

*Enrollment Management and
Demographic Change: The
View from the CCC's*

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CCC Trends

CCC now coming out of early 2000's
budget cuts and fee increases...

...headcounts are starting to creep back
up...

...fees are stable (this week, at least)...

...and its all just in time for a
demography crash.

Population Projections

Year	15-24 yo
2000	4,850,103
2010	5,969,955
2020	5,953,842
2030	6,448,117

HS Grad Projections

Year	HS Grads
2006	363,662
2008	374,877
2010	371,848
2012	366,720
2014	354,046
2016	348,000



Why The Drop?

*The Children of Generation X

- Gen X influence defined the 80's-early 90's culture (new wave music, big hair and shoulder pads)
- Overeducated and underemployed, highly cynical and skeptical
- Burdened by the societal debt of boomers
- Extremely entrepreneurial (tech & internet)



Gen X Parents

- ◆ More hands-on than Baby Boomer parents
- ◆ Value higher education as more important to success than Boomer parents
- ◆ Parental involvement in college selection is high

What's Going on in CCC?

Headcount and FTES History

Year	Headcount	FTES	FTES per Head
1995-1996	2,118,747	827,135	0.390
1996-1997	2,241,557	923,395	0.412
1997-1998	2,306,923	960,069	0.416
1998-1999	2,437,610	996,188	0.409
1999-2000	2,546,643	1,036,691	0.407
2000-2001	2,648,581	1,053,237	0.398
2001-2002	2,812,023	1,136,210	0.404
2002-2003	2,829,860	1,159,744	0.410
2003-2004	2,545,443	1,114,661	0.438
2004-2005	2,515,550	1,095,089	0.435
2005-2006	2,550,247	1,121,779	0.440
2006-2007	2,621,388	1,133,924	0.433

Enrollment Status

Year	First-Time	Returning	Continuing
1995-1996	742,149	436,718	760,329
1996-1997	794,652	455,888	786,364
1997-1998	785,323	454,551	805,397
1998-1999	833,902	481,001	822,105
1999-2000	837,361	458,927	927,359
2000-2001	897,931	462,917	935,607
2001-2002	961,722	498,303	989,068
2002-2003	960,954	489,641	1,068,115
2003-2004	824,267	443,340	1,030,396
2004-2005	822,830	472,609	988,516
2005-2006	818,207	501,857	895,893
2006-2007	812,348	530,994	926,795

Demography: Age

Year	0-24	25+
1995-1996	45%	55%
1996-1997	44%	56%
1997-1998	45%	55%
1998-1999	46%	54%
1999-2000	47%	53%
2000-2001	48%	52%
2001-2002	48%	52%
2002-2003	49%	51%
2003-2004	49%	51%
2004-2005	50%	50%
2005-2006	51%	49%
2006-2007	51%	49%

Demography: Ethnicity/Race

Year	Asian	AfrAm	Hisp/Lat	Other-NonWht	White	Unk/DTS
1995-1996	12.3%	7.8%	22.5%	6.5%	45.8%	5.1%
1996-1997	12.2%	7.8%	22.9%	6.5%	44.7%	5.9%
1997-1998	12.1%	7.7%	23.3%	6.6%	43.9%	6.3%
1998-1999	12.2%	7.6%	23.9%	6.6%	42.5%	7.1%
1999-2000	12.1%	7.5%	24.5%	6.5%	41.6%	7.8%
2000-2001	12.1%	7.3%	25.2%	6.5%	40.3%	8.6%
2001-2002	12.3%	7.3%	26.3%	6.6%	40.1%	7.4%
2002-2003	12.3%	7.5%	26.5%	6.6%	39.2%	7.9%
2003-2004	12.5%	7.5%	27.2%	6.9%	37.9%	8.0%
2004-2005	12.2%	7.6%	27.9%	7.0%	37.1%	8.2%
2005-2006	12.2%	7.6%	28.5%	7.0%	36.1%	8.6%
2006-2007	12.3%	7.5%	28.8%	7.0%	35.4%	9.1%

Annual Units Attempted

Year	0-11.9 (PT-Low)	12-23.9 (PT-Hi)	24+ (FT-Year)
1995-1996	68.4%	18.8%	12.7%
1996-1997	69.5%	18.3%	12.2%
1997-1998	69.6%	18.1%	12.3%
1998-1999	70.6%	17.5%	12.0%
1999-2000	71.1%	17.2%	11.7%
2000-2001	71.7%	16.9%	11.5%
2001-2002	71.1%	17.0%	11.9%
2002-2003	69.6%	17.8%	12.5%
2003-2004	66.7%	19.5%	13.8%
2004-2005	66.3%	19.6%	14.2%
2005-2006	66.8%	19.0%	14.1%
2006-2007	67.3%	18.9%	13.8%

