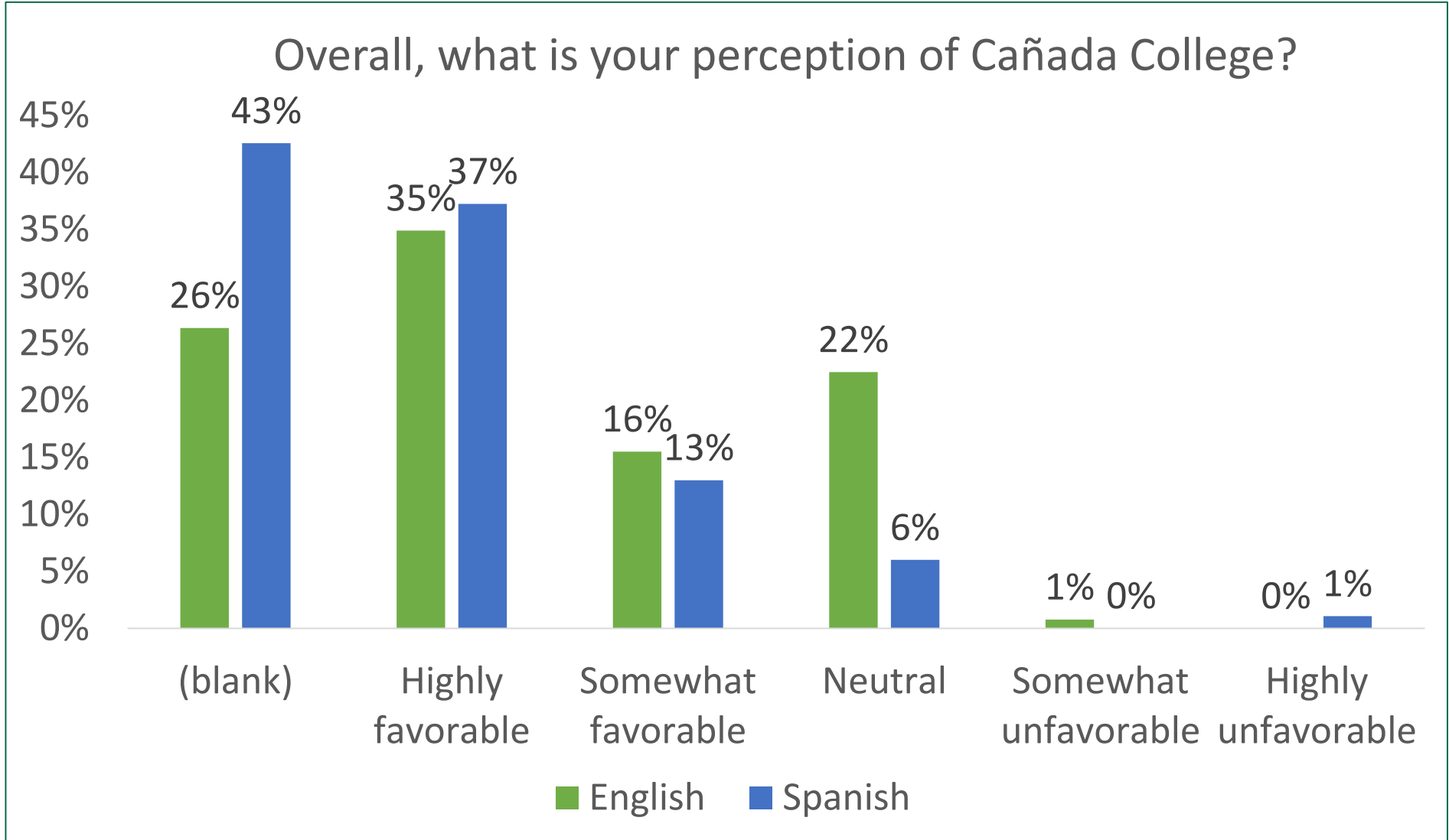
SF City College launched "Free City" in Fall 2017

As of Fall 2021,
Spanish-speaking
residents were less
familiar with Cañada
than English speakers



Source: [Cañada Community Perceptions Questionnaire](#) administered via community partners in Fall 2021.

Overall, perceptions of Cañada were positive in Fall 2021 – the more familiar the respondent, the more positive the overall perception of Cañada.



Source: [Cañada Community Perceptions Questionnaire](#) administered via community partners in Fall 2021.

Data for Strategic Enrollment Management

INTERNAL DATA

- Headcount, Enrollment, FTES
- Student Demographic Trends
- Student Outcomes and Equity
- Recruitment
- Assessment and Education Plans
- Support Services
- Student Perspectives
- Employee Perspectives

California Community Colleges enrollment plunges during Covid

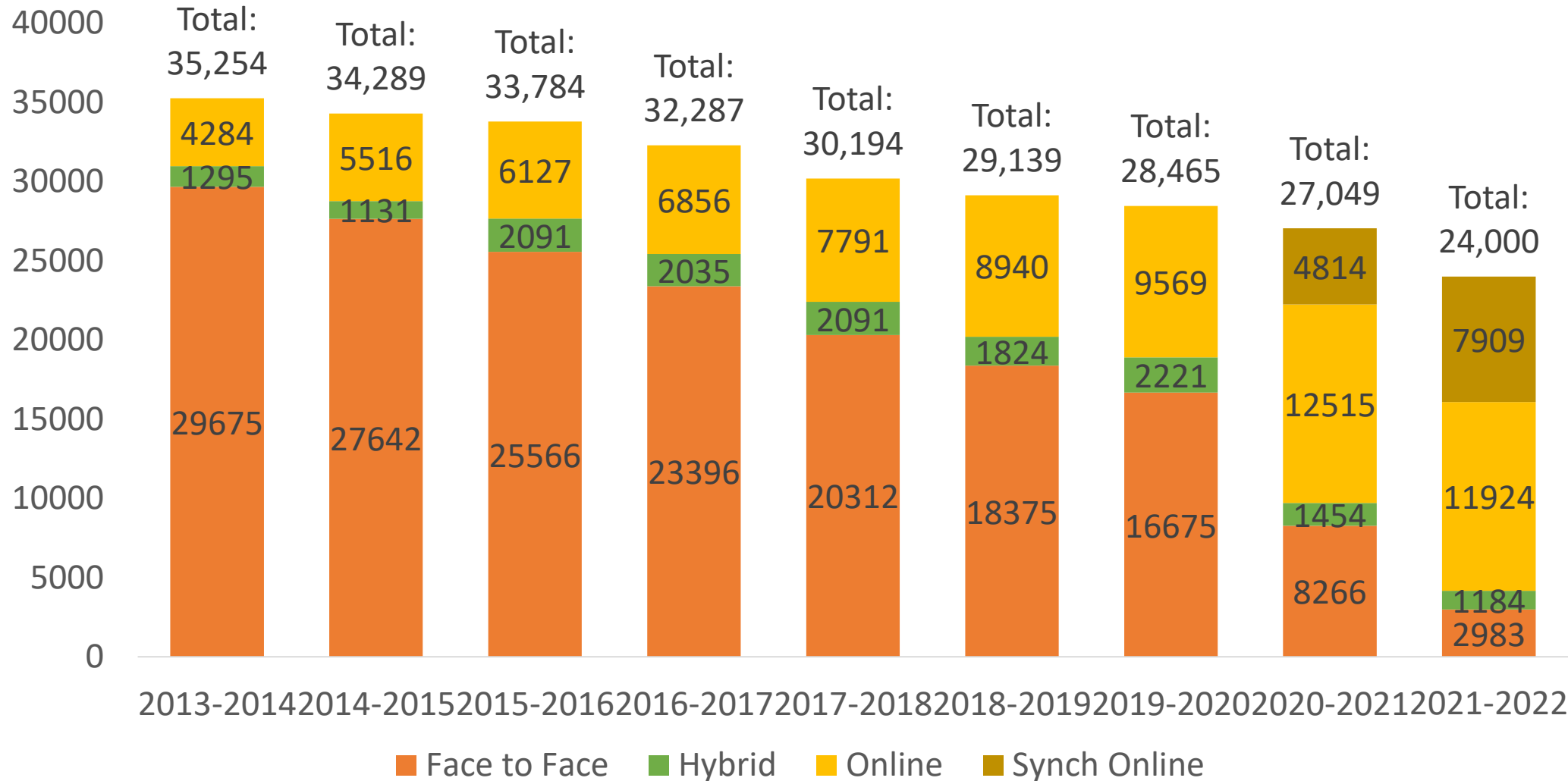


**Not all districts reported Summer 2022 data*

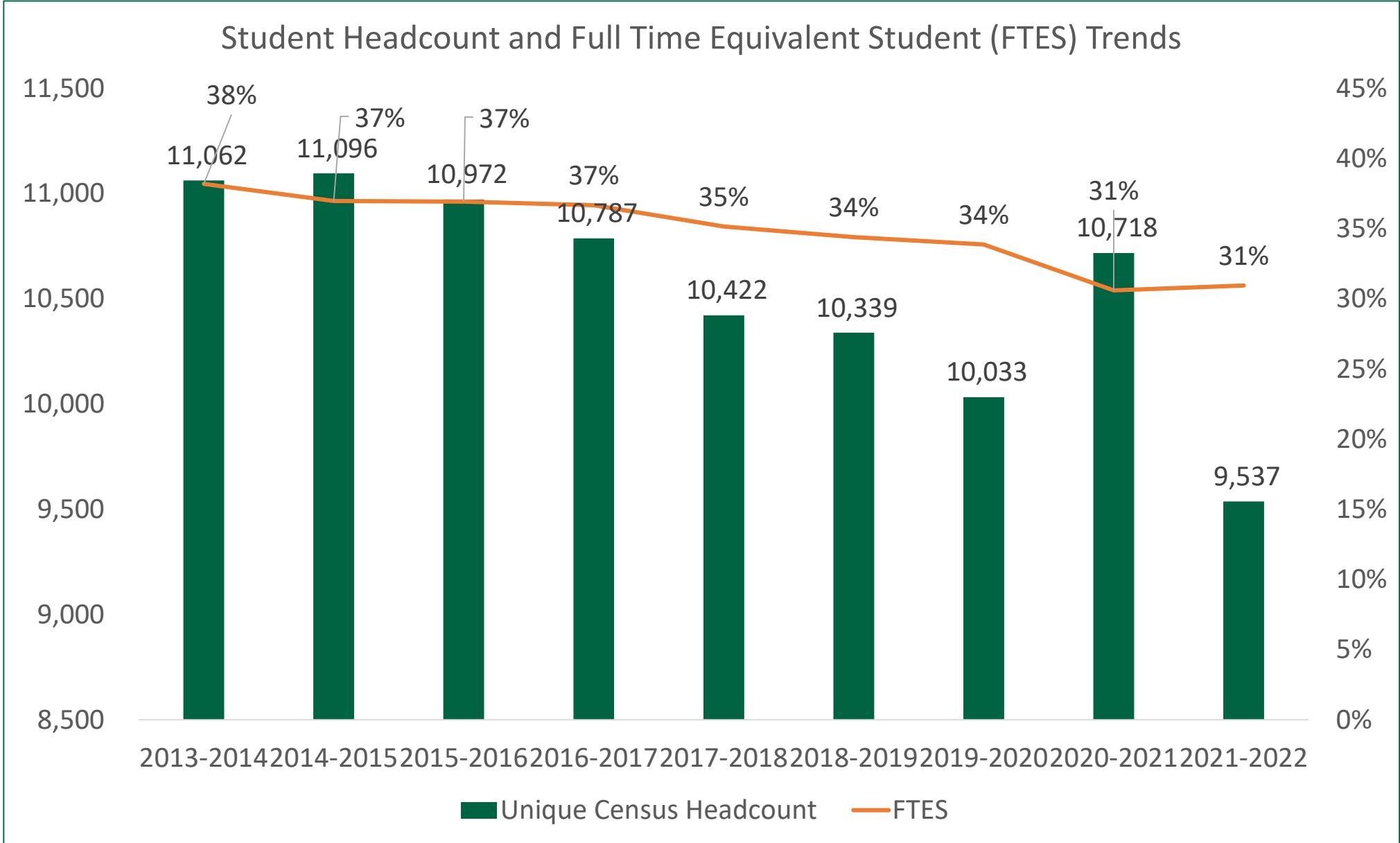
Chart: Yuxuan Xie • Source: California Community Colleges • Created with [Datawrapper](#)

Cañada has seen a 32% decline in enrollment over 8 years vs. a 22% decline statewide

