



1-19-18

Dear Campus Community,

I hope you all had a wonderful first day of the Spring semester! Thank you to the Office of Student Life & Leadership Development and our Student Senate for hosting the fun and engaging Welcome Week activities! Also, thank you to our Outreach team for hosting information booths on campus to assist students with their first week of school questions.

Enrollment Update

As we continue to evaluate the data and bring our enrollment picture into sharper focus it is important for us to understand the broader context for what we are facing. If you take a look at the chart below (some of you have already seen it, as Dean Stringer and Dean Carranza shared it at their joint division meeting on Friday, January 12th) you will notice that the Fall 2009 term marked the peak enrollment for the past ten years. This was a direct result of the recession that took hold of the country in 2008, as students enrolled in greater numbers because of their employment status. In general, students felt more strongly that education would improve their prospects and that the community college represented a safe haven. By 2014, the economy had recovered significantly, and that is clearly reflected in the enrollment figures. But while the number of students attending the college was down significantly from what it had been in the preceding years, the enrollment still remained relatively flat through the Spring 2016 semester.

Over the last two years, however, there has been a precipitous drop in our enrollment—a decline that we need to try to understand and then address. As of January 18th our FTES stands at 1485, which is 38% lower than our peak enrollment in Fall 2009. Even if we concede that the recession inflated our enrollment figures at one time, it is still concerning that we are down 16.5% percent from just four semesters ago. Given the seriousness of the situation, we need to focus on how we can turn the tide. We must conceive of new ways to connect with prospective students by emphasizing the accessibility, affordability, and excellence of a Cañada College education.

We need to have a campus wide conversation to identify strategies, tools, and goals to create an inclusive approach to enrollment management. This will involve looking at data, outreach and retention efforts, and student enrollment patterns. I encourage all of you to share your ideas and let your voices be heard, as the entire community will benefit from your thoughtful input and recommendations.

In the coming weeks we will continue working with the Academic and Classified Senates to bring this important issue to the Planning and Budget Council (PBC), so that we can identify the best way to facilitate this important conversation. The work ahead, however, belongs not just to them, but to all of us.

Sincerely,
Jamillah Moore, Ed.D.
President

Have a wonderful weekend!

