



# An Enrollment Analysis of the RSCCD Continuing Education Program

September 2020

The Rancho Santiago Community College District (RSCCD) offers a wide variety of programs to serve the educational needs of our diverse community. Within the California community college system, RSCCD has one of the largest programs that focuses on serving older adults seeking to further their education in open entry/open exit classes that allow students maximum flexibility with the ability to register anytime during the school year. There are multiple locations within the district boundaries and classes are tuition-free to ensure accessibility for all.

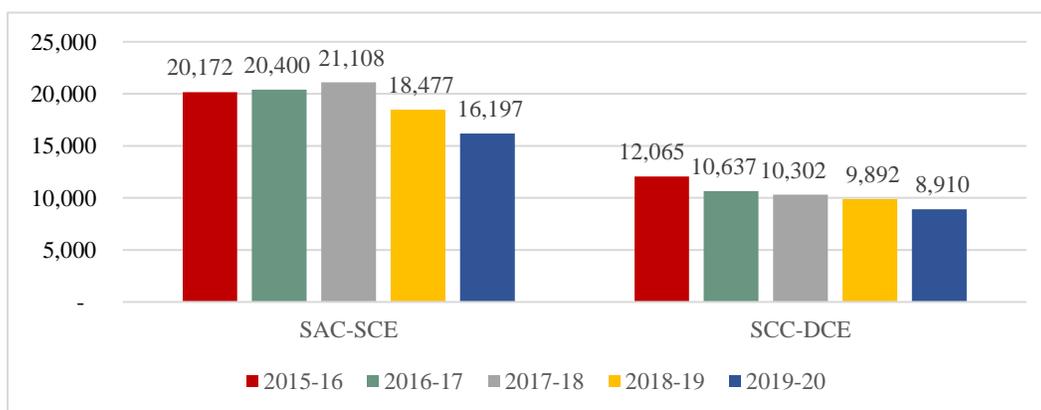
Currently, the continuing education program is overseen by Santa Ana College - School of Continuing Education (SAC-SCE) serving mainly cities located on the western boundaries of the District and Santiago Canyon College - Division of Continuing Education (SCC-DCE) serving the eastern side. Each college has seen periods of expansion and periods of contraction due to the many competing issues in managing educational institutions. As California enters an economic downturn, the District and its colleges diligently review the processes and practices of all programs to ensure we continue to be effective and efficient in serving our students in upcoming years. This paper broadly examines the various data metrics of enrollment management; more detailed data will be extracted in future papers.

## Headcount

**Rancho Santiago Community College District  
Continuing Education Headcount by College  
2015-16 through 2019-20**

	SAC-SCE					SCC-DCE				
	2015-16	2016-17	2017-18	2018-19	2019-20	2015-16	2016-17	2017-18	2018-19	2019-20
Headcount	20,172	20,400	21,108	18,477	16,197	12,065	10,637	10,302	9,892	8,910

The Continuing Education Program at our two colleges educate more than 25,000 students each year. However, the number of students has dropped in the last five years (-20 percentage points at SAC-SCE and -26 percentage points at SCC-DCE).



Student Demographics

**Rancho Santiago Community College District  
Continuing Education Student Demographics by College  
2016-17 through 2019-20**

