| | **AGENDA**

District Enrollment Management Committee (DEMC)
District Office, 7600 Dublin Boulevard, Dublin
Board Room
Friday, December 1, 2017
10:30 A.M. – 12:00 P.M |

CHABOT LAS POSITAS
COMMUNITY COLLEGE DISTRICT

Voting
Tom deWit - Faculty, CC
Dave Fouquet – Faculty, CC
LaVaughn Hart – Faculty, LPC
Tom Orf-Faculty, LPC
Susan Sperling – Admin, CC
Roanna Bennie – Interim Admin, LPC
Krista Johns – Admin, DO
Lorenzo Legaspi – Admin, DO

Non-Voting
Stacy Thompson – Admin, CC
Laurie Dockter – Faculty, CC
Don Miller – Interim Admin, LPC
Barbara Yesnosky – Admin, DO
Angela Castellanos – Classified, CC
Heidi Ulrech – Classified, LPC
Eric Stricklen – Classified, DO
Janet Campos – Assoc. Student, CC
David Truelove – Assoc. Student, CC

1.1 Report from Public Relations, Marketing and Governmental Relations-Guisselle Nunez [25 minutes]

1.2 CEMC Enrollment Updates from the Colleges
1. Las Positas College – Don Miller and LaVaugh Hart [15 Mins]
2. Chabot College – Stacy Thompson and Dave Fouquet [15 Mins]

1.3 Report on FTES target and productivity levels set for 2018-2019 [15 Mins]

1.4 Discuss ideas for improving the target-setting process in future [15 Mins]

1.5 Agenda items for discussion at next meeting [5 Mins]

CHABOT-LAS POSITAS COMMUNITY COLLEGE DISTRICT
- 2017 STUDENT SURVEY -
Survey Results

November 12, 2017

Background/Methodology

Research Objective

- To provide Chabot-Las Positas Community College District with updated insights about student behavior and mindset which will help drive 2018 marketing activities aimed at increasing college enrollment. Includes the following insights:

  - Reasons for attending a community college

  - Where heard about Chabot or Las Positas Community College

  - What other options did they consider

  - Why did they choose Chabot or Las Positas Community College

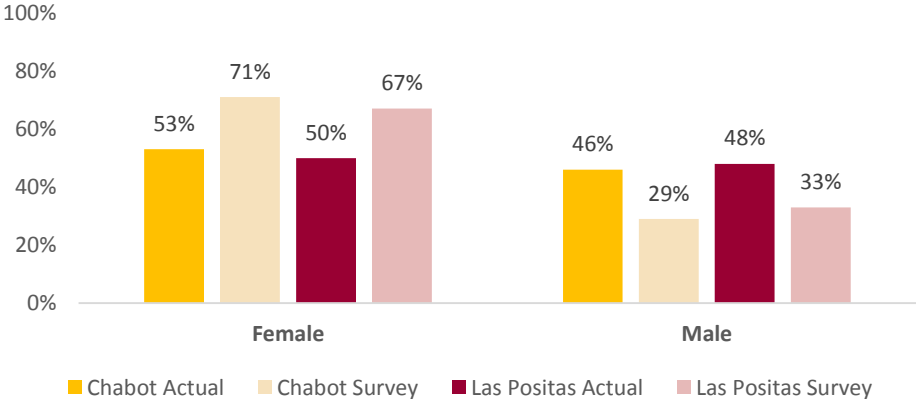 - Media habits (radio, video and music streaming, social media sites)

Research Methodology

- Online survey to collect data:

  - Between September 11 – October 2

- Sent emails to current students at Chabot and Las Positas colleges:

  - 12,732 – Chabot

  - 8,615 – Las Positas

- Incentive drawing
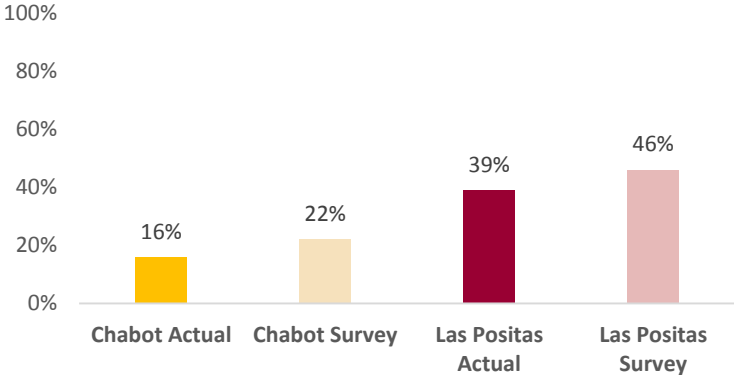
  - One of 10 $50 Amazon gift cards

Respondents

- Total respondents: 3,235 (15% response rate)
  - 1,759 – Chabot (14%)
  - 1,473 – Las Positas (17%)
- Demographics
  - Similar to the demographics at each school with two exceptions:
    - Gender (women were overrepresented for both campuses – similar to 2016)
    - Race (White students may be slightly overrepresented at both campuses – difficult to compare directly due to different question format)

Gender Comparison

	Female	Male
Chabot Actual	53%	46%
Chabot Survey	71%	29%
Las Positas Actual	50%	48%
Las Positas Survey	67%	33%

■ Chabot Actual ■ Chabot Survey ■ Las Positas Actual ■ Las Positas Survey

White Students/Respondents

Chabot Actual	Chabot Survey	Las Positas Actual	Las Positas Survey
16%	22%	39%	46%

Key Student Personas

Primary Student Personas

Pursuing Associate Degree

CHABOT COLLEGE   LAS POSITAS COLLEGE

25%   19%

of enrolled students at each campus

Pursuing Bachelor's degree

CHABOT COLLEGE   LAS POSITAS COLLEGE

52%   59%

of enrolled students at each campus

Pursuing Certification/ Career Advancement

CHABOT COLLEGE   LAS POSITAS COLLEGE

11%   11%

of enrolled students at each campus

Pursuing Associate Degree

Pursuing an Associate Degree at Chabot: **25%**

19% of these students are previous students

Female	77%
Wide age range	83% under 40 yrs old
Latino	36%
White	20%
Asian	20%
African American	14%
Filipino	9%

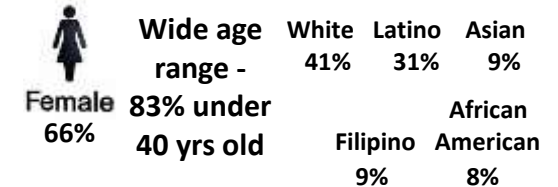|	
Also attending Las Positas:	9%
Areas of Study:	Nursing (12%), Early Childhood Development (10%), Business (9%)
Online Classes:	55%, Hybrid – 23%
How heard about Chabot:	Campus is nearby (35%), Family/friends (33%), high school teacher/counselor (25%), from a current/past student (20%), they are a former student (19%), Web search (14%), Advertising (5%)
Other options considered:	4 year university (36%), Another community college (30%), None (27%)
Top reason for choosing Chabot:	Convenient location (50%), Low cost (45%), Convenient class schedule (32%), Availability of specific trfr/cert/degree program (26%)
Programs attracting them:	Nursing (4%), Business (4%), Early Childhood Development (3%), Dental Hygiene (3%)
Communication preference:	Email (93%), Text (34%), Mail (22%)
% using public transit:	17%
Most likely activities:	Social Media (92%), TV shows (58%), Music streaming (57%), Video Streaming (51%), Online News (47%), Broadcast Radio (42%)

Facebook	YouTube	Instagram	NETFLIX	Snapchat	PANDORA	Spotify	Twitter	abc7	CNN	KRON 4	Wild 949	106 KMEL
62%/34% mobile	58% / 12% mobile	55% / 34% mobile	43%	47%/29% mobile	30%	21%	19%	18%	14%	14%	14%	13%

