McHenry County College | **Strategic Enrollment Management Update**

Committee of the Whole Meeting
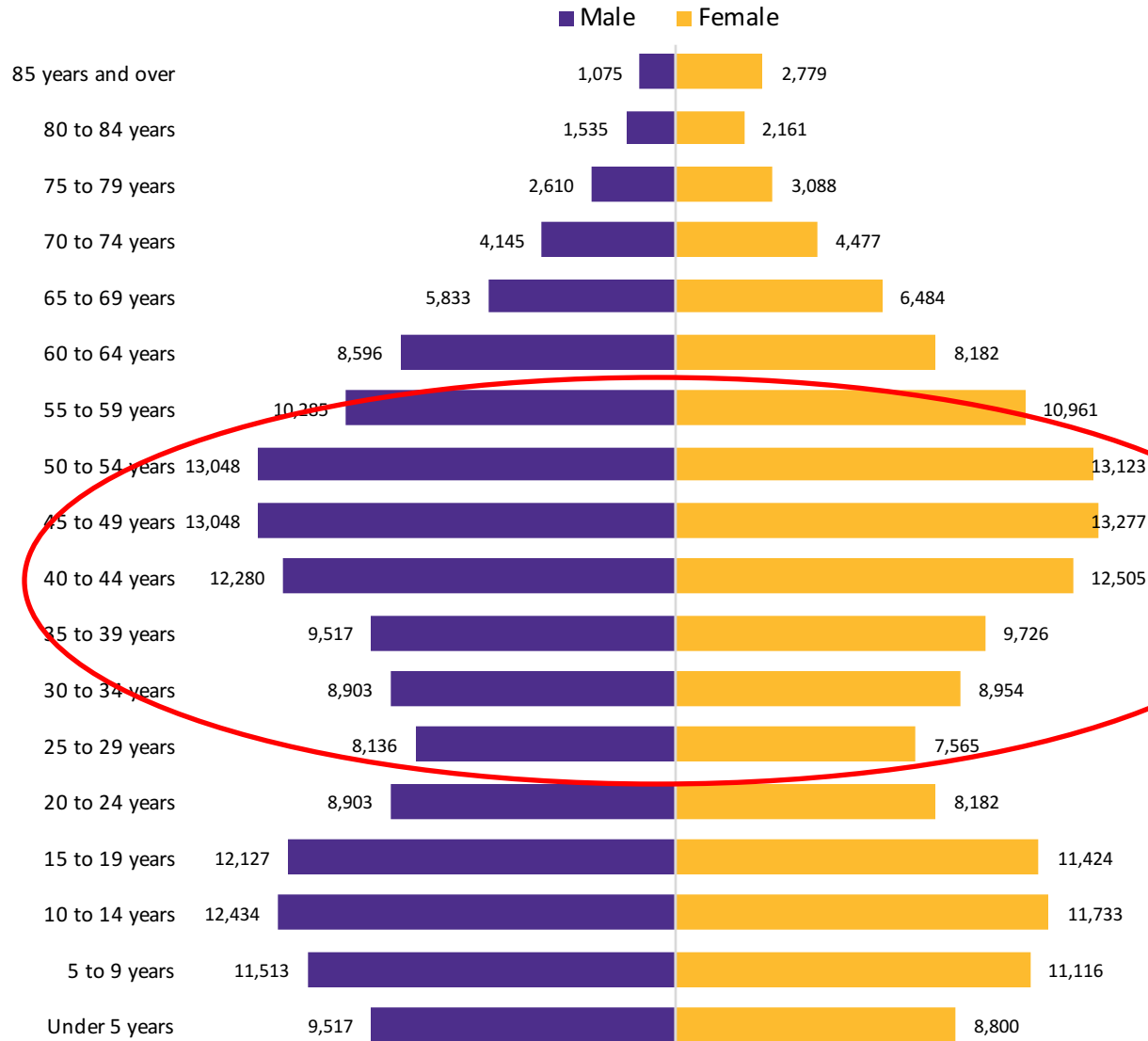*Tuesday, March 13, 2018*

Updates

- Reaching the Adult Learner
- Guided Pathways

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Reaching the Adult Learner – Opportunity

- Based on county demographics (2017 Environmental Scan), the median age of McHenry County residents increased from 34.2 in 2000 to 40.1 in 2014, reflecting an aging population.