	SAC-SCE				SCC-DCE			
	2016-17	2017-18	2018-19	2019-20	2016-17	2017-18	2018-19	2019-20
<b>Headcount</b>	<b>20,400</b>	<b>21,108</b>	<b>18,477</b>	<b>16,197</b>	<b>10,637</b>	<b>10,302</b>	<b>9,892</b>	<b>8,910</b>
<b>Ethnicity</b>								
African-American	1%	1%	1%	1%	2%	3%	3%	3%
American-Indian	1%	1%	1%	1%	1%	1%	1%	1%
Asian	13%	14%	13%	15%	12%	13%	13%	14%
Hispanic/Latino	73%	75%	76%	69%	45%	48%	44%	42%
Pacific Islander	0%	0%	0%	0%	0%	1%	1%	0%
White	5%	6%	6%	8%	23%	26%	30%	33%
Other/Not reported	7%	3%	3%	6%	17%	8%	8%	7%
<b>Gender</b>								
Female	56%	58%	58%	60%	54%	55%	57%	60%
Male	43%	42%	42%	40%	46%	45%	43%	40%
<b>Age</b>								
Under 18	7%	6%	6%	6%	10%	8%	7%	9%
18-21	11%	10%	9%	8%	10%	10%	10%	9%
22-34	32%	29%	28%	26%	31%	31%	29%	27%
35-44	21%	21%	21%	21%	16%	17%	16%	16%
45-54	16%	17%	17%	18%	13%	13%	13%	13%
55-64	8%	10%	11%	11%	8%	8%	9%	10%
65+	5%	7%	8%	10%	12%	13%	16%	16%

Though SAC-SCE student body consists of mostly Hispanic/Latino, there is a 4-percentage point drop in the last four years. Asians are the second largest population at 13% to 15% each year (a gain of 2-percentage points as compared to 2016-17). At SCC-DCE, the students are more diverse with two-fifths Hispanic/Latino, one-third White and more than one-tenth Asian. Though it looks like there was a 10-percentage point increase in White students in the last four years, it may have been due to data error in collecting student ethnicity at SCC-DCE in 2016-17.

Females have gradually increased in representation in the last four years for the continuing education programs at both SAC-SCE (56% to 60%) and SCC-DCE (54% to 60%).

Continuing education students are slightly older today than those enrolled four years ago. Students at SAC-SCE under 35 years of age dropped 10-percentage points (50% in 2016-17 vs. 40% in 2019-20) while students over 45 years of age increased 10-percentage points (29% vs. 39%). Similarly, SCC-DCE students older than 45 years of age also increased from 33% to 39% during the same four years.

## Student Residency

### Santa Ana College Continuing Education Student Residency by City 2014-15 through 2018-19

City of Residence	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Headcount</b>	<b>22,349</b>	<b>20,172</b>	<b>20,400</b>	<b>21,108</b>	<b>18,477</b>
Santa Ana	72%	68%	67%	68%	68%
Garden Grove	5%	5%	5%	6%	6%
Costa Mesa	3%	4%	4%	4%	4%
Orange	2%	2%	2%	2%	2%
Fountain Valley	2%	2%	2%	2%	2%
Irvine	1%	1%	1%	1%	1%
Other Cities	0%	0%	0%	0%	0%
<b>Total Inside-District</b>	<b>85%</b>	<b>82%</b>	<b>81%</b>	<b>83%</b>	<b>83%</b>
<b>Total Outside-District</b>	<b>15%</b>	<b>18%</b>	<b>19%</b>	<b>17%</b>	<b>17%</b>

### Santiago Canyon College Continuing Education Student Residency by City 2014-15 through 2018-19

City of Residence	2014-15	2015-16	2016-17	2017-18	2018-19
<b>Headcount</b>	<b>12,084</b>	<b>12,065</b>	<b>10,637</b>	<b>10,302</b>	<b>9,892</b>
Orange	35%	34%	34%	34%	36%
Santa Ana	15%	14%	14%	15%	15%
Anaheim	5%	6%	7%	7%	7%
Garden Grove	4%	4%	4%	4%	3%
Irvine	2%	4%	4%	4%	3%
Costa Mesa	1%	1%	1%	1%	1%
Tustin	1%	1%	1%	1%	1%
Yorba Linda	0%	1%	1%	1%	1%
Other Cities	1%	1%	1%	1%	1%
<b>Total Inside-District</b>	<b>64%</b>	<b>66%</b>	<b>67%</b>	<b>68%</b>	<b>68%</b>
<b>Total Outside-District</b>	<b>36%</b>	<b>34%</b>	<b>33%</b>	<b>32%</b>	<b>32%</b>

More than four-fifths of the SAC-SCE students are from inside of the RSCCD boundaries. However, there is a slight drop (-2 percentage points; 85% to 83%) in students coming from within our district boundaries since 2014-15. The largest number of SAC-SCE students reside within the cities of Santa Ana (67%-72%), Garden Grove (5%-6%) and Costa Mesa (3%-4%).

