

Enrollment Data Report

College Council

Craig Hayward & Sooyeon Kim

January 27, 2021

**BAKERSFIELD
COLLEGE**

Presentation

- Current enrollment trends
- Medium term enrollment projections
- Longer term enrollment projections
- Impacts of COVID-19 on college enrollments

Current Year Enrollment Trends

Summer & Fall 2020

Bakersfield College's Enrollments Were Relatively Resilient in First Half of 2020-21

- According to the National Student Clearinghouse, community colleges saw an alarming 10.1% drop in enrollment in fall 2020 relative to fall 2019.
 - The rate at which graduating seniors were enrolling in community college was down particularly sharply at -22.7%.
- BC's fall 2020 FTES was down 6%, much better than the overall national (-10%) or the state average (-11%) for CCCs.
- Given BC's "summer surge" in enrollment **our summer and fall enrollment numbers combined still showed a positive year-over-year enrollment growth of +1% going into spring.**

Current Year Enrollment Trends

Spring 2021

Spring 2021 Enrollments & FTES

- Sharply down relative to a year ago
 - As of Monday (1/25) enrollments & headcount were down 15%
 - FTES was down 14%
- Spring 2021 Sees Growing Divide Among Students by Ethnicity
 - African American students' FTES down 23%
 - Hispanic/Latino students' FTES down 20%
 - White students' FTES up +2%
 - Why the variability? We'll delve into this further in the section on the impacts of COVID-19.