Southland MALL	Century Theatres at Hayward	STONERIDGE SHOPPING CENTER
49%	45%	37%

Pursuing Associate Degree

Pursuing an Associate degree at Las Positas: **19%**

21% of these students are previous students

Female 66%

Wide age range - 83% under 40 yrs old

White 41% Latino 31% Asian 9%

Filipino 9% African American 8%

Also attending Chabot:	14%
Areas of Study:	Business (12%), None (9%), Early Childhood Development (7%), Administration of Justice (7%)
Online Classes:	58%, Hybrid – 34%
How heard about Las Positas:	Family/friends (44%), Campus is nearby (27%), high school teacher/counselor (25%), from a current/past student (21%) they are a former student (21%), Web search (11%), Advertising (6%)
Other options considered:	4 year university (36%), None (33%), Another community college (29%)
Top reason for choosing Las Positas:	Convenient location (52%), Low cost (47%), Convenient class schedule (30%), Availability of specific trfr/cert/degree program (25%)
Programs attracting them:	Business (4%), Nursing (3%), Psychology (3%), Early Childhood Development (2%)
Communication preference:	Email (93%), Text (37%), Mail (25%)
% using public transit:	6%
Most likely activities:	Social Media (92%), Music streaming (65%), TV shows (64%), Video streaming (63%), Online News (51%), Broadcast Radio (42%)

Facebook 63%/31% mobile YouTube 57% / 9% mobile Instagram 55% / 32% mobile NETFLIX 54% Snapchat 53%/30% mobile PANDORA 35% Spotify 27% Twitter 19% abc7 17% CNN 16% WiLD 949 13% YAHOO! NEWS 12% HBO 11% 106 KMEL 7%

STONERIDGE SHOPPING CENTER 57% REGAL CINEMAS 36% PARAGON OUTLETS LIVERMORE VALLEY 29%

Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Chabot: **52%**

13% of these students are previous students

Female 69%	**<22 yrs 43%**	**Latino 32% Asian 22% White 21%**
		Filipino 13% African American 9%

Also attending Las Positas:	14%
Areas of Study:	Nursing (14%), Business (13%), Science (8%), Psychology (7%), Engineering (6%)
Online Classes:	62%, Hybrid – 31%
How heard about Chabot:	Family/friends (42%), Campus is nearby (40%), High school teacher/counselor (31%) from current or past student (25%), they are a former student (13%), Web search (13%), Advertising (8%)
Other options considered:	4 year university (54%), Another community college (35%), None (21%)
Top reason for choosing Chabot:	Convenient location (58%), Low cost (56%), Ability to apply credits to 4 yr degree (39%), Convenient class schedule (32%)
Programs attracting them:	Nursing (5%), TAG (3%) Business (2%), Math (2%)
Communication preference:	Email (93%), Text (39%), Mail (22%)
% using public transit:	19%
Most likely activities:	Social Media (93%), Video streaming (65%), Music Streaming (64%), TV shows (56%), Online News (55%), Broadcast Radio (42%)

YouTube	Instagram	Facebook	Netflix	Snapchat	Spotify	Pandora	Twitter	CNN	Wild 949	Yahoo News	abc7	BuzzFeed	106 KMEL
65% / 14% mobile	63% / 42% mobile	57%/35% mobile	55%	55%/36% mobile	34%	29%	27%	21%	17%	15%	14%	14%	14%

Century 25 Union Landing	Southland Mall	Stoneridge Shopping Center	Newpark
49%	42%	40%	28%
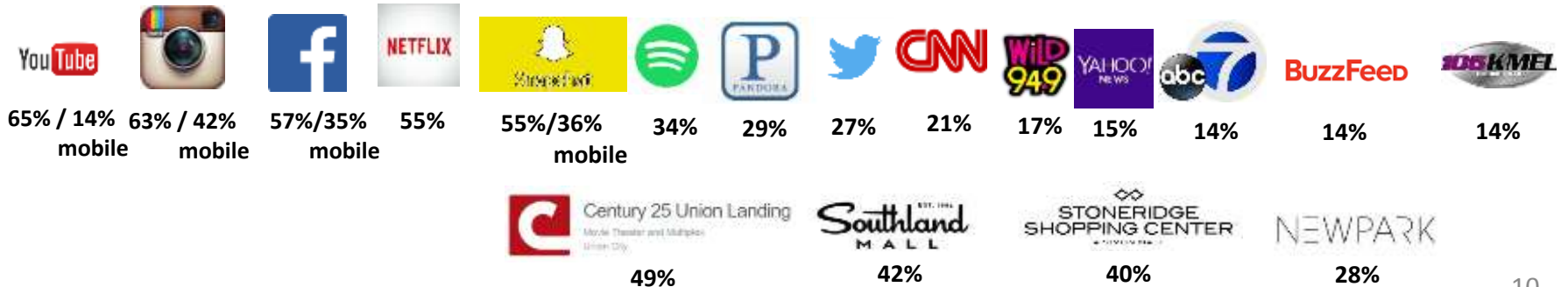
Pursuing Bachelor's degree

Pursuing a Bachelor's degree at Las Positas: **59%**

12% of these students are previous students

White 46% **Latino** 23% **Asian** 15%

Filipino 10% **African American** 5%

Female 66% **<22 yrs** 52%

Also attending Chabot:	14%
Areas of Study:	Business (15%), Psychology (8%), None (8%), Nursing (7%), Biology (6%), Engineering (6%)
Online Classes:	61%, Hybrid – 31%
How heard about Las Positas:	Family/friends (48%), HS Counselor/teacher (37%), Campus is nearby (33%), from current or past student (29%), Web search (13%), they are a previous student (12%) Advertising (9%)
Other options considered:	4 year university (56%), Another community college (36%), None (22%)
Top reason for choosing Las Positas:	Low cost (57%), Convenient location (53%), Ability to apply credits to 4 yr degree (43%), Availability of specific trfr/cert/degree program (28%)
Programs attracting them:	TAG (6%), Business (2%), None (2%), Computer science (2%)
Communication preference:	Email (93%), Text (36%), Mail (18%)
% using public transit:	9%
Most likely activities:	Social Media (93%), Music streaming (73%), Video Streaming (71%), TV shows (61%), Online News (49%), Broadcast Radio (36%)

68% / 43% mobile   67%/42% mobile   63%   63% / 11% mobile   50%/26% mobile   32%   30%   21%   15%   15%   13%   13%   11%

STONERIDGE SHOPPING CENTER 62%   REGAL CINEMAS 46%   PARAGON OUTLETS LIVERMORE VALLEY 39%

Pursuing Certificate/Career Advancement

Pursuing certification/career advancement at Chabot: **11%**

24% of these students are previous students

Female 73%

30+ yrs old 56%

Asian 24% **Latino** 23% **White** 23%

African American 14% **Filipino** 6%

Also attending Las Positas:	10%
Areas of Study:	Nursing (12%), Early Childhood Dev (11%), Business (7%), Computer Science (5%)
Online Classes:	49%, Hybrid – 30%
How heard about Chabot:	Campus is nearby (30%); Family/friends (28%), they are a former student (24%), from current or past student (17%), Web search (16%), high school teacher/counselor (13%), Advertising (5%)
Other options considered:	Another community college (33%), None (32%), 4 year university (21%), Self-study (19%)
Top reason for choosing Chabot:	Convenient location (54%), Low cost (46%), Convenient class schedule (36%), Availability of specific classes (31%), Availability of specific trfr/cert/degree program (29%)
Programs attracting them:	Nursing (5%), Business (5%), Fire Science (4%), Early Childhood Dev (4%), Accounting (4%), Real Estate (3%)
Communication preference:	Email (91%), Text (31%), Mail (19%)
% using public transit:	14%
Most likely activities:	Social media (83%), Online news (55%), TV shows (54%), Video streaming (47%) Music streaming (46%), Broadcast radio stations (42%)