Participation Rates: Age

Age	04-05	05-06	06-07
<18	14	16	16
18-19	353	352	354
20-24	253	249	249
25-29	122	122	125
30-34	76	75	77
35-39	60	60	60
40-49	49	48	48
50-64	34	34	35

Participation Rates: Eth

Eth	04-05	05-06	06-07
Asian	91	90	90
AfrAm	74	75	74
Hisp/Lat	54	54	55
NatAm	77	72	69
PacIsl	125	127	130
White	56	56	57

Demography of Persistence

Demog (06-07)	All Students	FTF Students	<i>Fall-Spr Persist</i>
AfrAm	8%	9%	<i>8%</i>
Asian	12%	11%	<i>12%</i>
Hisp/Latino	29%	35%	<i>33%</i>
White	35%	29%	<i>34%</i>
F	55%	49%	<i>51%</i>
M	44%	49%	<i>49%</i>
18-24	44%	56%	<i>75%</i>
25-39	27%	20%	<i>9%</i>
40+	22%	17%	<i>5%</i>

Demography of AA/AS/Cert

Demog (06-07)	All Students	FTF Students	<i>AA/AS/Cert</i>
AfrAm	8%	9%	<i>7%</i>
Asian	12%	11%	<i>12%</i>
Hisp/Latino	29%	35%	<i>24%</i>
White	35%	29%	<i>43%</i>
F	55%	49%	<i>64%</i>
M	44%	49%	<i>36%</i>
18-24	44%	56%	<i>52%</i>
25-39	27%	20%	<i>32%</i>
40+	22%	17%	<i>16%</i>

Demography of Transfer

Demog (06-07)	All Stdents	FTF Stdents	<i>XFER- CSU</i>	<i>XFER- UC</i>	<i>XFER- ISP</i>	<i>XFER- OOS</i>
AfrAm	8%	9%	<i>5%</i>	<i>3%</i>	<i>11%</i>	<i>13%</i>
Asian	12%	11%	<i>12%</i>	<i>26%</i>	<i>8%</i>	<i>7%</i>
Hisp/ Latino	29%	35%	<i>23%</i>	<i>16%</i>	<i>23%</i>	<i>13%</i>
White	35%	29%	<i>37%</i>	<i>40%</i>	<i>44%</i>	<i>55%</i>

The Rise of The Phoenix

96-97	2,290
97-98	2,885
98-99	3,508
99-00	4,358
00-01	5,220
01-02	5,817
02-03	6,862
03-04	8,696
04-05	7,986

Who Transfers to Phoenix?

Ethnicity	UC	CSU	Phoenix
Asian	29.3%	14.2%	4.6%
African American	2.4%	5.2%	15.6%
Hispanic/Latino	13.6%	23.8%	26.1%
White	39.1%	43.6%	40.6%

Transfers Out of State

WESTERN INTERNATIONAL UNIVERSITY *	869
UNIVERSITY OF NEVADA-LAS VEGAS	525
UNIVERSITY OF NEVADA-RENO	332
ARIZONA STATE UNIVERSITY	325
EMBRY RIDDLE AERONAUTICAL UNIVERSITY *	279
BRIGHAM YOUNG UNIVERSITY	256
UNIVERSITY OF HAWAII AT MANOA	240
UNIVERSITY OF MD-UNIVERSITY COLLEGE *	224
COLUMBIA COLLEGE *	220
PARK UNIVERSITY *	191

Transfer: Sector of Choice

	% to UC	% to CSU	% to Instate Private	% to Out of State
White	17.9%	60.7%	11.0%	10.4%
AfrAm	11.5%	51.2%	18.1%	19.2%
Hisp/Lat	15.1%	67.7%	12.1%	5.1%
Asian	37.0%	49.9%	9.2%	3.9%

CCC Response

- ◆ CCC stands able to respond reasonably quickly to demographic changes
- ◆ Quest for FTES drives market offerings
 - CCC can fluctuate between missions to capture FTES
 - Lots of adjuncts to play with
- ◆ Little growth in 18-24 age range
 - Hispanic/Latino increases in volume masked by low participation

CCC Response

- ◆ Only increases seen in Hispanic/Latino populations
 - Less mobile, more likely to get AA/AS/Certificate vs. Transfer
 - Lowest rates of persistence and outcomes: outcomes rates likely to decline
 - ◆ Transfer will suffer; fairly immobile group
 - CCC Basic Skills + Enhanced Noncredit Initiatives

CCC Response

- ◆ Will need to regain participation in other demographic areas:
 - K-12 special admits
 - Successful K-12 remediation
 - UC/CSU eligibles (for economic reasons)
 - Adult re-entry and lifelong learners
 - Vocational education, the next tech and real estate boom

CCC Response

- ◆ CCC likely to have one more mini-boom of transfer output, then decline
- ◆ Competition fierce for CCC transfer students
 - Labor shortage, fewer citizens
 - Distance ed,
Phoenix/National/Champan/DeVry
taking more transfer market share