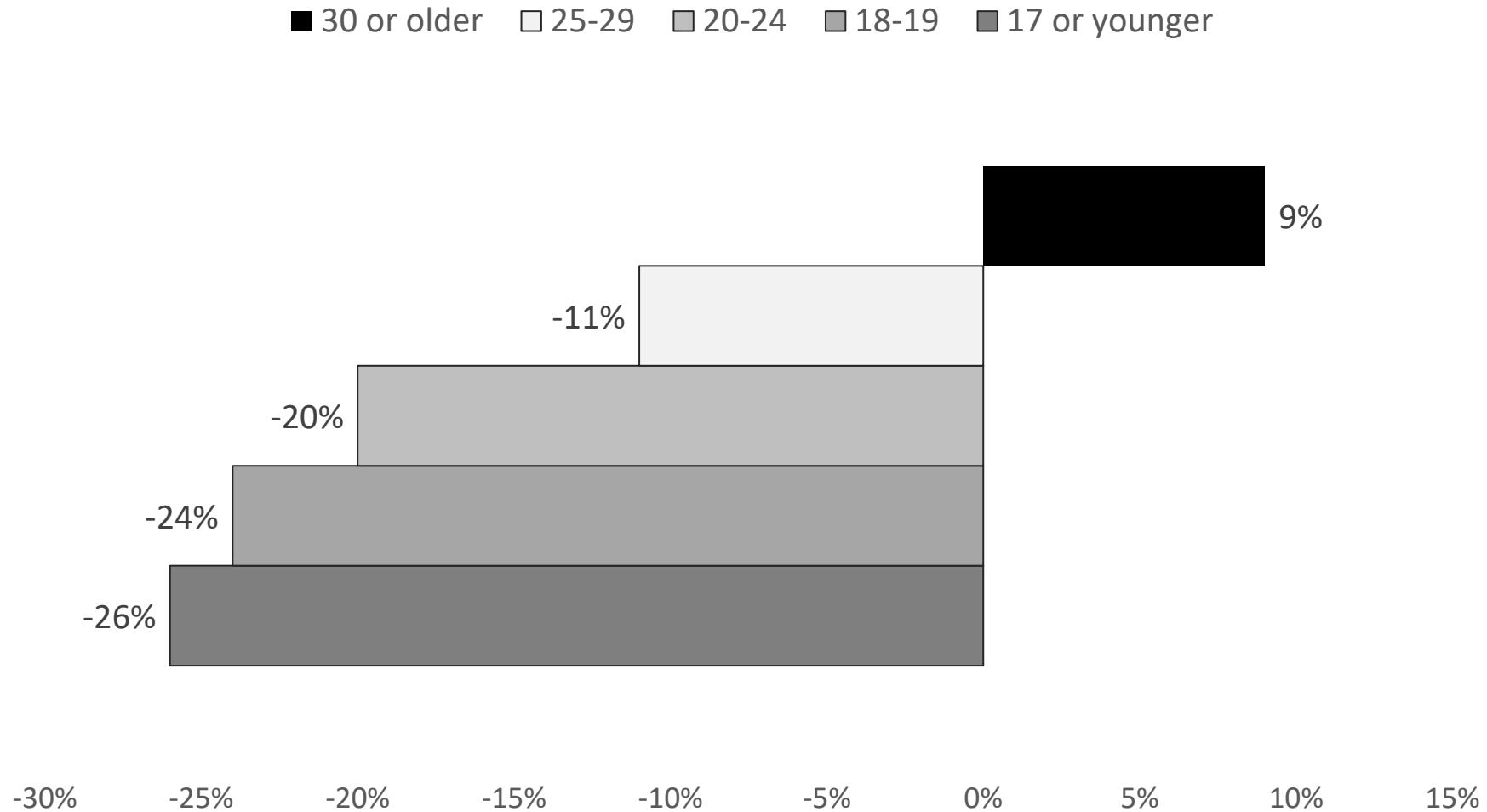
National & State Trends

- As of Friday the numbers of first-generation applicants and fee-waiver recipients each declined (-3% & -2%, respectively), despite an overall increase in applications of 1%.
- Larger and more selective institutions generally saw strong increases in applications while smaller & less selective institutions are seeing declines in applications.
- Applicants are also applying to more colleges this year (9% increase)
- SUNY system has seen an application decline this year of 20%, one of the largest annual decreases in the system's 73-year history.
- The California State University system is down 5% on applications for freshmen and transfer students.
- Reported declines of 10% to 30% from various California community colleges; The RP Group currently conducting an enrollment survey.

Enrollment Bright Spots

- Older student enrollments
- Dual enrollment of high school students still a strength
 - Projecting that final numbers will be up based on sections being offered
- CARES Act funding

FTES up 9% for Adult Students 30+ Years Old

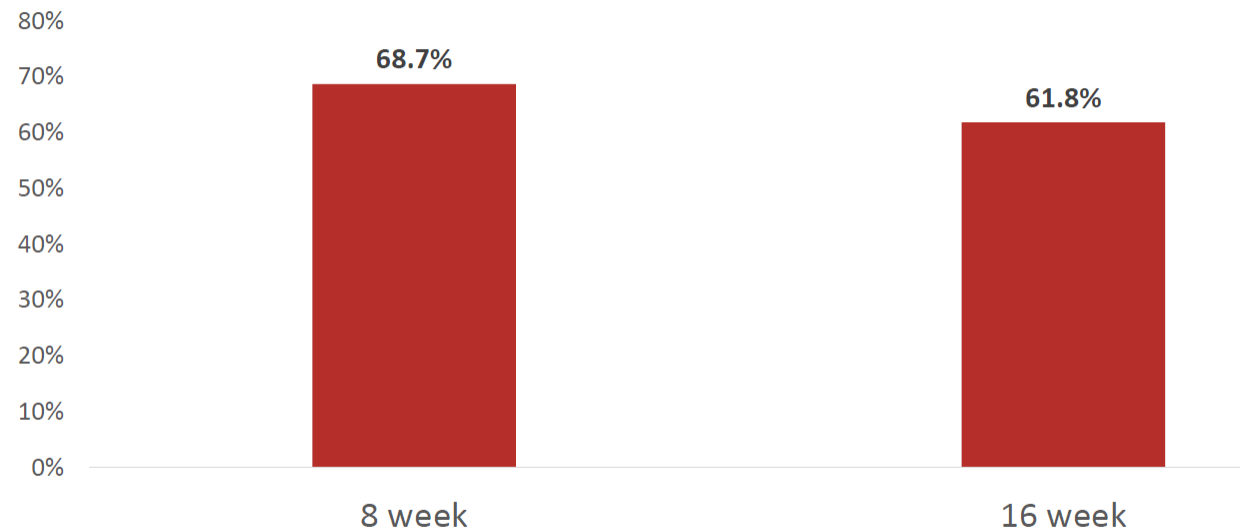


Percent Change in FTES from Previous Spring

Benefits of 8-week courses

- Flexible scheduling option
 - Adult learners can get skills and **get back to work more quickly**
- Simply offering a class in **an eight week format yielded an average increase in student success of approximately 7%**, after controlling for the influence of different course curricula, class formats, and instructors.

