



PRESENTATION HANDOUT



Anchoring Data When It Is Counterintuitive to Institutional Culture

Bucks: Jody Seutter, Associate Provost and *Maureen McCarthy, Executive Director*

RNL: Rob Van Cleef, Assistant Vice President, Dawn Fortin Mattoon, Executive Consultant, and *Lei Carter, Senior Market Research Consultant*

In the next hour we will discuss the following:

-  Introduce the campus and the partnership with RNL.
-  Discuss strategic enrollment and the integration with EPM models.
-  Introduce RNL's approach to Enrollment Projection Models
-  Campus culture and reactions to research findings.
-  RNL Market Research support and additional analysis
-  Integrating the Data with the SEP project.



Introducing
Bucks County
Community College

Bucks County Community College

College Highlights

- Two-year public institution in Pennsylvania
 - Offer occupational and transfer associate degrees as well as workforce certifications
- Enrollment
 - Slight declines up to Fall 2020
 - Sharp declines during COVID-19
 - County demographics
- Why RNL?

Campus Culture and Data Reactions

Historic student profile

Institutional identity and practices

Disengagement with county data

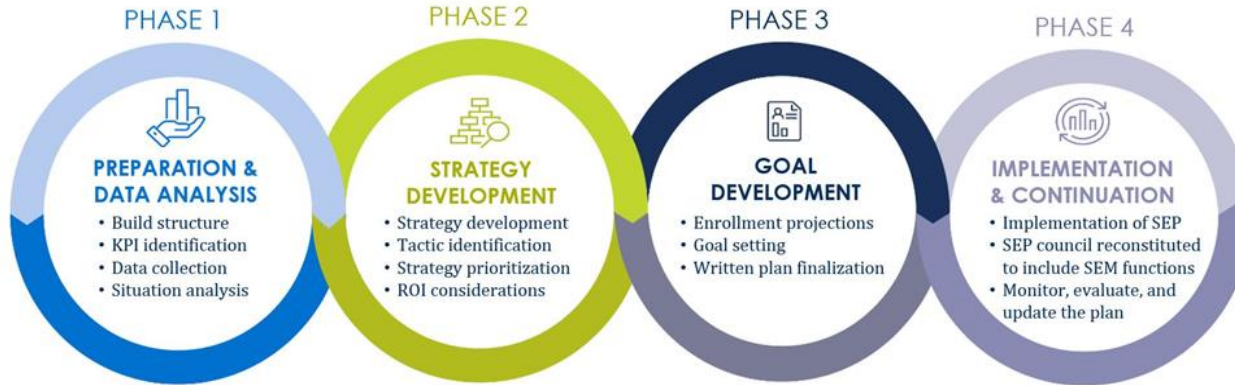
Anxiety



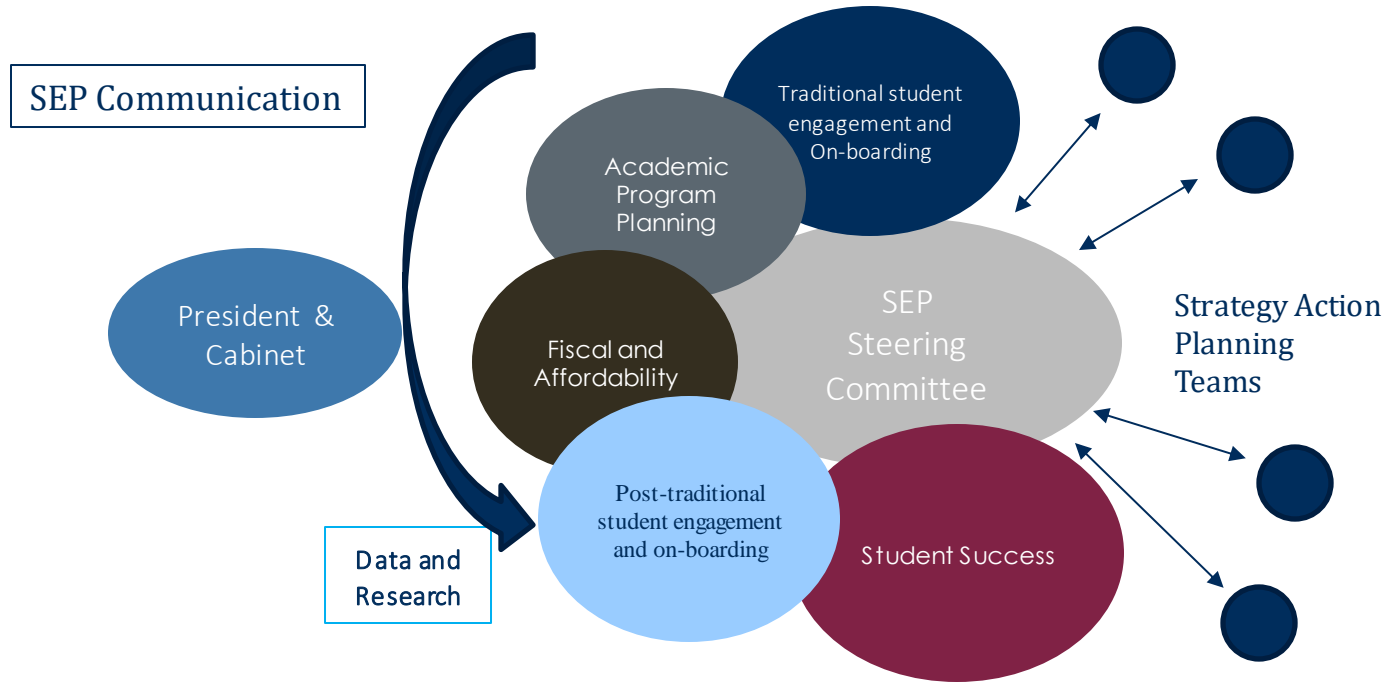
Strategic Enrollment and the integration with EPM models

SEP at Bucks County Community College

Framework: Four Phases



Strategic Enrollment Planning Organizational Structure for Bucks





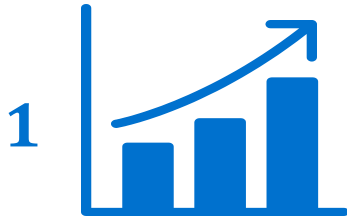
RNL's approach to Enrollment Projection Models (EPM)

Enrollment Projection Models

Three Models

- First-Year Model
 - Any new, first-time, first-year undergraduate student
 - NCES Data
 - By county & race/ethnicity
- Transfer Model
 - Any new transfer undergraduate student
 - NCES Data
 - By county & race/ethnicity
- Adult Model
 - New graduate students and undergraduate students 25 and older
 - US Census Data
 - By county & age range

Enrollment Projection Methodology



Project overall market (recruitment) size

Data:

- First-Year/Transfer: NCES kindergarten – senior year past six years
- Adults: Pull most recent census projections

Equation:

- Weighted retention formula to project market size through 2030



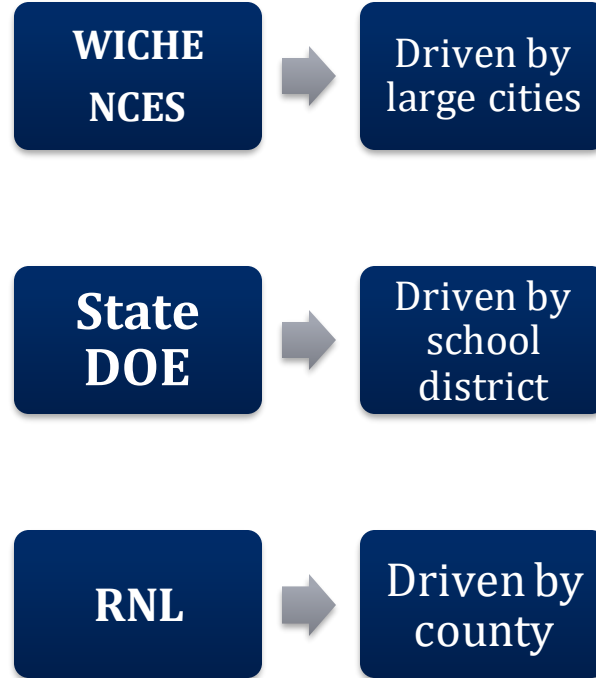
Examine your market share for past three years