- Of the total county population, the largest percentage of residents fall within the 25-50 age range.

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Environmental Scan – Age Ranges

Figure 5: Age Groups in McHenry County Population - 2014

■ Male ■ Female

Age Group	Male	Female
85 years and over	1,075	2,779
80 to 84 years	1,535	2,161
75 to 79 years	2,610	3,088
70 to 74 years	4,145	4,477
65 to 69 years	5,833	6,484
60 to 64 years	8,596	8,182
55 to 59 years	10,285	10,961
50 to 54 years	13,048	13,123
45 to 49 years	13,048	13,277
40 to 44 years	12,280	12,505
35 to 39 years	9,517	9,726
30 to 34 years	8,903	8,954
25 to 29 years	8,136	7,565
20 to 24 years	8,903	8,182
15 to 19 years	12,127	11,424
10 to 14 years	12,434	11,733
5 to 9 years	11,513	11,116
Under 5 years	9,517	8,800

Source: U.S. Census Bureau, 2014 One Year American Community Survey.

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Reaching the Adult Learner – Opportunity

- However, the percentage of enrolled credit students is not proportionate…

MCC Enrollment Trends – Fall 2012 to Fall 2017

| | Fall Term | | | | | | | | | | | % Change | |
	2012*		2013		2014		2015		2016		2017		1-Yr	5-Yrs
Students														
Official Headcount	6,976		7,023		6,551		6,562		6,371		6,844		7.4%	-1.9%
Headcount (Excluding Adult Ed)	6,472		6,532		6,166		5,957		5,848		6,327		8.2%	-2.2%
Age 19 or Younger	3,020	47%	3,118	48%	2,992	49%	3,043	51%	3,123	53%	3,726	59%	19.3%	23.4%
Age 20-24	1,579	24%	1,580	24%	1,518	25%	1,435	24%	1,326	23%	1,274	20%	-3.9%	-19.3%
Age 25-34	863	13%	848	13%	793	13%	751	13%	712	12%	666	11%	-6.5%	-22.8%
Age 35-55	854	13%	840	13%	720	12%	581	10%	540	9%	515	8%	-4.6%	-39.7%
Age 56 or Older	150	2%	138	2%	137	2%	147	2%	145	2%	146	2%	0.7%	-2.7%
Mean Age	25		24		24		24		23		23		0.0%	-8.0%
Median Age	20		20		20		19		19		19		0.0%	-5.3%
	Fall Term												% Change	
	2012*		2013		2014		2015		2016		2017		1-Yr	5-Yrs

Fall 2017 10th Day Enrollment Report

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Reaching the Adult Learner - Existing Efforts

- Recruitment
  - Table visits to area corporations
  - Transition workshops and classroom visits for students in Adult Education
  - Career Exploration Expo and Veterans Resource Fair
  - Information sessions on career and technical programs (health care, etc.)
  - Connecting with service providers in the county (People in Need, Turning Point, etc.)

- Marketing and Outreach
  - Fast Track marketing strategy and support
  - Dual-language promotions
  - Reflejos print advertising campaign
  - Onsite tours for community groups (EDCs, LGMC, Chambers, etc.)
  - Community expo participation
  - Integrated media campaign targeted toward adults (social, email, video)
  - Social media push for remote classes in Harvard

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Reaching the Adult Learner - Existing Efforts

- Career Services
  - Career Coach
  - Job and Internship Fairs
  - Outreach and presentations at area libraries (Cary Area Public Library)
  - Outreach to local organizations (Women in McHenry County; Stateline SHRM)
  - Nonprofit organization support; resume development and related services (Turning Point)
  - Individual appointments with community members
    - Referrals to Fast Track, advising, admissions, noncredit programs
  - Partnering with GED instructors and Adult Education Navigators to provide career service programming to students

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Reaching the Adult Learner - Existing Efforts