55%/27% mobile 52% / 8% mobile 39% / 21% mobile 37% 26% 23%/14% mobile 19% 17% 16% 14% 14% 13% 13% 12%
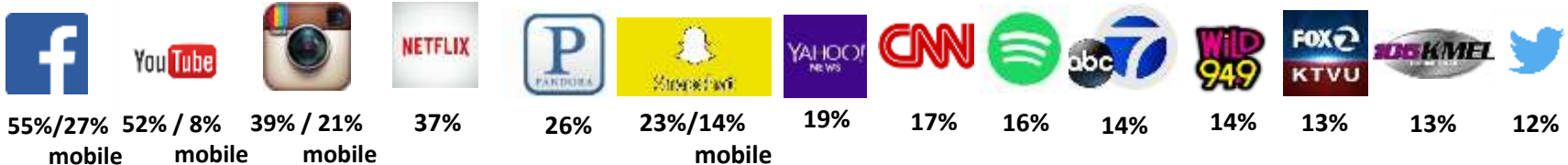
Southland MALL 42% STONERIDGE SHOPPING CENTER 38% Century 25 Union Landing 34%

Pursuing Certificate/Career Advancement

Pursuing Certificate/Career Advancement at Las Positas: **11%**

22% of these students are previous students

Female 74%	**30+ yrs old 59%**	**White 46%** African American 3%	**Asian 26%**	**Latino 18%** Filipino 1%

Also attending Chabot: 12%

Areas of Study: None (10%), Early Childhd Dev (9%), Nursing (7%), Computer Science (6%), Business (5%)

Online Classes: 40%, Hybrid – 22%

How heard about Las Positas: Campus is nearby (34%), Family/friends (29%), HS Counselor/teacher (48%), They are a former student (22%), from current or past student (19%), Web search (16%), Ads (4%)

Other options considered: None (38%), Another community college (31%), Self-study (18%), Private technical/career school (17%), 4-year university (16%)

Top reason for choosing Las Positas: Convenient location (67%), Convenient class schedule (41%), Low cost (39%), Availability of specific classes (35%), Availability of specific trfr/cert program (25%)

Programs attracting them: Interior design (4%), Early Childhood Development (4%), ESL (4%), Nursing (4%), Accounting (3%), Business (3%), Computer science (3%)

Communication preference: Email (96%), Text (32%), Mail (24%)

% using public transit: 9%

Most likely activities: Social Media (86%), TV shows (61%), Online news (54%), Video streaming (52%), Music streaming (46%), Broadcast radio stations (39%)

Facebook	YouTube	Instagram	NETFLIX	Snapchat	PANDORA	Twitter	CNN	Spotify	NBC BAY AREA	abc7	HBO	YAHOO NEWS	KQED
64%/28% mobile	50% / 6% mobile	46% / 22% mobile	42%	26%/12% mobile	23%	18%	16%	16%	16%	15%	10%	9%	9%

STONERIDGE SHOPPING CENTER	REGAL CINEMAS	PARAGON OUTLETS LIVERMORE VALLEY
59%	46%	39%
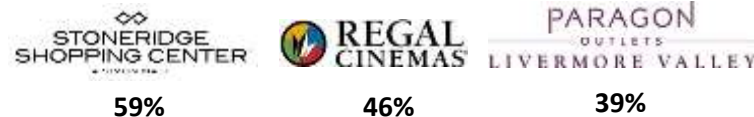
Comparison Across Segments

Pursuing Associate Degree	Pursuing Bachelor's degree	Pursuing Certificate/ Career Advancement
(22% of respondents)	**(55% of respondents)**	**(11% of respondents)**
Very diverse group age-wise - spread evenly from 19 – 39 years old	**Youngest group, most likely to use video and music streaming services, YouTube, Instagram and/or Snapchat; most likely group to attend classes at both campuses**	**Oldest group. Overall, not as tech savvy as other groups. More time-constrained since they are balancing work and school.**
55% are working adults	Less likely than others to be a working adult (41%); more likely than others to be a recent high school graduate (16%) or full-time 4-year university student (16%)	63% are working adults
36% considered going to a 4-year university instead of community college	More likely than others to hear about college from friends and family (46%), a high school teacher/counselor (34%) and/or current/past students (27%)	Less likely than others to hear about college from social media (6%)
More likely than others to be Latino (34%)	More likely than others to have looked at other options (78%); 55% looked at a 4-year university as an alternative to community college; 35% looked at other community colleges	More likely than others to have chosen a school based on a convenient class schedule (38%); less likely than others to choose based on faculty reputation (6%)
More likely than others to go to Southland Mall (33%); less likely than others to go to Regal Hacienda Crossings Stadium 20 & IMAX (20%)	More likely than others to choose campus based on low cost (56%) and/or the ability to transfer credits to a 4-year university (41%)	Much more likely than others to be over 30 years old (57%)

Comparison Across Segments (cont'd)

Pursuing Associate Degree	Pursuing Bachelor's degree	Pursuing Certificate/ Career Advancement
Represents a wide age group (83% are under 40 years old and are spread evenly across all age groups)	Much more likely than others to be 19-21 years old (53%)	Much less likely than others to have considered a 4-year university (19%)
	More likely than others to be working part-time (47%)	Less likely than others to go to movie theaters at all (69%)
	More likely than others to listen to music streaming services like YouTube or Spotify (68%) or use video streaming services like Netflix (68%)	Much less likely than others to regularly use Snapchat (25%) or Twitter (15%) and less likely than others to use social media at all (86%)
	More likely than others to regularly use YouTube (64%), Instagram (65%), and/or Snapchat (61%)	

Comparison Across Segments

Chabot Students	Las Positas Students
(58% of respondents)	**(48% of respondents)**
11% also attend Las Positas	14% also attend Chabot
Older student population, more ethnically diverse	**Younger student population, more likely to be recent high school graduates (16% vs. 9%), less ethnically diverse**
More likely than others to be working toward an Associate Degree (25% vs. 19%)	More likely than others to be working toward a Bachelor's degree (59% vs. 52%)
More likely than others to be 30+ years old (33% vs. 25%)	Much more likely than others to be 21 or younger (49% vs. 33%)
More likely than others to be Latino (31% vs. 23%) or Asian (22% vs. 16%) or African American (11% vs. 5%) or Filipino (10% vs. 6%)	More likely than others to be White (46% vs. 22%)
More likely to be attracted by Nursing program (11% vs. 5%)	More likely than others to have heard about campus from friends/family (44% vs. 37%) or a high school teacher/counselor (30% vs. 25%)
More likely than others to take public transit (primarily AC Transit and BART) (17% vs. 10%)	More likely than others to have chosen a school based on ability to apply credits to a 4-year degree (32% vs. 26%)

Comparison Across Segments (cont'd)