Cañada College enrollments are declining and shifting online

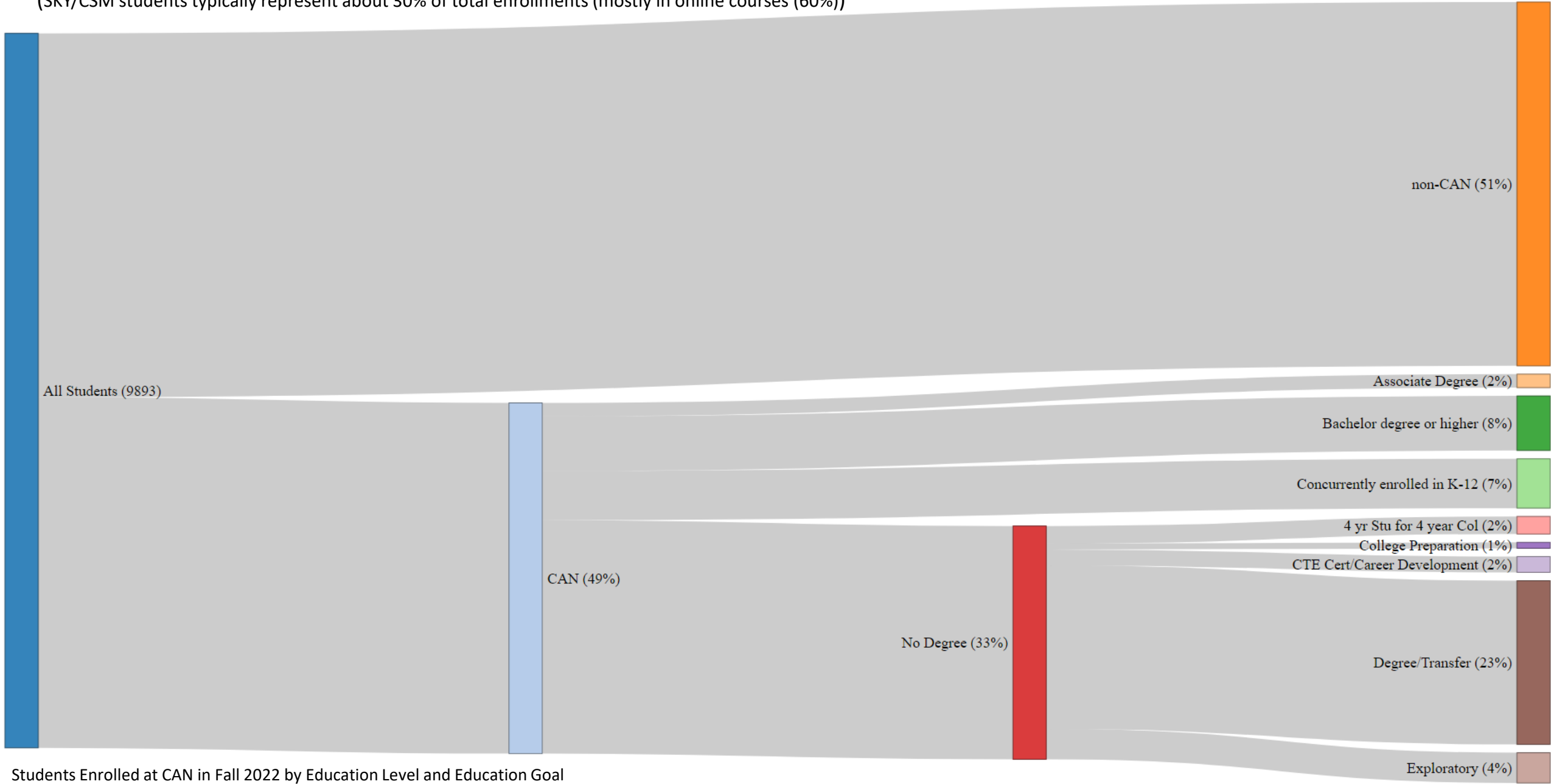


Cañada has seen a 30% decline in FTES over 8 years vs. a 19% decline statewide



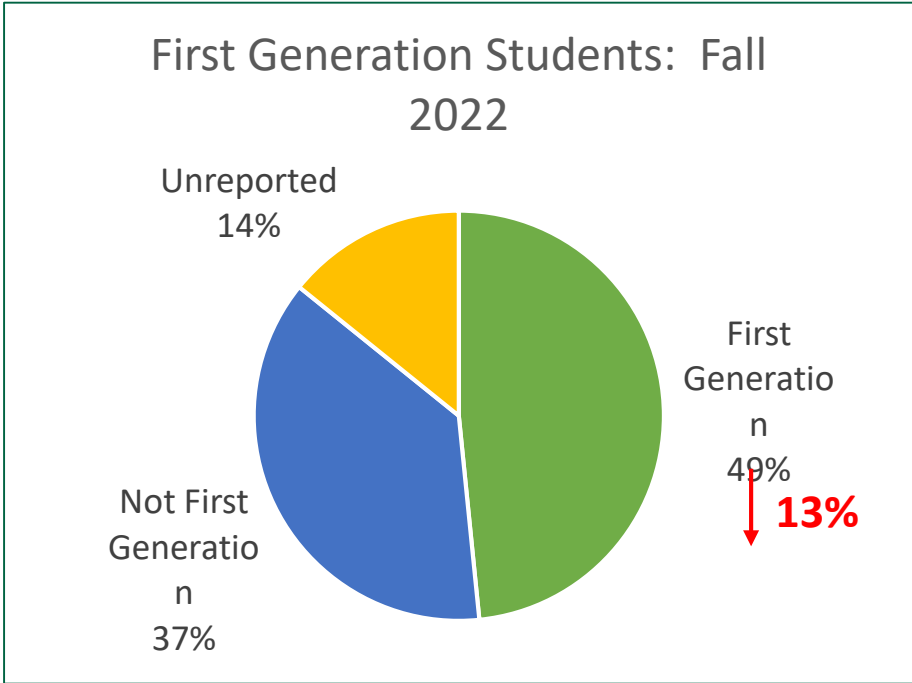
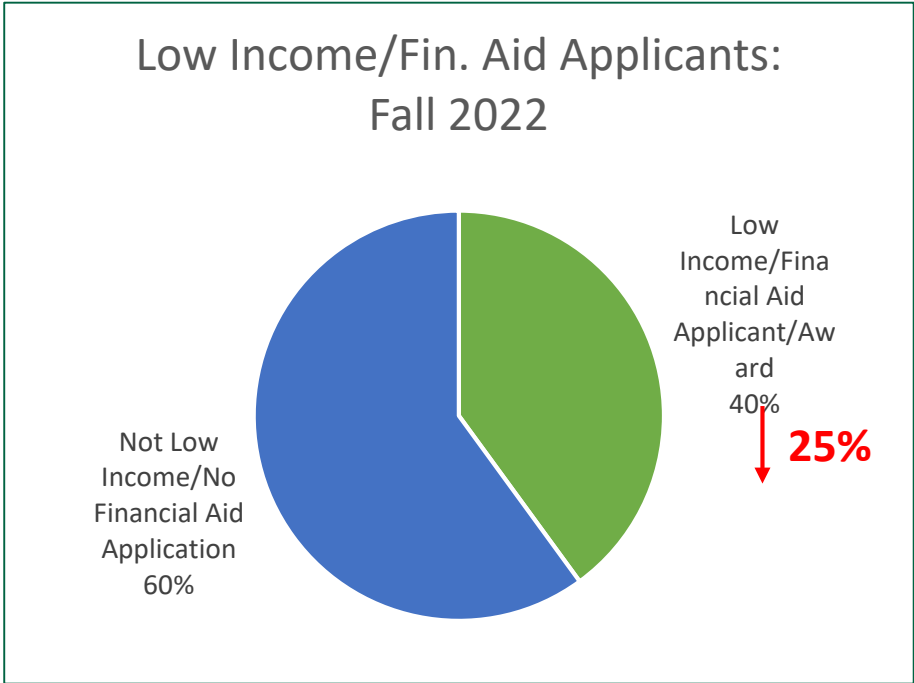
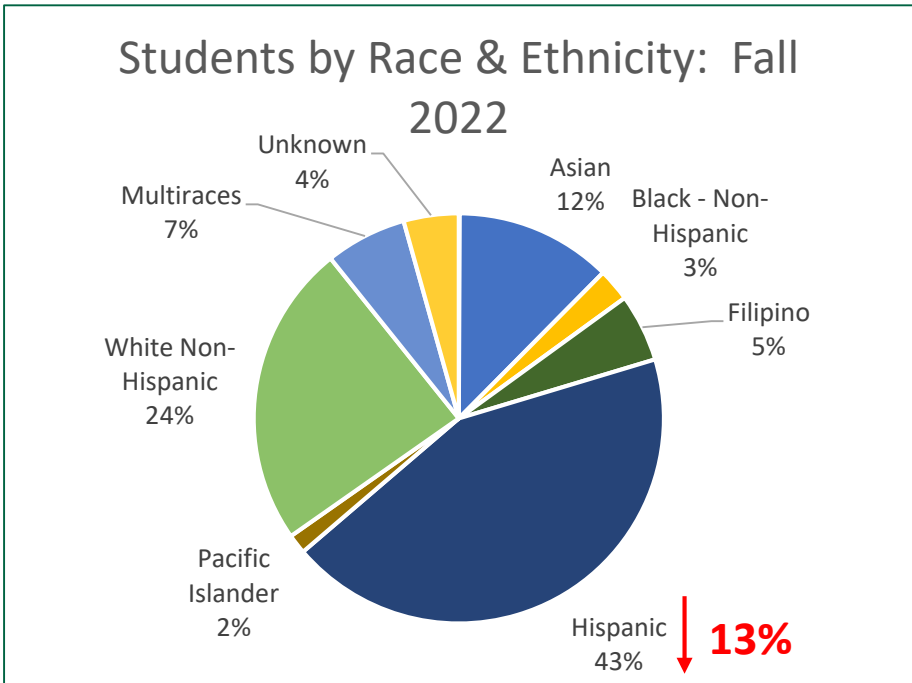
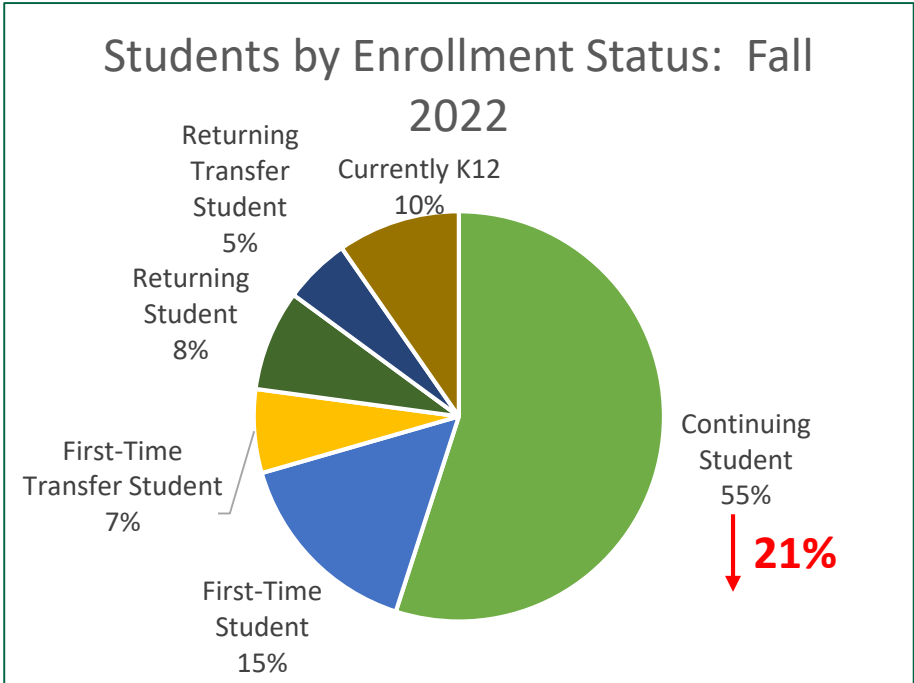
About half of students enrolled at Canada are Skyline and CSM home campus students

(SKY/CSM students typically represent about 30% of total enrollments (mostly in online courses (60%))

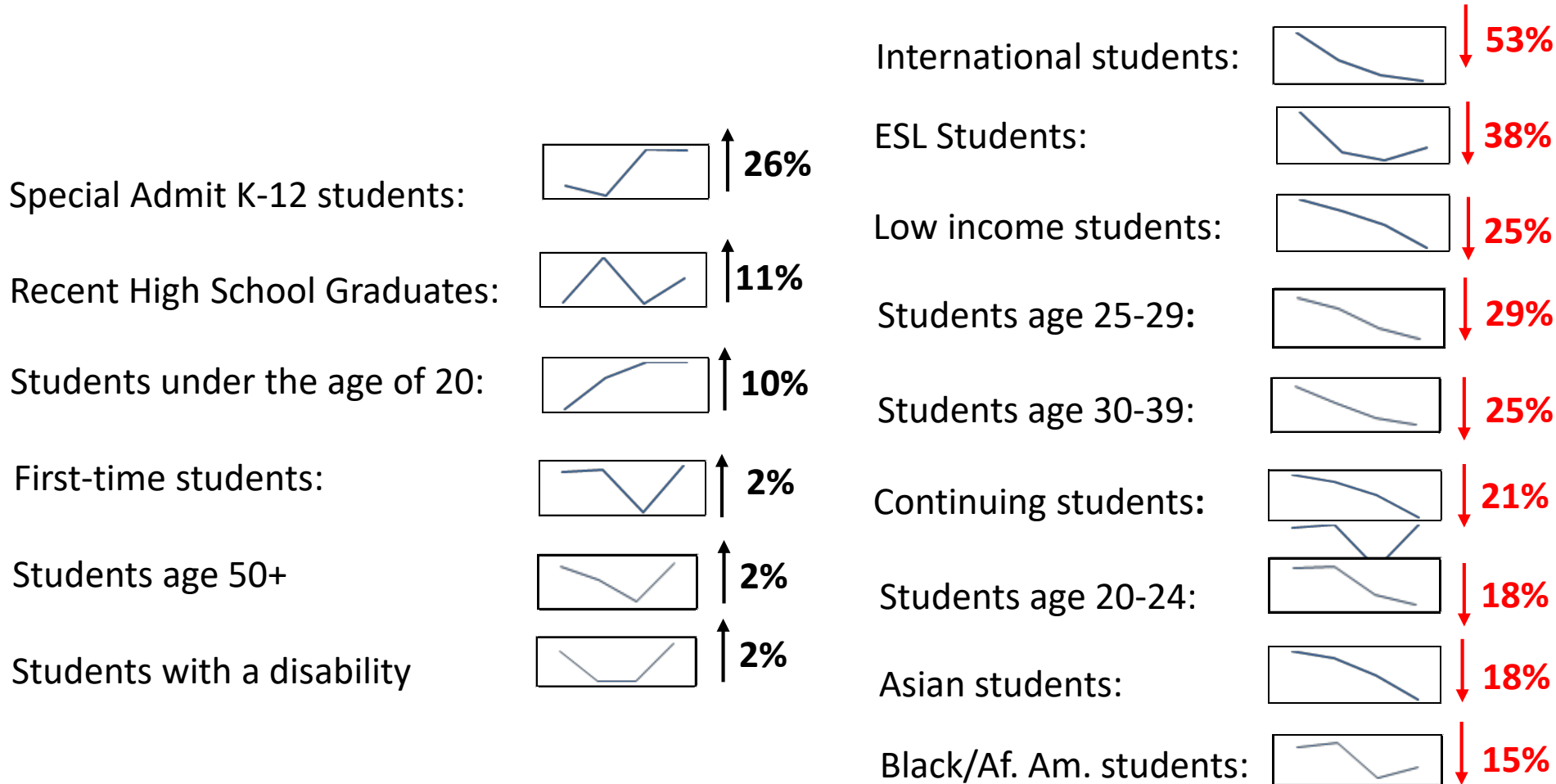


Students Enrolled at CAN in Fall 2022 by Education Level and Education Goal

Cañada student demographics Fall 2022 and % change in certain populations since Fall 2019 (pre-pandemic)



In the past 3 years, our headcount dropped 12% (F19 v. F22); some groups have declined (or increased) more than that



Concurrently enrolled high school students is the only type of enrolled students to show growth in the last 3 years

Enrollment Status	Fall 2019 Unique Student Headcount	Fall 2022 Unique Student Headcount	3-year % change
Continuing Student	3781	3003	(20.6%)
First-Time Student	833	851	+2.2%
First-Time Transfer Student	447	361	(19.2%)
Returning Student	448	434	(3.1%)
Returning Transfer Student	296	286	(3.4%)
Not Applicable, Currently K-12	420	528	+25.7%

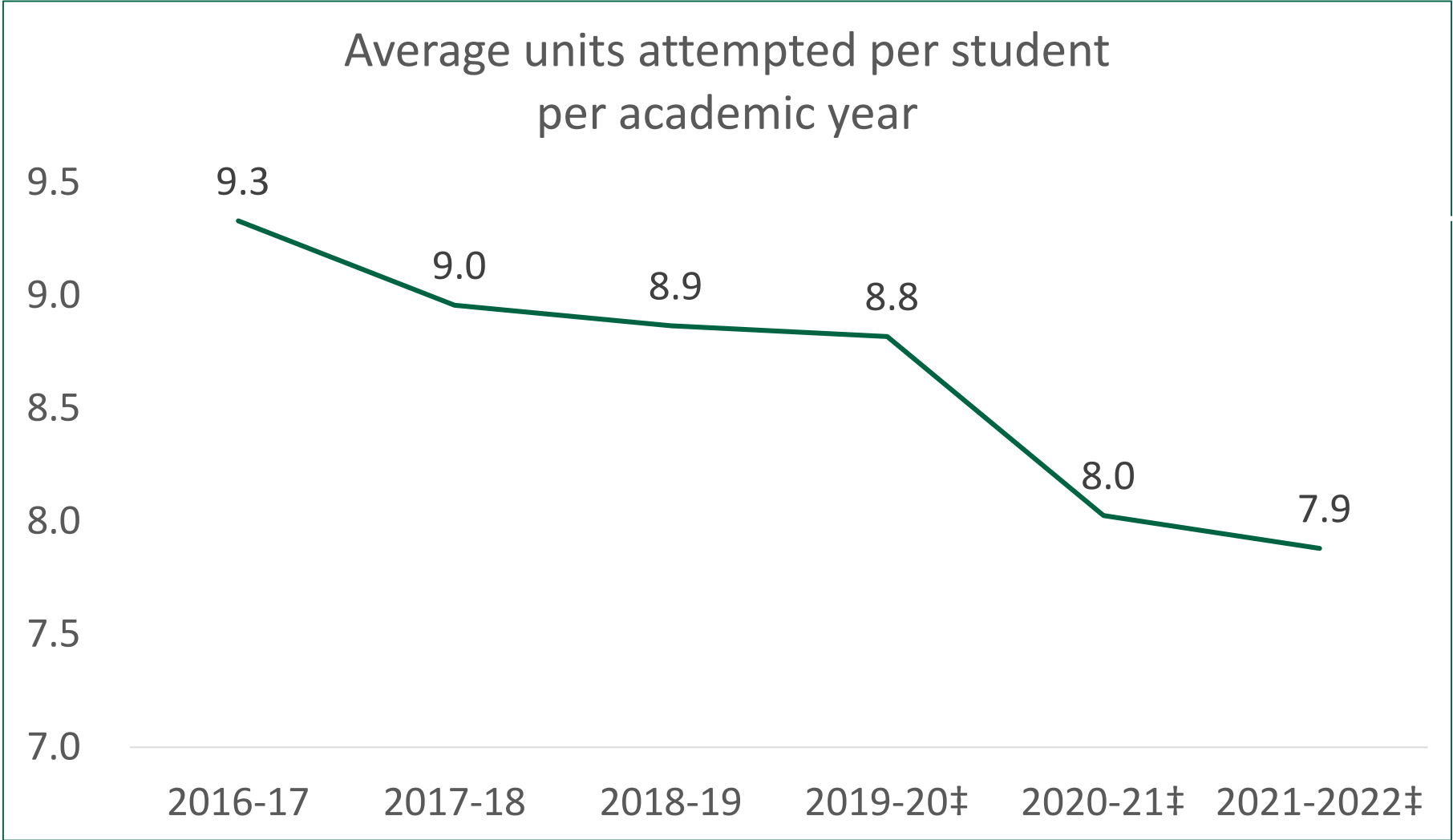
Needs updating to Fall 2022

Canada lost 17% of its part-time students during the pandemic

The number of full-time students has stayed the same

*Traditional/ Domestic Students	Fall 2019	Fall 2021	% of all Traditional/ Domestic Students	% Change between Fall 2019 and Fall 2021
12+ Units	1,838	1,864	38%	1%
6-11.9 Units	2,005	1,880	38%	-6%
Less than 6 Units	1,652	1,169	24%	-29%
	5,495	4,913		-11%

*Concurrently Enrolled K-12 and International Students are excluded from this analysis.

