

Fall 2004 to Fall 2005 Census Enrollment Trends
De Anza College

DRAFT

De Anza Research, November 8, 2005

Trends – (See Data on the Following Pages)

- 1) De Anza College enrollment appears to be up 1.5% over Fall 2004.
- 2) A 60% increase in Job Corps Headcount was a significant contributor to the increase in college headcount, without the Job Corps increase College enrollment would have been off compared to 2004F.
- 3) The number of F1 students (paying full tuition) is up about 3% at De Anza College (typically about 90% of these students will be full time).
- 4) Over 1,000 students were dropped for nonpayment and were not registered as of Census; it is unclear what impact this will have on end of quarter enrollment.
- 5) The number of students with permanent USA resident status (immigrants listing Permanent Residency [PR] on the application) is off by about 1/3 from 2004F to 2005F; this is on top of a 1/3 decline the previous fall. Most of these students are California residents and pay in-state tuition. For purposes of analysis, permanent resident immigrants are considered to have a visa type of PR.
- 6) If Permanent Residents and Job Corps students are excluded from the analysis, fall enrollment would be up 1.3%.
- 7) From 2004F to 2005F there has been a shift in college population to younger students indicating an initial goal of transfer or degree.
- 8) Students 25 years old or older tend to enroll in only one course at much higher rates than younger students.

Enrollment Management Policy Options

The data indicate at least two options for future marketing efforts:

- A. Build on recent strengths by targeting younger students geared towards transfer or a degree.
- B. Attempt to “win back” the older students looking for career enrichment.

International Student Report

FHDA RDB Census Data

12-Oct-05

De Anza Research

De Anza College

Students by Visa Cd

| | | | 2003F | 2004F | 2005F | 2004 to 05 Increase | % Increase 2004 to 05 |
|---|---|--|--------------------|--------------------|--------------------|---------------------|-----------------------|
| | | | Number of Students | Number of Students | Number of Students | Number of Students | Number of Students |
| F1 or FZ FHDA Visa Holders | F1 | Student (issued by Institution) | 971 | 928 | 967 | 39 | 4% |
| | FZ | Students with other kind of visa wanting to be International Student | 52 | 23 | 17 | -6 | -26% |
| | SubTotal | | 1,023 | 951 | 984 | 33 | 3% |
| Immigrants on a AP, AY, ASY, PA, PR, or RF Visa | AP | Approved Petitioner for Immigrant Visa, Awaiting Imr | 2 | 1 | | -1 | -100% |
| | ASY | Asylee | | 2 | 6 | 4 | 200% |
| | AY | Asylee | 140 | 116 | 104 | -12 | -10% |
| | PA | Parolee | 5 | 3 | 1 | -2 | -67% |
| | PR | Permanent Resident | 3,000 | 1,634 | 1,027 | -607 | -37% |
| | RF | Refugee | 156 | 96 | 52 | -44 | -46% |
| | SubTotal | | 3,303 | 1,852 | 1,190 | -662 | -36% |
| NonFHDA F Visa Holders | F2 | Family of Student | 4 | 5 | 2 | -3 | -60% |
| | FT | F1 students who transferred out to other college | 7 | 16 | 15 | -1 | -6% |
| | FX | All other F1 students from other institution, taking pa | 92 | 70 | 73 | 3 | 4% |
| | SubTotal | | 103 | 91 | 90 | -1 | -1% |
| Other Visa Codes | A1 | Diplomatic | 29 | 99 | 143 | 44 | 44% |
| | A2 | Other Foreign Government Official or Employee and | 8 | 16 | 10 | -6 | -38% |
| | A3 | Diplomatic Staff | 2 | 6 | 6 | 0 | 0% |
| | B1 | Business, temporary | 2 | 7 | 1 | -6 | -86% |
| | B2 | Pleasure, temporary | 9 | 9 | 3 | -6 | -67% |
| | C1 | Alien in Transit | 5 | 4 | 5 | 1 | 25% |
| | E1 | Treaty Trader and Wife | 16 | 15 | 13 | -2 | -13% |
| | E2 | Treaty Investor and Wife | 25 | 24 | 34 | 10 | 42% |
| | G1 | Principal Representative of a Foreign Government to | | 2 | 3 | 1 | 50% |
| | H | Very Distinguished Visitor | 1 | | | 0 | |
| | H1 | Temporary Worker of Distinguished Merit and Ability | 305 | 183 | 180 | -3 | -2% |
| | H1B | Temporary Worker | 1 | 2 | 1 | -1 | -50% |
| | H2 | Temporary Worker Performing Services unavailable | 3 | 1 | 2 | 1 | 100% |
| | H4 | Spouse or Child of Alien classified H1, H2, or H3 | 665 | 535 | 444 | -91 | -17% |
| | I3 | Foreign Media Representative | 8 | 16 | 50 | 34 | 213% |
| | J1 | Exchange Visitor | 6 | 4 | 9 | 5 | 125% |
| | J2 | Family of Exchange Visitor | 5 | 3 | 7 | 4 | 133% |
| | K1 | Fiancee or Fiance of United States Citizen | 21 | 27 | 23 | -4 | -15% |
| | K2 | Child of Fiancee or Fiance of United States Citizen | 1 | 1 | 5 | 4 | 400% |
| | K3 | Spouce of a US Citizen | 1 | 5 | 10 | 5 | 100% |
| | L1 | Intra-company Transferee | 31 | 26 | 14 | -12 | -46% |
| | L2 | Spouse or Child of Alien classified L1 | 136 | 101 | 100 | -1 | -1% |
| | N | Non-U.S. Citizen, No Visa given | 4 | 3 | 1 | -2 | -67% |
| | O1 | Other | 1 | | | 0 | |
| | O3 | Other | 3 | 3 | 4 | 1 | 33% |
| | OT | Other | 25 | 19 | 9 | -10 | -53% |
| P1 | Internationally recognized Athlete or Entertainer | | 6 | 11 | 5 | 83% | |

