



College Performance Indicators Series: OUTREACH AND RECRUITMENT

INTRODUCTION

This is the fourth in a series of eight research briefs based on the CCSF *College Performance Indicators Report (CPI)*, a key tool that the College uses to evaluate how it is doing on its eight strategic priorities. These briefs are a way for faculty, classified staff and administrators to learn about College performance by means of short, periodic reports. The CPI is organized according to the priorities of the Strategic Plan. The fourth strategic priority of the CCSF Strategic Plan¹ relates to outreach and recruitment, which therefore becomes the fourth topic in our series. Previously issued CPI briefs this year related to basic skills, academic programs, and workforce education (http://www.ccsf.edu/Offices/Research_Planning/reports_briefs.htm).

What is included in this Outreach and Recruitment brief?

This research brief looks at some aspects and results of outreach and recruitment. The first is the overall CCSF participation rate of residents of San Francisco. Next, we present data on special categories of students, represented by nonresident students and concurrently enrolled high school students. Finally, we examine the case of students with some past noncredit enrollment who may have used noncredit as a stepping stone to credit. Our next brief will report on student development.

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From the CCSF Strategic Plan:

Strategic Priority #4 *To expand the College's outreach, recruitment, marketing and promotional activities related to the College's programs, services and resources in order to support the enrollment and community development objectives of the College and the needs of our current and prospective constituencies.*

From the *College Performance Indicators*, the four Indicators for the above Strategic Priority:

- √ *Percent of San Francisco population served*
- √ *Number of concurrently enrolled high school students at CCSF*
- √ *Numbers of out-of-state and international students*
- √ *Number of credit students who have enrolled at any time in noncredit courses*

¹ Strategic Plan at http://www.ccsf.edu/Offices/Research_Planning/pdf/strpln3.pdf

How is this report brief set up?

Each of the four indicators is followed by a summary of selected information from the larger report. Below each indicator, (shown in italics with a checkmark to its left), bulleted items and/or graphic elements will summarize some of the more striking findings. This approach is intended to give a selective sampling of the full report, and is not necessarily representative of the report's content in its entirety. Please see the full CPI Report for definitions of terms and much more context and explanation, at www.ccsf.edu/Offices/Research_Planning/pdf/ccpi2008.pdf

√ *Percent of San Francisco population served*

- The table below presents the number of San Francisco residents enrolled (in credit and noncredit) at CCSF as a percentage of the total number of residents in the city of San Francisco.
- The overall participation rate of CCSF (9%) is higher than that of the CCC system as a whole (7%).
- There was no change in the participation rate from 2000-01 to 2006-07.

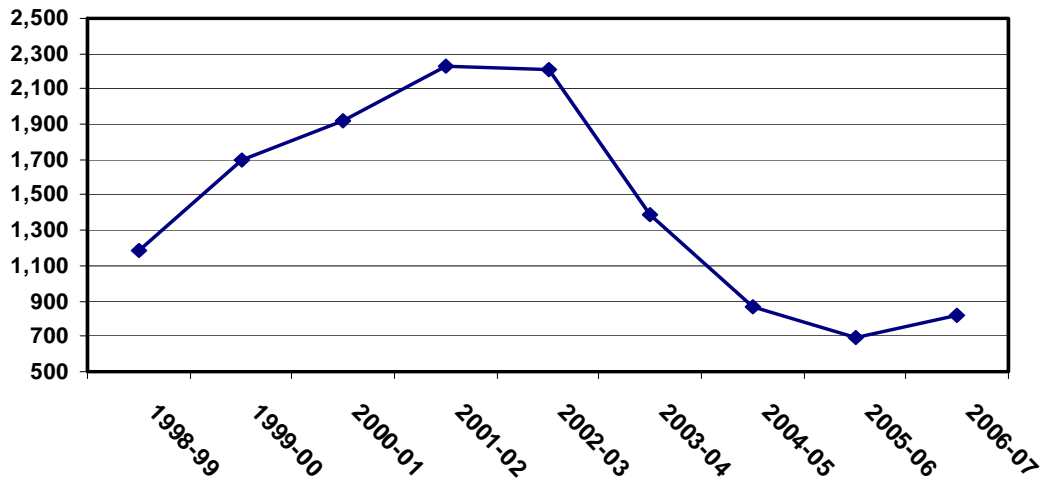
Participation (Enrollment) Rate of
San Franciscans at CCSF
Compared to the Statewide (CCC) Rate

