

College Data Subcommittee Report Documentation 2006-2007

Closing the Loop

While headcount and FTSE losses noted in the 2005 report have continued in fall and spring semesters, the pace of decline slowed from spring 2006 to spring 2007.

Student demographic shifts noted in the 2005 report have continued and the student body is getting younger.

Service area trends noted in the 2005 report have continued.

Current Trends

Headcount/FTSE Trends- Source: IRDW

GCC 45th day student headcount decreased 2.0% in the spring semesters and decreased 0.1% in the fall semesters, over the last six years. However, from the all time spring semester high of 19,734 in 2004, headcount declined 11.0% to 17,533 in 2007. From the all time fall semester high of 20,692 in 2003, headcount declined 7.5% to 19,133 in 2006.

Spring 2007 45th day headcount (17,533) decreased 3% from the previous spring (17,995). Fall 2006 45th day headcount decreased 5.0% from the prior fall, from 20,070 to 19,133.

GCC 45th day basic FTSE decreased 2.1% from spring 2006 to spring 2007. However, when comparing spring 2002 to spring 2007, 45th day basic FTSE increased 4.1%. FTSE declines in spring 2006 and 2007 contrast with the FTSE growth GCC experienced from spring 2002 to spring 2005. Similar patterns exist for fall semesters.

Student Trends- Source: IRDW

The biggest shifts in ethnic composition have occurred in the percentage of Hispanic students. Hispanic students comprised 23% of the total student population in the fall of 2006 compared to 18% in the fall of 2002. The share of Hispanic students increased from 17% to 22% from spring 2002 to spring 2007. White non-Hispanic student proportions declined (65% to 58%) while other racial/ethnic groups remained stable.

The share of students indicating transfer as their primary reason for attending decreased from 44% to 30% from spring 2002-2007 while the share of students indicating a career-related intent increased from 28% to 39%. All other intents remained stable.

There has been an increase in the percentages of students in both the 15 – 19 and 20 - 24 age groups; combined age group share equaling 53% in spring 2002 (25%, 15 – 19 and 28%, 20 – 24) and 58% in spring 2007 (28%, 15 – 19 and 30%, 20 – 24).

Student retention rates (within a term) have remained stable over the last five fall and spring terms, fluctuating between 79% and 80%. Accordingly, student attrition rates have remained stable, fluctuating between 18% and 21%. New student persistence rates (term to term attendance) have similarly remained stable, fluctuating from 76% to 78% (fall to fall) for full-time and 54% to 57% for part-time students.

Service Area Trends-

Demographic projections based on Claritas, a marketing research firm, indicate that the percentage of Hispanic or Latino population in the service area population will continue to grow. Hispanic or Latino ethnicity is estimated to represent 35% of the 2006 service area population compared to 29% in 2000, with

the expectation it will grow to 39% by 2011. In the core GCC service area, the Hispanic or Latino population is projected to grow from 31% to 36% from 2006 to 2011. The 35 – 74 age group is expected to grow more than any other age group in the service area by 2011.

In 2006, GCC's entire service area population was estimated at 1,782,545; in 2011 it is projected to grow to 2,033,635 or 14%. GCC's core service area population is projected to grow 10% from 2006 to 2011 compared to 32% projected population growth of the western, northwestern, and northern portions of the service area.

Projections

FTSE declines in spring 2006 and 2007 contrast with the FTSE growth GCC experienced from spring 2002 to spring 2005. Similar patterns exist for fall semesters. If spring 2007 is a leading indicator and previous trends (1992-1994) hold, decreases in FTSE will slow and eventually recover.

GCC 45th day student headcount decreased 2.0% in the spring semesters and decreased 0.1% in the fall semesters over the last six years. However, from the all-time spring semester high of 19,734 in 2004, headcount declined 11.0% to 17,533 in 2007. From the all-time fall semester high of 20,692 in 2003, headcount declined 7.5% to 19,133 in 2006. If spring 2007 is a leading indicator and previous trends hold (1992-1994), decreases in headcount will slow and eventually recover. The demographic shifts noted previously will likely continue creating a larger minority student presence on campus. The shift in student intent may continue as well, creating a larger concentration of "occupational students."

The service area population growth projections noted above are expected to continue.

Implications for GCC

Growth provides the opportunity to provide quality education and training to many more students than ever before at GCC. The potential trend of diminishing enrollment growth presents a challenge and will require a focused, cohesive, and creative enrollment management plan possibly including consideration of class size, class scheduling, staff/student ratios, the increased offering of online classes, increased off-site classes and other creative approaches.

The demographic shift that GCC has seen over the past five years provides the opportunity to meet the needs of an increasing minority student body. As the percentage of Hispanic students increases, the College must prepare to seek the Title V designation of Hispanic Serving Institution (HSI). The challenge associated with the increasing number of students seeking to prepare for employment may ensure the breadth and capacity of the College's Occupational programs.

The challenges and opportunities associated with the service area trends run parallel to those discussed in the enrollment and demographic trends. GCC must build on the foundation it has established as a partner with the community and find new ways to meet the changing education and training needs in the communities it serves. An increased presence in the western, northwestern, and northern portions of our service area will be paramount for revitalizing enrollment growth into the future.

Bibliography

MCCD Institutional Research Data Warehouse (IRDW)

Claritas marketing information resources company:

<http://www.gc.maricopa.edu:2058/ie/ServiceArea/ServiceAreaDetail.htm>