Provost Post

News from Academic and Student Affairs
for Persons of Quality

October 2017

"Numbers have life; they're not just symbols on paper." —Shakuntala Devi

This month, the newsletter focuses on the numbers by providing enrollment reports from Student Affairs and Academic Outreach, as well as the results of our Student Loan Default Management work. Of course, these numbers represent the people whose lives we impact every day. They represent a lot of work and a lot of caring! Thank you for all that you do for our students. —Laurie

Academic Outreach – Fall 2017 Enrollment Summary

by Dan Clark

1. Lakeshore Campus:
   - Enrollment Goal – 900. Fall 2017 enrollment – 929. Fall 2016 enrollment – 919 students.
   - 81 total classes offered (not including OE/OE) compared to 74 in fall 2016.
   - 21 classes canceled compared to 11 canceled in fall 2016.
   - Apprenticeship programs remain busy.
   - Continue to offer course(s) on Saturdays (three).
   - Average class size (not including OE/OE): 18.8 compared to 20.9 in fall 2016.
2. Regional Sites:
   - 18 total classes offered compared to 28 in fall 2016.
   - Seven classes canceled compared to five in fall 2016.
   - Average class size: 22.6 compared to 23.8 in fall 2016.
   - Byron Center – 150 students compared to 226 students in fall 2016.
   - Grandville – 116 students compared to 116 students in fall 2016.
   - Lowell – zero students compared to 45 students in fall 2016.
   - Rockford – 128 students compared to 183 students in fall 2016.
3. Dual Enrollment:
   - 698 students compared to 620 students in fall 2016.
   - 43 home schooled students compared to 28 in fall 2016.
   - 40 public schools compared to 37 in fall 2016.
   - 11 non-public schools compared to eight in fall 2016.
   - Eight Charter/Academy schools.
   - Seven international dual enrolled students.
4. Concurrent Enrollment (Calvary Schools of Holland, Godfrey Lee, Godwin Heights, Kelloggsville, Kent City, Kent Innovation, GRPS Ottawa Hills, GRPS Union, GRPS University Prep Academy, GRPS CA Frost):
   - 251 students compared to 256 in fall 2016.
   - 19 total classes offered at 10 high schools compared to 18 total classes offered at 11 high schools in fall 2016.
   - Average class size: 21 compared to 21.6 in fall 2016.
5. Middle College (Cedar Springs, CTCEC, Kent ISD Launch U, Ottawa Hills, and Wyoming):
   - 350 students compared to 237 in fall 2016.
   - 27 total classes offered for five programs compared to 18 total classes offered for three programs in fall 2016.
   - Average class size: 21.6 compared to 21.0 in fall 2015.
6. Grand Rapids Learning Center (Goal – 80 students):
   - Initial enrollment: 65 students.

Cohort Default Rate (CDR)

by Paul Doane

We have some great news to share with you!

The Department of Education released its latest official three-year Cohort Default Rate (CDR) for all higher education institutions. The CDR represents the percentage of students who borrowed federal loans, entered repayment, and defaulted on their student loans between October 2013 and September 2016. We are pleased to announce that GRCC's CDR is now **21.5 percent** – below the draft rate of 21.7 percent announced in February 2017 and our lowest rate since 2013, when we reached an all-time high of 26.4 percent.

Reductions in CDR are evidence that college-wide initiatives, such as the attendance confirmation process, reporting last date of attendance, and the promotion of financial literacy, are having a positive impact on our students!

We sincerely appreciate your partnership in helping to eliminate financial barriers for GRCC students and helping to reduce our default rate! Please share this information with other campus partners who participated with us in this important effort.

If you have any questions about these matters, or have some ideas or feedback you would like to share, please contact Paul Doane at pdoane@grcc.edu or (616) 234-4068.

Thank you on behalf of the Default Management Team:

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Sandy Glennemeier	Mike Passer
Tina Hoxie	Becky Powell
Todd Hurley	Veronica Powers
Ann Isackson	Bryan Vliem

GRCC

Enrollment Management Report for Fall 2017

by Tina Hoxie and her team

Overview

Although we continue to see an overall decline in fall enrollment, enrollment for fall 2017 exceeded the billing unit goal by 1.5 percent. In addition, we observed a gain in new students and new student credits (1.3 percent and 2.2 percent, respectively) over the previous fall for the first time since fall 2009. Overall, headcount was down 180 students (minus 1.2 percent) and 1,676 credits (minus 1.4 percent) compared to fall 2016.

Fall 2017 New Student Enrollment

- We received 10,085 applications – 98 fewer applications compared to fall 2016 (0.0 percent).
- The number of students completing an English or reading placement test was 2,299, up 105 from fall 2016 (plus 4.8 percent).
- 6,484 new students were admitted compared to 6,794 fall 2016 (minus 4.5 percent).
- 3,904 new students enrolled in 36,792 credits; this is an increase of 49 students (plus 1.2 percent) and 719 credits (plus 2.2 percent) compared to fall 2016.
- Our conversion rates increased slightly – application to enrolled conversion was 38.7 percent (plus 0.5 percent compared to 2016) and admitted to enrolled (yield) was 60.2 percent (plus 3.0 percent).