- Bridging Noncredit and Credit Programs
  - Fall 2017 (past)
    - Plant Problem Diagnosis and Management
    - Trees and Shrubs in the Landscape
    - Horticulture Mechanics
    - Music: MCC Concert Band; MCC Chorus; MCC Jazz Ensemble; MCC Dixieland Band
  - Spring 2018
    - Basic Floral Design
    - Fruit and Vegetable Crops
    - Music: MCC Concert Band; MCC Chorus; MCC Jazz Ensemble; MCC Dixieland Band

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Reaching the Adult Learner – Benchmark

- Increase credit enrollment of adult student population (in age range of 25-50) 3% by Fall 2020
  - Enhance presence with employees of county/area businesses
  - Engage existing adult learners more consistently after enrollment

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Reaching the Adult Learner – New Initiatives

- Increase overall adult student population (25-50) in next academic year
  - Target further growth of Hispanic adult learner population (adult education to credit bridge programs; more bilingual materials; etc.)
  - Look at HESI data to better understand adult learner/student registration patterns

- Enhance presence with employees of county/area businesses
  - Expand reach into local businesses
  - Update marketing strategy and materials for Fast Track program

- Engage existing adult learners more consistently after enrollment
  - Development of handbook/transition guide for adult students
  - Creation of adult learner-specific activity for Opening Day
  - Explore Fast Track liaison model for other credit programs that target non-traditional students
  - Additional efforts to bridge noncredit and credit programs
    - *Fall 2018: Studies in Contemporary Art Jewelry/Metals; 3D Design; Introduction to Criminal Justice; Horticulture; MCC Concert Band; MCC Chorus; MCC Jazz Ensemble; MCC Dixieland Band*

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Guided Pathways – An Alternative Way to Approach Student Matriculation

Pathways are:

– "clear, educationally coherent program maps—which include specific course sequences, progress milestones, and program learning outcomes"[1]

[1]"What is the Pathways Model?" *American Association of Community Colleges*, Accessed January 18, 2018, https://www.aacc.nche.edu/wp-content/uploads/2018/01/12PathwaysModelDescriptionFinal1616.pdf

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The Program Maps Include Suggested Course Sequences That Might Look Like This:

**From the City Colleges of Chicago Guided Pathway to Success (GPS) map[2]
for an Associate of Arts in History:**

SEMESTER-BY-SEMESTER PROGRAM PLAN FOR FULL-TIME STUDENTS
All plans can be modified to fit the needs of part-time students by adding more semesters.

D	SEMESTER 1	CATEGORY	ACHIEVEMENTS & NEXT ACTIONS
●	English 101–Composition I (3)	*Communications*	
●	Mathematics 125–Introductory Statistics (4)	*Mathematics*	
●	Social Science 102–General Course II (3)	*Social & Behavioral Sciences*	DO THIS–Meet with advisor to confirm plans
●	Humanities 123–Introduction to Arts and Ideas (3) **OR** Humanities 201–General Course I (3)	*Humanities*	DO THIS–Begin research on four-year schools
●	Program Elective (3)	*Elective*	

16 CREDIT HOURS

D	SEMESTER 2	CATEGORY	ACHIEVEMENTS & NEXT ACTIONS
●	English 102–Composition II (3)	*Communications*	
●	Physical Science course (3–4)	*Physical Sciences*	DO THIS–Mid-term check-in with advisor
●	History 111–History of American People to 1865 (3) **OR** History 141–World History I (3)	*Social & Behavioral Sciences*	DO THIS–Visit your campus Transfer Center to discuss options and
●	Program Elective (3)	*Elective*	create a short list of four-year schools for potential transfer
●	Program Elective (3)	*Elective*	

[2]"City Colleges of Chicago 2017-18 Academic Catalog Pathway: History" *City Colleges of Chicago*, Accessed January 18, 2018, http://www.ccc.edu/programs/Documents/SemesterMaps/Liberal_Arts/LIBART_History_AA.pdf.