International Student Report

FHDA RDB Census Data

12-Oct-05

De Anza Research

| | | 2003F | 2004F | 2005F | 2004 to 05 Increase | % Increase 2004 to 05 | |
|----------|-----------------------|---|--------------------------------|--------------------|---------------------|-----------------------|-------|
| | | Number of Students | Number of Students | Number of Students | Number of Students | Number of Students | |
| | P4 | Spouse or Child of P1, P2, or P3 alien | 3 | 2 | 3 | 1 | 50% |
| | Q | International Cultural Exchange Program | 1 | | | 0 | |
| | R | Religious Occupations | 3 | | | 0 | |
| | R1 | Religious Occupations - Spouse | | 3 | 13 | 10 | 333% |
| | R2 | Religious Occupations - Children | | 6 | 11 | 5 | 83% |
| | TD | Alien Eligible to Establish Residency (Canada) | 4 | 2 | 3 | 1 | 50% |
| | TN | Alien Eligible to Establish Residency (Canada) | 1 | 3 | 3 | 0 | 0% |
| | V1 | Permanent Resident - Spouse | | 4 | 6 | 2 | 50% |
| | V2 | Permanent Resident - Children | 3 | 5 | 7 | 2 | 40% |
| | V3 | Permanent Resident - Relative | 1 | 2 | 2 | 0 | 0% |
| | WT | 3-month waiver, Tourist | 1 | | | 0 | |
| | SubTotal | | 1,330 | 1,144 | 1,136 | -8 | -1% |
| | Students with No Visa | | No Visa Recored on Application | 21,138 | 19,672 | 20,545 | 873 |
| FC | | No Visa Recored on Application | | | 2 | 2 | |
| FD | | No Visa Recored on Application | | | 6 | 6 | |
| G2 | | Other Representative of Foreign Government to Inte | | | 1 | 1 | |
| H3 | | Trainee | | 2 | 1 | -1 | -50% |
| K4 | | Related to US Citizen | | 1 | 2 | 1 | 100% |
| N9 | | Other | | 1 | | -1 | -100% |
| O2 | | Other | | 1 | | -1 | -100% |
| P2 | | Artist or Entertainer entering the United States to per | | 1 | 1 | 0 | 0% |
| P3 | | Artist or Entertainer entering the United States to per | | | 2 | 2 | |
| T1 | | No Visa Recored on Application | | | 1 | 1 | |
| T2 | | No Visa Recored on Application | | | 1 | 1 | |
| U3 | | No Visa Recored on Application | | | 1 | 1 | |
| U4 | | Other | | 1 | | -1 | -100% |
| SubTotal | | 21,138 | 19,679 | 20,563 | 884 | 4% | |
| Total | | 26,897 | 23,717 | 23,963 | 246 | 1% | |