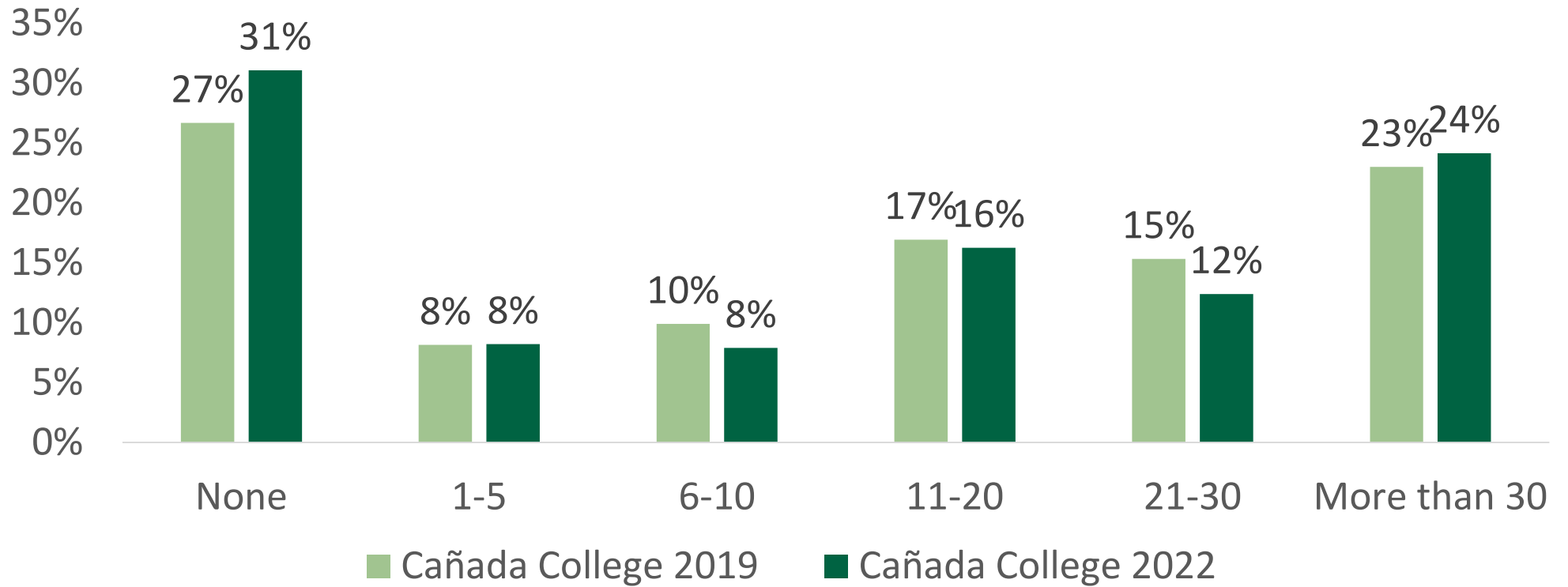


Fall 2022: 8.3 avg units taken

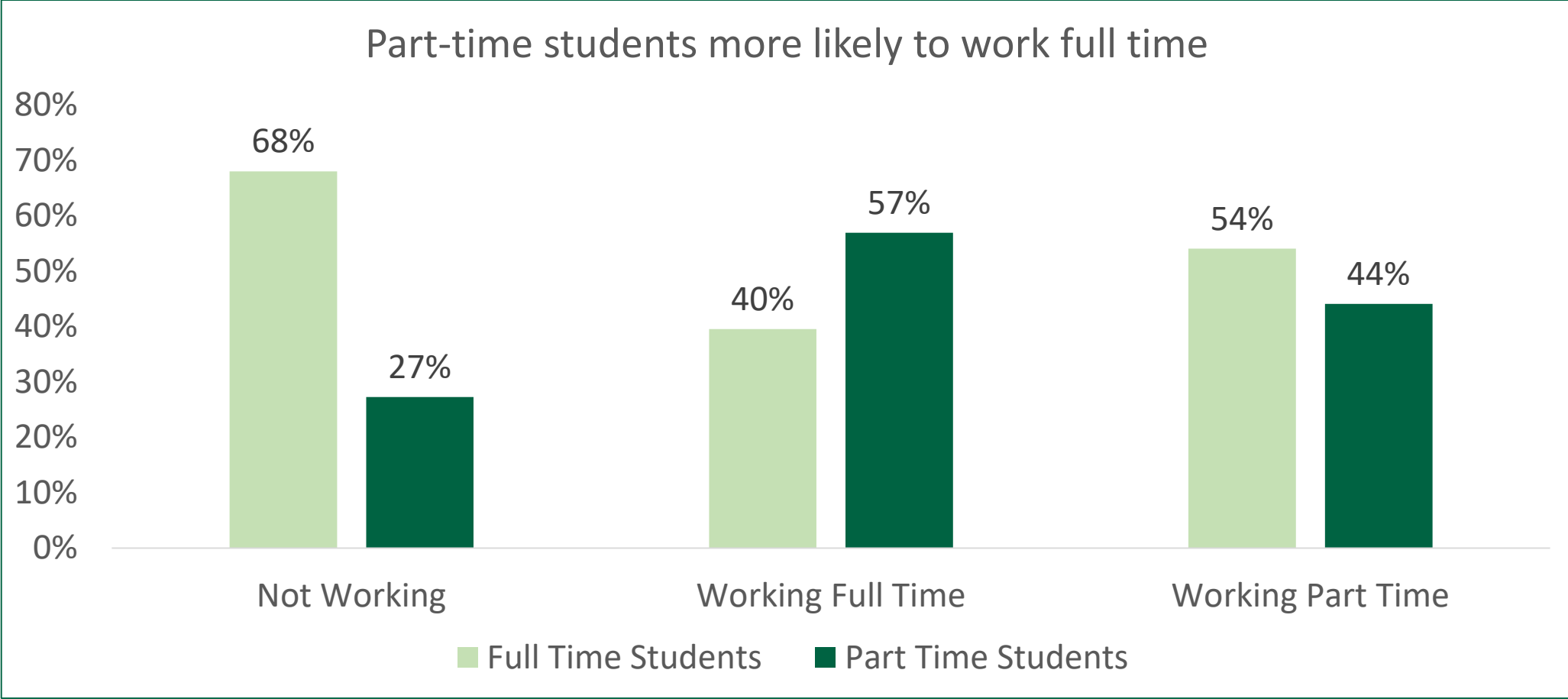
‡ indicates years affected by the COVID-19 pandemic

69% of all enrolled students work while attending Cañada

About how many hours do you spend in a typical 7-day week working for pay? (Spring 2022 CCSSE survey)

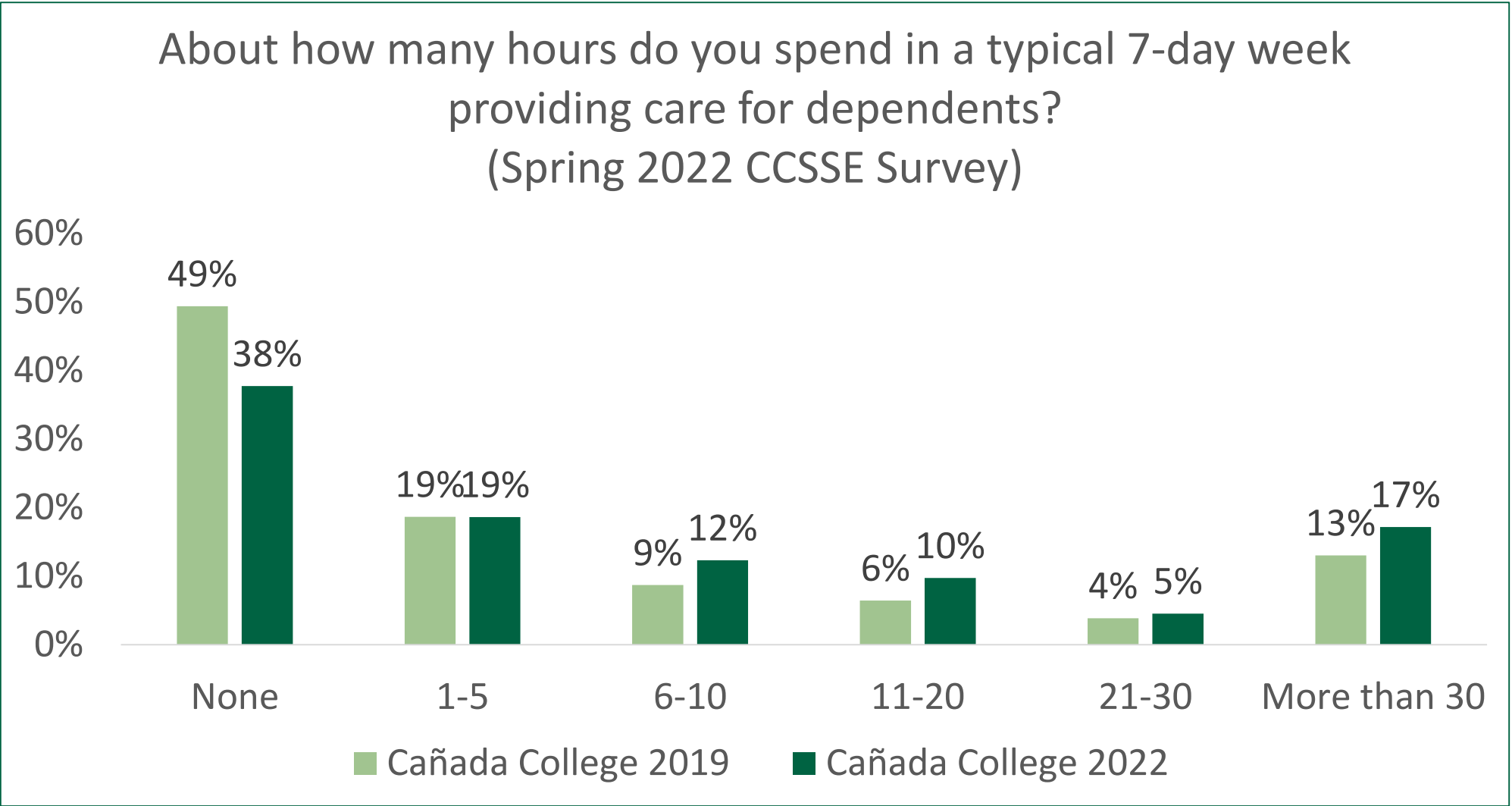


Part-time students are much more likely to be working

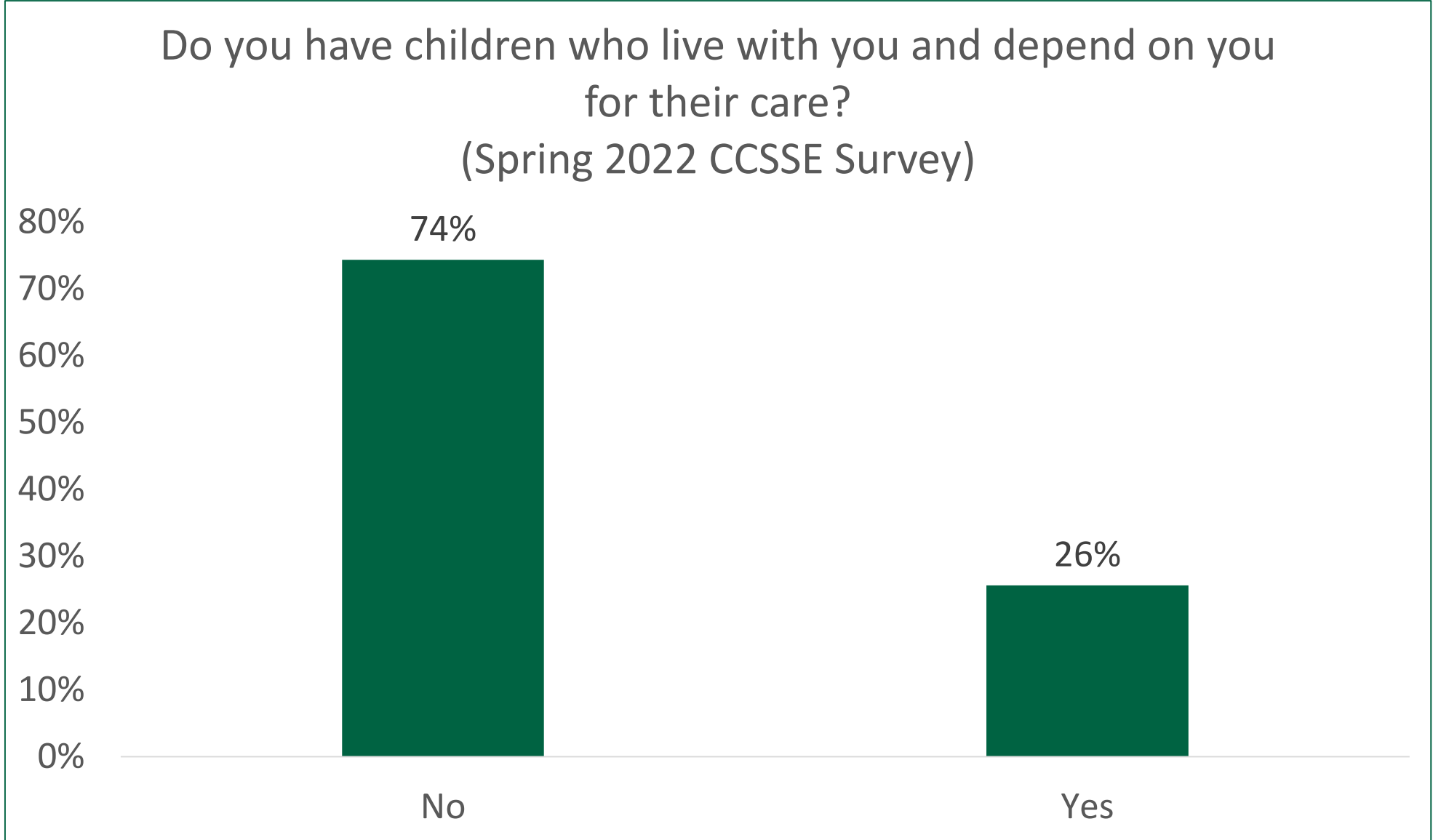


Source: NACCC survey of all non-K12 students enrolled at CAN in Spring 2021 (not just home campus students).