High School Tracking

We track the specific schools where we have an admissions representative assigned (75 in total throughout the West Michigan region). From these schools, we saw slight variations in these students' admissions trends compared to 2016. Among these schools, we were up in applications, down in matriculates, and up in new students enrolled and new student credits (Table 1).

Table 1: New Student Enrollment at High Schools with Admissions Representatives			
	2016	2017	Difference
Total Applicants	4,167	4,208	41 (+1.0%)
Total Matriculated	3,078	2,833	-245 (-8.0%)
Total Enrolled	1,661	1,717	56 (+3.3%)
Total Credits	18,963	19,939	976 (+5.1%)

As we observed with overall new students, we were up or flat in all admission categories except the number of students admitted. We believe this is due to the statewide change to the SAT. Where most schools included the ACT scores on their transcripts (and completing many students' application requirements), the SAT scores were not yet reported on transcripts or the wrong score sets were reported (we require test subscores, where many schools were reporting composite scores). We believe this skewed our admission rates compared to 2016.

Overall Student Enrollment

Overall, we observed a slight decrease in students (Table 2). There were increases in first-time students and transfer students, and decreases in winter re-enrolled students, summer re-enrolled students, and occasional students. In addition, the trend in part-time student enrollment increased further (Table 3).

Finally, it is important to note that there was a shift in the distribution of residency status (and tuition income by status) for this fall. Although we were up in resident enrollments, nonresident and out-of-state enrollments were lower than forecasted (Table 4).

In 2016, our nonresident tuition enrollment accounted for 26.6 percent of our fall enrollment revenues. This percentage dropped to 25.5 percent in 2017.

Table 2: 2017 Fall Enrollment			
	2016	2017	Difference
All Students	14,465	14,285	-1.2%
First-time Students	3,776	3,796	+0.5%
Winter Re-enroll	7,340	7,185	-2.1%
Summer Re-enroll	270	218	-19.3%
Occasional Students	2,172	2,225	-2.4%
Transfer Students	854	915	+7.0%
Credits	122,970	121,294	-1.4%
Billing Units	137,828	134,259	-2.6%

Table 3: Full-time versus Part-time Enrollment				
	2014	2015	2016	2017
Part-time Enrollment	67.8%	69.7%	69.9%	70.1%
Full-time Enrollment	32.2%	30.3%	30.1%	29.9%

Table 4: Billing Units and Income Data					
Group	Billing Units	Percent of All	Tuition	Income	Above/Below Projection
Resident	98,434	73.3%	$113.00	$11,122,99.06	$290,706.06
Non-resident	34,293	25.5%	$242.00	$298,956.82	-$147,811.18
Out-of-state	1,532	1.1%	$359.00	$549,970.05	-$6,479.95
All	134,259	100%		$19,971,925.93	$136,414.93
Actual versus Projected	**1.5%**				**0.7%**

Admissions and Enrollment Efforts

- Overall, we participated in **254 recruitment events and connected with 5,991 prospective students in person** during the 2017 recruitment cycle.
- These include high school visits, college fairs, and various community events, as well as on-campus events such as tours and group visits.
- **Enrollment Management Scorecard:** View the full fall 2017 Enrollment Management Scorecard.
- **IRP Enrollment Scoreboard:** View the final IRP fall 2017 Scoreboard.
- Over the summer, our customer service traffic and students served seemed on par when comparing 2017 to 2016. We observed increases in our walk-in traffic and admission appointments, and decreases in phone calls, and applications and transcripts processed (Table 5).

Table 5: Enrollment Center Customer Service Data					
Fall 2016	Walk-Ins	Phone	Admission Appointments	Applications Processed	Transcripts Processed
May	2,791	5,257	99	1,357	991
June	2,826	4,538	166	1,027	2,620
July	3,687	4,877	148	1,157	1,081
August	3,810	8,099	117	1,368	1,126
Totals	13,114	22,771	530	4,909	5,818
Fall 2017	Walk-Ins	Phone	Admission Appointments	Applications Processed	Transcripts Processed
May	3,268	5,257	138	1,357	1,010
June	3,198	4,503	179	1,028	1,682
July	4,197	4,799	147	1,118	952
August	3,916	7,572	115	1,221	1,125
Totals	14,597	22,131	579	4,724	4,769
Fall 2017 versus Fall 2016	1,483 (+11.3%)	-640 (-2.8%)	49 9.2%	-185 -3.8%	-1,049 -18.0%

Mandatory New Student Orientation

This was the second year the orientation program was mandatory. The program length increased to four hours to strengthen the time for a general overview of campus, financial aid planning, and academic advising and enrollment. The College Scheduler was implemented this year and used in the orientation program to ease the registration process. We saw over 6,000 students use this new tool for registration for fall 2017. We are currently reviewing the usage data with IRP. Our initial observation suggests that it was mostly new students who used this tool and that there was a slight increase in the number of credits per new student compared to fall 2016.