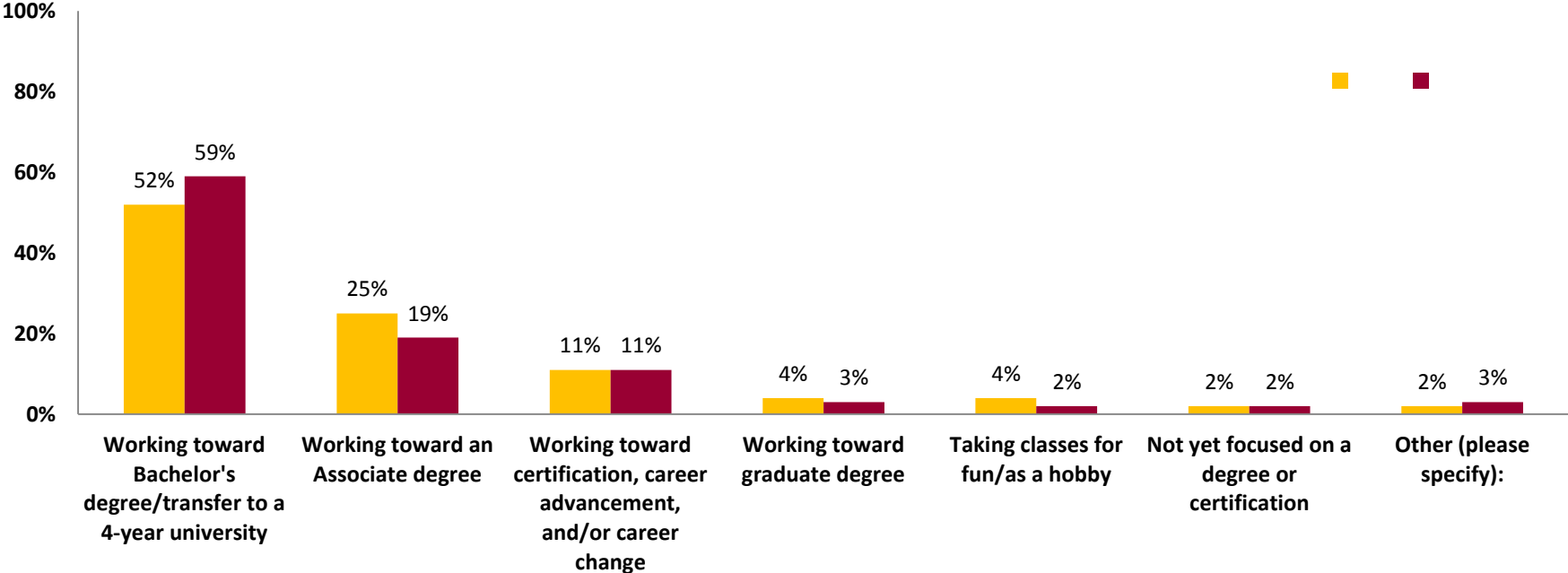| Chabot Students	Las Positas Students
More likely than others to visit Southland Mall (43%) and New Park Mall (27%)	More likely than others to work part-time (44% vs. 37%)
Most likely to see movies at Century 25 – Union Landing (45%)	Much more likely than others to use Snapchat (57% vs. 45%)
	Most likely to visit Stoneridge Mall (60%) and Livermore Outlets (36%)
	More likely than others to use music streaming services such as YouTube, Spotify, Pandora (66% vs. 58%) and/or video streaming services, primarily Netflix (66% vs. 57%)
	Most likely to see movies at Regal Hacienda Crossings Stadium 20 & IMAX– Union City (44%) and Livermore Cameras 13 (30%)

Detailed Findings

Significant Shifts since 2016

- Last year, we had a higher % of respondents that were recent high school grads: Las Positas (34% vs. 16% this year) and Chabot (25% vs. 9% this year).

- Twice as many people heard about Chabot or Las Positas via ads this year. 6% of Chabot and 8% of Las Positas (both doubled since 2016).

- The % that found out about both schools via Internet search went up by 2% for each school: from 12 to 14% for Chabot and from 11 to 13% for Las Positas.

- Netflix viewership has risen for students at both schools: from 45% to 57% at Chabot and from 51% to 57% for Las Positas.

- Fewer people are listening to Pandora: Chabot down from 36% to 28%; Las Positas down from 38% to 29% while more are listening to Spotify: Chabot up from 22% to 27% and Las Positas up from 25% to 34%

- Fewer people are using Facebook: Chabot down from 63% to 59% this year; Las Positas down from 61% to 54%.

- More people are using Instagram: Chabot up from 51% to 55%; Las Positas up from 54% to 60% this year

- More people are using Snapchat: Chabot up from 39% to 45%; Las Positas up from 47% to 57% this year

- Even fewer people are reading magazines or newspapers at each campus (drop of 4-5% for magazines to 14-15% and 3% for newspapers to 12%)
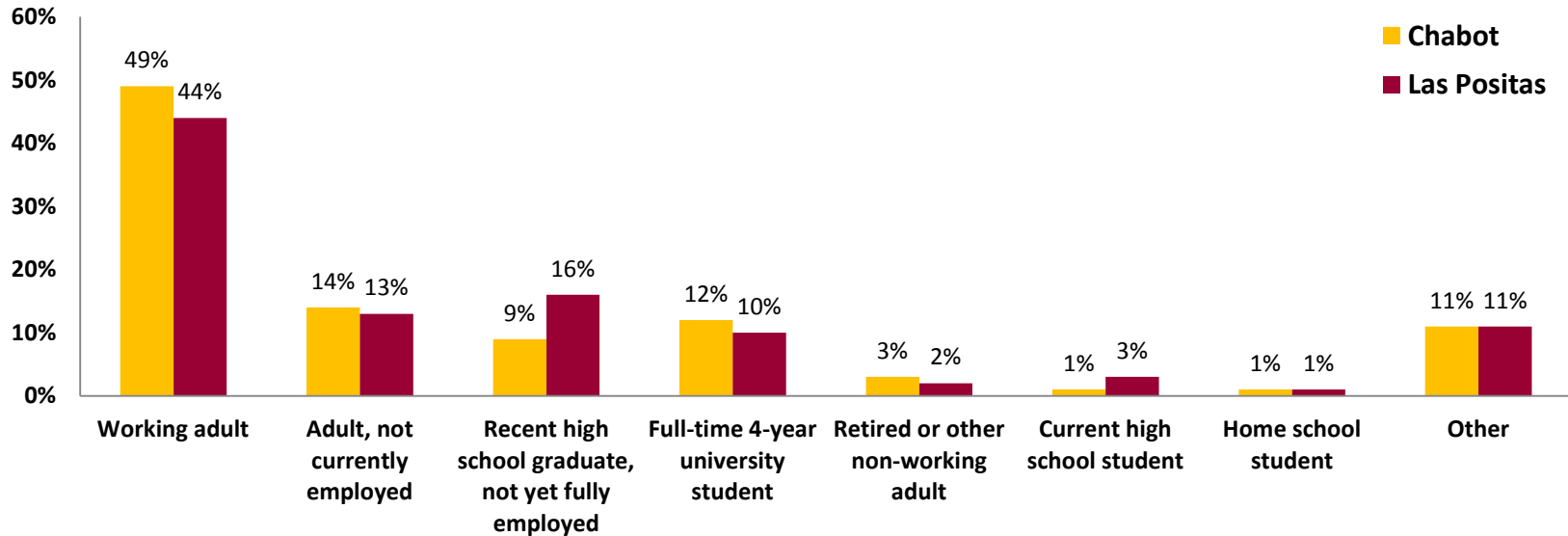
Primary Educational Goals

(% of respondents at each campus)