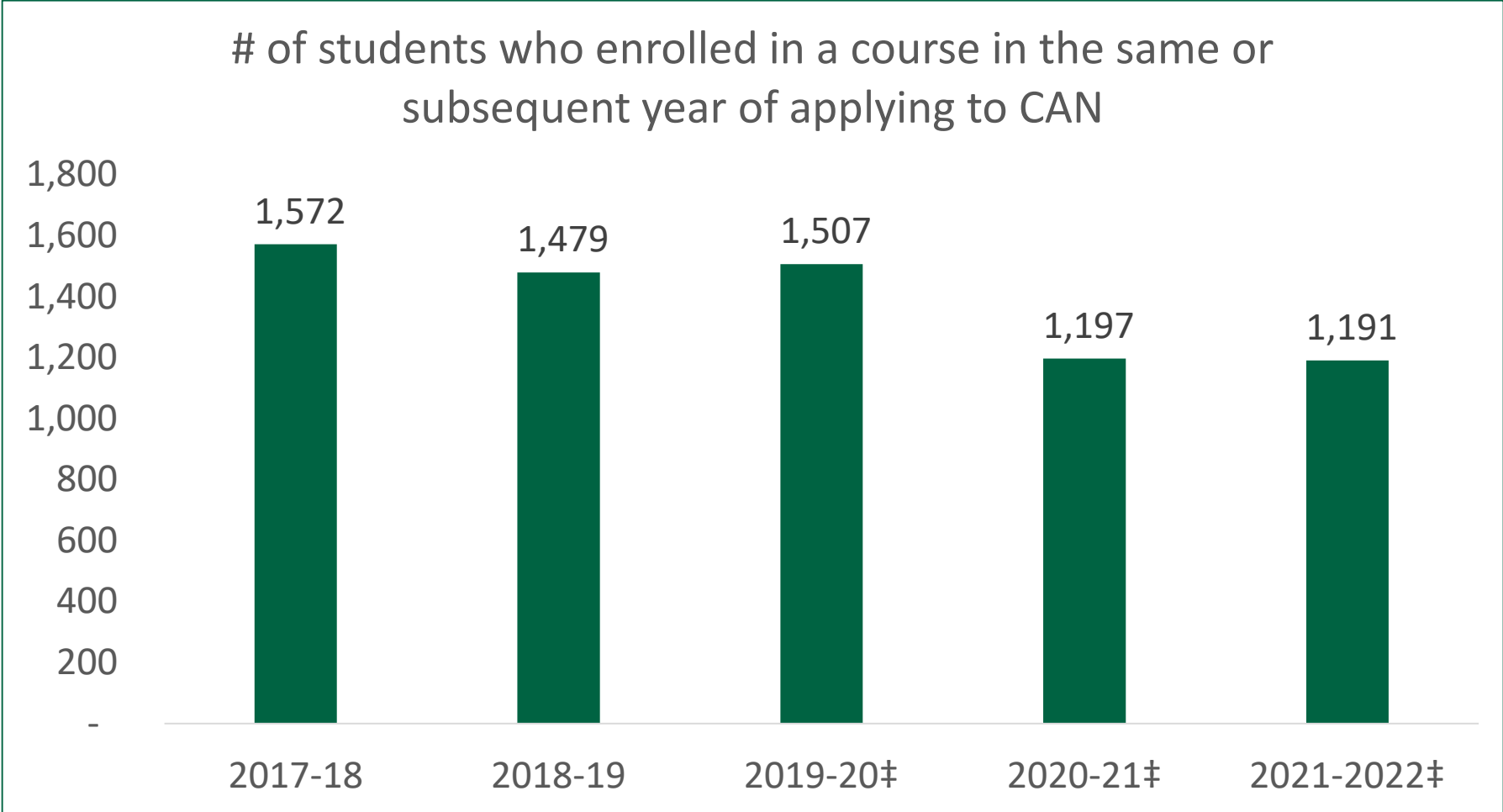
62% of students care for dependents while attending Cañada



26% of students care for dependents while attending Cañada

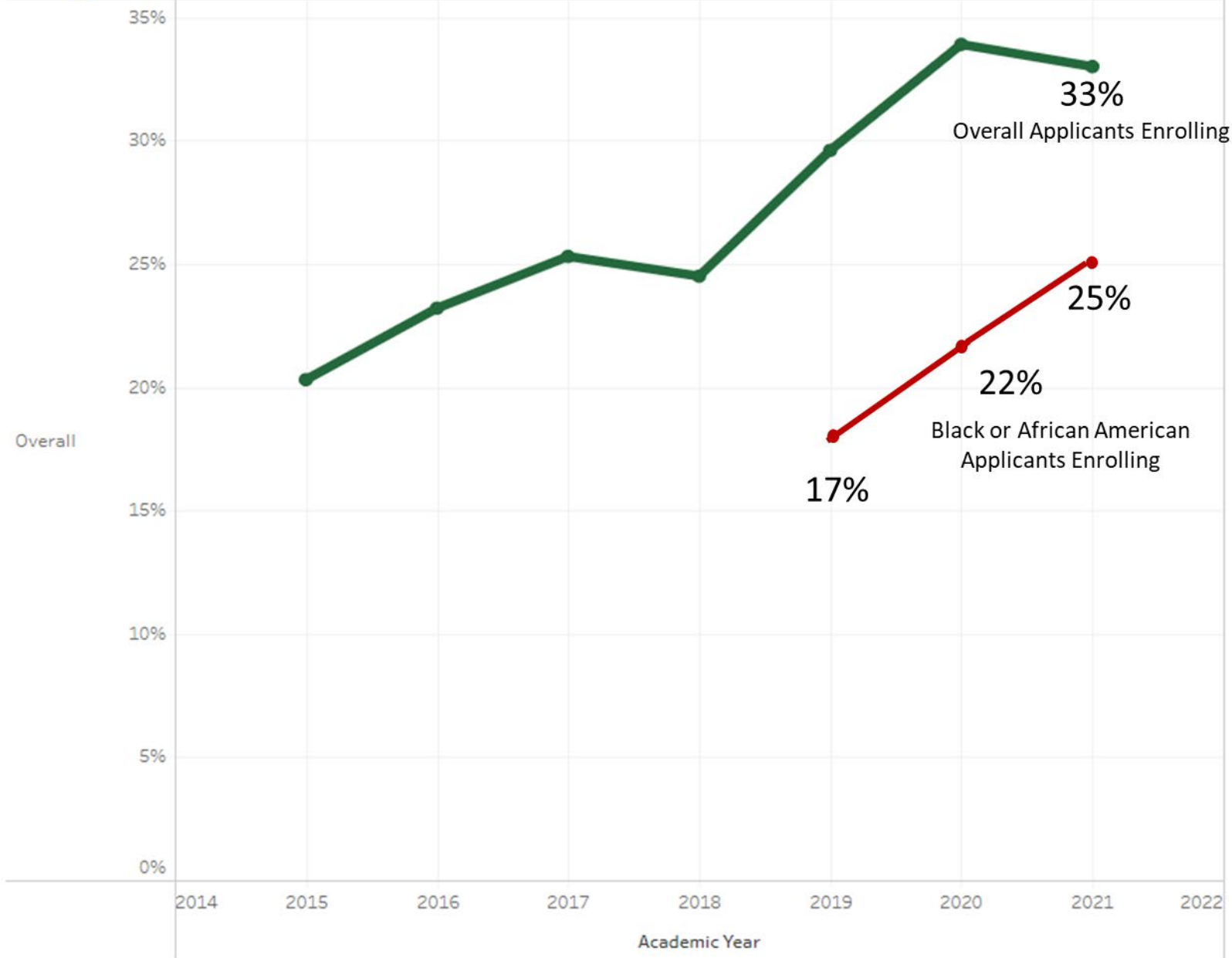


Applicants enrolling at Cañada continues to decline



Primary Disaggregation Successful Enrollment in the First Year

Primary Disaggregation



Primary Disagg

- Overall
- Ethnicity
- Gender

Metric Description

- Attained the Vision f...
- Completed Both Tran...
- Persisted First Prima...
- Successful Enrollme...
- Transferred to a Four...

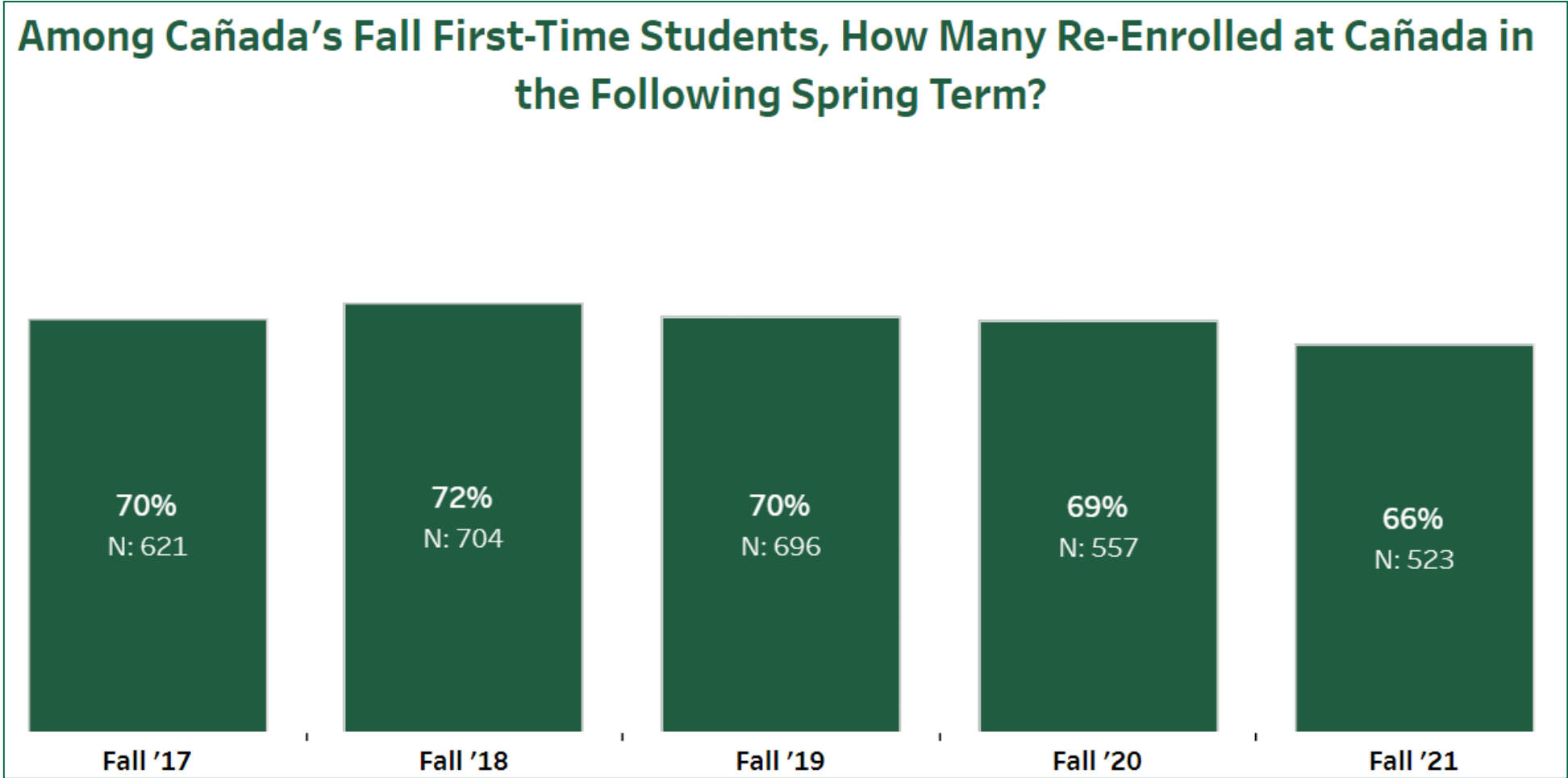
Disproportionate Impact

0.000 1.000

Groups with fewer than 10 students are suppressed.

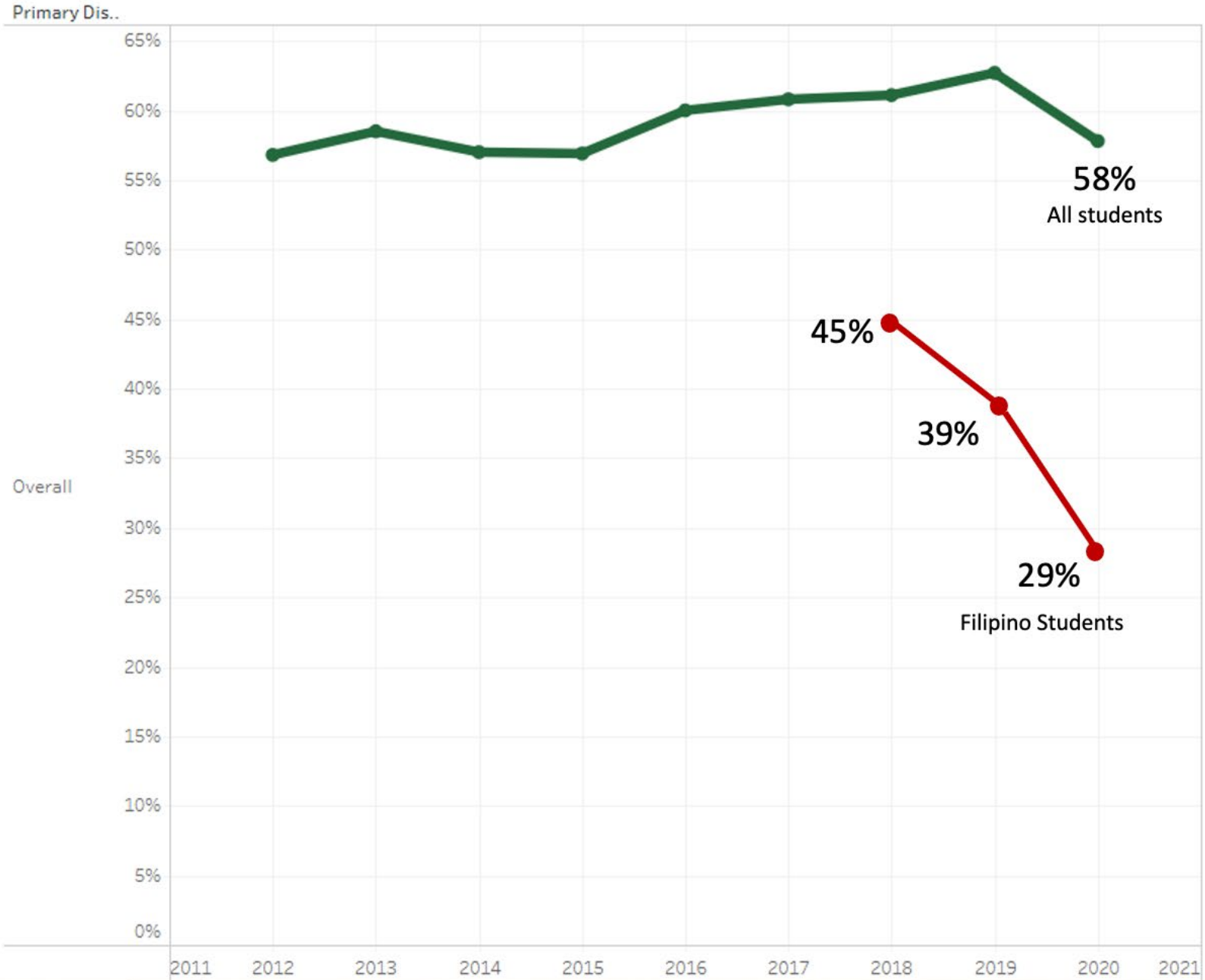
EQUITY FOCUS: Black and African American applicants enroll at disproportionately lower rates than other groups

Persistence rates need to improve, they are 5 percentage points less than Skyline's and CSM's and are declining



Primary Disaggregation

Persisted First Primary Term to Subsequent Primary Term



Primary Disagg

- Overall
- DSPS
- Ethnicity
- First Generation
- Foster Youth
- Gender
- Homeless
- LGBT
- Perkins Economically...
- Veterans

Metric Description

- Attained the Vision f...
- Completed Both Tran...
- Persisted First Prima...
- Successful Enrollme...
- Transferred to a Four...

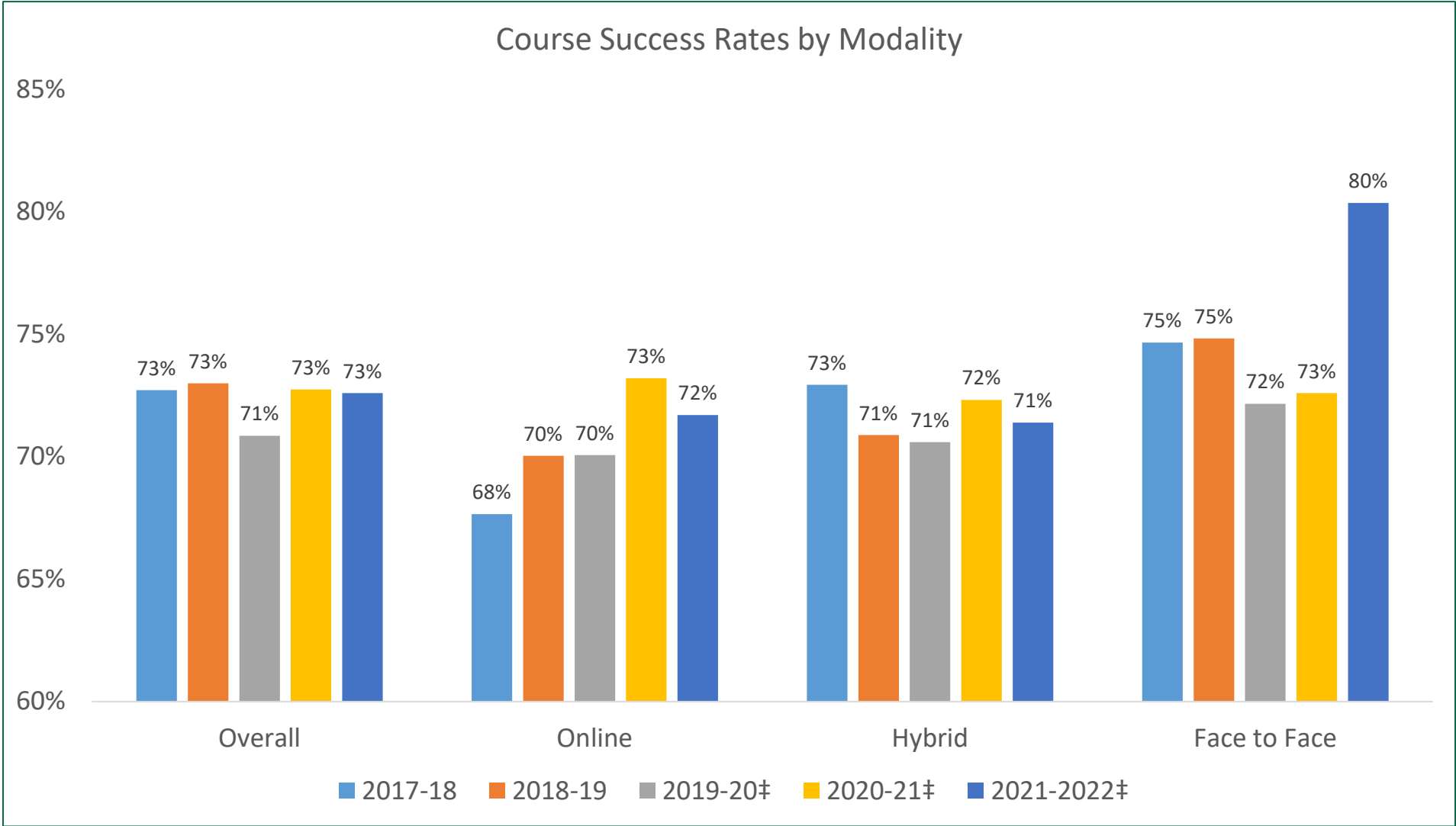
Disproportionate Impact

0.000 1.000

Groups with fewer than 10 students are suppressed.