**Fall 2005 and 2004 Census Enrollment, De Anza College
Permenant Resident Students Only**

| Initial Goal | Age Group | Address Group | 2004F | | | 2005F | | | Chg in HC | |
|--------------------|--|--------------------------|--------------------------|------------------|------|------------|------------------|------|-----------|--------|
| | | | HC Per Col | Avg Num of Sec.* | | HC Per Col | Avg Num of Sec.* | | | |
| Transfer or Degree | < 25 | San Jose East of 880 (1) | 242 | 15% | 3.45 | 164 | 16% | 3.16 | -32.2% | |
| | | San Jose Other (2) | 137 | 8% | 3.27 | 89 | 9% | 3.10 | -35.0% | |
| | | Cupertino, (3) | 110 | 7% | 3.52 | 57 | 6% | 3.16 | -48.2% | |
| | | All Other Areas | 10 | 1% | 2.90 | 11 | 1% | 2.73 | 10.0% | |
| | | Subtotal | 499 | 31% | 3.40 | 321 | 31% | 3.13 | -35.7% | |
| | 25 or Older | San Jose East of 880 (1) | 111 | 7% | 2.41 | 58 | 6% | 2.52 | -47.7% | |
| | | San Jose Other (2) | 107 | 7% | 2.47 | 64 | 6% | 2.33 | -40.2% | |
| | | Cupertino, (3) | 63 | 4% | 2.41 | 44 | 4% | 2.57 | -30.2% | |
| | | All Other Areas | 7 | 0% | 3.43 | 4 | 0% | 1.50 | na | |
| | | Subtotal | 288 | 18% | 2.46 | 170 | 17% | 2.44 | -41.0% | |
| | Total | | | 787 | 48% | 3.06 | 491 | 48% | 2.89 | -37.6% |
| | Personal Development, Job Skills, Undecided, Certificate | < 25 | San Jose East of 880 (1) | 204 | 13% | 3.37 | 126 | 12% | 3.24 | -38.2% |
| | | | San Jose Other (2) | 119 | 7% | 3.09 | 71 | 7% | 2.82 | -40.3% |
| | | | Cupertino, (3) | 84 | 5% | 3.25 | 67 | 7% | 3.31 | -20.2% |
| All Other Areas | | | 7 | 0% | 2.71 | 8 | 1% | 3.13 | 14.3% | |
| Subtotal | | | 414 | 25% | 3.25 | 272 | 26% | 3.14 | -34.3% | |
| 25 or Older | | San Jose East of 880 (1) | 116 | 7% | 1.89 | 72 | 7% | 2.04 | -37.9% | |
| | | San Jose Other (2) | 165 | 10% | 2.02 | 105 | 10% | 1.91 | -36.4% | |
| | | Cupertino, (3) | 136 | 8% | 2.04 | 80 | 8% | 2.17 | -41.2% | |
| | | All Other Areas | 13 | 1% | 2.15 | 7 | 1% | 1.71 | -46.2% | |
| | | Subtotal | 430 | 26% | 2.00 | 264 | 26% | 2.02 | -38.6% | |
| Total | | | 844 | 52% | 2.61 | 536 | 52% | 2.59 | -36.5% | |
| Total | | | 1,631 | 100% | 2.83 | 1,027 | 100% | 2.73 | -37.0% | |

- (1) San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward, East Palo Alto
(2) San Jose Other, Santa Clara, Morgan Hill, Gilroy, Campbell, Sunnyvale (94086, 94089)
(3) Cupertino, Sunnyvale (94087), Los Altos, Mountian View, Palo Alto, Los Gatos, Saratoga

* Note: Care should be used in interpreting the average number of sections variable as a few students taking a high number of sections can skew the results.

