

Enrollment Management Basics



APPORTIONMENT,
FTES,
ENROLLMENT
MANAGEMENT,
AND YOU.

Outline



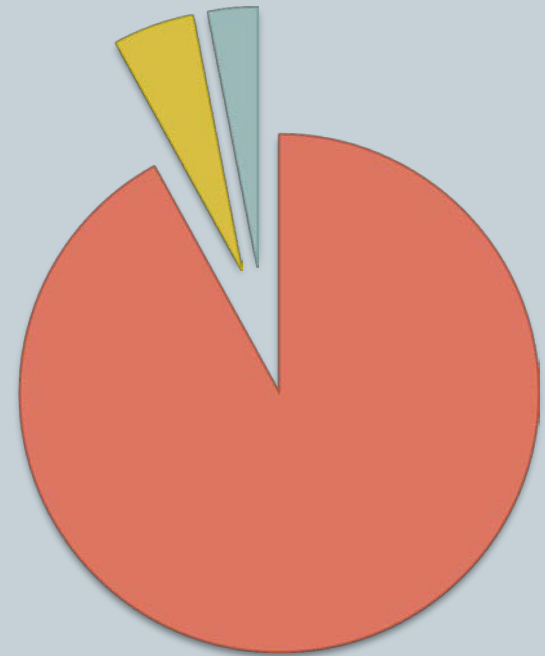
- **Funding Basics**
- **SBCC Outlook**
- **Enrollment Management Basics**
- **Efficiencies**

Sources of CCC Funding



- **Unrestricted General Fund**
 - “General Apportionment”
 - ✦ More than 90% of all funding
- **Categorical Programs**
 - Funding to serve a particular population/program and address a specific need
 - Source of Budget “increase”
 - Often “one-time”
- **Capital Projects Funds**
 - Buildings, equipment, maintenance

Funding Source



■ General Fund ■ Categorical ■ Capital

Show Me the Money!



● Exhibit C

- Calculates what a district could earn if it meets or exceeds its total funded FTES, not what it will earn.
- General Apportionment

CALIFORNIA COMMUNITY COLLEGES
2015-16 SECOND PRINCIPAL APPORTIONMENT
SANTA BARBARA COMMUNITY COLLEGE DISTRICT

EXHIBIT C

FTEs

Workload measures:	Base Funding	Marginal Funding	Base FTEs	Growth FTEs	Restored FTEs	Stability FTEs	Total Funded FTEs	Unfunded FTEs	Actual FTEs
Credit FTEs	4,875.903807	4,729.587254	13,573.340	0.000	0.000	-300.000	12,872.740	0.000	12,872.740
Noncredit FTEs	2,211.750853	2,940.491945	527.700	0.000	0.000	-50.000	277.650	0.000	277.650
Noncredit - CQCP FTEs	4,875.903807	4,729.587254	444.700	0.000	0.000	-200.000	235.550	0.000	235.550
Total FTEs:			14,545.740	0.000	0.000	-1,100.000	13,185.300	0.000	13,185.300

I. Base Revenues - 4% Restore or Decline

A. Base Allocation	\$1,521,208
B. Base FTEs Request Before Workload Reduction	\$38,408,827
C. Workload Reduction	\$0.00
D. Revised Base FTEs Revenue	\$38,408,827
1. Credit Base Revenue	\$38,408,827
2. Noncredit Base Revenue	\$3,214,411
3. Current Development College NonCr	\$2,079,795
E. Current Year Decline	\$4,331,732
Total Base Revenue Less Decline	\$37,856,303

V. Other Revenue Adjustments

A. Misc. Revenue Adjustments	\$0
B. Full-Time Faculty Hiring	\$718,089
C. Base Income	\$3,285,814
Total Revenue Adjustments	\$3,983,903

VI. Stability Adjustment

	\$5,388,110
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VII. Total Computation of Revenue

(sum of I, II, III, IV, V, VI, VII)	\$77,718,947
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II. Initiative Adjustment

A. Statewide Initiative Adjustment	1.02%
B. Initiative Adjustment	\$89,115
C. Current Year Base Revenue + Initiative Adjustment	\$38,497,942

VIII. Related Revenue Source

A1. Property Taxes	\$27,577,012
A2. Less Property Taxes Excess	\$0
B. Student Enrollment Fees	\$7,947,524
C. State General Apportionment	\$30,528,217
D. Estimated EPA	\$11,380,184
Available Revenue	\$77,718,947
E. Revenue Shortfall	1,000,000,000
Total Revenue Plus Shortfall	\$77,718,947