EQUITY FOCUS:
Filipino students

Online course success rates have improved



‡ indicates years affected by the COVID-19 pandemic

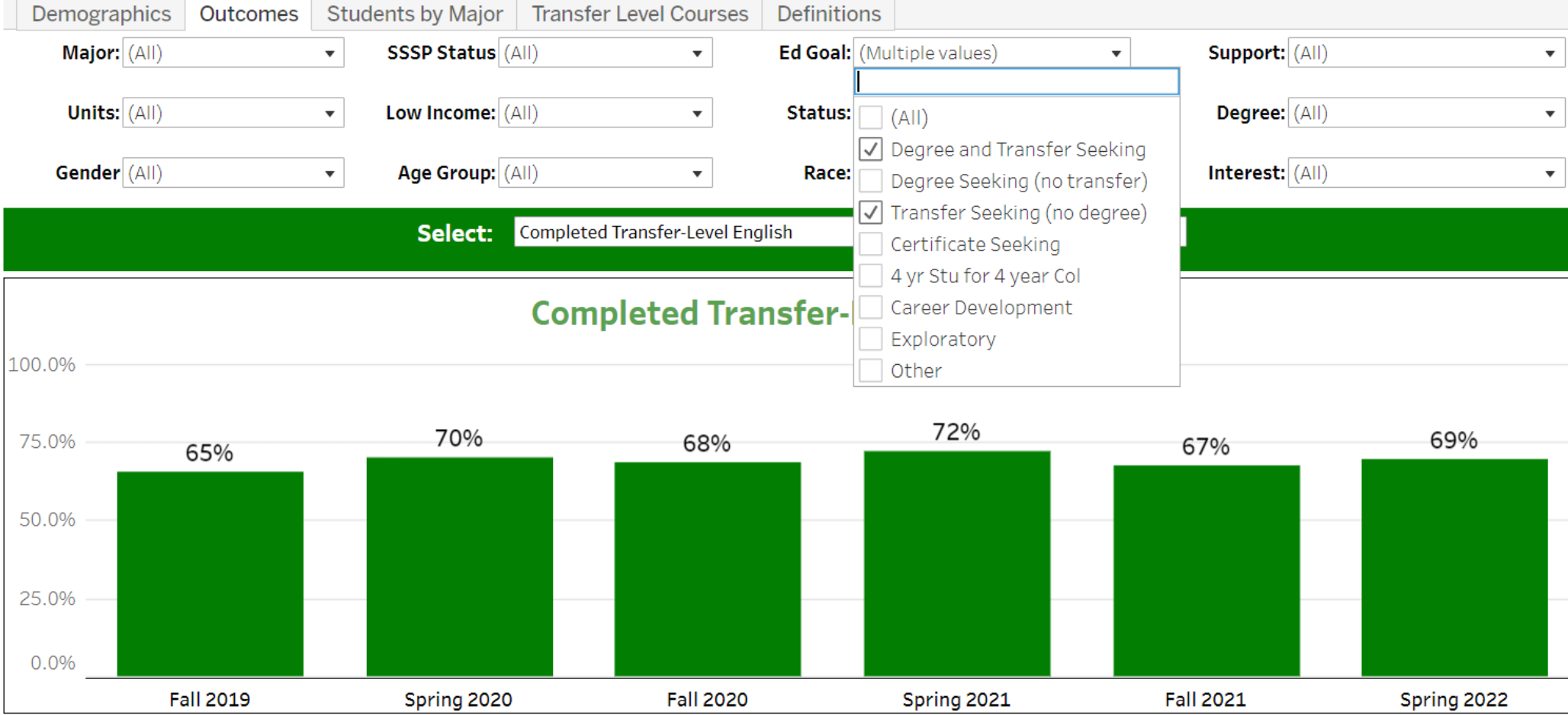
But not for everyone...

EQUITY FOCUS:

Black Non-Hispanic,
Hispanic students,
Pacific Islander, Low
Income and Male
students

AY 2021-22	Face to Face			Online			Hybrid			Synch		
	Course Success	Success Gap	Enrollments	Course Success	Success Gap	Enrollments	Course Success	Success Gap	Enrollments	Course Success	Success Gap	Enrollments
OVERALL	80%	PPG-1	2,810	71%	PPG-1	11924	71%	PPG-1	9,153	68%	PPG-1	7909
American Indian/Alaskan Native			0			0			0			0
Asian	86%	6%	290	76.70%	12%	1650	78%	6%	1,079	76.70%	8%	959
Black - Non-Hispanic	89%	9%	88	56.90%	-17%	312	56%	-15%	207	56.90%	-15%	185
Filipino	89%	9%	84	67.20%	0%	719	72%	1%	437	67.20%	0%	387
Hispanic	71%	-9%	1269	61.30%	-9%	5127	66%	-5%	4,181	61.30%	-10%	3584
Pacific Islander	92%	12%	24	55.60%	-1%	182	56%	-16%	99	55.60%	-15%	91
White Non-Hispanic	88%	8%	676	78.60%	5%	2643	80%	8%	2,161	78.60%	11%	1876
Multi Races	88%	8%	233	71.00%	8%	767	77%	6%	525	71.00%	5%	446
Unknown	82%	2%	135	66.90%	-1%	512	68%	3%	449	66.90%	-3%	369
Female	81%	2%	1,395	69.80%	0%	7165	73%	2%	5,554	69.80%	5%	4822
Male	78%	-2%	1,349	64.10%	0%	4458	68%	-3%	3,344	64.10%	-6%	2863
Unreported	79%	-1%	66	74.10%	5%	301	77%	6%	254	74.10%	6%	224
Low Income: No	81%	1%	2,013	67.20%	7%	8472	72%	0%	6,548	67.20%	1%	5680
Low Income: Yes	77%	-3%	797	69.10%	-7%	3452	70%	-1%	2,605	69.10%	-1%	2229

Guided Pathways

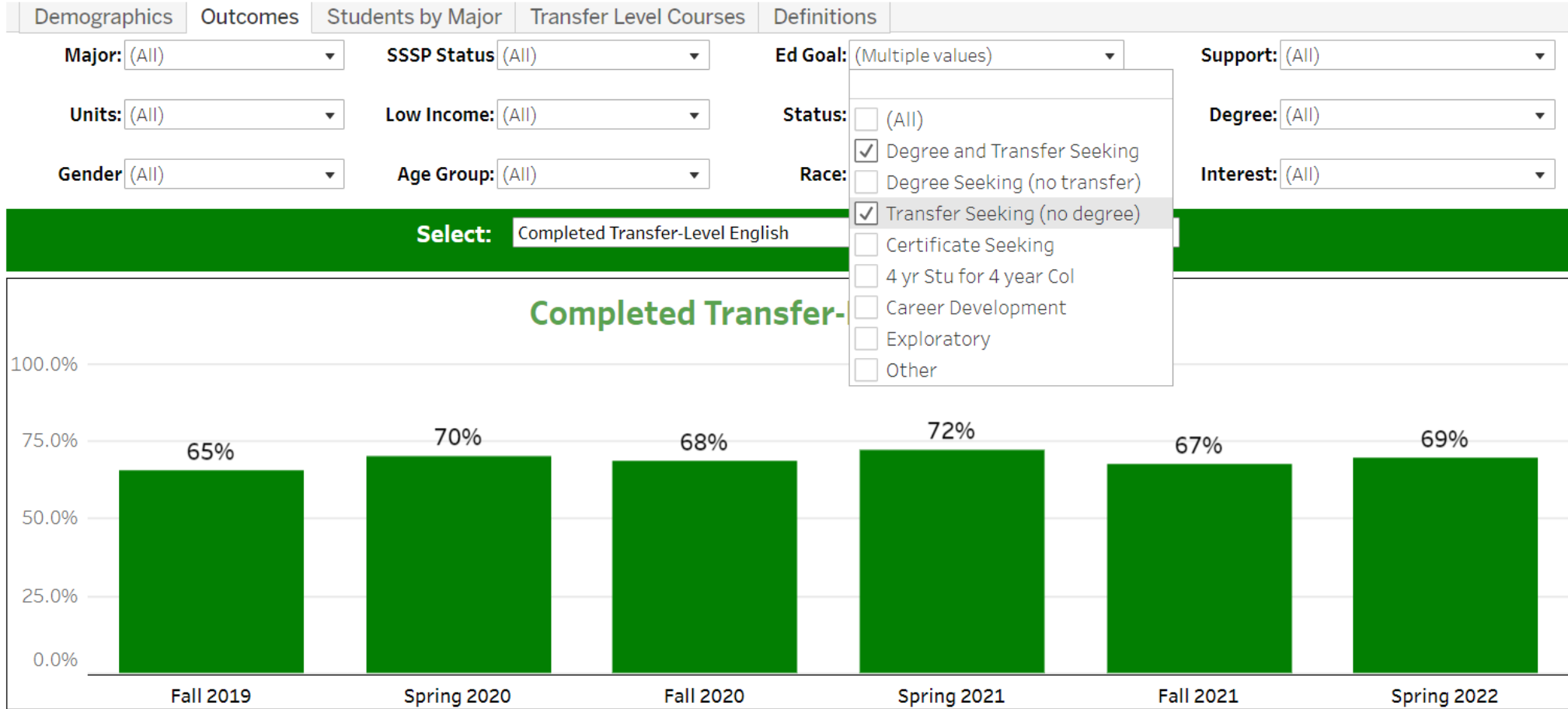


Transfer-level Math course completion for transfer-seeking students is improving

EQUITY FOCUS:
ensure transfer-
seeking Hispanic
students enroll in
transfer-level Math

Fall Cohort	First time Transfer seeking students	% assessed & placed in transfer level math w/o support	% enrolled in transfer level math w/o support	% assessed & placed in transfer level math with support	% enrolled in transfer level math with support	% succeeded in transfer level math in one year
Fall 2019	Overall	74%	34%	9%	13%	35%
	Hispanic	71%	33%	8%	15%	30%
Fall 2020	Overall	72%	27%	25%	15%	62%
	Hispanic	67%	27%	31%	18%	32%
Fall 2021	Overall	66%	25%	33%	16%	
	Hispanic	61%	24%	37%	20%	

Guided Pathways



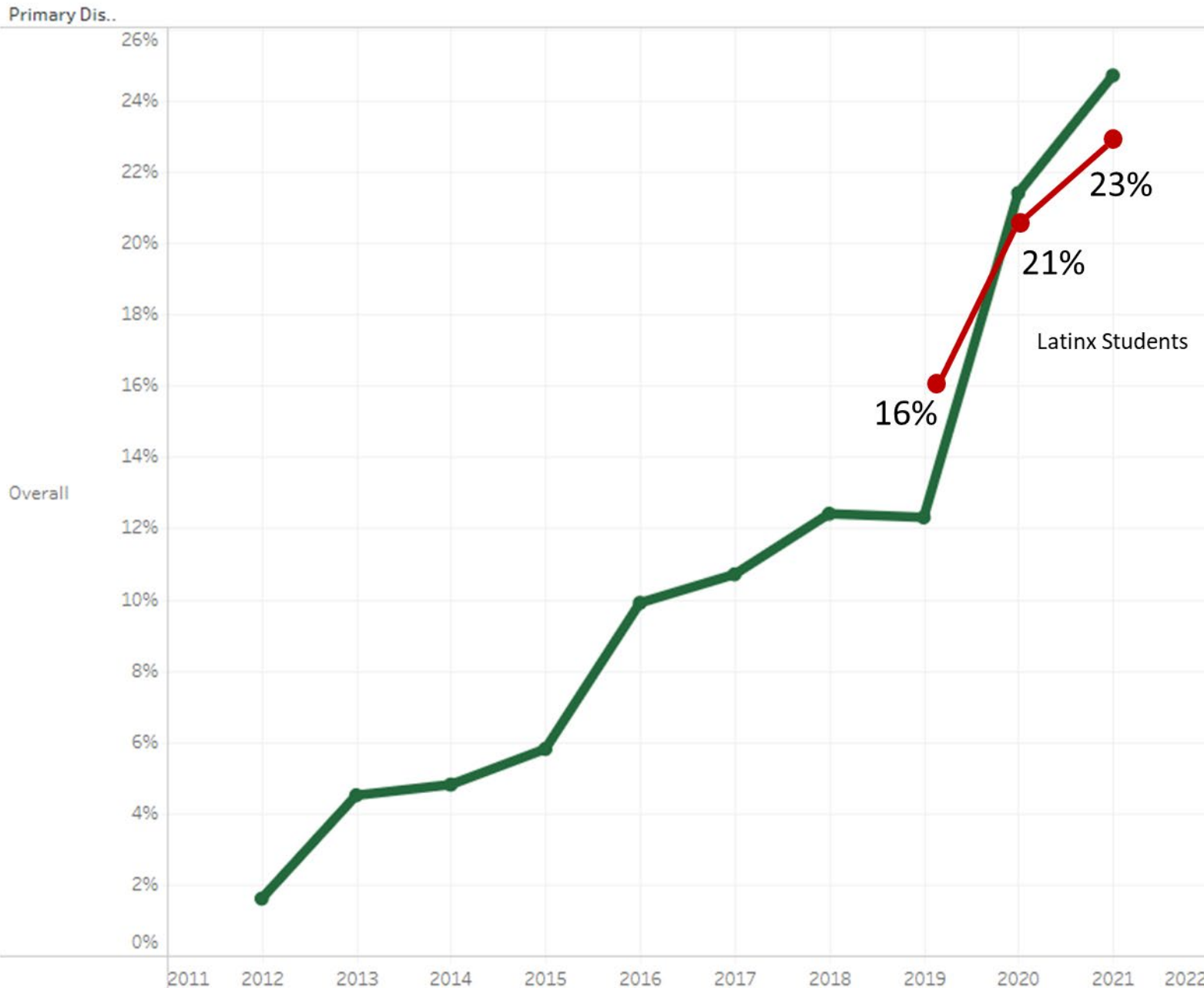
Transfer-level English course completion for transfer-seeking students is improving

EQUITY FOCUS:
ensure transfer-
seeking Hispanic
students enroll in
transfer-level English

Fall Cohort		First time Transfer seeking students	% assessed & placed in transfer level English w/o support	% enrolled in transfer level English w/o support	% assessed & placed in transfer level English with support	% enrolled in transfer level English with support	% succeeded in transfer level English in one year
Fall 2019	Overall		84%	45%	13%	12%	46%
	Hispanic		82%	46%	15%	17%	45%
Fall 2020	Overall		80%	38%	19%	10%	50%
	Hispanic		74%	39%	25%	17%	43%
Fall 2021	Overall		77%	39%	22%	11%	
	Hispanic		73%	47%	27%	14%	

