



FOOTHILL-DE ANZA
Community College District

BOARD OF TRUSTEES PRESENTATION

Foothill and De Anza Enrollment Management

Judy Miner, Foothill College
Brian Murphy, De Anza College

August 27, 2012



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DEFINITION OF ENROLLMENT MANAGEMENT

*Construction of a schedule of course offerings that is consistent with the Educational Master Plans for De Anza College, Foothill College, and the Foothill-De Anza Community College District while achieving **productivity and FTES targets**.*



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BOARD PRIORITIES

CORE INSTRUCTIONAL MISSIONS

Transfer



Workforce Development



Basic Skills



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COMPETING DEMANDS





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DATA INFORMED DECISION MAKING: PROGRAM REVIEW

- Enrollment Trends
- Weekly Student Contact Hours (WSCH)
- Full-time Equivalent Faculty (FTEF)
- Productivity
- Student Retention
- Degrees and Certificates Awarded

http://www.deanza.edu/gov/IPBT/program_review_files.html

http://www.foothill.fhda.edu/schedule/instructional_program_reviews.php



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DATA INFORMED DECISION MAKING: PROGRAM REVIEW

- Course and Program Mix
- Student Success and Equity Data
- Degree and Certificate Applicable



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DATA INFORMED DECISION MAKING: SPECIALIZED REPORTS

- Course Repetition Data
- Enrollment by Education Level
- 5 Year Analysis of Fill Rates by Course, Division, and Department
- Enrollment Patterns Per Course Per IGETC Areas (1-6)
- Enrollment Patterns Per Course Per CSU Areas (A-E)
- Online Education Trends
- International Student Markets



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DATA INFORMED DECISION MAKING: WORKFORCE

- Employment Reports
- Licensure Examination Rates
- Career and Technical Education (CTE) Advisory Councils
- Grant Opportunities
- Contract Education Potential



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DATA INFORMED DECISION MAKING: ACCREDITATION FOCI

Course-by-Course

- Student Learning Outcomes (SLO)
- Assessments
- Reflections
- Revisions

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COLLABORATION BETWEEN FOOTHILL AND DE ANZA

- Two years of joint meetings between senior staffs
- Consultation between VPs of Instruction and Student Services
- Shared outreach activities
- Districtwide management of international student recruitment
- Joint planning for Ed Center



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COLLEGE REQUESTS OF THE BOARD

- **Continue supporting core instructional missions of transfer, workforce development, and basic skills.**
- **Continue communicating to the community that state budget reductions force us to reduce highly valued programs and services.**
- **Continue acknowledging the contributions of all support services.**