- Las Positas students are more likely to be pursuing a **Bachelor's degree**; Chabot students are more likely to pursue an **Associate degree**.
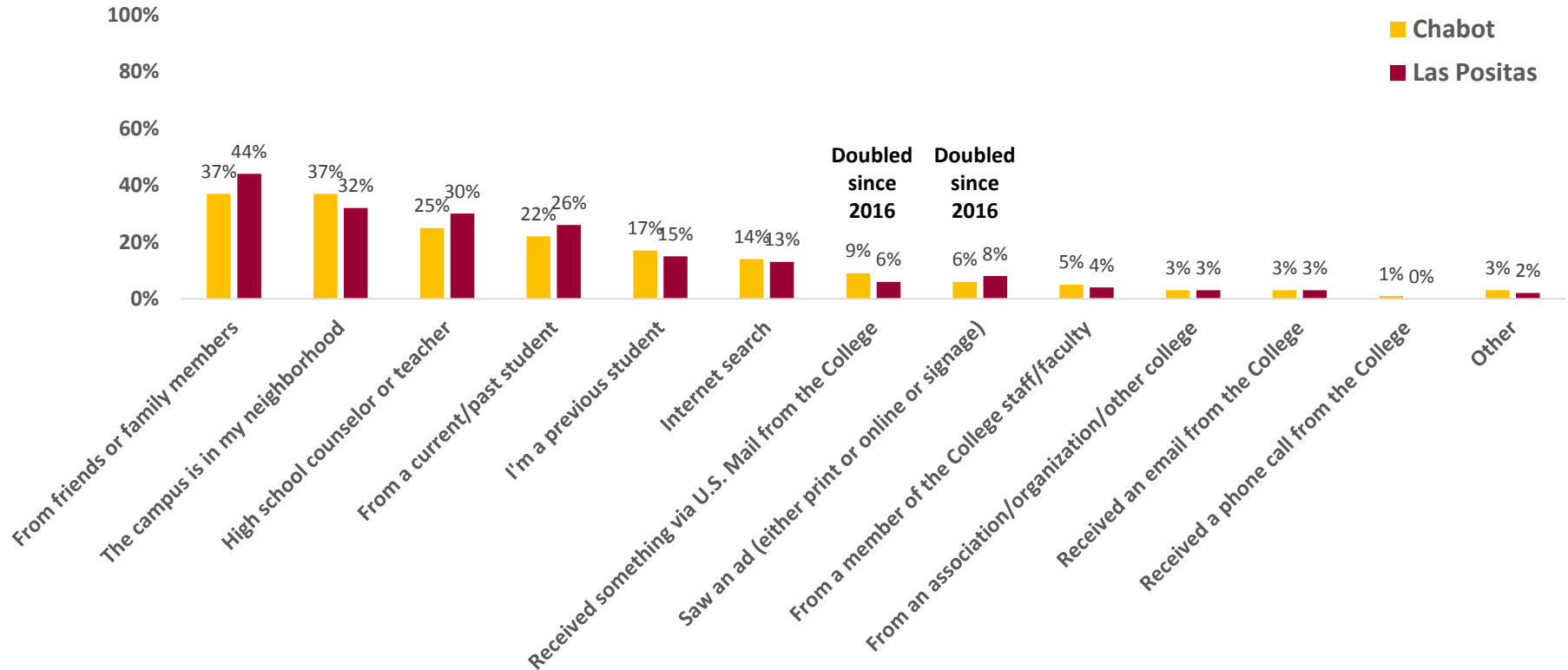
Student Persona

(% of respondents at each campus)

- Chabot more likely than Las Positas to have **working adult** students
- Las Positas more likely than Chabot to have **recent high school graduates**
- % working toward Associate degree:
    - 27% of Chabot and 24% of Las Positas **working adults**
    - 28% of Chabot and 11% of Las Positas **recent high school graduates**
- % working toward Bachelor's:
    - 46% of Chabot and 52% of Las Positas **working adults**
    - 63% of Chabot and 79% of Las Positas **recent high school graduates**
- % working toward certification/career advancement:
    - 15% of both Chabot and Las Positas **working adults**
    - 3% of both Chabot and Las Positas **recent high school graduates**
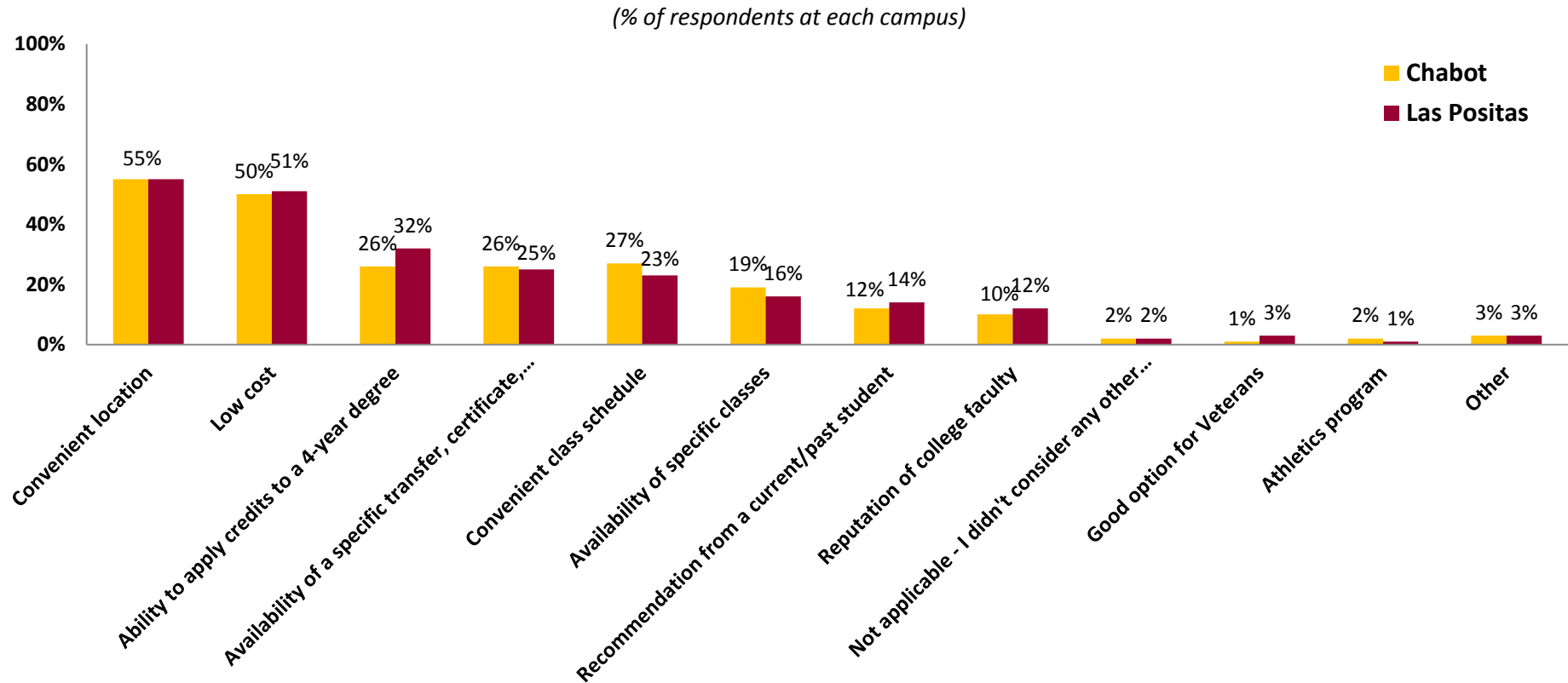
21

How Students are Finding out About CLPCCD campuses

(% of respondents at each campus)

Legend: ■ Chabot ■ Las Positas

Category	Chabot	Las Positas
From friends or family members	37%	44%
The campus is in my neighborhood	37%	32%
High school counselor or teacher	25%	30%
From a current/past student	22%	26%
I'm a previous student	17%	15%
Internet search	14%	13%
Received something via U.S. Mail from the College (Doubled since 2016)	9%	6%
Saw an ad (either print or online or signage) (Doubled since 2016)	6%	8%
From a member of the College staff/faculty	5%	4%
From an association/organization/other college	3%	3%
Received an email from the College	3%	3%
Received a phone call from the College	1%	0%
Other	3%	2%

- **Recommendations from friends/family** and **nearby location** are consistently the most likely way for students to find out about a school; 7% of all students heard about their school **via an ad** (up from 4% in 2016).
- The number of students who were influenced by the following <u>doubled</u> at each campus over the past year: **saw an ad**; **received something via U.S. mail**.
- Those working toward a Bachelor's are much more likely than others to hear about a school from **friends/family, a high school counselor/teacher or current/previous students than working adults** (much less likely than others to be a **previous student**).

