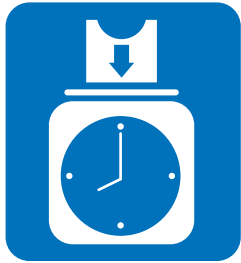


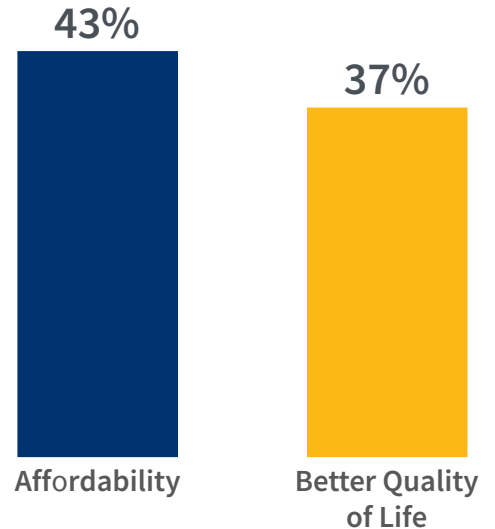
Research data represents 400 prospective student responses equally collected from the Asian/Pacific Islander, Black/African American, Hispanic/Latino and White Non-Hispanic communities.

## Enrollment Considerations

Affordability followed by a better quality of life were the top two reasons respondents were likely to consider enrolling in a California community college class or program. While needing to work full-time was the top reason surveyed prospects would not consider enrolling.

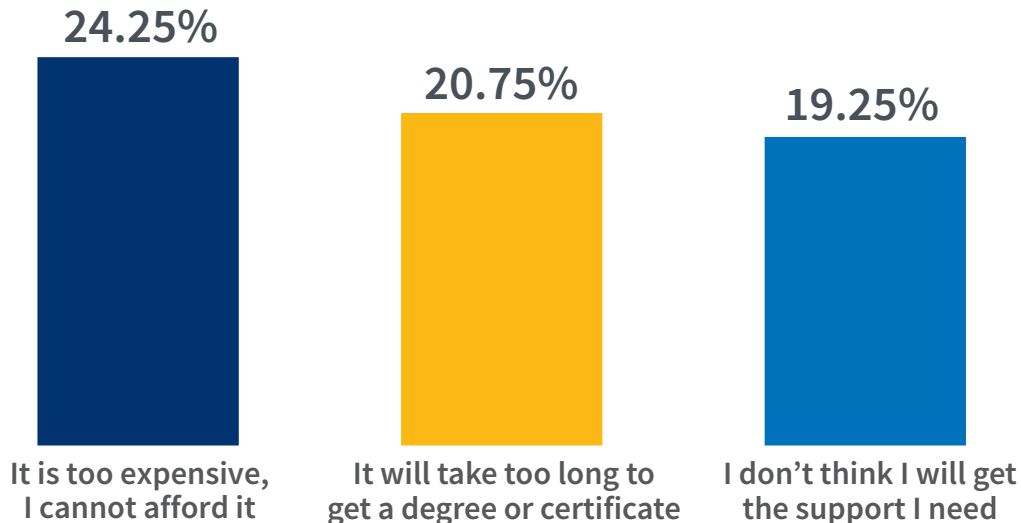


**26%** of prospective students surveyed cited a **need for full-time employment** as a reason they would **not consider enrolling**



## Top Concerns About Enrolling

Cost, time needed to get the degree and getting support were the top concerns prospective students surveyed expressed about enrolling in a California community college class or program.



What could a California community college do or say to motivate you to enroll into a class, degree or certificate program?

***“Offering free classes or more financial aid and more classes offered at night.”***

-PROSPECT 35-54, WHITE NON-HISPANIC

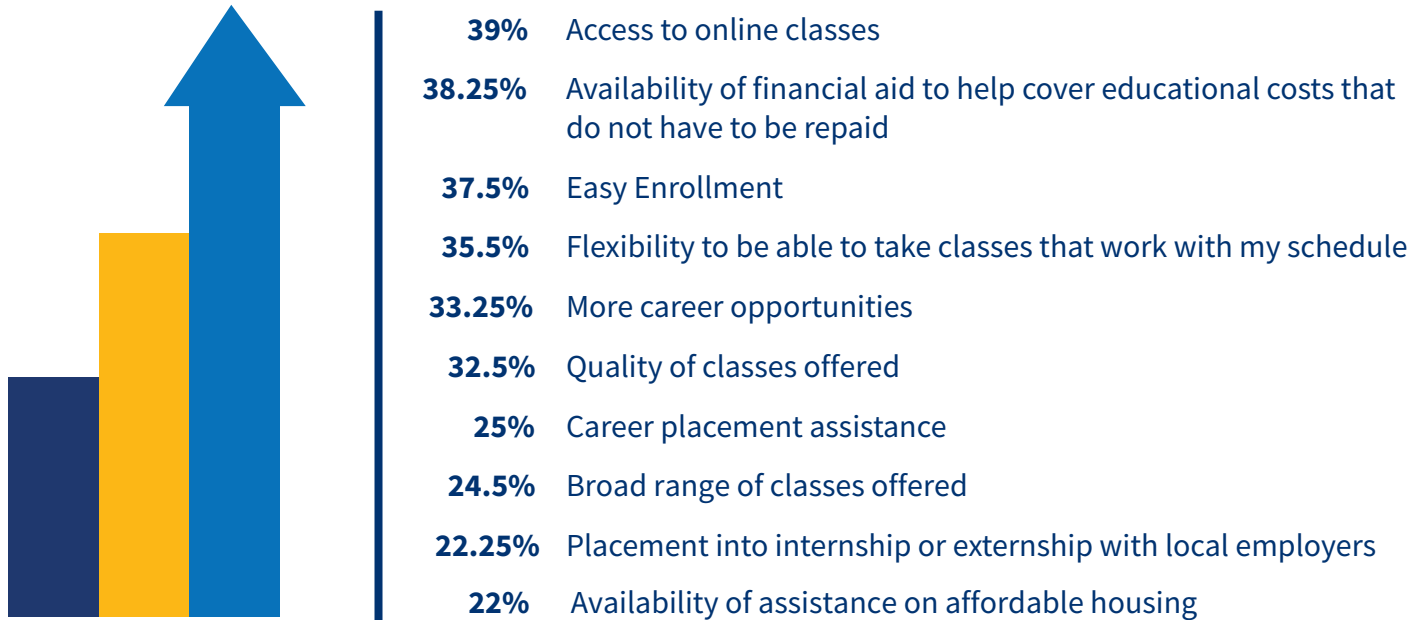
***“Convince me it’s an easy enrollment process. Also showing me it’s affordable and very convenient.”***

- PROSPECT 18-24, BLACK/AFRICAN AMERICAN

Research data represents 400 prospective student responses equally collected from the Asian/Pacific Islander, Black/African American, Hispanic/Latino and White Non-Hispanic communities.

## Top 10 Enrollment Motivators

Prospective students surveyed found information regarding online classes, financial aid and easy enrollment the most motivating to enroll in a California community college class, or degree or certificate program.



## Messages that Resonate

Messages focused on flexibility, financial aid, new skills and online support resonated most with the prospective students surveyed and were most likely to increase motivation to enroll in a California community college class or program.