Combine market share by projected enrollment

- Best case
- Maintain
- Worst case

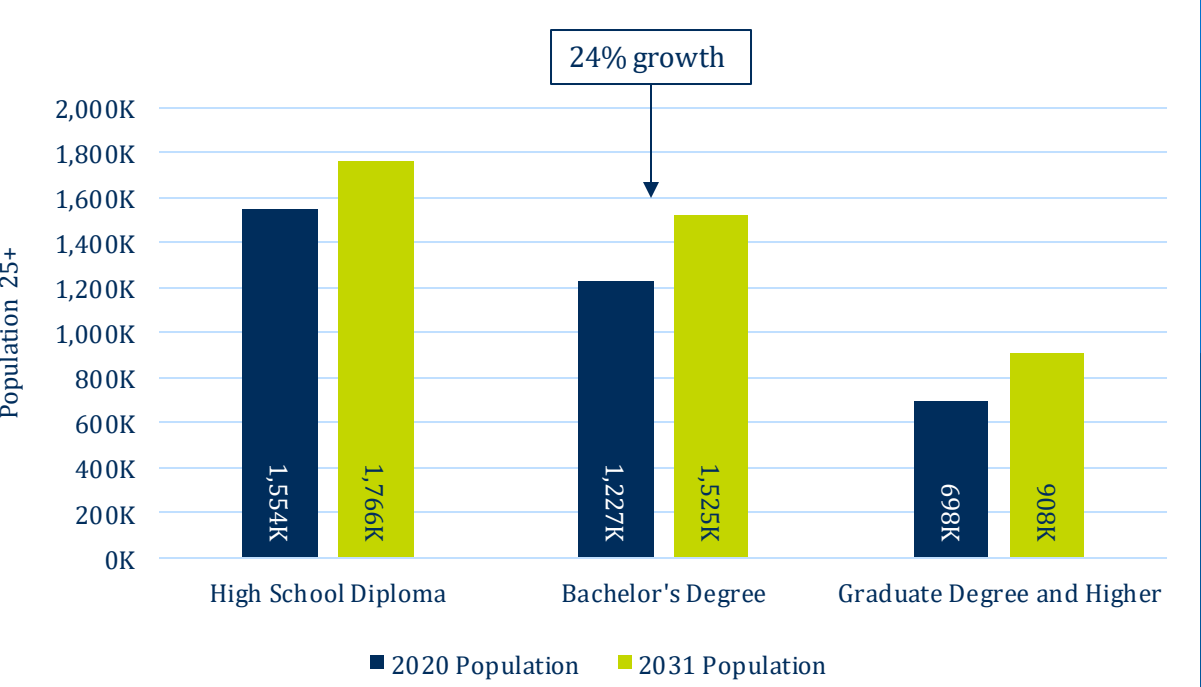
The world of projection models



Advantage of a RNL projection model

- **County level projection**
- Fine tune the projection to the county level allows a campus to target the recruitment market more precisely.
- **Customizable workbooks**
- Providing projection workbooks that are customizable allows a campus to bring in its unique recruitment strategic planning.

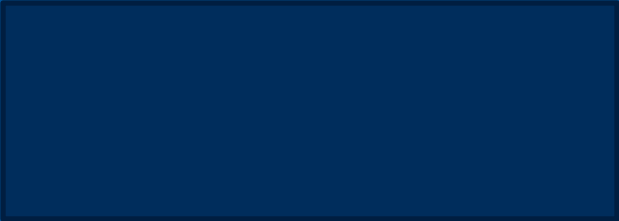
Educational Attainment by Level



More college degrees expected in top feeder counties where first-year students reside



Top 12 Feeder Counties:





Campus Culture and Data Reactions

Campus Culture and Data Reactions



Historic student
profile



Institutional
identity and
practices



Disengagement
with county data



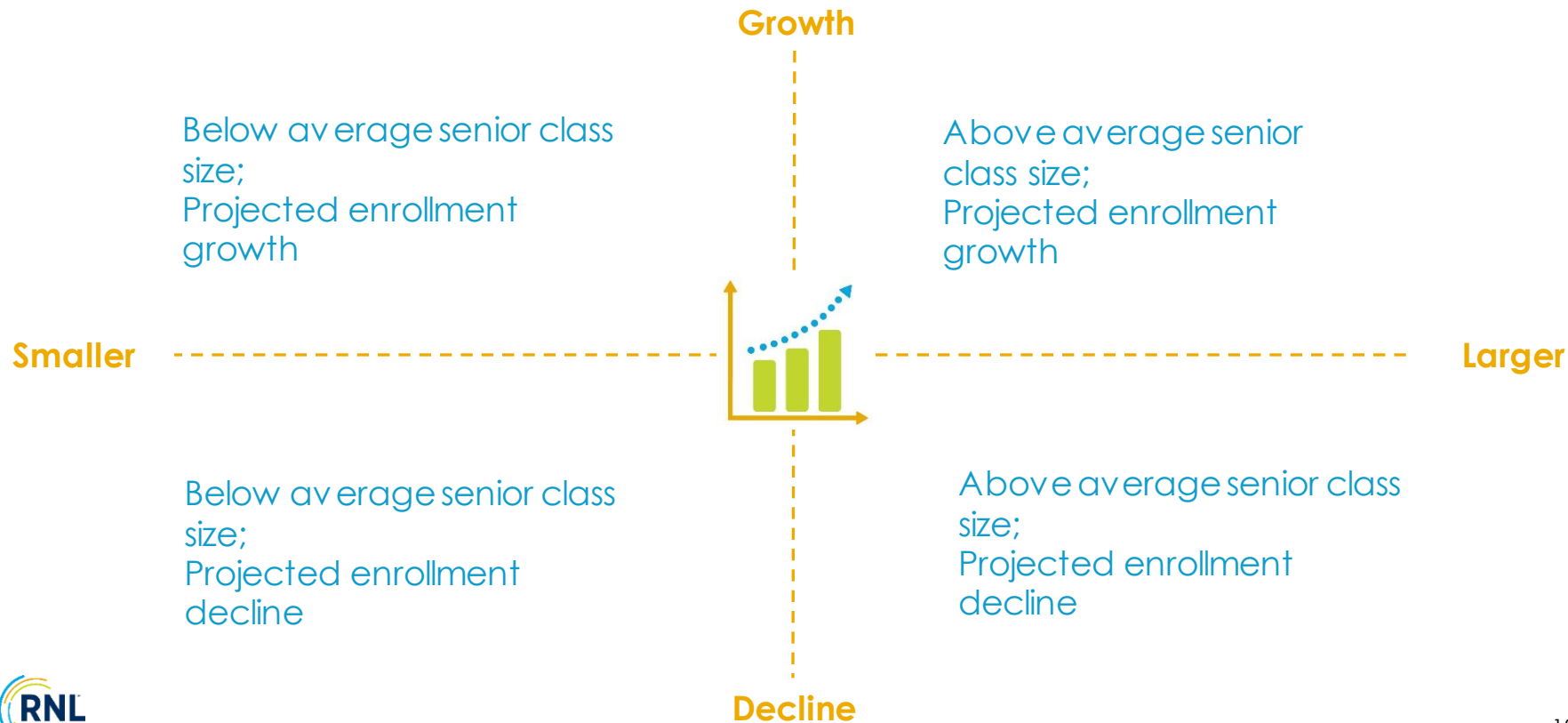
Anxiety



Additional
analysis
conducted by
RNL's MARS team

Growth/Size matrix

Matrix position helps us know which school district has the greatest growth potential



Growth projection for immediate service area (Bucks, Lehigh, Montgomery, Northampton)





Integrating the
Data with the
SEP project

Questions?

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