



# Rancho Santiago Community College District

## *Fall '21 to Fall '22 FTES Enrollment & Strategies*



Presented to Assembly Budget Committee

Chancellor Marvin Martinez  
November 14, 2022



# RSCCD Enrollment Strategies, Fall 2022

**Dual Enrollment, Continuing Education, Cash 4 Credit, and Enhanced Customer Service & Marketing are critical drivers of enrollment strategies at Rancho Santiago Community College District.**

## Dual Enrollment



### Dual Enrollment Fall 2022 vs Fall 2021 Section Comparison

*Supported by Strong Workforce Program  
Regional & Local, TRIO, and Student  
Equity and Achievement Program Funds*

Fall 2021	Fall 2022	% Change
77	133	+72.7%

**A Total of 56 Additional Sections  
Five New Charter Schools  
One New Private School**

## Continuing Education



### Noncredit Career Education Online and New Face-to-Face Classes

*Supporting by WIOA, Carl D. Perkins, SB1,  
and Strong Workforce Program Funding*

	Fall 2021	Fall 2022	% Change
Online	92	137	+48.9%
Face-to-Face	120	116	-3.3%

**Online increased by 45 classes  
Face-to-Face decreased by 4 classes**

## Cash 4 Credit



### Cash 4 Credit (C4C) Students Compared to Non-C4C Students

*Supported by Higher Education  
Emergency Relief Funds*

	Students	Units Earned	Avg Units per Student
C4C	6,703	71,741.2	10.7
Non - C4C	12,367	42,796.6	3.5

## Enhanced Customer Service & Marketing



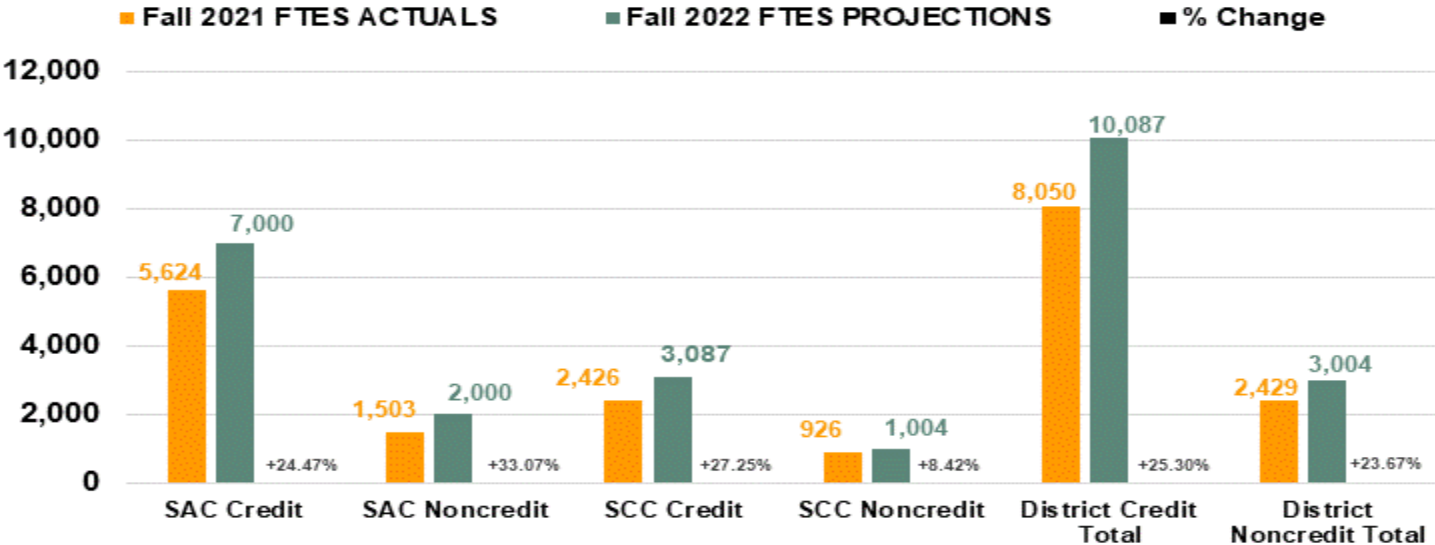
### Enhanced Customer Service

- Cross-Trained Staff in Various Dept.
- Launched In-Person & Virtual Student Welcome Centers
- Launched Seamless Online Continuing Education Registration System