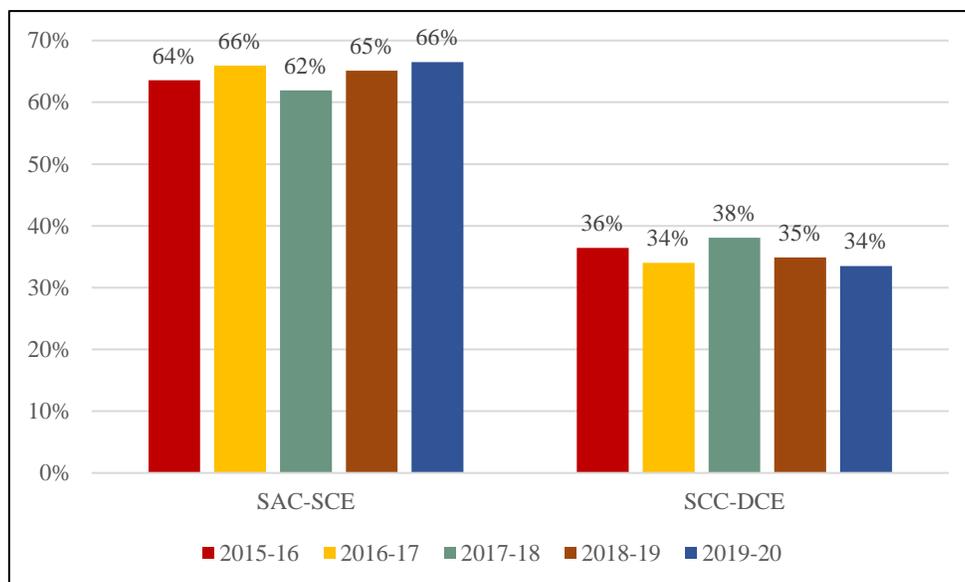
SCC-DCE maintains more than two-thirds of its students from within the RSCCD boundaries. This proportion has grown four-percentage points since 2014-15 (64%-68%). A large number of students attending SCC-DCE are from the cities of Orange (34%-36%), Santa Ana (14%-15%) and Anaheim (5%-7%). SCC-DCE program attracts nearly one-third of its students from elsewhere.

**Transition to College Credit Program**

**Rancho Santiago Community College District  
Continuing Education Student Transition to College Credit by College  
2015-16 through 2019-20**

	2015-16	2016-17	2017-18	2018-19	2019-20
SAC-SCE	887	1101	1032	1075	1022
SCC-DCE	508	568	634	576	515

**Rancho Santiago Community College District  
Continuing Education Student Transition to College Credit**



Many continuing education program students do not consider their education there to be the final destination. Therefore, it is important that we support them by creating a seamless pipeline to college credit coursework.

Every year, our college credit program gains about 1,500 students with some level of continuing education coursework at SAC-SCE or SCC-DCE. Since 2015-16, SAC-SCE has increased 15% more students into the college credit program (887 to 1022). SCC-DCE has fluctuated during the same five years, and settled for a one-percentage point increase (508 to 515).