III. Basic Allocation & Restoration

A. Base Allocation Adjustment	\$0
B. Base Allocation Adjustment COLA	\$0
C. Stability Reduction	\$0
D. Restoration of 11-12 Workload Reduction	\$0

IX. Other Allowances and Total Apportionments

A. State General Apportionment	\$30,528,217
B. Statewide Average Replacement Cost	\$73,057
Number of Faculty Not Hired	0.00
Full-time Faculty Adjustment	\$0
Net State General Apportionment	\$30,528,217

IV. Growth

A. Unrestored Growth Rate	2.00%
B. Constrained Growth Rate	2.00%
C. Constrained Growth Gap	\$1,250,013
D. Actual Growth	\$0
E. Funded Credit Growth Revenue	\$0
F. Funded Noncredit Growth Revenue	\$0
G. Funded Noncredit CQCP Growth Revenue	\$0
Total Growth Revenue	\$0

X. Unrestored Decline as of July 1st of Current Year

A. 1st Year	\$0
B. 2nd Year	\$0
C. 3rd Year	\$0
Total	\$0

General
Apportionment
calculations

Basic Allocation Calculation Before Current Year COLA
College/Center Base Funding Rates (Current Year FTEs Threshold 4):

Single College District Funding Rates: Total FTEs				Multi-College District Funding Rates: Total FTEs					
> 15,000	> 9,540	<= 9,540		Rural	> 15,000	> 9,540	<= 9,540		
\$5,670,617	\$4,536,493	\$3,402,370		\$567,062	\$4,536,493	\$3,969,402	\$3,402,370		Total Colleges
FTEs:									
0	1	0		0	0	0	0	1	
Revenue:									Total Colleges Rev.
\$0	\$4,536,493	\$0		\$0	\$0	\$0	\$0	\$0	\$4,536,493
State Approved Center: Funding Rates				Total State Approved Centers					
0	\$1,134,123	0		0					
Grandfathered or Previously Approved Center: Funding Rates (if FTEs Levels)									
> 854	> 746	> 497	> 340	<= 100					
\$1,134,123	\$850,282	\$567,062	\$303,331	\$141,745					
Number of Grandfathered or Previously Approved Centers: (if Total FTEs)									
1	1	0	0	0				2	
Grandfathered or Previously Approved Center Revenue:				Total Grandfathered or Approved Center					
\$1,134,123	\$850,282	\$0	\$0	\$0			\$1,984,405		

Basic
Allocations

FTES

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SANTA BARBARA COMMUNITY COLLEGE DISTRICT**

EXHIBIT C

Workload measures:	Base Funding	Marginal Funding	Base FTES	Growth FTES	Restored FTES	Stability FTES	Total Funded FTES	Unfunded FTES	Actual FTES
Credit FTES	4,675.903007	4,723.597254	13,573.340	0.000	0.000	-900.600	12,672.740	0.000	12,672.740
Noncredit FTES	2,811.752093	2,840.431965	327.700	0.000	0.000	-50.650	277.050	0.000	277.050
Noncredit - CDCP FTES	4,675.903043	4,723.597254	444.790	0.000	0.000	-209.200	235.590	0.000	235.590
Total FTES:			14,345.830	0.000	0.000	-1,160.450	13,185.380	0.000	13,185.380



Stability = Total Funded - Base

SO.....

**If we want revenue,
we MUST generate FTES !!!**

14,346 FTES = \$78,000,000.00*

****approximate with growth, COLA, one-time monies).***

Were we successful?