2000-01 CCSF	2005-06 CCSF	2006-07	
		CCSF	CCC
9%	9%	9%	7%

√ *Number of concurrently enrolled high school students at CCSF*

- Because of legal concerns of a statewide nature affecting all community colleges, CCSF saw a sharp decline in the levels of concurrent enrollment in Physical Education (PE) that had occurred up to 2003-04.
- Exclusive of enrollment in the School of Health and PE, unduplicated concurrent enrollment actually has increased 42% from 1998-99 to 2006-07, nearly five times as much as the rate of increase (9%) of overall credit enrollment. (Note: Not shown in the graph.)
- Unduplicated concurrent student enrollment was up 19% in 2006-07 over 2005-06.

High School Students Concurrently Enrolled at CCSF

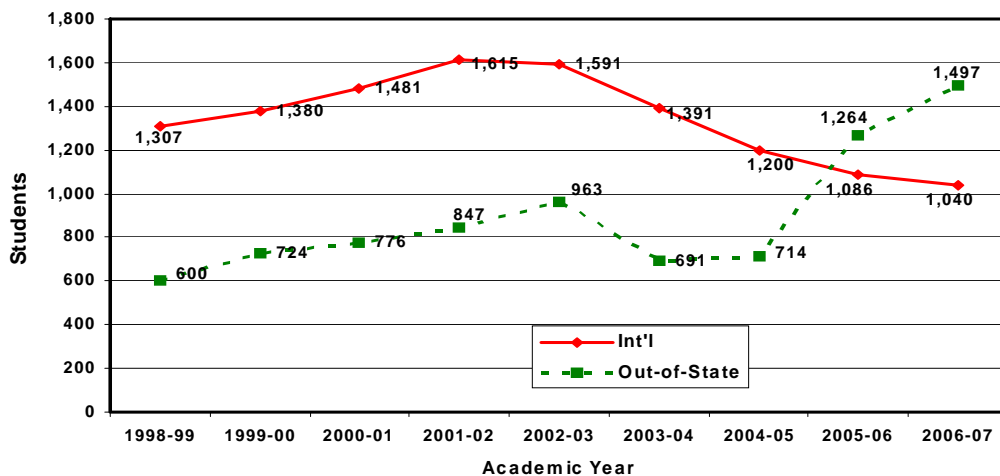


The graph above shows a sharp decline in concurrent enrollment from 2002-03 to 2005-06, as Physical Education programs stopped accepting concurrent enrollment.

Numbers of out-of-state and international students

- Nonresident enrollment is made up of out-of-state and international enrollment. From 1998-99 to 2006-07, nonresident student enrollment increased an overall 33%, compared to a 9% increase in all credit enrollment.
- Despite that overall increase, the enrollment of international students declined 20% from 1,307 in 1998-99 to 1,040 in 2006-07.
- Out-of-state enrollment increased 150% from 600 to 1,497 during the same time period.

Out-of-State and International Student Enrollment



√ ***Number of credit students who have enrolled at any time in noncredit courses***

- The number of students enrolled in credit courses in a given academic year who have taken or are taking noncredit classes is used as a proxy for “students moving from noncredit to credit.”
- From 1998-99 to 2006-07, while overall credit headcount increased 9%, credit enrollment by students who had taken noncredit declined by 618 or about 4%.

Academic Year	All Students with Credit Enrollment	Credit Students Who Have Taken Both Credit and Noncredit *	
		Number	Percent
1998-99	44,395	14,803	33%
1999-00	45,435	15,195	33%
2000-01	47,250	15,376	33%
2001-02	51,149	16,358	32%
2002-03	52,519	16,686	32%
2003-04	47,649	15,599	33%
2004-05	47,244	15,229	32%
2005-06	47,002	14,839	32%
2006-07	48,213	14,185	29%

*Have taken both at some time but not necessarily during the same semester.

That is, noncredit enrollment may have been in the year shown for credit, or in a prior year.