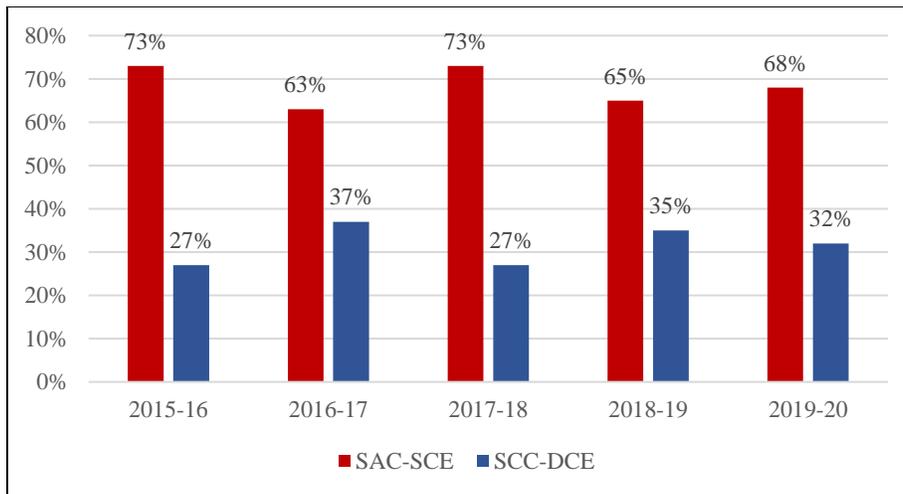
SAC-SCE contributed nearly two-thirds of the matriculants to credit programs and SCC-DCE contributed the remaining one-third.

Course Offerings

**Rancho Santiago Community College District  
Continuing Education Course Section Offerings and Site Served by College  
2015-16 through 2019-20**

	SAC-SCE					SCC-DCE				
	2015-16	2016-17	2017-18	2018-19	2019-20	2015-16	2016-17	2017-18	2018-19	2019-20
Sections Offered	1,747	1,482	1,805	1,678	1,613	650	858	675	895	740
Sites Served	58	59	56	66	76	35	40	41	43	46

**Rancho Santiago Community College District  
Percent of Continuing Education Course Section Offerings by College  
2015-16 through 2019-20**



To ensure accessibility, the district offers nearly 2,500 sections in a variety of subjects (from English as a Second Language, high school of adult education, career education), as well as offering these courses at more than 100 locations to serve our community.

SAC-SCE offers more than 1,500 sections annually; however, it has dropped eight-percentage points (1,747 to 1,613) within the five years demonstrated above. SCC-DCE’s offerings have fluctuated in the same five-year time period; however, it has retained a gain of 14-percentage points (650 to 740).

SAC-SCE contributes more than two-thirds of the overall continuing education sections offered for the district; however, it has lost five-percentage points in the five years under review (1,747 to 1,613). In the meantime, SCC-DCE has increased its offerings portion in recent years (650 to 740).

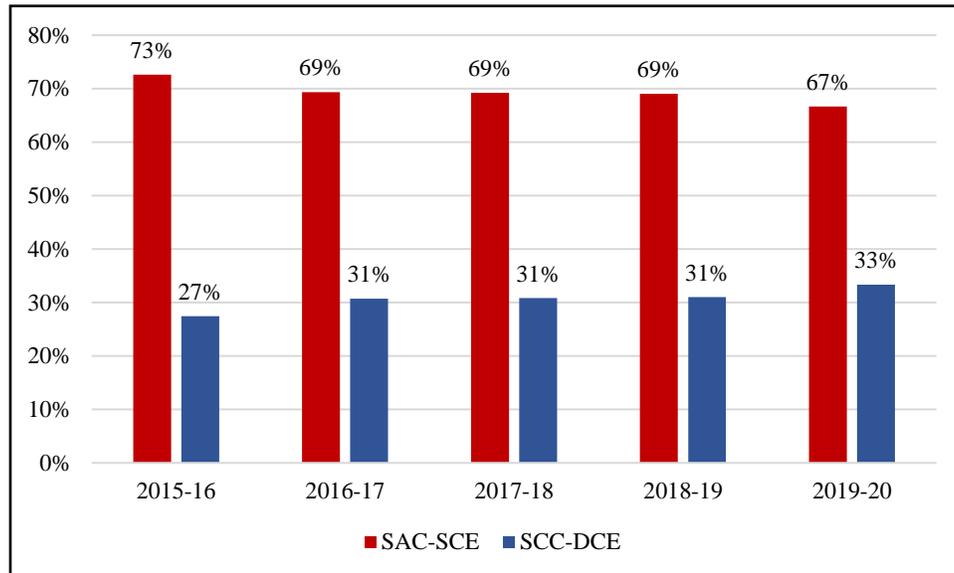
Understanding our students need course offerings near their residence and/or their workplace, staff has continued to serve its students in more than 125 centers throughout the district boundaries.