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Or, the Program Maps Include Suggested Course Sequences That Might Look Like This:

From the Illinois Central College Associate in Arts in Sociology Program Course Sequence[3]:

RECOMMENDED COURSE SEQUENCE

Semester	Courses
Fall Semester 1	ENGL 110; SOC 110; SSC 111 or INTST 140; Life Science; Fine Arts
Spring Semester 1	ENGL 111; PSY 110; SOC 114; Physical Science; Humanities
Fall Semester 2	COMM 110; ECON 110; PSY 220; SOC 218; Mathematics
Spring Semester 2	ECON 111; SOC 120; SOC 213; SOC 219; Humanities/Fine Arts

[3]"Academics: Sociology," *Illinois Central College*, Accessed January 29, 2018, http://icc.edu/academics/catalog/associate-in-arts/?prog=Sociology.

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We Would Be Taking the Next Step from <u>Our</u> Current Sample Plans…

Suggested Courses

GENERAL EDUCATION CORE CURRICULUM	CREDITS	OTHER COURSE REQUIREMENTS	CREDITS
Communications		**Diversity and Multicultural Studies**	
^ENG 151 Composition I	3	Two 3-credit hour courses are required. Courses that	
^ENG 152 Composition II	3	fulfill this requirement may be used to fulfill credits in	
SPE 151 Introduction to Speech	3	Humanities/Fine Arts, Social/Behavioral Sciences, or	
		Electives. See current catalog for complete list of Diversity	
Humanities and Fine Arts		& Multicultural Studies course options and how they apply	
ART 151 Art Appreciation or MUS 151 Music	3	toward degree requirements.	
Appreciation or THE 151 Intro. to Theatre			
IAI Humanities (Recommended—ENG 277 Intro. to	3	**Electives** (approximately 19 credits, will depend on credit	
Children's Lit.)		value of your required course selections)	
IAI Humanities or Fine Arts	3	**Recommended Courses (select with your advisor)**	
		Important Note: Please remember that required	
Social and Behavioral Sciences		coursework varies depending on your transfer school	
HIS 170 US History I or HIS 172 US History II	3		
PLT 151 US Government	3	EDU 251 Introduction to Education	3
PSY 151 Introduction to Psychology	3	^EDU 253 Children with Exceptionalities	3
		^EDU 255 Diversity of Schools	3
^Physical and Life Sciences		^EAS 120 Intro. Meteorology or EAS 170	4
^CHM 115 Chemistry & Society or	4	Geol. & Oceanography or ^EAS 180 Intro.	
CHM 164 Intro. Chemistry or		Astronomy	
CHM 165 Gen. Chem. I or PHY 280 Gen. Physics I		GEG 202 Geog. Dev. World or GEG 203	3
^BIO 157 Fundamentals of Biology	4	Geog. Developing World	
		^MAT 161 College Algebra	3
Mathematics		^MAT 120 or ^MAT 220 Statistics	3
^MAT 201 Math Foundations/El. Ed. I	3	ECE 120 Child Growth & Dev. or	3
^MAT 202 Math Foundations/El. Ed. II	3	^PSY 251 Child Psych.	
		Foreign Language	0–16
		Total Credits Required for AA Degree	**60**

^Course has prerequisite(s)—Please reference the current academic catalog for prerequisites.

Many 4-year schools will accept a maximum of 60–64 transfer credits.

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…to Include a Suggested Course Sequence:

Associate in Arts Area of Focus: Elementary Education
Semester One
ENG 151: Composition 1 (3 cr.) **OR** SPE 151: Introduction to Speech (3 cr.)
Humanities and Fine Arts (3 cr.)
Social and Behavioral Sciences (3 cr.)
CHM 115: Chemistry and Society (4 cr.)
MAT 161: College Algebra (3 cr.)
Semester Two
ENG 151: Composition 1 (3 cr.) **OR** SPE 151: Introduction to Speech (3 cr.)
Humanities and Fine Arts (3 cr.)
Social and Behavioral Sciences (3 cr.)
BIO 157: Fundamentals of Biology (4 cr.)
MAT 120: General Education Statistics (3 cr.) OR MAT 220: Statistics (3 cr.)

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Guided Pathways - Metrics

- Completion – we hope to move more to on-time graduation

- Course Success – overall increase
  - By placing foundation courses early in the sequence, we hope that students will have more tools and be more successful.

- Indirect Measures
  - CCSSE advising
  - CCSSE communicating academic requirements
  - CCSSE needed courses available

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Questions