Primary Disaggregation

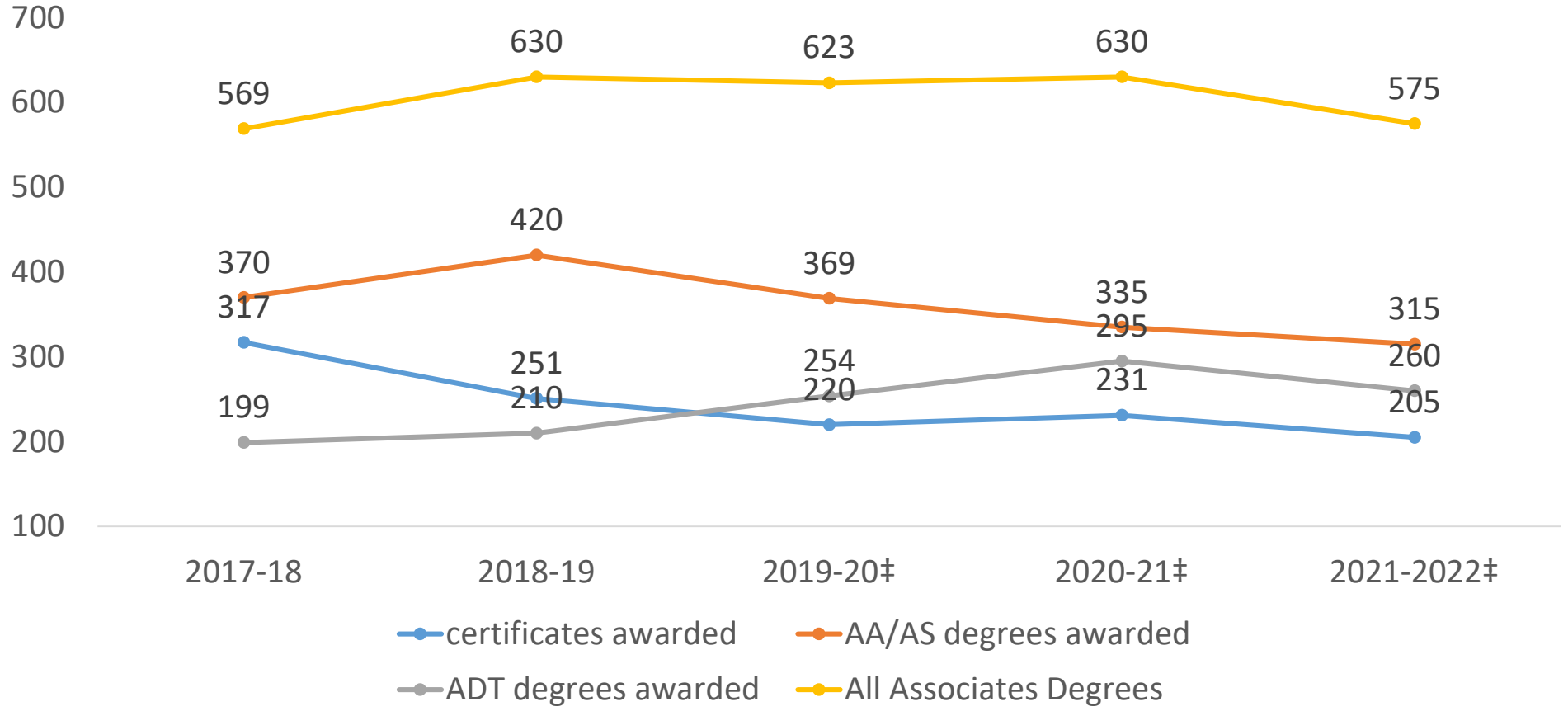
Completed Both Transfer-Level Math and English within the District in the First Year



But not for everyone:

EQUITY FOCUS:
Hispanic students, especially transfer-seeking Hispanic students, are not completing transfer level English and math

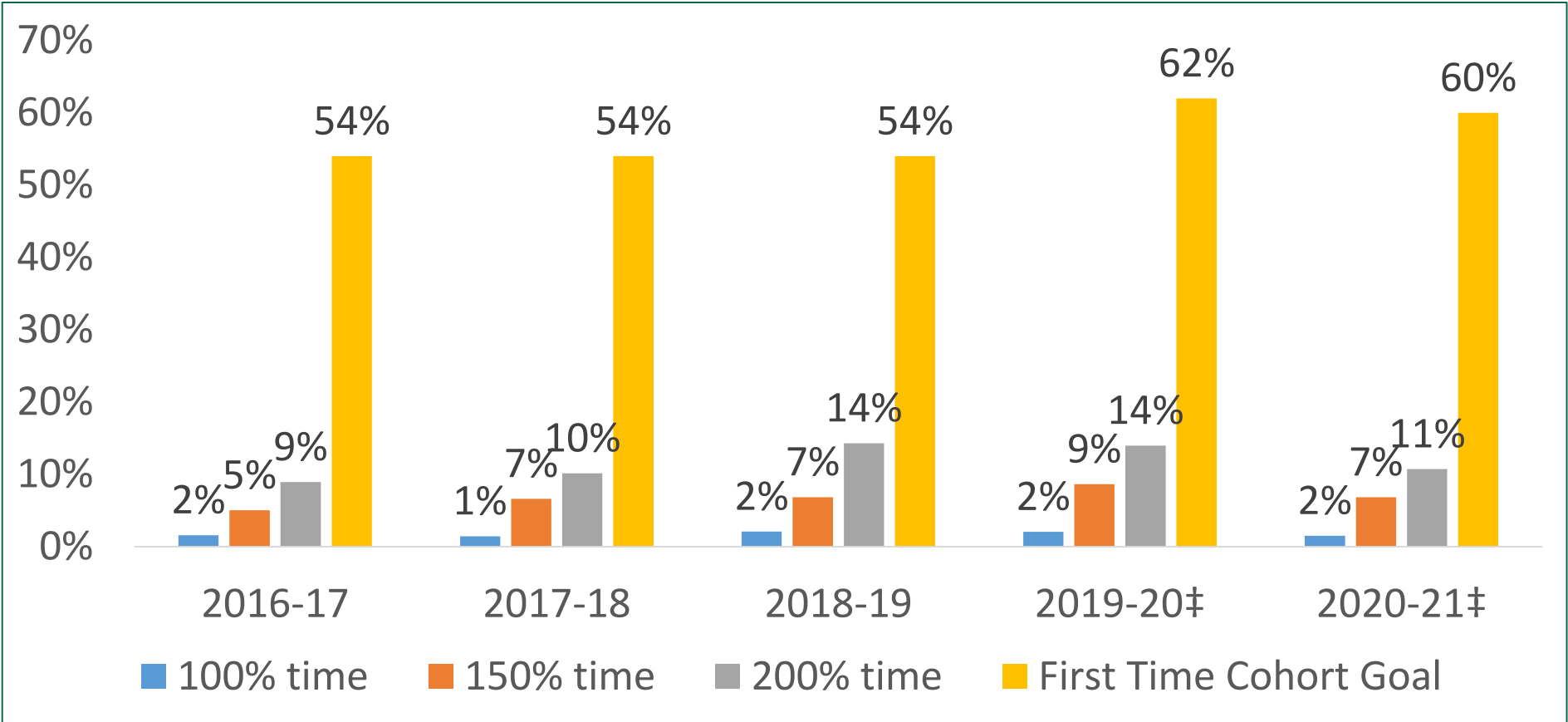
Degree and Certificate Award trends show overall declines



‡ indicates years affected by the COVID-19 pandemic



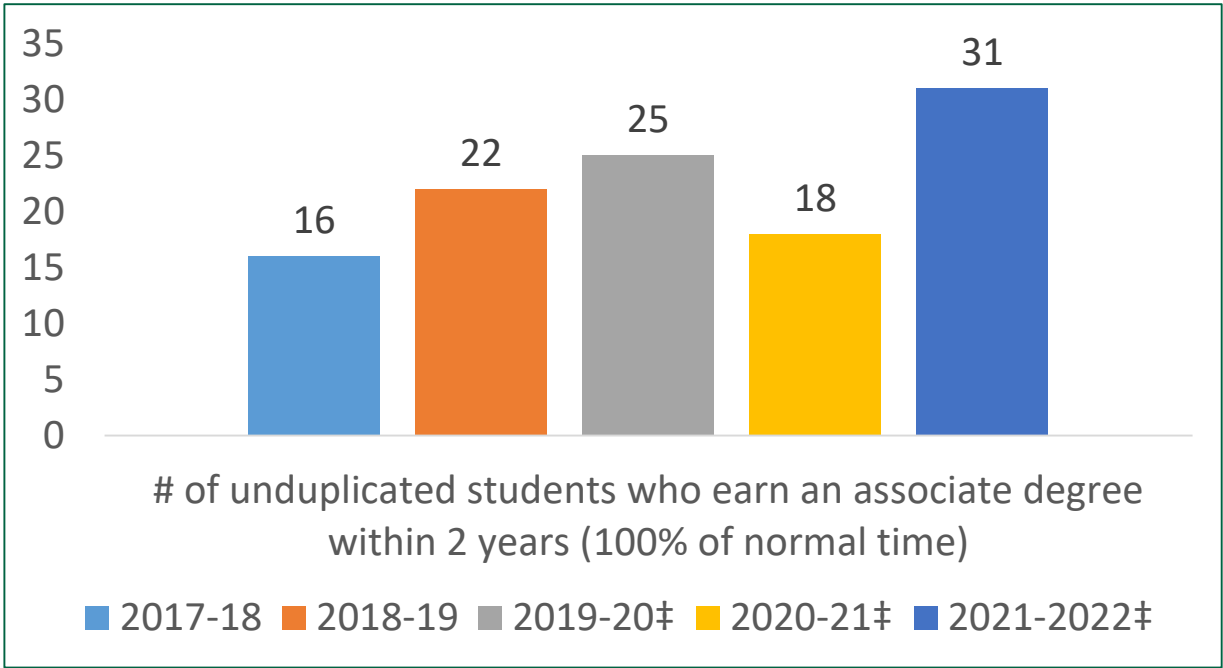
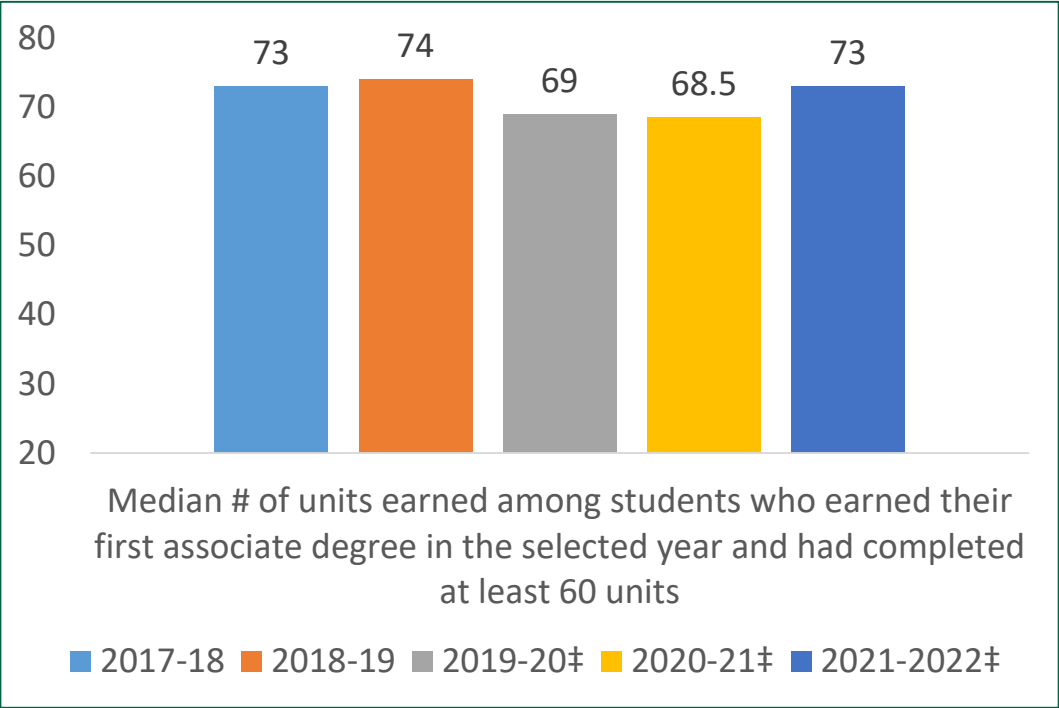
Nearly 2/3 of Cañada first time students aspire to earn a degree. Only 10-14% actually do so in 4 years.



‡ The 2019-20 and 2020-21 academic years were impacted by the COVID-19 pandemic and may not be representative of a typical academic year.

Very few students earn a 2-year degree in 2 years.

Of those who do earn a degree, many are still earning more units than they need.

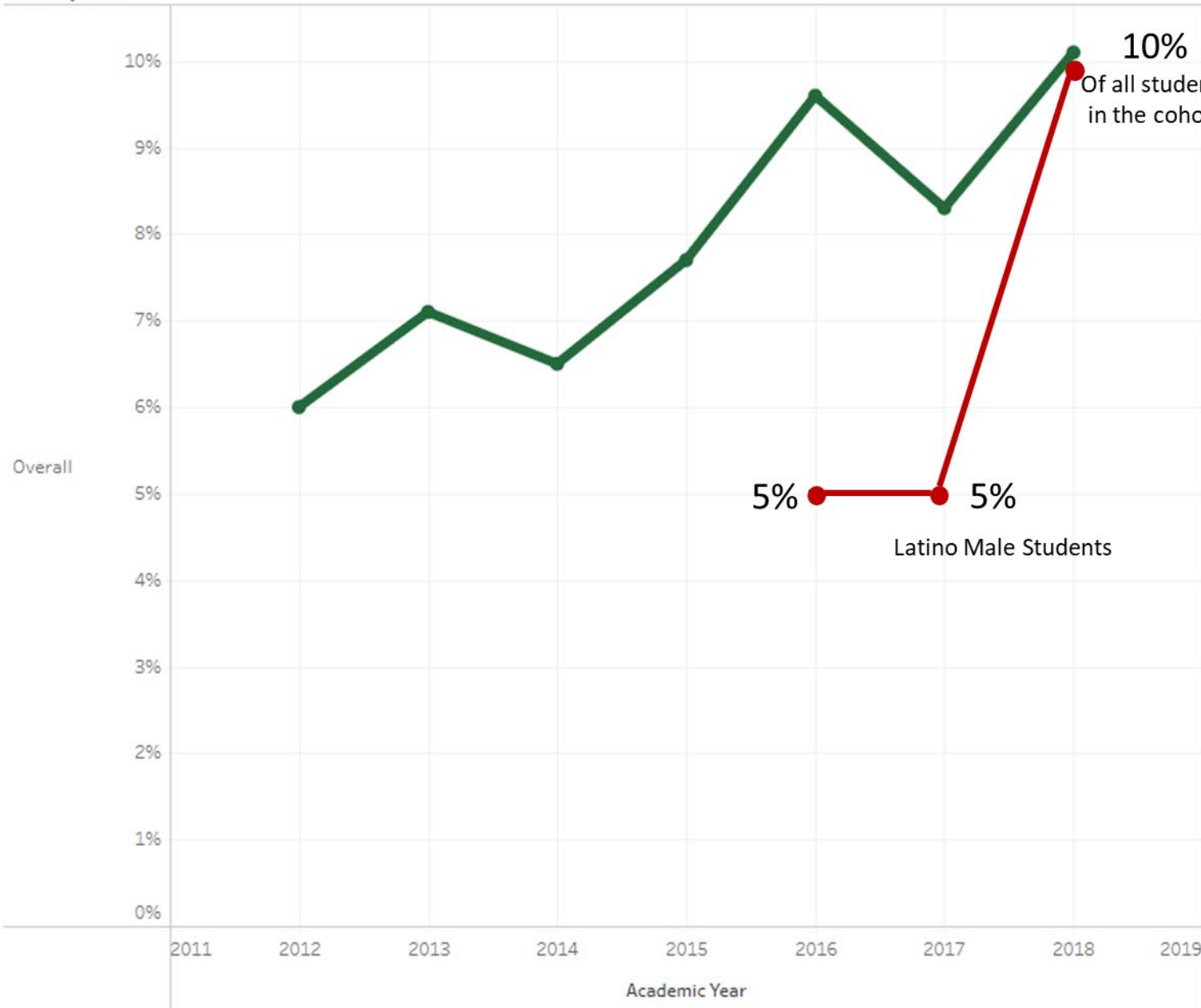


‡ indicates years affected by the COVID-19 pandemic

Primary Disaggregation

Attained the Vision for Success Definition of Completion within Three Years

Primary Disaggregation



Primary Disagg

- Overall
- DSPS
- Ethnicity
- First Generation
- Foster Youth
- Gender
- LGBT
- Perkins Economically...
- Veterans

Metric Description

- Attained the Vision f...
- Completed Both Tran...
- Persisted First Prima...
- Successful Enrollme...
- Transferred to a Four...