### Marketing

- Launched Phone & Texting Campaign
- Launched 24-hour Student Tech Support Center (in English & Spanish)
- Direct Communications to Students & Parents on New Programs/Services
- Radio Ads and Bus Wraps
- Social Media Marketing

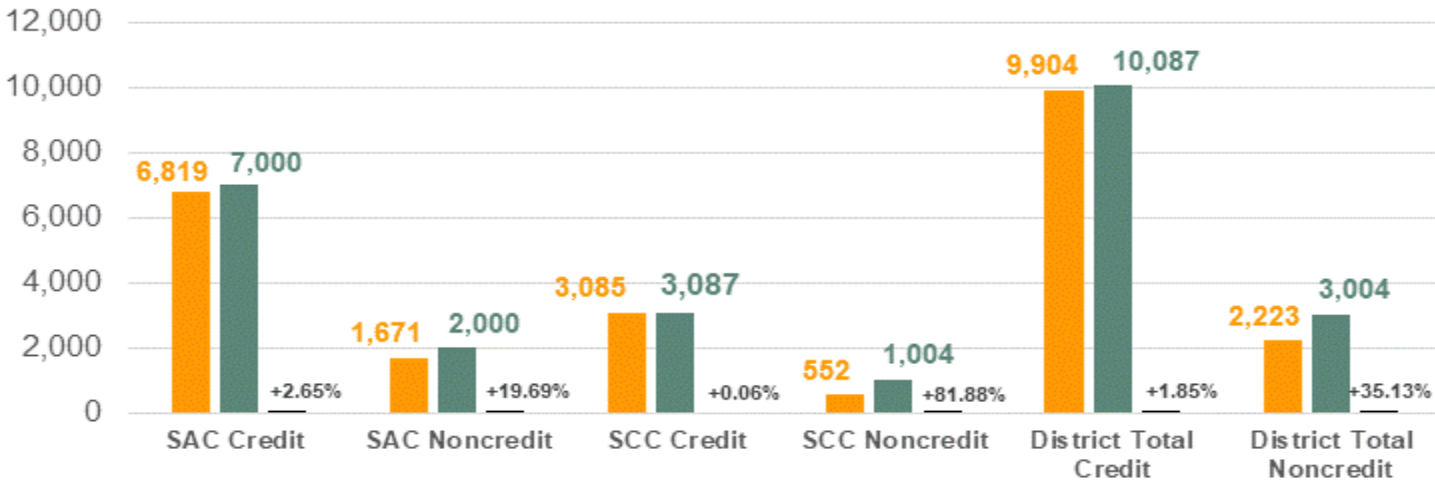
# Fall 2021 vs Fall 2022 College/District Credit and Noncredit FTES



Credit/Noncredit	Fall '21 FTES Actuals	Fall '22 FTES Projections	Total Change	Percent Change
SAC Credit	5,624	7,000	+1,376	+24.47%
SCC Credit	2,426	3,087	+661	+27.25%
District Total Credit	8,050	10,087	+2,037	+25.30%
SAC Noncredit	1,503	2,000	+497	+33,07%
SCC Noncredit	926	1,004	+78	+8.42%
District Total Noncredit	2,429	3,004	+575	+23.67%

# Fall 2019 vs Fall 2022 College/District Credit and Noncredit FTES

■ Fall 2019 FTES ACTUALS ■ Fall 2022 FTES PROJECTIONS ■ % Change



Credit/Noncredit	Fall '19 FTES Actuals	Fall '22 FTES Projections	Total Change	Percent Change
SAC Credit	6,819	7,000	+181	+2.65%
SCC Credit	3,085	3,087	+2	+0.06%
District Total Credit	9,904	10,087	+183	+1.85%
SAC Noncredit	1,671	2,000	+329	+19.69%
SCC Noncredit	552	1,004	+452	+ 81.88%
District Total Noncredit	2,223	3,004	+ 781	+ 35.13%