

Enrollment Management Assumptions, November 1, 2006

The Strategic Planning discussion begun in winter 2006 was based on a number of assumptions – many of them directly related to enrollment. The enrollment planning committee is seeking your input on these assumptions in preparation for its future planning activities. Please take a moment to answer the 3 questions below.

1) Is the list below still relevant -- are there assumptions that are not listed?

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2) Which do you think are the 3 most important assumptions for De Anza College enrollment planning?

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3) Is there additional research that would help validate the assumptions?

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Enrollment Assumptions

- ❖ Competition for students is increasing
- ❖ Commuting costs will continue taking a toll on enrollment
- ❖ Student equity issues remain - diversity and equity issues overlap
- ❖ Student learning outcomes remain uneven
- ❖ Improvements in retention can significantly increase enrollment
- ❖ Technology changes will result in increased competition
- ❖ The Hispanic 15-24 year old population will grow rapidly over the next 10 years
- ❖ The 60+ population will grow rapidly over the next 10 years
- ❖ Funding inadequacy and uncertainty (benefits, growth funding) will continue
- ❖ Advising will remain an issue students identify as important
- ❖ The percentage of De Anza students focusing on transfer will continue to increase
- ❖ Job Corps enrollments will stabilize
- ❖ Distance Learning enrollments will increase significantly