**Fall 2005 and 2004 Census Enrollment, De Anza College
Job Corps Students Only**

| Initial Goal | Age Group | Address Group | 2004F | | | 2005F | | | Chg in HC |
|--|-------------|--------------------------|------------|------------------|-------|------------|------------------|-------|-----------|
| | | | HC Per Col | Avg Num of Sec.* | | HC Per Col | Avg Num of Sec.* | | |
| Transfer or Degree | < 25 | San Jose East of 880 (1) | 69 | 7% | 2.06 | 66 | 4% | 2.00 | -4.3% |
| | | San Jose Other (2) | 1 | 0% | 5.00 | 1 | 0% | 2.00 | 0.0% |
| | | All Other Areas | 648 | 69% | 2.50 | 1,229 | 82% | 3.61 | 89.7% |
| | | Subtotal | 718 | 76% | 2.46 | 1,296 | 86% | 3.52 | 80.5% |
| | 25 or Older | San Jose East of 880 (1) | 4 | 0% | 2.00 | 5 | 0% | 2.00 | 25.0% |
| | | San Jose Other (2) | 33 | 4% | 2.48 | 33 | 2% | 4.18 | 0.0% |
| | | Subtotal | 37 | 4% | 2.43 | 38 | 3% | 3.89 | 2.7% |
| | | Total | 755 | 80% | 2.46 | 1,334 | 89% | 3.53 | 76.7% |
| Personal Development, Job Skills, Undecided, Certificate | < 25 | San Jose East of 880 (1) | 169 | 18% | 2.01 | 163 | 11% | 2.04 | -3.6% |
| | | San Jose Other (2) | 1 | 0% | 2.00 | | | | |
| | | All Other Areas | 2 | 0% | 2.00 | 4 | 0% | 2.00 | |
| | | Subtotal | 172 | 18% | 2.01 | 167 | 11% | 2.04 | -2.9% |
| | 25 or Older | San Jose East of 880 (1) | 12 | 1% | 2.00 | 3 | 0% | 2.00 | -75.0% |
| | | San Jose Other (2) | 1 | 0% | 2.00 | | | | |
| | | Subtotal | 13 | 1% | 2.00 | 3 | 0% | 2.00 | -76.9% |
| | | Total | 185 | 20% | 2.01 | 170 | 11% | 2.04 | -8.1% |
| | Total | 940 | 100% | 2.37 | 1,504 | 100% | 3.37 | 60.0% | |

- (1) San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward, East Palo Alto
(2) San Jose Other, Santa Clara, Morgan Hill, Gilroy, Campbell, Sunnyvale (94086, 94089)
(3) Cupertino, Sunnyvale (94087), Los Altos, Mountain View, Palo Alto, Los Gatos, Saratoga

* Note: Care should be used in interpreting the average number of sections variable as a few students taking a high number of sections can skew the results.

Fall 2005 and 2004 Census Enrollment, De Anza College Job Corps and Permenant Resident Students Excluded

| Initial Goal | Age Group | Address Group | 2004F | | | 2005F | | | Chg in HC | |
|--------------------|--|--------------------------|--------------------------|-------------|------------------|---------------|-------------|------------------|---------------|--------|
| | | | HC | Per Col | Avg Num of Sec.* | HC | Per Col | Avg Num of Sec.* | | |
| Transfer or Degree | < 25 | San Jose East of 880 (1) | 3,496 | 17% | 3.17 | 3,992 | 19% | 3.13 | 14.2% | |
| | | San Jose Other (2) | 1,783 | 8% | 3.15 | 2,163 | 10% | 3.08 | 21.3% | |
| | | Cupertino, (3) | 1,448 | 7% | 3.36 | 1,763 | 8% | 3.40 | 21.8% | |
| | | All Other Areas | 308 | 1% | 2.95 | 409 | 2% | 2.98 | 32.8% | |
| | | Subtotal | 7,035 | 33% | 3.19 | 8,327 | 39% | 3.17 | 18.4% | |
| | 25 or Older | San Jose East of 880 (1) | 1,527 | 7% | 2.25 | 1,351 | 6% | 2.19 | -11.5% | |
| | | San Jose Other (2) | 1,267 | 6% | 2.40 | 1,108 | 5% | 2.31 | -12.5% | |
| | | Cupertino, (3) | 816 | 4% | 2.41 | 789 | 4% | 2.38 | -3.3% | |
| | | All Other Areas | 261 | 1% | 2.40 | 214 | 1% | 2.08 | -18.0% | |
| | | Subtotal | 3,871 | 18% | 2.34 | 3,462 | 16% | 2.27 | -10.6% | |
| | Total | | 10,906 | 52% | 2.89 | 11,789 | 55% | 2.90 | 8.1% | |
| | Personal Development, Job Skills, Undecided, Certificate | < 25 | San Jose East of 880 (1) | 1,944 | 9% | 3.03 | 1,697 | 8% | 2.81 | -12.7% |
| | | | San Jose Other (2) | 1,065 | 5% | 2.84 | 1,034 | 5% | 2.70 | -2.9% |
| Cupertino, (3) | | | 901 | 4% | 2.72 | 956 | 4% | 2.39 | 6.1% | |
| All Other Areas | | | 163 | 1% | 2.69 | 184 | 1% | 2.16 | 12.9% | |
| Subtotal | | | 4,073 | 19% | 2.90 | 3,871 | 18% | 2.65 | -5.0% | |
| 25 or Older | | San Jose East of 880 (1) | 1,815 | 9% | 1.76 | 1,624 | 8% | 1.71 | -10.5% | |
| | | San Jose Other (2) | 1,880 | 9% | 1.84 | 1,741 | 8% | 1.75 | -7.4% | |
| | | Cupertino, (3) | 2,053 | 10% | 1.78 | 2,033 | 9% | 1.72 | -1.0% | |
| | | All Other Areas | 418 | 2% | 1.69 | 370 | 2% | 1.60 | -11.5% | |
| | | Subtotal | 6,166 | 29% | 1.79 | 5,768 | 27% | 1.72 | -6.5% | |
| Total | | 10,239 | 48% | 2.23 | 9,639 | 45% | 2.09 | -5.9% | | |
| Total | | 21,145 | 100% | 2.57 | 21,428 | 100% | 2.54 | 1.3% | | |