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Top Reasons For Choosing Chabot/Las Positas College vs. Another College

(% of respondents at each campus)

Legend: ■ Chabot (yellow) ■ Las Positas (dark red)

Reason	Chabot	Las Positas
Convenient location	55%	55%
Low cost	50%	51%
Ability to apply credits to a 4-year degree	26%	32%
Availability of a specific transfer, certificate,…	26%	25%
Convenient class schedule	27%	23%
Availability of specific classes	19%	16%
Recommendation from a current/past student	12%	14%
Reputation of college faculty	10%	12%
Not applicable - I didn't consider any other…	2%	2%
Good option for Veterans	1%	3%
Athletics program	2%	1%
Other	3%	3%

- **Convenient location** and **low cost** are consistently the top 2 ways that students find out about a school.
- **Low cost** and **ability to transfer credits** is much *more important* to those pursuing a Bachelor's than others; **availability of specific classes** and **convenient class schedule** are much *less important* to them than to others.

# Kinds of ad(s) that first made students aware of their campus

(% of those at each campus who saw ads – 7% of all students)
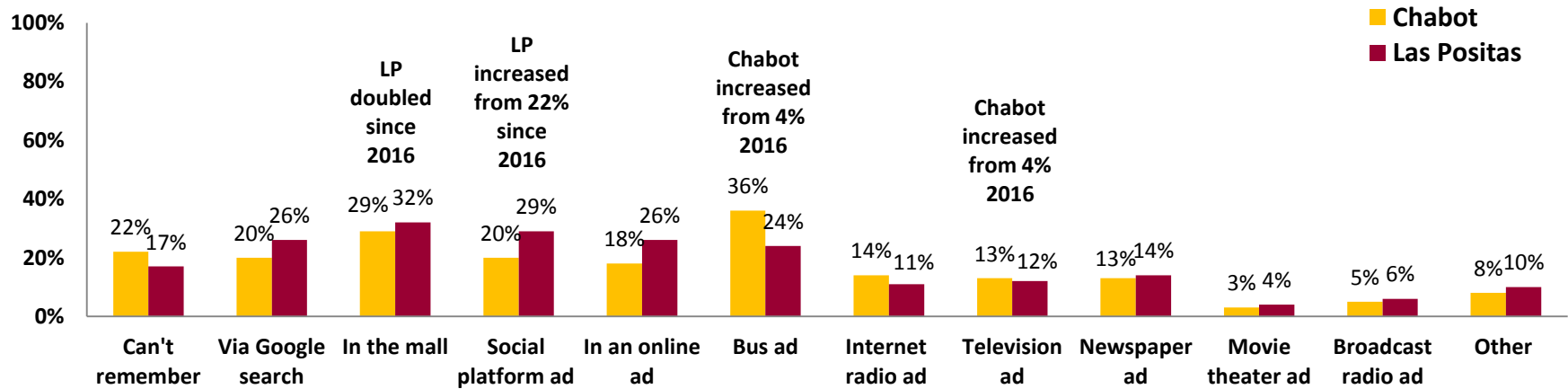
- We saw significant *increases* in the impact of several types of ads at each campus:
  - Las Positas: **Mall ads** and **social platform ads**
  - Chabot**: Bus ads** and **TV ads**

- We saw a significant *decrease* in the impact of **social platform** ads at Chabot (from 33% to 20% this year).
- Students pursuing certification are much *less likely* than others to be impacted by social platform ads, but are *more likely* than others to be impacted by Google ads.
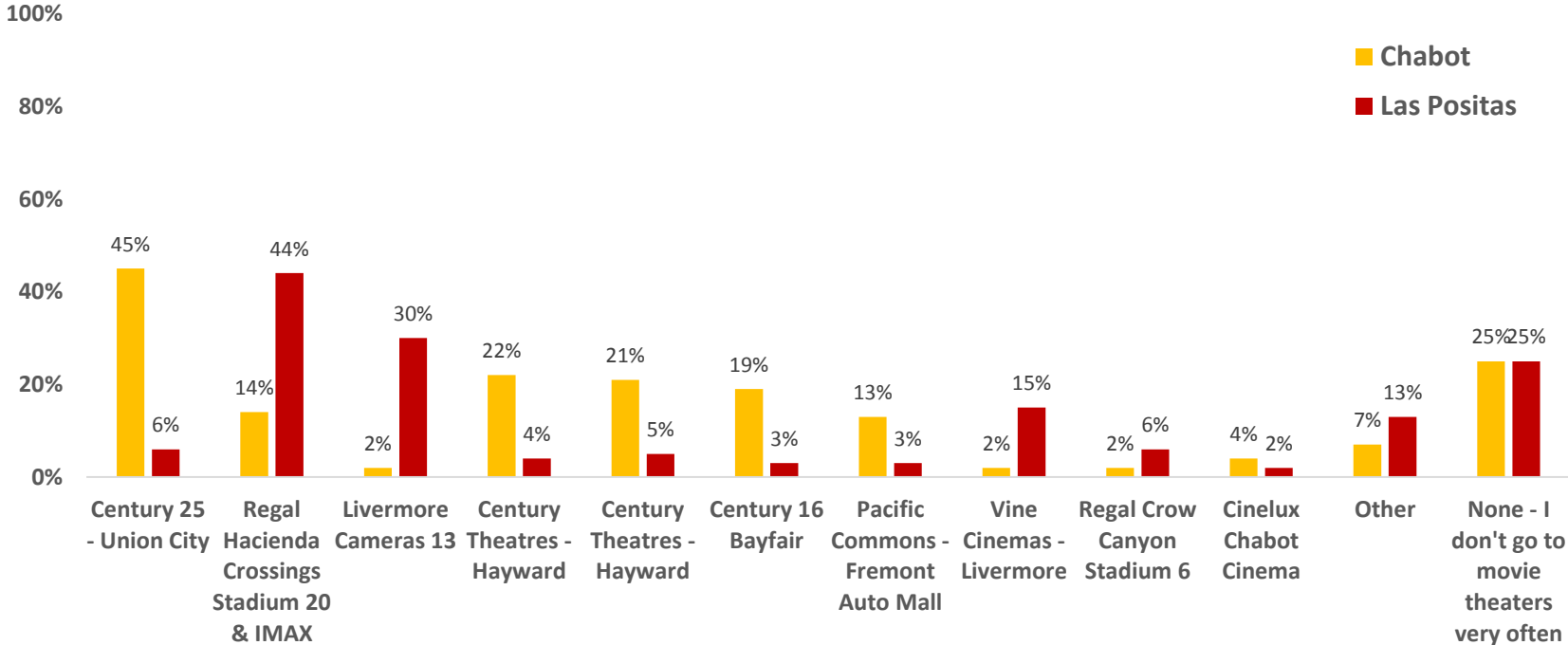
Most popular malls