**FTES Generated**

**Rancho Santiago Community College District  
Continuing Education Program FTES Generated by College  
2015-16 through 2019-20**

	2015-16	2016-17	2017-18	2018-19	2019-20
SAC-SCE	4,809	4,172	4,201	3,774	3,734
SCC-DCE	1,816	1,847	1,870	1,695	1,867
<b>Total</b>	<b>6,625</b>	<b>6,019</b>	<b>6,071</b>	<b>5,469</b>	<b>5,601</b>

**Rancho Santiago Community College District  
Percent Continuing Education Program FTES Generated by College  
2015-16 through 2019-20**



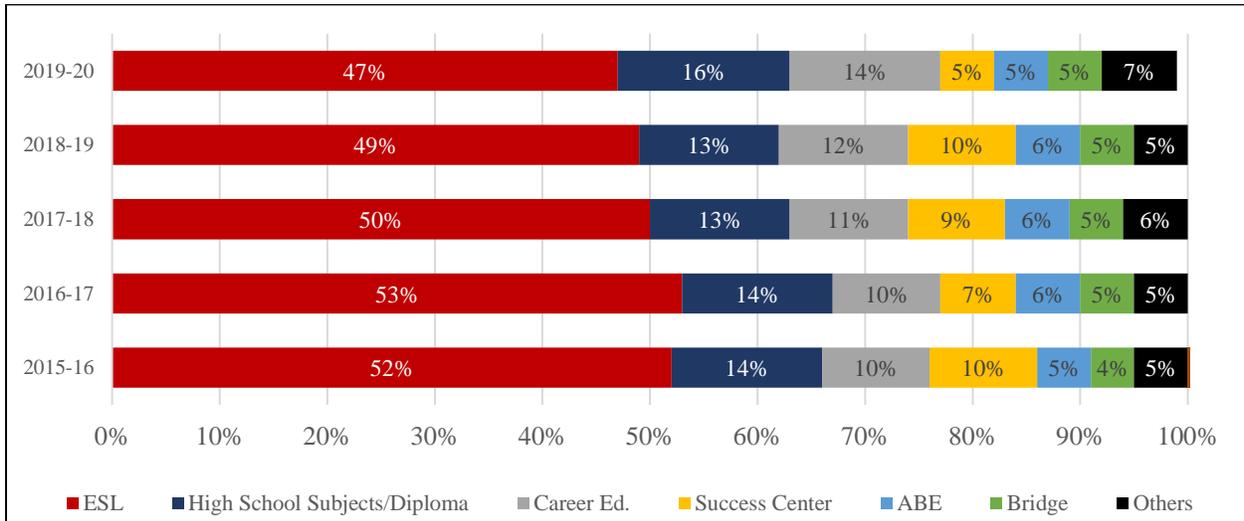
Overall, the district’s continuing education program dropped 14 percentage points in factored FTES for the last five years (6,625 FTES to 5,601 FTES).

SAC-CEC’s FTES dropped 22-percentage points (4,809 FTES to 3,374 FTES) and SCC-DCE slightly increased by 3-percentage points (1,816 FTES to 1,867 FTES).

