



**SOUTHEAST**  
Technical College

# Enrollment Management Report

Fall 2020

# FALL 2020 HEADCOUNT

**2019 Census**

**2,456**

**2020 Census**

**2,426**

**-30**

**-1%**

# FALL 2020 CREDITS

**2019 Census**

**27,873**

**2020 Census**

**27,077**

**-796**

**-3%**

# % of Fall Semester Enrollments by Student Type

	Fall 19		Fall 20	
	Total	% of Students	Total	% of Students
<b>Enrollment Total</b>	2456	100%	2426	100%
<b>Degree Seeking</b>	1931	79%	1885	78%
<b>Program Prep Degree Seeking</b>	194	8%	231	10%
<b>Total Degree Seeking</b>		<b>87%</b>		<b>88%</b>
<b>Dual Credit</b>	271	11.0%	235	9.7%
<b>Concurrent Credit</b>	9	0.4%	0	0%
<b>Non-Degree Other</b>	51	2.1%	43	1.8%
<b>UpSkill Cohort</b>			<b>32</b>	<b>1.3%</b>

# FALL 2020 ENROLLMENT HIGHLIGHTS

## New Programs:

Veterinary Assistant	<i>(34 enrolled)</i>
Dental Assisting	<i>(24 enrolled)</i>

## South Dakota UpSkill Program (32 enrolled):

- STC worked with the SD Dept. of Labor and Board of Technical Education to offer educational funding to individuals affected by COVID-19.
- Eligible individuals could choose from several certificate options, take the courses tuition-free and then resume their place in the workforce.
  - Biller Certificate *(1 enrolled vs. 0 in 2019)*
  - Coder Certificate *(18 enrolled vs. 2 in 2019)*
  - Computer Support Certificate *(6 enrolled vs. 0 in 2019)*
  - Java Programming Certificate *(3 enrolled vs. 0 in 2019)*
  - Web Programming Certificate *(4 enrolled vs. 0 in 2019)*

# Dual Credit, Concurrent, Avera Academy, Sanford Classroom to Careers and More

<u>Program</u>	<u>Students</u>	<u>Credits</u>	<u>vs. Fall 2019</u>	
Dual Credit students	175	687	233	-25%
Avera Academy	24	137	24	0%
Classroom to Careers (Sanford)	25	69	14	79%
McCrossan Boys Ranch	6	18	<i>0 began Jan.2020</i>	
Concurrent	0	0	9	-100%
Teachwell	2	10	0	<i>new Fall 2020</i>
Total	235	935	280	-16%

# FALL 2020 ENROLLMENT HIGHLIGHTS

- **Increased Enrollments for 43% of Programs**

- Pharmacy Technician *(7 to 15 = 114%)*
- Invasive Cardiovascular *(10 to 18 = 80%)*
- Land Surveying *(8 to 12 = 50%)*
- Mechatronics *(24 to 36 = 50%)*
- Media Design Technology *(28 to 42 = 50%)*
- Civil Engineering *(16 to 22 = 38%)*
- Electrician *(53 to 73 = 38%)*
- Mechanical Engineering *(27 to 34 = 26%)*

# Part-time vs. Full-time Students

	1	2	3	4	5	6	7	8	9	10	11	Total Part-time
# of Students	16	24	185	34	52	144	154	112	122	155	168	1,166
# of Credits	16	48	555	136	260	864	1,078	896	1,098	1,550	1,848	8,349

	12	13	14	15	16	17	18	19	20	21	22	Total Full-time
# of Students	187	245	129	253	154	114	126	28	4	18	2	1,260
# of Credits	2,244	3,185	1,806	3,795	2,464	1,938	2,268	532	80	378	44	18,734

## FALL 2020

- 48% of the students enrolled for Fall 2020 are part-time. *(52% of students are full-time)*
- 31% of the credits for Fall 2020 are taken by part-time students. *(69% of credits are taken by full-time students)*

## FALL 2019

- 44% of the students enrolled for Fall 2019 are part-time.
- 26% of the credits for Fall 2019 are taken by part-time students.

# ADMISSIONS...by the NUMBERS!

- **283,147** – contacts via postcards, letters and emails through our communication plan to increase student touchpoints from Prospects to Accepted students
- **16,966** – transactional letters
- **86,055** – personal contacts via phone calls, emails, texts and postcards
- **767** – visits via Individual Campus Tours and Admissions Visits
- **280** – prospective students in attendance at Campus Visit Days...54% conversion rate of applicants to accepted students within one week of events
- **256** – high school students who attended Career Exploration Event
- **120** – High School Visits
- **28** – College Fairs
- **43** – Career Fairs
- **14** – Group Tours



# BUILD DAKOTA APPLICATIONS & AWARDS

- **Cohort 6 Applications = 402**
- **Cohort 6 Scholarships Awarded = 92**
  - 79 In-state awards
  - 13 Out-of-state awards
- **Cohort 5 Industry Sponsors = 92 (all of them!)**
  - Represents highest number of sponsors
  - Avera (Sioux Falls, Aberdeen, Yankton); Diesel Machining; Electric Supply Company; Electronic Systems, Inc.; Firesteel Healthcare; Grand Prairie Foods; Hoffman Diesel; Howe Inc.; Huron Regional Medical Foundation; IMEG; Krier & Blain; List Electric; Marmen Energy; Marv's Body Shop; Midwestern Mechanical; Monument Health; Muth Electric; Palisade Healthcare; Pioneer Memorial Health; Platte Care Center; Prairie Heights Healthcare; Raven Industries; RDO Equipment; Sanford Health; SD Dept. of Corrections; SD Dept. of Transportation; SF Ford; SF Specialty Hospital; Sioux International; Sorlien Electric; Verne Eide; and Vollan Oil:

# Build Dakota Sponsor-a-Scholar





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Thank you. Questions?