State Target = 14,346 FTES
Apportionment = \$74 million

SBCC Earned = 13,185 FTES
Apportionment = \$68.5 million

State Funded = Earned + Stability + Other
\$68.5 + \$5.5* + \$4* = \$78 million

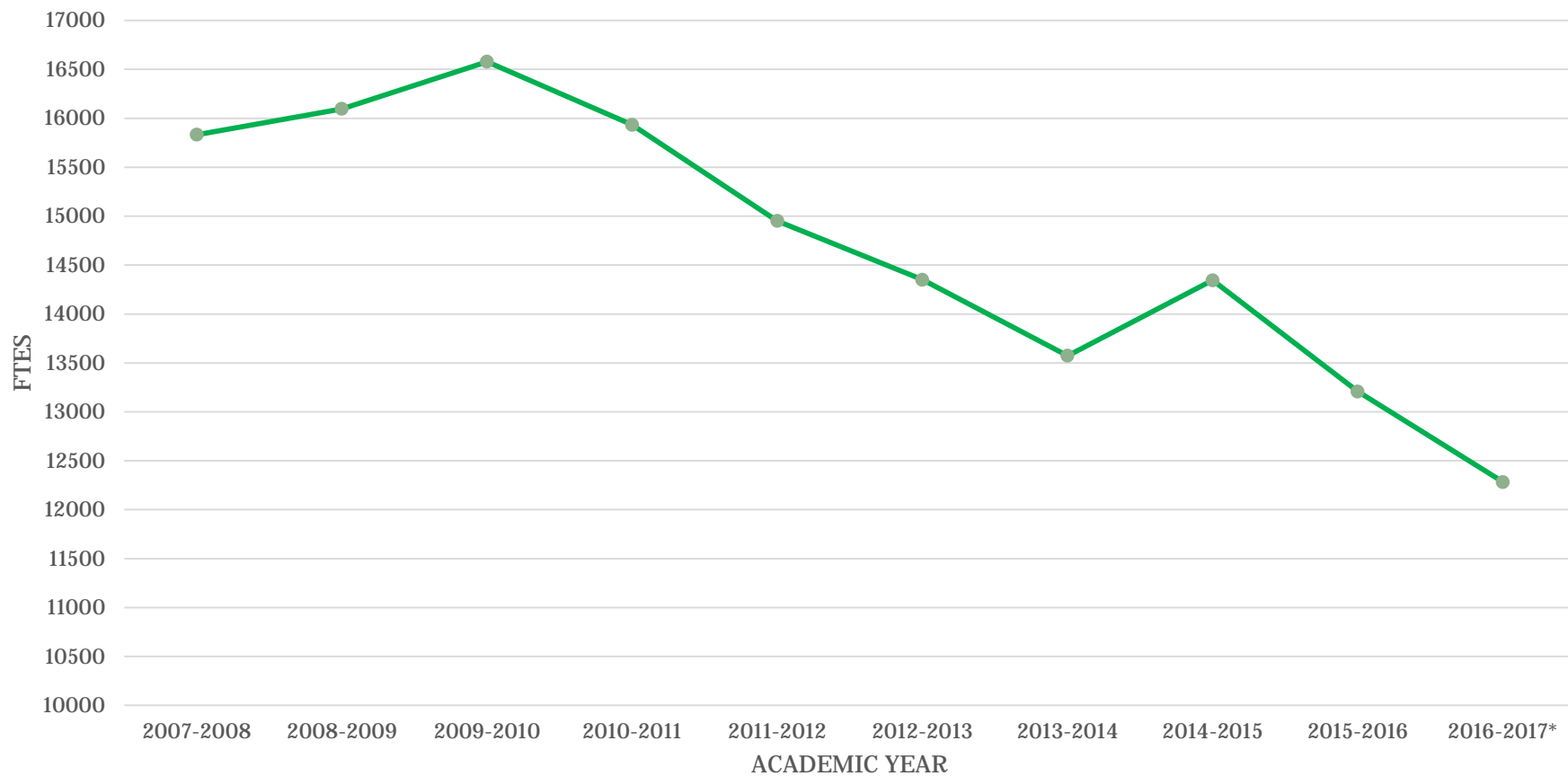
* one time

STABILITY IS NOT ON-GOING !!!!!!!
We must recover to keep same funding.