(% of respondents at each campus)
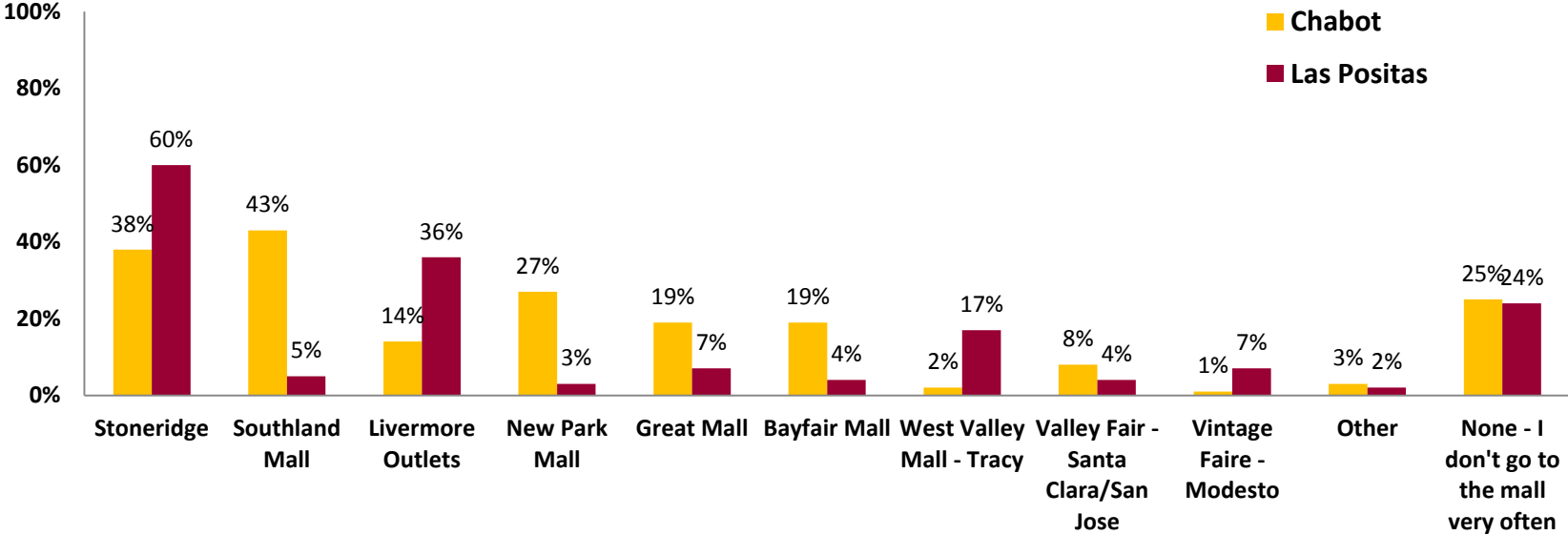
- 75% of respondents regularly go to malls (up from 70% last year); of those, about 45% notice ads in the mall (no significant difference based on educational goal).
- There was a *drop* in the number of Chabot students that go to **Stoneridge** (last year it was the most visited mall for each school, but *fewer* Chabot students are going there regularly this year (from 43% in 2016 to 38%) and *more* of them are going to **New Park Mall** (from 6% in 2016 to 27%) and the **Great Mall** (from 2% in 2016 to 19%).
- Significantly *more* Las Positas students are going to **West Valley Mall-Tracy** (from 2% in 2016 to 17%).
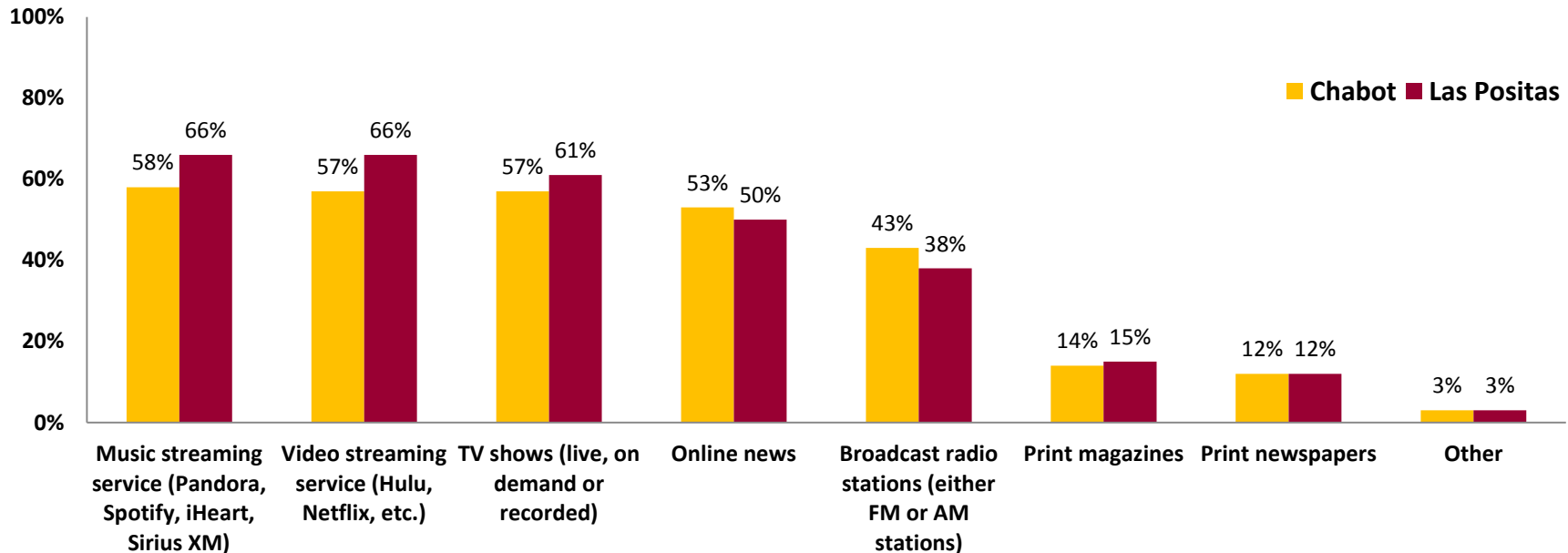
Most popular theaters

(% of respondents at each campus)

Legend: Chabot (yellow), Las Positas (red)

Theater	Chabot	Las Positas
Century 25 - Union City	45%	6%
Regal Hacienda Crossings Stadium 20 & IMAX	14%	44%
Livermore Cameras 13	2%	30%
Century Theatres - Hayward	22%	4%
Century Theatres - Hayward	21%	5%
Century 16 Bayfair	19%	3%
Pacific Commons - Fremont Auto Mall	13%	3%
Vine Cinemas - Livermore	2%	15%
Regal Crow Canyon Stadium 6	2%	6%
Cinelux Chabot Cinema	4%	2%
Other	7%	13%
None - I don't go to movie theaters very often	25%	25%