(1) San Jose East of 880, Alviso, Milpitas, Fremont, Union City, Newark, Hayward, East Palo Alto

(2) San Jose Other, Santa Clara, Morgan Hill, Gilroy, Campbell, Sunnyvale (94086, 94089)

(3) Cupertino, Sunnyvale (94087), Los Altos, Mountian View, Palo Alto, Los Gatos, Saratoga

* Note: Care should be used in interpreting the average number of sections variable as a few students taking a high number of sections can skew the results.

**Fall 2005 and 2004 Census Enrollment, De Anza College
By Age Group and Number of Sections Enrolled
Job Corps and Permanent Resident Students Excluded**

| Count of Sections | 2004F | | | | 2005F | | | |
|--------------------|--------|---------|-------------|---------|--------|---------|-------------|---------|
| | < 25 | | 25 or Older | | < 25 | | 25 or Older | |
| | HC | Per Col | HC | Per Col | HC | Per Col | HC | Per Col |
| 1 Section | 1,648 | 15% | 4,981 | 50% | 2,110 | 17% | 4,806 | 52% |
| 2 or more Sections | 9,460 | 85% | 5,056 | 50% | 10,088 | 83% | 4,424 | 48% |
| Total | 11,108 | 100% | 10,037 | 100% | 12,198 | 100% | 9,230 | 100% |

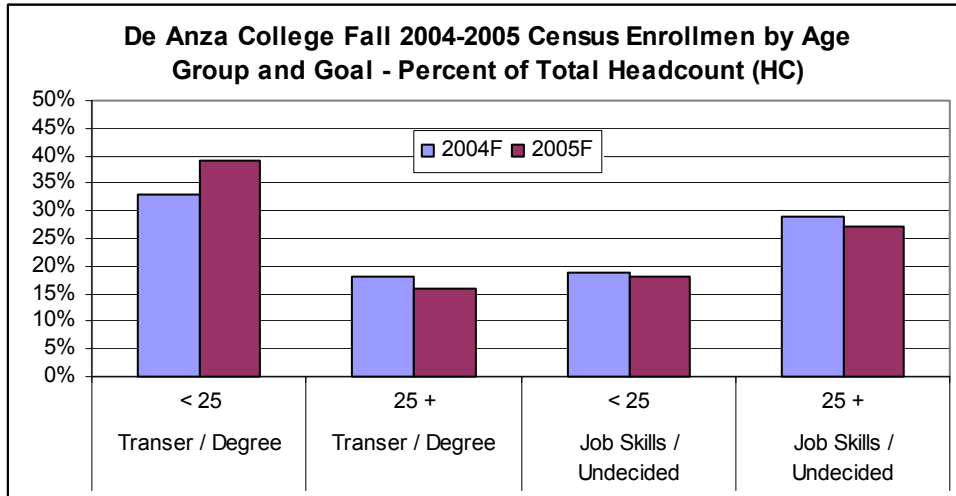


Figure 1

**De Anza College Fall 2005
Drop for NonPayment Summary**

| <u>Initial Drop for NonPayment</u> | <u>Number of Students</u> | <u>% of Dropped Students</u> | <u>% Re-Enrolling</u> |
|------------------------------------|---------------------------|------------------------------|-----------------------|
| Dropped Aug 31 | 1163 | 39% | 64% |
| Dropped after Aug 31 | 1811 | 61% | 64% |
| Unduplicated Total | 2974 | 100% | |

