

Hello,

This evening we had an opportunity to update the Board of Education on our current budget. For the current year (FY16) we are collectively doing excellent work in controlling cost, despite declining enrollment levels. After using the ending fund balance as we intended, we are very close to our projection for balancing in this year.

Next year's (FY17) budget development is underway and we will have our base projection (the projection that we will use to create the budget) available for the Board at its next meeting on February 3. Preliminary projections show that our current enrollment trends will have a significant impact on our state funding. We will also see a decrease in tuition revenues at the current level of enrollment.

For additional information on this year's budget development please check:

<https://www.lanecc.edu/budget/16-17-budget-development>

Enrollment management is a college-wide challenge and we will only be successful if we are all involved in understanding the issues and opportunities for improvement. Declining enrollment is a nationwide challenge and we will need to work together on multiple methods and strategies. This is a complex, multifaceted issue and although some areas are within the purview of the college; many such as new construction in housing , Lane County population and available jobs are not.

I would like to reference the excellent work of staff, faculty and students that went into our 2015-2018 Strategic Enrollment Management Plan:

[https://www.lanecc.edu/sites/default/files/sem/sem\\_plan\\_2015-2018.pdf](https://www.lanecc.edu/sites/default/files/sem/sem_plan_2015-2018.pdf)

Here are the initiatives the college is working on this year as part of the plan:

Assess effectiveness of recruitment and enrollment processes Utilize AACROA Consultant (in-state)

Promote reverse transfer

Implement returning student enrollment communication plan

Decrease transcript evaluation time for prior college students

Create an Office for Admissions and Recruitment

Develop a series of relational touch points for first year students

First term college success messaging/interventions

Plan academic planning for first year students

Explore early academic performance alert system & student response team

Plan and implement targeted marketing and recruitment campaigns

Conduct RFP Process for CRM

This plan does not have all the answers to address decreasing enrollment levels, but it contains many strategies that will directly affect enrollment.

Many of you have emailed and talked to me about enrollment and the questions you ask are being asked around the country and they are good questions to be asking at Lane. I look forward to working together.

Brian

I have attached several full article links with excerpts:

[http://www.oregonlive.com/education/index.ssf/2014/09/oregons\\_higher\\_education\\_compa.html](http://www.oregonlive.com/education/index.ssf/2014/09/oregons_higher_education_compa.html)

The accompanying charts offer vivid graphic evidence of the higher education boom that lasted much of the last decade and a dramatic slowdown at many institutions in the last two years. The chart is interactive, allowing you to track enrollment, tuition rates, annual borrowing by students and loan default rates at 35 of the state's major colleges.

<http://www.oregon.gov/ccwd/pdf/budget/ccbudgetpicture13-15.pdf>

Community colleges are the key access point for Oregonians seeking a post-secondary education. They provide opportunity for students to advance their education levels and acquire new skills regardless of their starting point.

[http://www.aacc.nche.edu/Publications/Reports/Documents/CCEnrollment\\_2015.pdf](http://www.aacc.nche.edu/Publications/Reports/Documents/CCEnrollment_2015.pdf)

Over the past 3 years, the decrease in enrollment of older community college students has been the highest and the most consistent.

<http://www.communitycollegereview.com/blog/why-is-enrollment-falling-at-some-community-colleges>

Some in the state are speculating that the drop in enrollment could be attributed to a decreased number of high school graduates or fewer adults who can afford additional job training. Some are also wondering if recent tuition increases at some schools around the country have contributed to fewer students seeing community college as a good option.

<https://www.insidehighered.com/news/2014/05/15/new-data-show-slowing-national-enrollment-decline>

Community colleges are unlikely to see big enrollment gains anytime soon, said Davis Jenkins, a senior research associate with the Community College Research Center (CCRC) at Columbia University's Teachers College.

<http://www.cbsnews.com/news/why-is-college-enrollment-declining/>

"The number of 18-to-24 year-olds in the nation has ceased growing -- the Census Bureau projects it will stay relatively flat for the next 10 years or so," DeWitt said. "The decline we're seen for 24-and-under students is pretty much in line with that flattening trend."

"The improving national employment picture remains the dominant influence on enrollments," Doug Shapiro, executive research director at the center, said in a statement. "Traditional-age students, by contrast, are staying enrolled, even at the more expensive four-year institutions." While the decline in enrollment coincides with a drop in the unemployment rate, some older students are "leaving college because they are done," DeWitt added.

<http://www.census.gov/newsroom/press-releases/2014/cb14-177.html>

College enrollment declined by close to half a million (463,000) between 2012 and 2013, marking the second year in a row that a drop of this magnitude has occurred. The cumulative two-year drop of 930,000 was larger than any college enrollment drop before the recent recession, according to U.S. Census Bureau statistics from the Current Population Survey released today. The Census Bureau began collecting data on college enrollment in this survey in 1966.