The FTES Decline



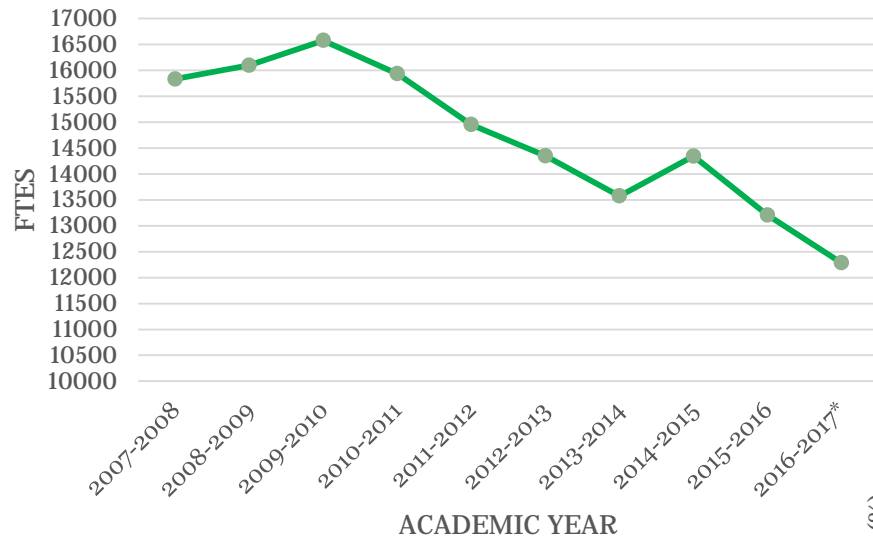
Total FTES



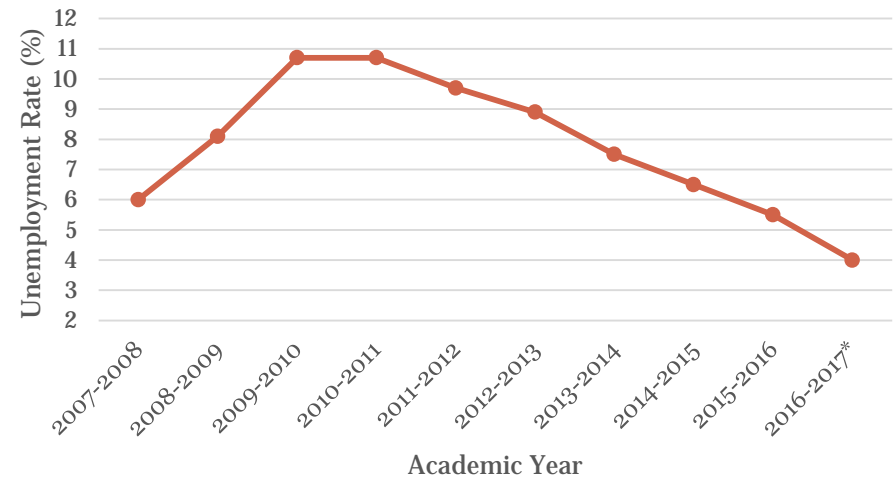
Relation to Unemployment



Total FTES



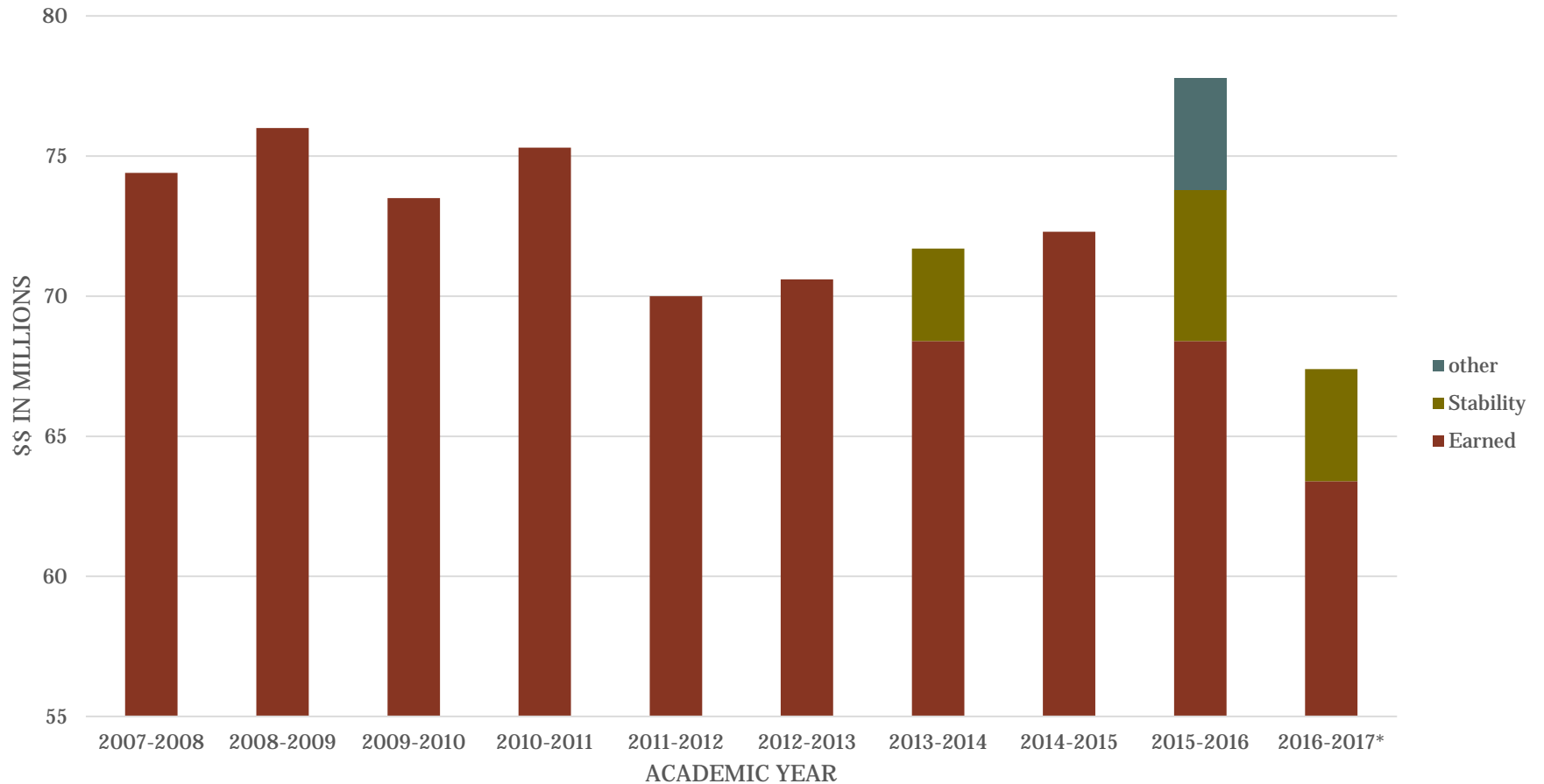
SB Unemployment



The Loss in Funding



APPORTIONMENT



What is the right size for SBCC?



- **IDENTIFY A TARGET**
- **ACTIVELY MANAGE TO HIT TARGET**

What is Enrollment Management?



- Enrollment management takes place whenever a college makes a conscious decision to increase, decrease, or change its enrollment.
- Well-planned strategies and tactics designed to improve the quality of student life and learning and to ensure student success and satisfaction
- Simple or complex
- Efficient

Guiding Principle:



Provide access to classes students need and provide support to empower students to be successful.

The Enrollment Management Journey



- Marketing and Recruitment
- Matriculation
- Census
- Retention
- Completion
- Persistence
- Success
 - Transfer
 - Certificate – A JOB!
 - Progress to college-level work

Enrollment Management and the Budget



- **How is Budget impacted by EM Journey?**
 - Census – affects budget the most!
- **Census = 20% of term**
 - When we measure “enrollment” for funding purposes