Financial Aid Efforts

- **Financial Aid Processing Data:** The processing data showed an overall increase from 2016-17 to 2017-18. We received 2.1 percent more FAFSAs for this academic year than last. The number of awards for new enrolled students increase by 2.1 percent over fall 2016. Whereas, there was a decrease in enrolled student awards of 4.4 percent.
- **Customer service numbers:** As illustrated in Table 6, we saw a decrease in financial aid walk in and phone calls for the summer months compared to 2016. We believe this is a positive result of the introduction of the early FAFSA. We observed more students submitting and completing their FAFSA as a result of this Federal change.
- **Financial Aid Outreach:** We saw a considerable increase in the number of our financial aid outreach events. In 2015-16, we hosted 34 events. In 2016-17, we observed a four-fold increase in the number of these events to 184. This is a result of better marketing of these services to high school counselors and administrators, as well as an increased awareness and interest in completion of the FAFSA as a result of the new earlier filing availability.

Table 6: Financial Aid Customer Service Data		
Month and Year	Phone Calls	Walk-ins
May 2016	2,966	1,247
May 2017	3,083	1,131
Percent Difference	4.0%	-9.3%
June 2016	2,679	1,365
June 2017	2,640	1,129
Percent Difference	-1.5%	-17.3%
July 2016	4,606	1,829
July 2017	4,740	1,960
Percent Difference	2.9%	7.2%
August 2016	10,396	3,663
August 2017	8.566	3,298
Percent Difference	-17.6%	-10.0%
Total Difference	-1,618 (-7.8%)	-586 (-7.2%)

MACRAO Report

The following are institutions that have reported their percent change in head count to the Fall 2017 MACRAO Community College Weekly Enrollment Report (sorted by headcount change, least to greatest). The statewide average in headcount and credit hours for fall 2017 compared to fall 2016 was minus 2.38 percent and minus 2.74 percent respectively. GRCC fared better in both of these categories, and we reported ahead of most other large, urban community colleges in the state. We were ahead of Wayne County, Oakland, Macomb, and Lansing, and trailing Henry Ford and Washtenaw.

Table 7: Fall 2017 Headcount by Michigan Community College as of September 26, 2017.

Community College	Report Date	Percent change in Credit Hours*	Percent change in Head Count*	Credit Hours	Head Count
West Shore	09/18/2017	-11.20%	-12.00%	9,575	1,128
Lake Michigan	09/11/2017	-10.50%	-10.60%	27,287	3,074
Wayne County	09/01/2017	-11.76%	-10.12%	118,657	14,296
Oakland	09/05/2017	-7.91%	-7.52%	144,716	17,415
Schoolcraft	08/31/2017	-5.56%	-6.17%	96,031	10,492
North Central	09/08/2017	-3.56%	-6.01%	19,834	2,456
Gogebic	09/05/2017	-4.57%	-5.32%	11,468	1,050
North Western	09/11/2017	-4.00%	-5.10%	37,153	3,956
Delta	09/06/2017	-4.79%	-4.89%	78,532	8,677
Mid Michigan	08/23/2017	-4.20%	-5.00%	31,393	3,696
Macomb	09/11/2017	-3.80%	-3.80%	183,845	20,770
Mott	09/18/2017	-4.70%	-3.70%	67,838	7,933
Muskegon	09/11/2017	-1.38%	-2.63%	37,661	4,303
Lansing	08/24/2017	-2.31%	-2.31%	120,332	12,793
Kalamazoo Valley	09/15/2017	-1.80%	-2.00%	72,071	8,486
Grand Rapids	09/05/2017	-1.30%	-1.20%	121,564	14,288
Monroe	08/30/2017	-2.30%	-0.70%	25,404	3,122
St. Clair	09/18/2017	-1.00%	0.00%	34,767	3,712
Jackson	09/12/2017	-1.26%	0.00%	48,669.00	5,360
Montcalm	08/30/2017	-1.63%	0.77%	13,951	1,691
Bay de Noc	09/18/2017	1.00%	1.00%	17,027	1,850
Henry Ford	09/18/2017	-0.74%	1.06%	115,988	13,205
Kellogg	09/18/2017	1.81%	2.00%	37,850	5,596
Washtenaw	09/08/2017	1.49%	1.91%	101,807.00	12,159
Alpena	09/05/2017	-2.70%	2.99%	15,127	1,587
South Western	09/06/2017	3.50%	3.50%	24,228	2,361
Kirtland	09/11/2017	1.12%	3.86%	13,182.00	1,507
Glen Oaks	08/28/2017	7.20%	5.00%	9,907	1,089
Averages		**-2.74%**	**-2.38%**		

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