

**Southeast Tech**  
Fall 2015 Enrollment Update Report  
**EXECUTIVE SUMMARY**

**Purpose:**

To provide the School Board additional information regarding the final enrollment for Fall 2015.

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Fall 2015 enrollment decreased by approximately 8% at Southeast Tech for the Fall 2015 semester. Of the 2,196 students enrolled for the fall 2015 semester, 1118 were new students and 795 were returning students, which is an 8% change from last year.

Overall enrollments are down in several divisions, and up in others. The most marked decrease is in the Business and Communication Division and the “Three Year” students in the Health Division. These two areas account for 86% of the enrollment decrease. Enrolling new students will continue to be a challenge in the near future. The current very low regional unemployment rate is expected to continue and will negatively impact enrollment as students are drawn to available jobs. In addition, the decreasing number of high school graduates in the region poses a challenge to recruitment efforts.

However, in order to meet the region’s need for a trained technical workforce, Southeast Tech is taking significant steps to increase student enrollments, including the implementation of new recruitment software, a revised Southeast Tech website, increased marketing with emphasis on program-specific advertising, increased use of technology, shifting additional funding to advertising, and environmental branding.

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**Administrative Recommendation to School Board:**

Acknowledge the enrollment update report.

# ENROLLMENT DATA

## FALL 2015



- ▶ 2196 students Fall 2015
- ▶ 2406 students Fall 2014
  - ▶ -210 students
- ▶ 27,459 credits Fall 2015
- ▶ 30,208 Credits Fall 2014
  - ▶ -2749 credits

# ENROLLMENT NUMBERS

- ▶ New Students Fall 2015 – 1118
- ▶ New Students Fall 2014 – 1110
  - ▶ +8 new students

\*\*How new students are determined\*\*

- ▶ When can students start classes?
  - ▶ Fall (August)
    - ▶ October
  - ▶ Spring (January)
    - ▶ March
  - ▶ Summer (June)
    - ▶ Interim (May)

# ENROLLMENT NUMBERS

- ▶ 203 in 1 year programs Fall 2015
- ▶ 207 in 1 year programs Fall 2014
  
- ▶ 915 in 2 year programs Fall 2015
- ▶ 903 in 2 year programs Fall 2014
  
- ▶ Early Enroll Students
- ▶ 127 students Fall 2015
- ▶ 195 students Fall 2014

## STUDENTS BY PROGRAM LENGTH



Represents ALL early start students							
	2010	2011	2012	2013	2014	2015	
Early Start	184	204	241	184	195	127	
Early Start Return Year 2		101	112	133	101	107	70
Early Start Return Year 3			71	78	93	71	75
<b>TOTAL</b>	<b>184</b>	<b>305</b>	<b>424</b>	<b>395</b>	<b>389</b>	<b>305</b>	

Below includes VASC, INVA, CARDIAC, ENDT, NUC MED, DMS Early Start

	2010	2011	2012	2013	2014	2015	
Early Start	88	89	88	75	78	46	
Early Start Return Year 2		48	48	48	41	43	25
Early Start Return Year 3			34	34	34	29	30
<b>TOTAL</b>	<b>88</b>	<b>137</b>	<b>170</b>	<b>157</b>	<b>153</b>	<b>118</b>	

- ▶ Most recent programs created and program expansions:
  - ▶ LPN – additional cohorts
  - ▶ RN
  - ▶ Plumbing
  - ▶ Welding – expanded to two sections
  - ▶ Electrician – we are in year one of a two-year program

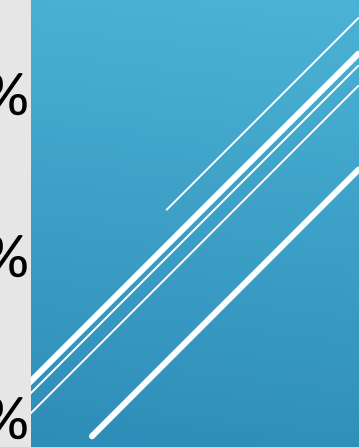
# PROGRAMS

Division	Year	Fall Enrollment	% Change	
Business and Communications	2015	594	-16%	-110
	2014	704	-7%	
	2013	761	-1%	
	2012	772	13%	
	2011	686	8%	
	2010	638	-2%	
	2009	654		