Exact Comparison: Within-Subjects t-test



$t(175) = 3.67, p < 0.001$

Demand for College from Adults in Region

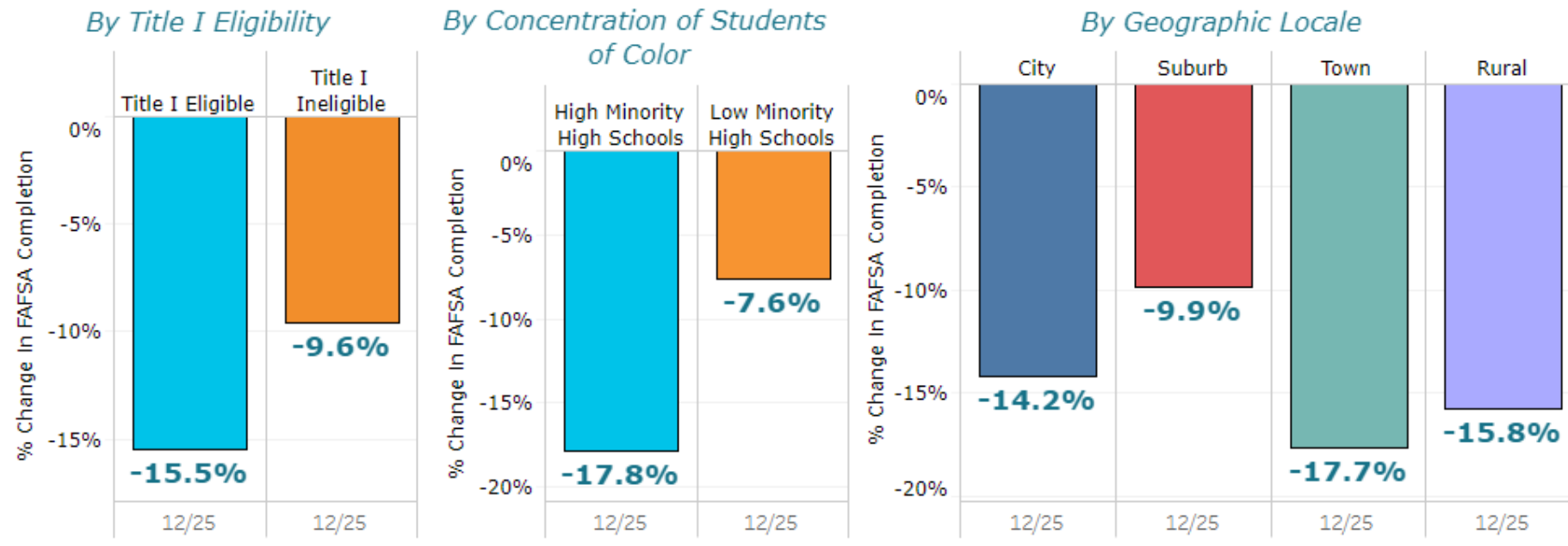
- **Forty-six percent of adults in the Central Valley expressed an interest in enrolling in college**, especially Black and Latinx adults (72% and 65%, respectively).
- Associate's degree attainment matches the statewide average, but bachelor's degree attainment is nearly half the statewide average with dramatic differences by race and ethnicity.
- Only **8 percent of Latinx residents** hold a bachelor's degree compared to **32 percent of Asian residents**.

Medium Term Enrollment Projections

Enrollment Headwinds: Drop in College-Going

- FAFSA application rates, a leading indicator of fall enrollment intentions, are showing sharp year-over-year declines (-10% nationally; **-11% in California**).
- There is a strong ethnic & socioeconomic element to who is not applying.