Figure 2

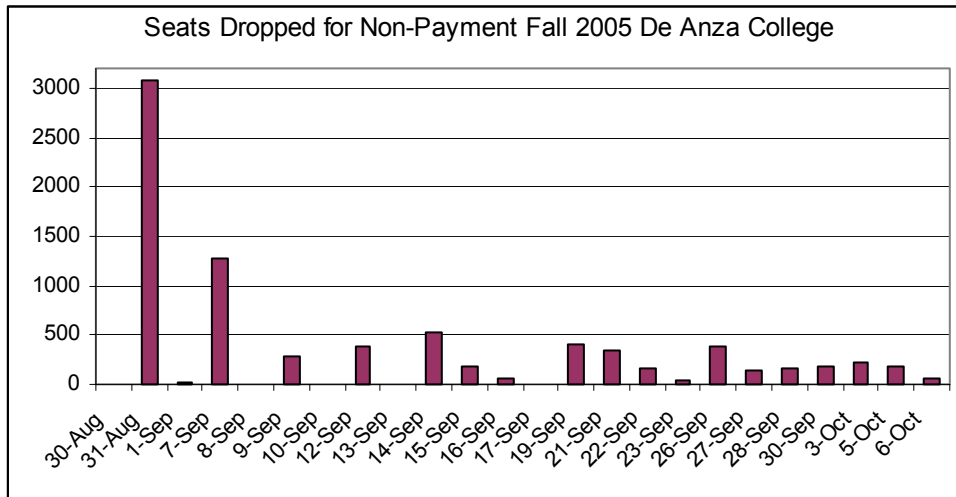
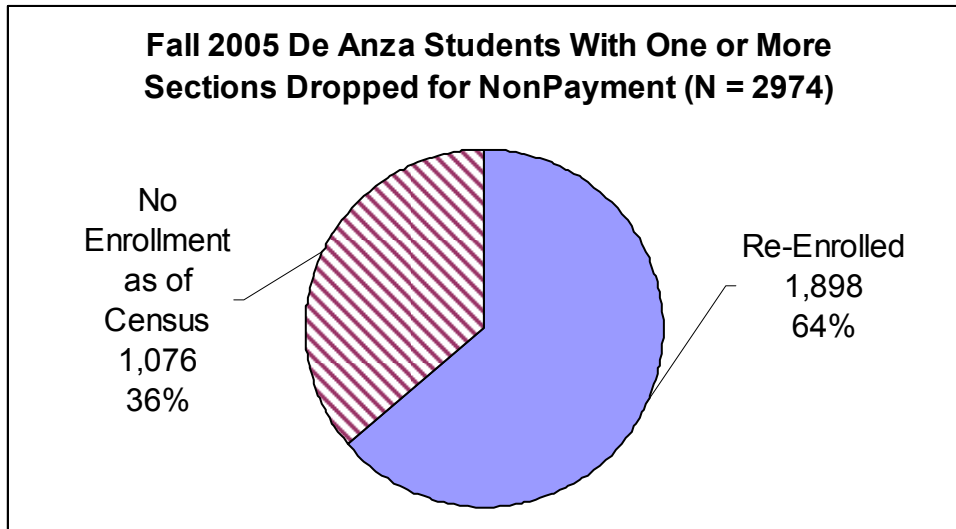


Figure 3



Fall 2003 to Fall 2004 Census Enrollment Trends

FHDA Research, October 6, 2004

CAVEATS

- The De Anza College power outage on October 1 may have impacted the same day comparisons.
- The WSCH variable is an estimate which includes the maximum hours for positive attendance courses and thus likely represents a slight overestimate.
- The FTES variable represents actual hours to date and does not include positive attendance hours and thus is likely an underestimate.

Possible Trends

- 1) De Anza College enrollment appears to be off by about 8%.
- 2) Computer Information Systems enrollment is off about 45% at De Anza College. This loss represents a significant portion of the total drop in WSCH for both campuses.
- 3) The number of F1 students (paying full tuition) is off about 7% at De Anza College (typically about 90% of these students will be full time).
- 4) It appears (if no data issues are found) that the number of students with permanent USA resident status (immigrants listing Permanent Residency [PR] on the application) is off by about 1/3. The number of PR students is now down to 1999 levels after two years of decline. Most of these students are California residents and pay in-state tuition. For purposes of analysis, permanent resident immigrants are considered to have a visa type of PR.
- 5) The number of full time, non-visa students from the East San Jose area is off about 4% at De Anza College.
- 6) Enrollment of full time, non-visa students from Cupertino and other district communities appears to be flat or up slightly at both campuses.

Possible Influences on Fall 2004 Enrollment

Tuition increase, change in payment policy, upswing in tech sector economy, companies no longer paying for classes?, facilities upgrades, less sections offered, traffic, decline in advertising budget, decline in counseling and registration services.