 - FTES = Fulltime equivalent students
 - This is our income

The True Cost of Education



- FTES generated (income)
 - ✦ Dependent on size of class and WSCH
- Instructional Cost (expense)
 - ✦ Staffing
 - Salary range (\$50.00/hr to \$100.00/hr) + mandates
 - ✦ Supplies and materials
- Non-instructional costs
 - ✦ Everything else!

How can we be more efficient?



- **Income**
- **Class size at Census**
 - **Scheduled Class Size Limit**
 - ✦ Closing Numbers
 - ✦ Large Group Instruction
 - **Class Size first day of class**
 - ✦ Adequate number of sections/course
 - ✦ Waitlist size
 - ✦ First day adds
 - **Retention to census**
 - ✦ Early engagement

How can we be more efficient?



- **Expense of Instruction**
- Faculty Pay (not an option)
- **Other Expenses**
- Reassigned time
- Inadequate staffing
- Use of classroom supplies
- Facilities

Where do we go from here?

Enrollment Management Plan



Some things for us to consider?

- FTES target (base & growth, credit, non-credit & enhanced non-credit)
- Enrollment goal (general & specific populations)
- Present resource allocation?
 - Transfer, CTE, Basic Skills
- Funding support is available to support the plan?
 - Student Services, Tutors, Marketing, etc.

Questions?