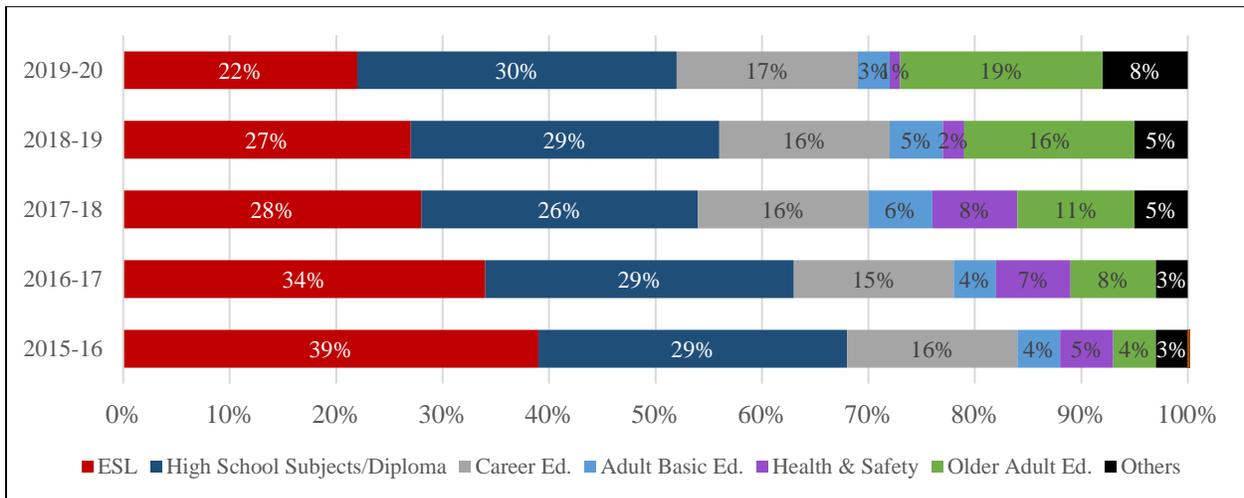
SAC-SCE contributes to more than two-thirds (67% to 73%) of the overall continuing education FTES earned for the district; however, it has lost six-percentage points in the five years reviewed. In the meantime, SCC-DCE has generated its FTES earnings portion in recent years (27% to 33%).

Generated FTES by Instructional Programs

**Santa Ana College  
Continuing Education Percent FTES by Program**



**Santiago Canyon College  
Continuing Education Percent FTES by Program**



There have been minor changes in SAC-SCE program offerings in the last five years. The largest program is ESL (47% to 52%), followed by high school subjects/diploma (13% to 16%) and career education (10% to 14%). The college credit tutoring center, the Success Center, contributes 5% to 10% annually. Older adult education and citizenships were not offered and/or accounted for prior to 2016-2017. On the other hand, counseling/assessments no longer count towards the FTES generated.

At SCC-DCE, high school subjects/diploma (26% to 30%) and ESL (22% to 39%) programs account for more than half of its generated FTES, followed by career education and older adult education. In 2017, staff added workforce preparation that generated 2% to 7% of the FTES in these three years. Though ESL is a large portion of SCC-DCE overall, it has lost 17 percentage points within the last five years and older adult education gained 15 percentage points during the same timeline.

## Summary

This report identifies enrollment trends and associate metrics from 2015-16 through 2019-20 for the continuing education program at SAC and SCC. Typically, there are relatively few significant changes as observed changes are usually gradual and result from shifting composition of the student population, change in program offerings, and other issues that can cause changes.

Santa Ana College and Santiago Canyon College have experienced tremendous challenges over these five years. As this data is reviewed, it is critical to consider the many political, economic and social issues which staff and faculty must also manage while strategizing efficiency and effectiveness. Our staff and faculty are committed to our students and are always looking for opportunities to enhance what we already have. Having a forum to review data from multiple lenses and having an appreciation for the planning and collaboration that also goes into the complex process of enrollment management can bring about that change.