Disproportionate Impact

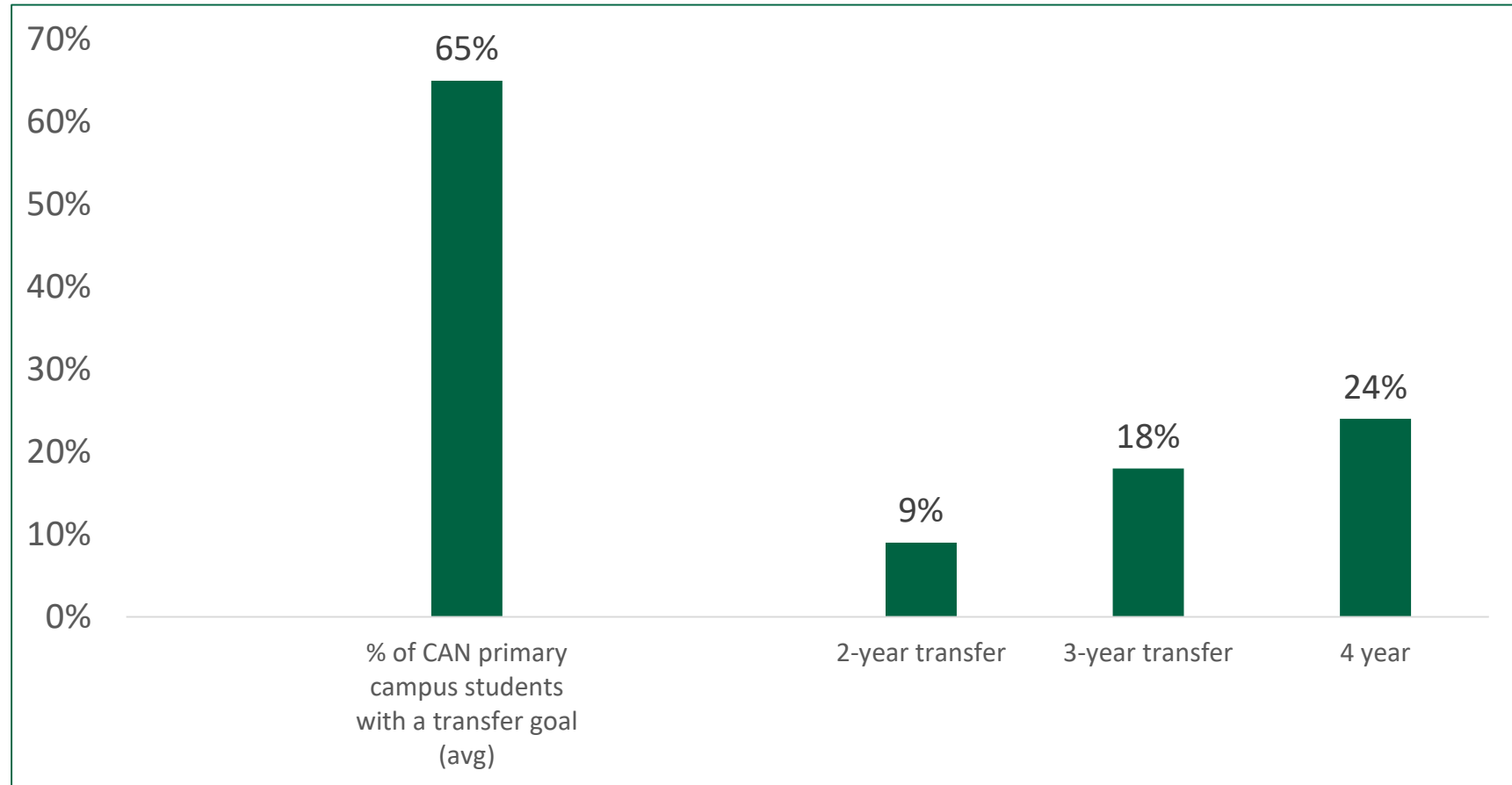
0.000 1.000

Groups with fewer than 10 students are suppressed.

EQUITY FOCUS:
Hispanic Male
students - degree
completion

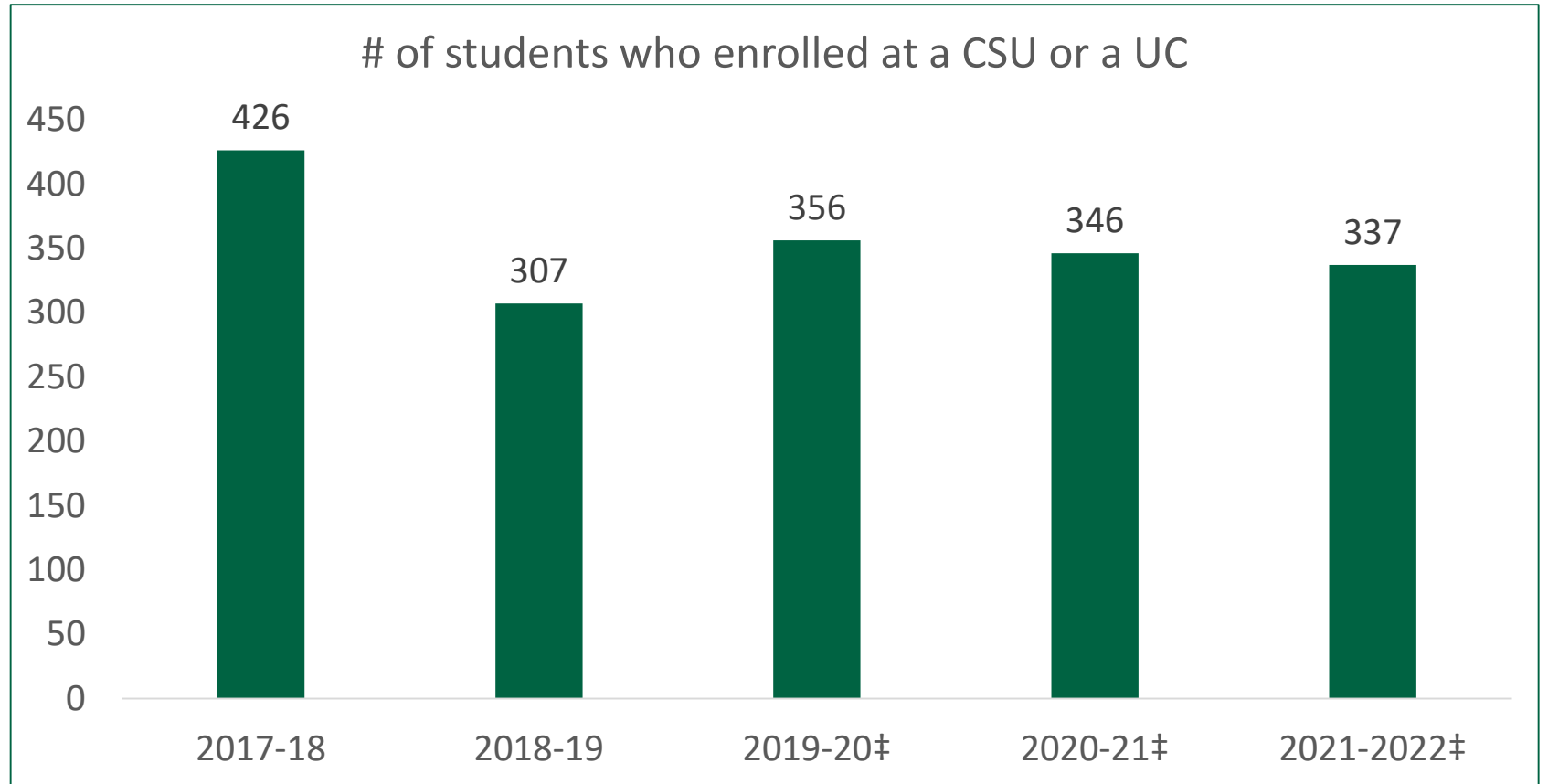


Cañada College
Transfer Rate as of
2020-21

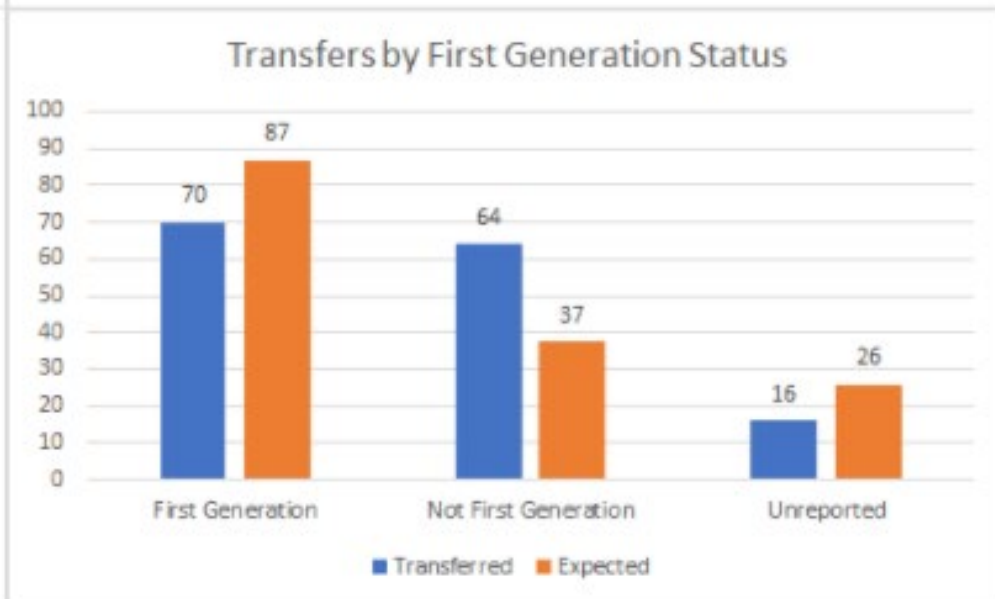
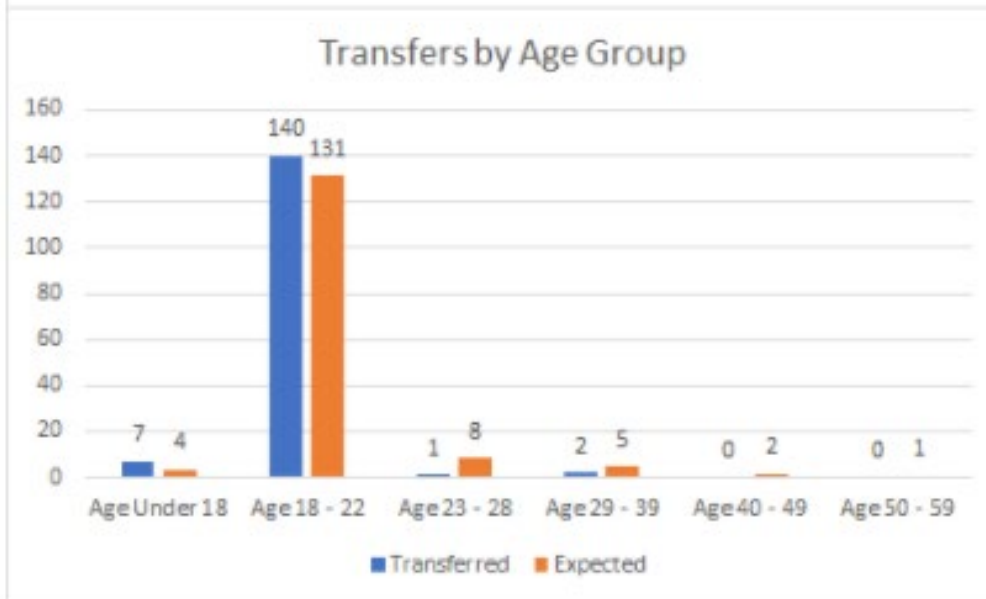


Student cohort: first-time students in Fall 2015

Students transferring
to a UC or CSU

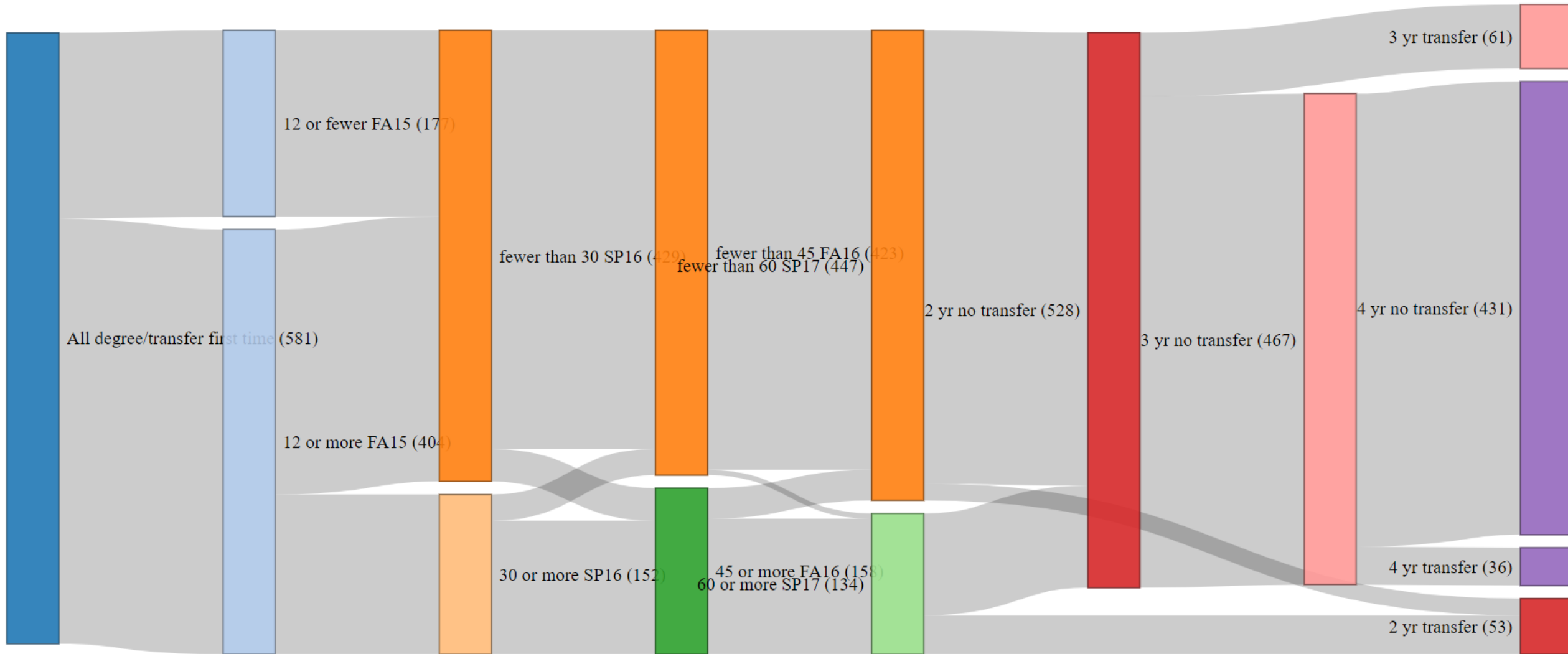


‡ indicates years affected by the COVID-19 pandemic



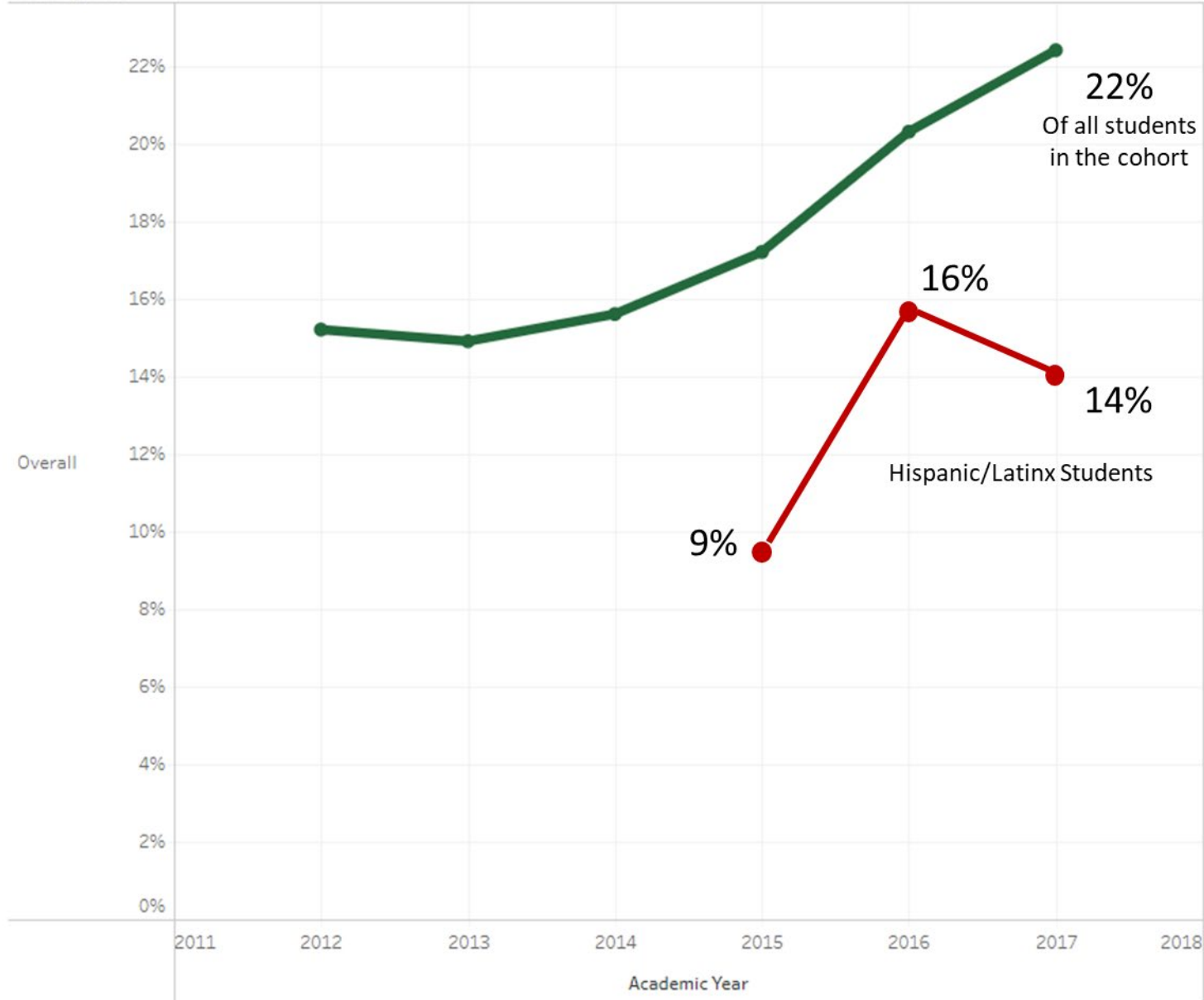
When comparing the subset of students (a cohort that first enrolled in Fall 2015) who transferred within four years of starting to the overall cohort some subgroups are less likely to transfer than others. All of our older students (23+) were less likely to transfer than their younger counterparts. Additionally our Hispanic students were less likely to have transferred than their peers. Low income and first generation student groups were also less likely to transfer than their peers. There was no difference in transfer across gender. Source: [Cañada College Transfer Services Plan: 2021-24.](#)

Transfer journey of Fall 2015 first-time cohort



Primary Disaggregation Transferred to a Four-Year Institution within Three Years

Primary Dis..



