



California Community Colleges

SYSTEM WEBINAR SUMMARY (JULY 2022): INCLUSIVITY STRENGTHENS ENROLLMENT

This webinar discussed ways to strengthen student enrollment through making our classrooms and campuses more inclusive, and emphasized the importance of focusing on maintaining or growing enrollment through improvements in persistence. Guest speakers included Dr. Jarek Janio of Santa Ana College and Kelly Fowler of Mt. San Antonio College.

Why is CCC Enrollment Declining?

Two broad factors affect community college enrollment in California:

- **Recruitment.** TK-12 enrollment had been on the decline even before the disruptions of the pandemic, reducing the pool of high school graduates that have long been a primary focus of our recruitment efforts. This decline is occurring in the context of lower birthrates in California and reduced net migration, along with economic factors that complicate the college choices of high school graduates, including high costs of housing and other elements that contribute to total college costs.
- **Persistence.** More than 30% of CCC students do not persist to the second term, and we lose even higher shares of Black (42%) and Native American (46%) students. About 28% of students do not even complete their courses, a rate that is higher among Black (38%), Latino (31%), and Native American (32%) students. Low persistence reduces our enrollment.

How Can Guided Pathways Contribute to Enrollment?

Guided Pathways is more than the four pillars. The framework is a vehicle for achieving the *Vision for Success* through institutional change that improves student outcomes by:

- Identifying and eliminating student friction points related to college structures, policies and practices, both inside and outside the classroom;
- Assuming everything can and should change; and
- Working together collaboratively to change student outcomes.

Using GP as a framework to increase student success, improve persistence, and eliminate equity gaps provides a more comprehensive means of strengthening college enrollment than focusing on recruitment alone. A critical piece of our GP reform efforts is strengthening the teaching and learning environment, a focus of the realignment at the Chancellor's Office and its [Office of Equitable Student Learning, Experience and Impact](#).

What is Santa Ana College Doing to Improve Learning?

- Focusing on assessment of student learning to allow education that is based on students' attainment of high-demand skills and competencies, rather than seat time tied to a rigid calendar and inflexible schedule.
- Recognizing the potential of [competency-based education](#) to deliver equitable economic advancement for students and higher enrollment for colleges operating in an increasingly competitive market for [education](#) and [training](#).
- Ensuring inclusive and welcoming environments in and out of the classroom through student-centered practices, including: competency assessment rather than homework; assessment of learning rather than tests and exams; student engagement in learning processes; classroom community building; and a focus on pathways based on competency and skill attainment.
- Reimagining its implementation of [Guided Pathways](#) to put [learning](#) at the center.

How is Mt. SAC Approaching Enrollment Management?

- Shifting the paradigm from short-term planning for the next academic year to more proactive, longer-term planning in the context of pandemic trends and lessons.
- Recognizing the potential of the Student-Centered Funding Formula to reinforce a priority on student success and persistence to increase enrollment.
- Leveraging its work on Diversity, Equity, Inclusion, Social Justice, and Anti-Racism ([DEISA](#)) to support the kinds of inclusive learning environments that will support enrollment, making it a priority for the college's instructional leadership team.
- Implementing new enrollment strategies including a revamped block schedule; one-year tracks for several [ADT pathways](#); more intentional [dual enrollment](#) efforts; an enrollment management academy for administrators, faculty, and staff; upgraded enrollment management data tools and reports; [first-year experience](#); and [faculty learning communities](#).

What are Some Key Take Aways from the Webinar?

- Colleges' enrollment efforts should focus on centering students and their learning.
- The enrollment puzzle has a lot of pieces, and solving the puzzle requires proactive engagement across the college.
- Systemwide reform efforts centered on [Guided Pathways](#), and constant attention to [Diversity, Equity, Inclusion, and Accessibility](#) (DEIA) can support college enrollment efforts by helping to increase student success, persistence, and completion.
- To support DEIA, the Vision Resource Center has professional development modules to address [cultural competence](#) and [implicit bias](#) (log in to access).