Southeast Tech
Fall 2015 Enrollment Update Report
EXECUTIVE SUMMARY

Purpose:
To provide the School Board an update of the final enrollment for the Fall 2015 semester.

Fall 2015 enrollment decreased by approximately 8% at Southeast Tech for the Fall 2015 semester. Of the 2,196 students enrolled for the fall 2015 semester, 1,118 were new students and 795 were returning students, which is an 8% change from last year.

Enrolling new students will continue to be a challenge in the near future. The current very low regional unemployment rate is expected to continue and will negatively impact enrollment as students are drawn to available jobs. In addition, the decreasing number of high school graduates in the region poses a challenge to recruitment efforts.

However, in order to meet the region’s need for a trained technical workforce, Southeast Tech is taking significant steps to increase student enrollments, including the implementation of new recruitment software, a revised Southeast Tech website, increased marketing with emphasis on program-specific advertising, increased use of technology, and environmental branding.

Administrative Recommendation to School Board:
Acknowledge the enrollment update report.
- 2196 students Fall 2015
- 2406 students Fall 2014
  - -210 students
- 27,459 credits Fall 2015
- 30,208 credits Fall 2014
  - -2749 credits
- New Students Fall 2015 - 1118
- New Students Fall 2014 - 1110
  - +8 new students

- Early Enroll Students
- 126 students Fall 2015
- 195 students Fall 2014
- 915 in 2 year programs Fall 2015
- 903 in 2 year programs Fall 2014
- 203 in 1 year programs Fall 2015
- 207 in 1 year programs Fall 2014
- Dual Credit Students
  - Fall 2015 – 133 students
  - Fall 2014 – 93 students
2.6% unemployment rate in Sioux Falls (worker shortage)
- Sponsor A Scholar - employers are desperate for employees!
- Increased Competition - we are all fighting for the same students
- Decreasing number of high school graduates in region
Implement JRM – Jenzabar Recruitment Module

- Jenzabar EX is for data storage
- JRM allows us to track everything – events attended, calls to & from students, outbound communications to students, if they opened our e-mails, etc.
- Segment our student population
New Website

Changed focus of advertising

Environmental Branding
VISITATION DAYS

- Mixture of Thursday's and Friday's for instructor availability
- Increased use of students
PLAN FOR INCREASING ENROLLMENT

Technology

We finally have cell phones to text students. This will be part of the admission communication process. It will also allow our recruiters to become involved in our social media efforts.