

Enrollment Projection Analysis

Santa Ana College

RSCCD

Santiago Canyon College

HIGHLIGHTS

In late 2005, the RSCCD Research Dept., principally Dr. Robert Hirsch, conducted an in-depth enrollment projection study for RSCCD's two colleges.

The sophisticated methodology included projecting Orange County sub-group populations (by age, ethnicity, gender, and zip code/city) and applying projected enrollment participation rates for those sub-groups to the projected population, to create projected enrollments for each college for 2010.

Highlights of the findings, by college, are presented below.

The population of the total RSCCD service area is projected to increase 4% between 2005 and 2010, from 687,532 to 718,264. It has increased 5% from 2000.

SANTA ANA COLLEGE

- **“Traditional,”** on-campus enrollment (which excludes fire and sheriff's academies, business seminars, and distance education) will increase from 19,327 in 2005 (an averaged number calculated for “benchmarking”), 13%, to 21,896 in 2010. (This assumes that current programs, practices, and facilities remain unchanged.)
- **Total** credit enrollment, including “non-traditional,” off-campus enrollment, will increase to 32,796 in 2010, from 29,751 in 2005, a 10% increase. All facts and projections noted below are for traditional enrollments only.
- The enrollment percentage increase or decrease at SAC between 2000 and 2005 varies considerably depending upon sub-group, i.e., age group, location of residence, and ethnicity. Consequently, strategic enrollment management is critical.

- These enrollment projections for 2010 take into consideration the following trends and assumptions:
 - Participation rates (the number of those enrolled divided by the population) and enrollment have declined since 2000, most probably due partly to increased tuition and the opening of SCC. However, on-campus participation rates will stabilize, and enrollment will increase 13% due to certain sub-group population increases and their commensurate greater participation rates, primarily those for Latinos and those in the 17 to 21-year age group.
 - Participation rates and enrollment have increased since 2000 for the 17 to 21-year age group, but declined significantly for other age groups.
 - Participation rates for non-Latinos have declined so significantly that a continuing decline, as opposed to the projected stabilization of their participation rates, would significantly negatively affect the projected enrollment for 2010. Participation rates vary depending upon location of residence; however, generally, participation rates of Asian, Black, and White ethnic groups are below that of Latinos.
 - Enrollment since 2000 has increased for students living outside of the RSCCD service area but declined for those living within the service area. The decline of enrollment for Garden Grove residents is greater than that for Santa Ana residents.
- In sum, **participation rates have increased**, or remained stable, for:
 - 17 to 21-year olds
 - Non-RSCCD residents, with the exception of Asians and Blacks.
- In sum, **participation rates have decreased** for:
 - SAC service area zip codes, with the exception of 92701
 - SCC service area zip codes, with the exception of 92808
 - All ethnic groups residing within the SAC service area.

SANTIAGO CANYON COLLEGE

- **“Traditional,”** on-campus enrollment (which excludes apprenticeships) will increase from 8,413 in 2005 (an averaged number calculated for “benchmarking”), 13%, to 9,517 in 2010. (This assumes that current programs, practices, and facilities remain unchanged.)
- **Total** credit enrollment will increase to 13,343.
- Overall, participation rates for SCC have remained even, a feat given that enrollment in most colleges has declined. The rate has increased for SCC service area residents, from 1.56% in 2000 to 1.61% in 2005. Rates declined slightly for residents of the SAC service area (i.e., from Garden Grove), as can be expected, and increased very slightly for non-RSCCD residents. Likewise, rates of enrollment of SCC students at SAC have declined.
- Future enrollment increases will be attributable to generally rising participation rates for all groups and a larger population base throughout Orange County, if current trends remain constant. There is capacity for further increasing participation rates beyond that projected in this analysis; one sizeable potential group of enrollees is the 17 to 21-year old Latino resident.
- SCC has relatively slightly low participation rates overall, with the greatest rates being represented by 17 to 21-year olds and those residing in the city of Orange. Anaheim Hills showed a marked increase in participation rates, some of which is most likely due to the opening of the Anaheim Hills Center.
- While the participation rates for Latinos, African Americans and Whites increased, the rates for Asians (females only) declined notably. Whites have the greatest participation rate.
- 37% of on-campus enrollment resides in one of the three surrounding community colleges districts, mostly in NOCCD. Tustin Ranch and West Irvine are expected to contribute significantly to SCC’s enrollment in the next five years.