Division	Year	Fall Enrollment	% Change
Computer Information Systems	2015	177	-7%
	2014	191	-15%
	2013	226	0%
	2012	227	-6%
	2011	242	-1%
	2010	245	-9%
	2009	268	

-14



Division	Year	Fall Enrollment	% Change
Electronics-Mechatronics-BioMed	2015	81	-28%
	2014	112	-15%
	2013	132	3%
	2012	128	20%
	2011	107	-12%
	2010	122	4%
	2009	117	

-31

Division	Year	Fall Enrollment	% Change
Engineering Technology	2015	139	5%
	2014	133	-7%
	2013	143	-15%
	2012	169	13%
	2011	150	-4%
	2010	157	-7%
	2009	169	

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Division	Year	Fall Enrollment	% Change
Health Technology	2015	535	-11%
	2014	603	-5%
	2013	636	-8%
	2012	692	7%
	2011	646	6%
	2010	609	-8%
	2009	661	

-68

Division	Year	Fall Enrollment	% Change
Horticulture-Landscape-Sports Turf	2015	41	-34%
	2014	62	5%
	2013	59	-19%
	2012	73	-15%
	2011	86	5%
	2010	82	1%
	2009	81	

-21

Division	Year	Fall Enrollment	% Change
Human Services Technology	2015	138	-7%
	2014	148	-15%
	2013	175	7%
	2012	164	-6%
	2011	174	16%
	2010	150	60%
	2009	94	

-10

Division	Year	Fall Enrollment	% Change
Industrial Technology	2015	102	19%
	2014	86	12%
	2013	77	20%
	2012	64	28%
	2011	50	-28%
	2010	69	-4%
	2009	72	

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Division	Year	Fall Enrollment	% Change
Media Communications	2015	72	-14%
	2014	84	-3%
	2013	87	-4%
	2012	91	-33%
	2011	136	-7%
	2010	146	-3%
	2009	150	

-12



Division	Year	Fall Enrollment	% Change
Transportation Technology	2015	144	-3%
	2014	149	-11%
	2013	168	-8%
	2012	183	14%
	2011	160	-4%
	2010	166	-3%
	2009	172	

-5

Division	Year	Fall Enrollment	% Change
Dual/L2L/Undeclared	2015	172	29%
	2014	133	99%
	2013	67	-1%
	2012	68	0%
	2011	68	-4%
	2010	71	42%
	2009	50	

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- ▶ Largest Loss:
  - ▶ Business -110
  - ▶ Health - 68
- ▶ 86% of the loss was in these 2 areas
  - ▶ -210 overall loss

TAKE-AWAY'S

A decorative graphic consisting of several parallel white lines of varying lengths, slanted upwards from left to right, located in the bottom right corner of the slide.

- ▶ Recruitment Software – for better student tracking and segmenting
- ▶ New Website – clean and modern with fewer clicks. Focused on recruitment
- ▶ Advertising – more ad's (increased spending). Focus is on outcomes and programs. Call to action ad's.
  - ▶ Billboards for Business and Horticulture.
  - ▶ USF and Southeast Tech – collaborative advertising
  - ▶ “Live” radio and TV spots
  - ▶ More radio and TV ad's
- ▶ Environmental Branding – making program areas more visually appealing (internal advertising)

## WHAT WE ARE DOING

- ▶ Working with our health clinical sites to recruit possible students.
- ▶ Special direct marketing to health programs.
- ▶ Visitation Days
  - ▶ Advertised events on TV and Radio
  - ▶ Increased use of Student Ambassadors
- ▶ Very large advertising buy to get students to come to campus
- ▶ More texting, less calling

# WHAT ARE WE DOING

QUESTIONS?