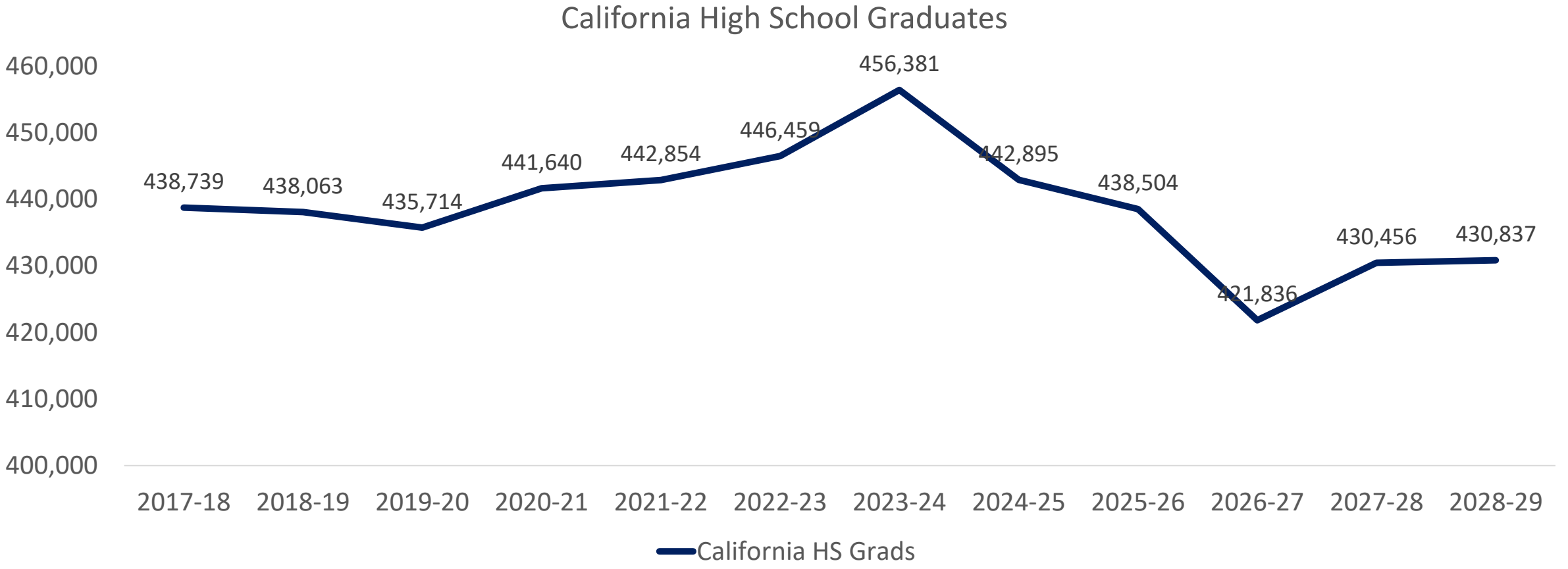
% Change in FAFSA Completion Year-Over-Year by Selected Characteristics



Longer Term

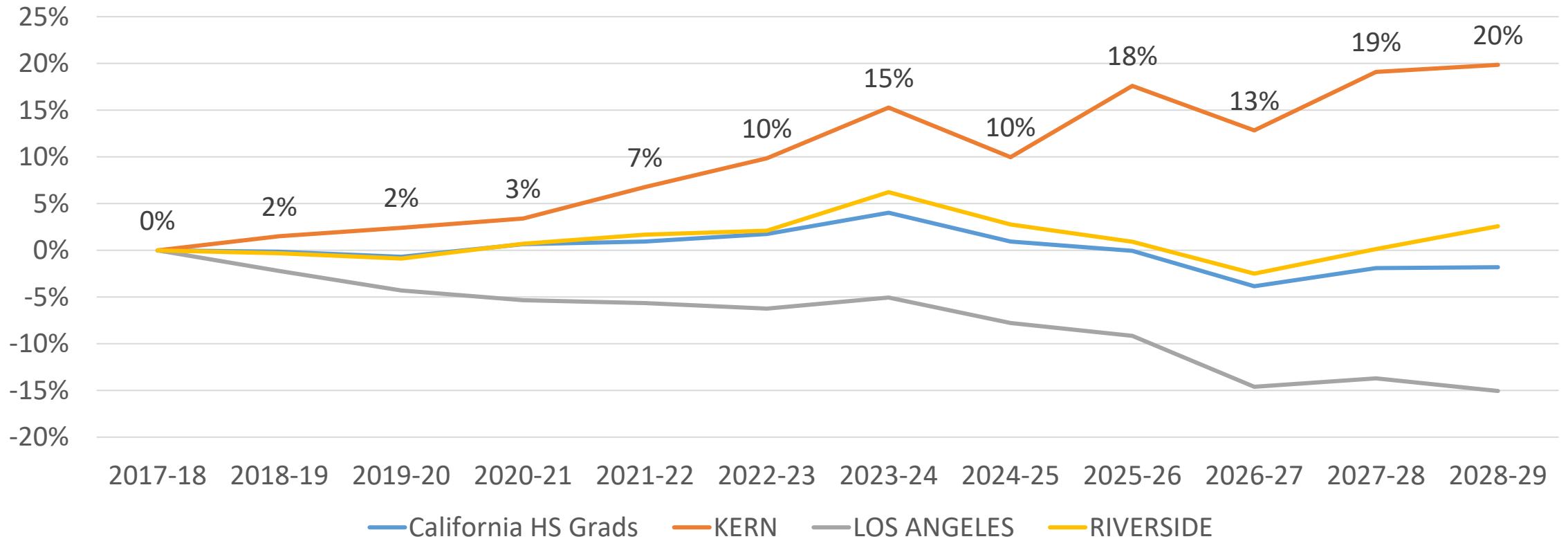


Graduating High School Classes Projected to Shrink



Graduating Class Sizes Still Growing in Kern!