- 75% of respondents go to movie theaters often (up from 70% last year); of those, about 65% notice ads in the movie theater (no significant difference based on educational goal).
- Significantly *more* Chabot students are going to **Century 25-Union Landing** (from 16% in 2016 to 45%) and **Pacific Commons-Fremont Auto Mall** (from 2% in 2016 to 13%) and *less* are going to **Century Theatres-Hayward** (from 33% in 2016 to 21%) and.
- Significantly *more* Las Positas students are going to **Vine Cinemas-Livermore** (from 3% in 2016 to 15%) and **Livermore Cameras 13** (from 12% in 2016 to 30%).
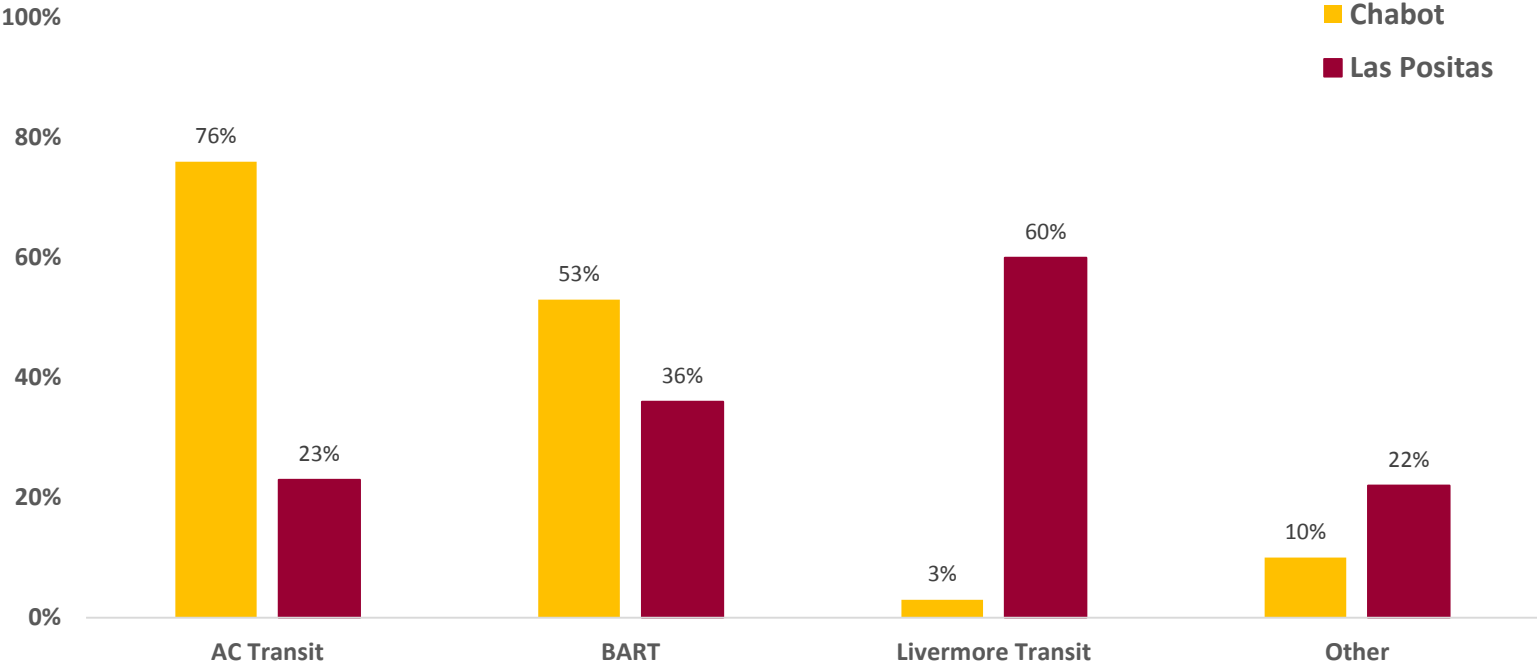
What students listen to/watch/read

(% of respondents at each campus - check all that apply)

Bar chart comparing Chabot and Las Positas:

Category	Chabot	Las Positas
Music streaming service (Pandora, Spotify, iHeart, Sirius XM)	58%	66%
Video streaming service (Hulu, Netflix, etc.)	57%	66%
TV shows (live, on demand or recorded)	57%	61%
Online news	53%	50%
Broadcast radio stations (either FM or AM stations)	43%	38%
Print magazines	14%	15%
Print newspapers	12%	12%
Other	3%	3%

- Students pursuing a Bachelor's are significantly *more* likely than others to use **video or music streaming services** (68% of them use each).
- Students pursuing certification are *more* likely than others to read **print magazines.**
- This year, *fewer* students at both campuses are watching **TV shows** (down from 64% Chabot and 70% Las Positas in 2016) or listening to **broadcast radio stations** (down from 49% Chabot and 46% Las Positas).

Public transit system used most

(% of respondents at each campus that use public transit at least 3x/week)

Legend:
- Chabot
- Las Positas

AC Transit: Chabot 76%, Las Positas 23%
BART: Chabot 53%, Las Positas 36%
Livermore Transit: Chabot 3%, Las Positas 60%
Other: Chabot 10%, Las Positas 22%

- No significant differences based on educational goals.
- *Fewer* Las Positas students are regularly riding **BART** this year (from 44% in 2016 to 36%) while *more* are riding **Livermore Transit** (from 51% in 2016 to 60%).

Recommendations

Recommendations

- Target marketing messages to specific personas based on the details on pages 8-13.

- Advertising/Awareness-building

    - Continue to do outreach to feeder high school counselors to encourage them to recommend CLPCCD to students who are interested in continuing their education, regardless of their ultimate educational goal

    - Continue efforts to maximize SEO to ensure that prospective students find both campuses

    - Consider what kind of local street-level signage could encourage attendance by local community members of all ages as well as gain the attention of family/friends who are influential

    - Target messaging to <u>all</u> potential students based on the following key benefits:

        - Convenient location

        - Low cost

Recommendations (cont'd)

- Advertising/Awareness-building (cont'd)
    - Target advertising for prospective students at a strategic mix of:
        - YouTube
        - Snapchat (primarily for those pursuing Associate or Bachelor degrees)
        - Instagram
        - Facebook
        - Spotify (more so than Pandora)
        - Stoneridge Shopping Center
        - Southland Mall
        - Century Theatres at Hayward
        - Regal Cinemas

DATE: November 15, 2017

TO: District Enrollment Management Committee

FROM: Dr. Jannett N. Jackson, Chancellor

SUBJECT: Response to DEMC Proposal for 2018-2019

I have reviewed the recommendations of productivity level and FTES target by DEMC for academic year 2018-2019, along with supporting data. This memorandum serves as my adoption of the committee's recommendation, as follows:

-   The productivity level established for credit courses in the main group (courses excluding Nursing, Dental Hygiene, and Sheriff Academy) is 490 WSCH/FTEF (approx. 32.67 students per section, on average across the schedule).

-   The FTES target has been set at 17,675 FTES. This is divided 10,261 to Chabot College (58.05%) and 7,414 to Las Positas College (41.95%).

Please note that enrollments will be evaluated at relevant points during the current year and into next year, including on or about February 15, 2018 and September 15, 2018. In the absence of significant variations from the established productivity level and set FTES target requiring earlier adjustments, the information gathered will be used to inform productivity and FTES target decision making and budget allocations for the 2019-2020 academic year.

I appreciate the work of DEMC to prepare its recommended targets, and the beginning of conversations around principles to guide target-setting in the future.

Thank you again for your work in support of CLPCCD and its students.

Regards,

Dr. Jannett N. Jackson
Chancellor

CLPCCD Allocation of FTEF by FTES *(2018-19)*

Scenario: *RESTORATION TO 17,641*

BASE (Previous Year Target) >>	**17,400**	FTES
FTES TARGET for 2018-19 >>	**17,675**	FTES

1.58%
Change from Previous Year

Chabot College   58.05%

Previous Year Target >>   10,200.0

TARGET: 10,261.0 FTES

Change >>   0.60%

	FTES TARGET	WSCH/ FTES	WSCH	WSCH/ FTEF	Allocated FTEF
Non-Credit Projection	100.0	30.50	3050	950	3.2
Nursing & Dental Hygiene	190.0	30.43	5782	190	30.4
CREDIT: Main Group >>	9,971.0	30.75	306608	490	625.7
				Lab Load Factor Adjustment >>	5.0
TOTAL	**10261.0**	30.74	315440	474.8	**664.4**

58.695%

Las Positas College   41.95%

Apportionment Base >>   7,200.0

TARGET: 7,414.0 FTES

Change >>   2.97%

	FTES TARGET	WSCH/ FTES	WSCH	WSCH/ FTEF	Allocated FTEF
Non-Credit Projection	44.0	30.50	1342	950	1.4
Sheriff Academy Projection	115.0	30.50	3508	400	7.0
CREDIT: Main Group >>	7255.0	30.82	223599	490	456.3
				Lab Load Factor Adjustment >>	2.8
TOTAL	**7414.0**	30.81	228449	488.6	**467.5**

41.305%

District Totals

	FTES %	FTES TARGET	WSCH/ FTES	WSCH	WSCH/ FTEF	Allocated FTEF
NON-CREDIT	0.81%	144.0	30.50	4392	950.0	4.6
CREDIT	99.19%	17531.0	30.77	539497	481.9	1119.5
					Lab Load Factor Adjustment >>	7.8
District TOTAL >>>	100.00%	**17675.0**	30.77	543889	480.5	**1131.9**