Primary Disagg

- Overall
- DSPS
- Ethnicity
- First Generation
- Foster Youth
- Gender
- LGBT
- Perkins Economically...
- Veterans

Metric Description

- Attained the Vision f...
- Completed Both Tran...
- Persisted First Prima...
- Successful Enrollme...
- Transferred to a Four...

Disproportionate Impact

0.000 1.000

Groups with fewer than 10 students are suppressed.

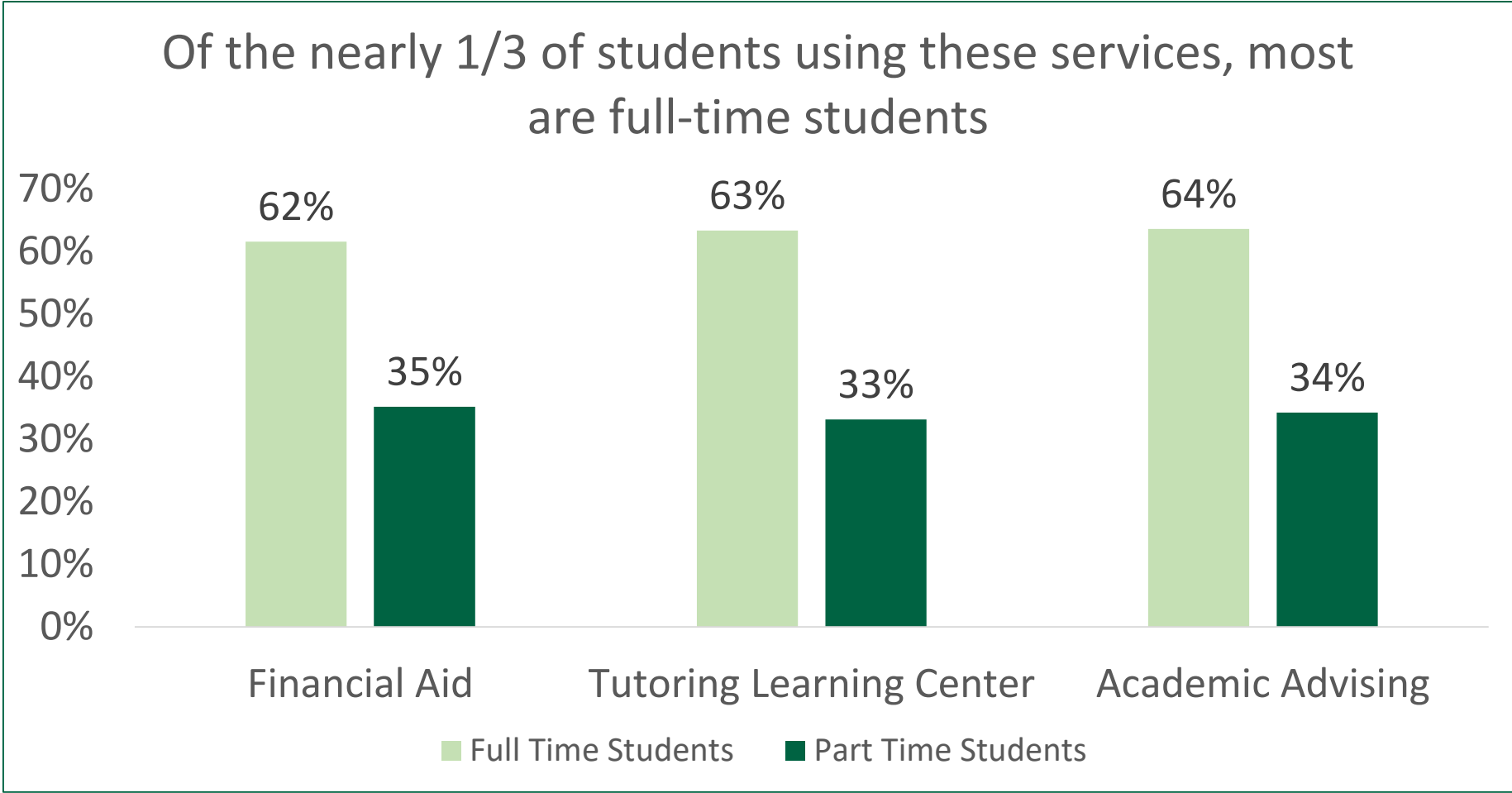
EQUITY FOCUS:
Hispanic students -
transfer

Additional slides

Supporting Part Time Students

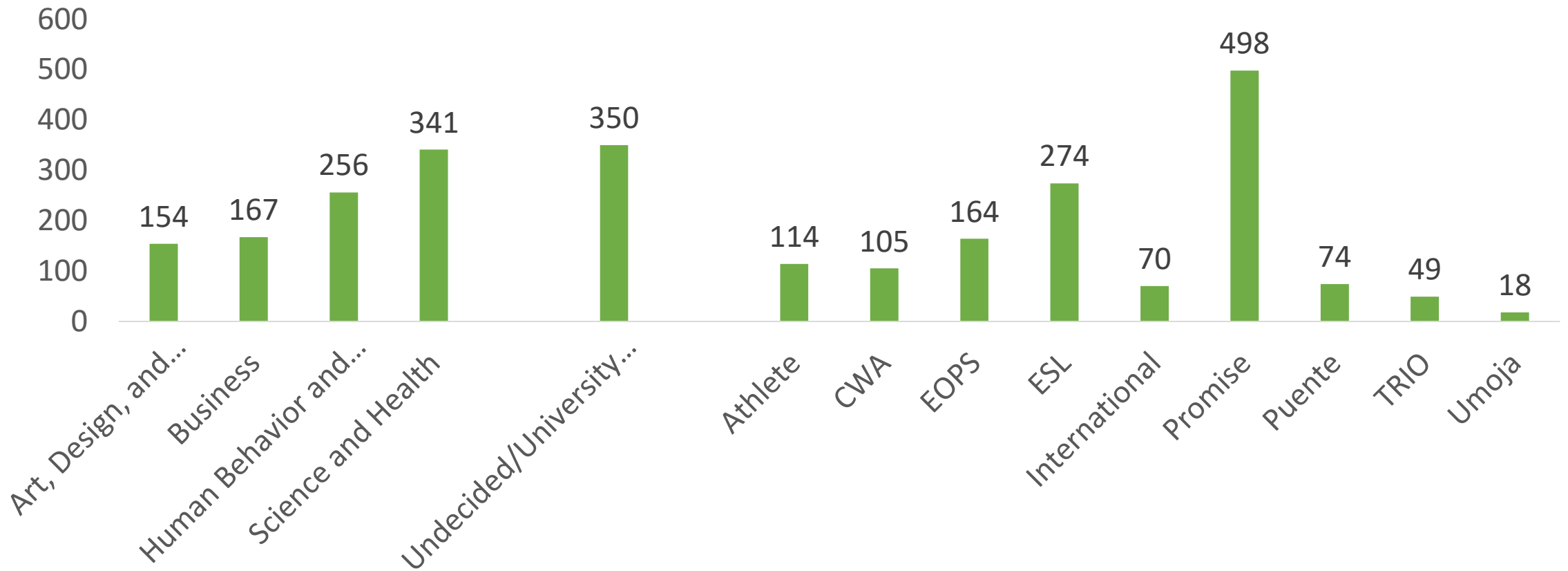


Part-time students far less likely to access services



Source: NACCC survey of all non-K12 students enrolled at CAN in Spring 2021 (not just home campus students).

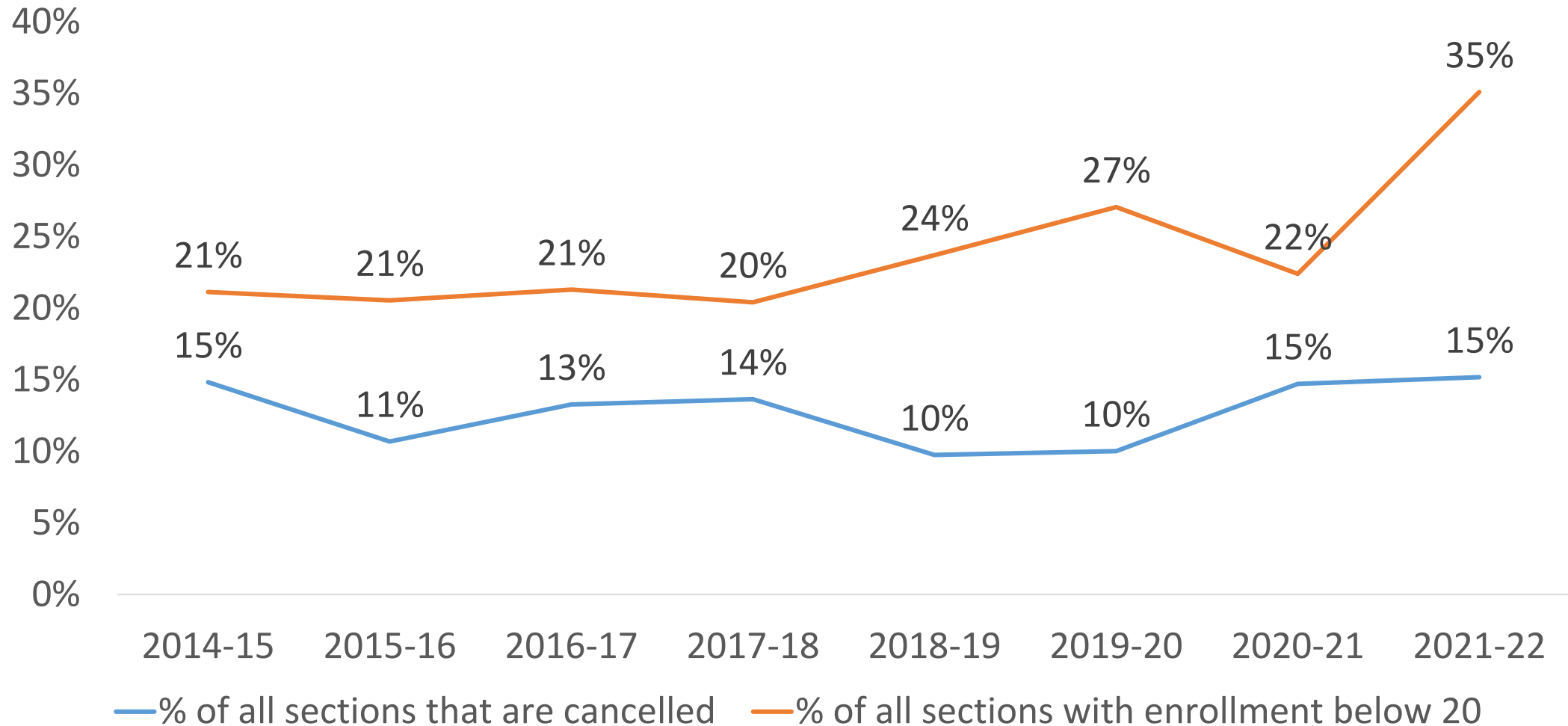
Home campus students by support team: Fall 2022



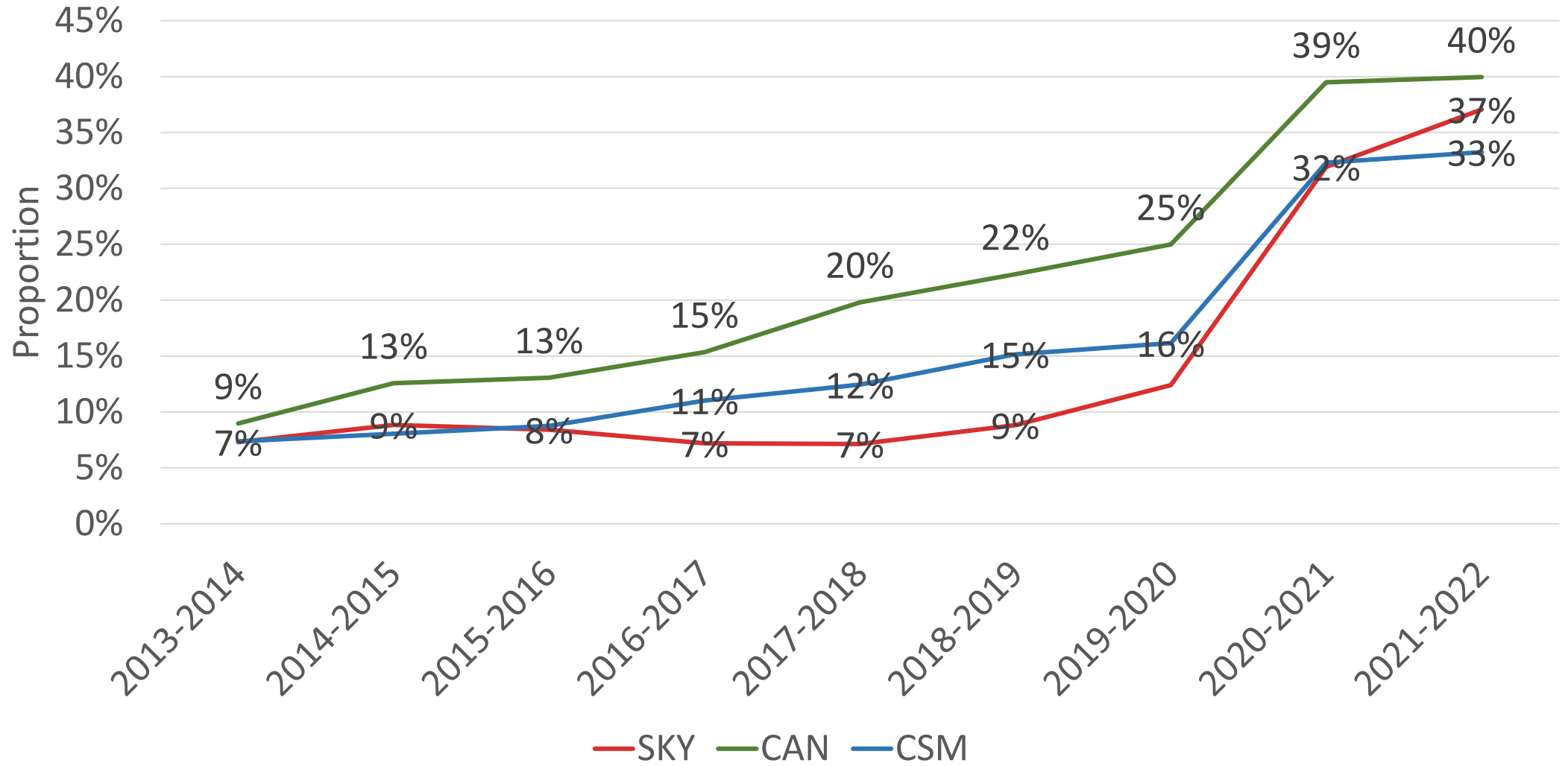
Note: K-12 concurrently and/or dually enrolled students are not included, nor are students who already hold an AA/AS, Bachelor's or higher degree.

Cañada then and now: average class sizes

Cancelled and Low Enrollment Sections



Proportion of Online Enrollments by Primary Campus



% of Cañada enrollments (by mode of instruction) from students whose primary campus is CSM or SKY