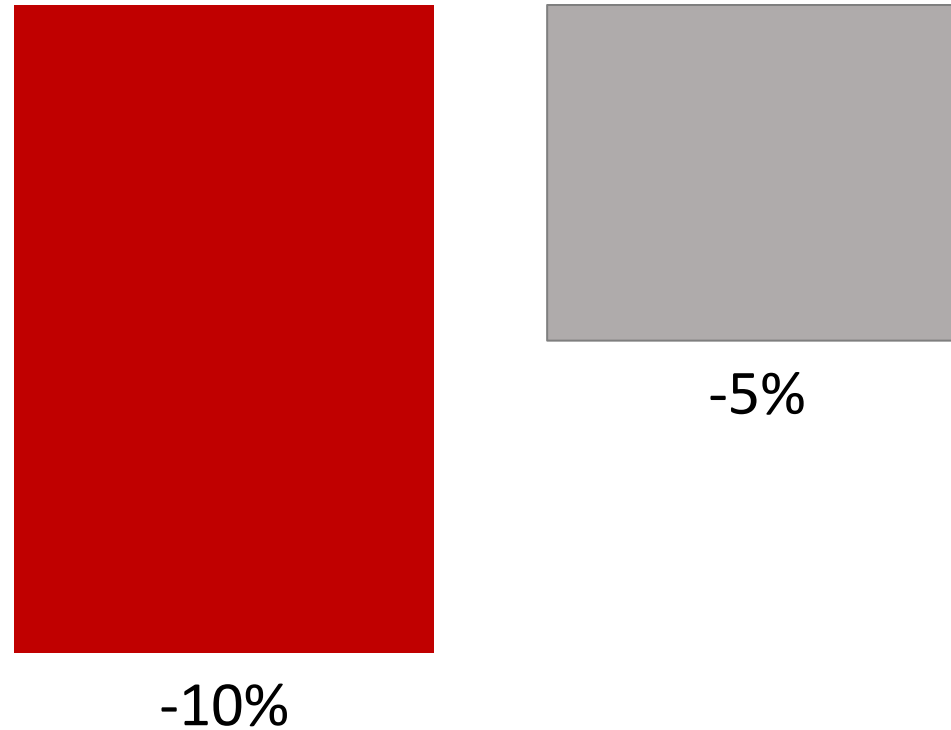
Change in High School Graduates by Year Relative to 2017-2018 Graduating Class Size



Impacts of COVID-19 on College Enrollment

Drops in enrollment for the rural or underserved areas are greater

Fall 2020 Percent Change in FTES from Previous Year



Rural /Underserved Areas ■ Yes ■ No

Digital and Technological Resource Divide

June 2020



22%

Lack of access
to reliable
internet



16%

No laptop or
desktop



13%

Lack of access
to reliable
digital device

✓ 59% Home environment was
harder to learn in

✓ 57% Difficulty paying attention
to online instruction or activities

✓ 48% Difficulty learning online

*“ Not everyone has access to a stable internet speed. I live in a remote area where I do not have a fixed phone line. My wireless connection is good but sometimes drops signal. My worry is when I need to take a test. I typically take my test during my work hours on my lunch break”
(March, 2020)*

“I don't have access to internet at my house and spectrum doesn't offer service here. No service providers provide access at my address. I've also had to pitch a new faster computer to handle the confer zoom streams. It was a lot of money I had not planned on spending. I am having great difficulty finding a reliable internet connection since the library has been closed” (March, 2020)

Impact of COVID-19 on College Enrollment

- The pandemic's impact has not been equally distributed. In the spring and fall of 2020, 1 in 3 Latinos and 1 in 4 Black Americans reported they had **canceled education plans or delayed enrollment**, compared with 1 in 6 White Americans.
- Among individuals who've lost their jobs or income, 2 in 5 say they plan to enroll in education or training in the next six months.
- Adult learners lack confidence. More than half identify **self-doubt** as a major barrier to pursuing more education.
- There are over 4 million Californians with some college but no degree who would benefit from going "Back to College".

Q&A

Thank you!