

A second look at program enrollment data

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Why do we look at program-level data?

1. Programs speak to a student’s “why” for enrolling
2. Program momentum predicts program completion
3. Program data is close to practice and actionable

Early Momentum Matters

Outcome:
Transfer & bachelor’s completion

Credit Momentum (6+, 12+, or 24+ college credits)

Gateway English/Math (College-level)

Completed Transfer Degree

	<i>Effects Even Larger for...</i>		
	Black Students	Hispanic Students	Low-income Students
Increase in likelihood	2-3x	4-5x	7-9x
1.7-2x	2-4x	4-5x	4-5x
1.6-3x	5-6x	5-9x	6-7x
3-4x			

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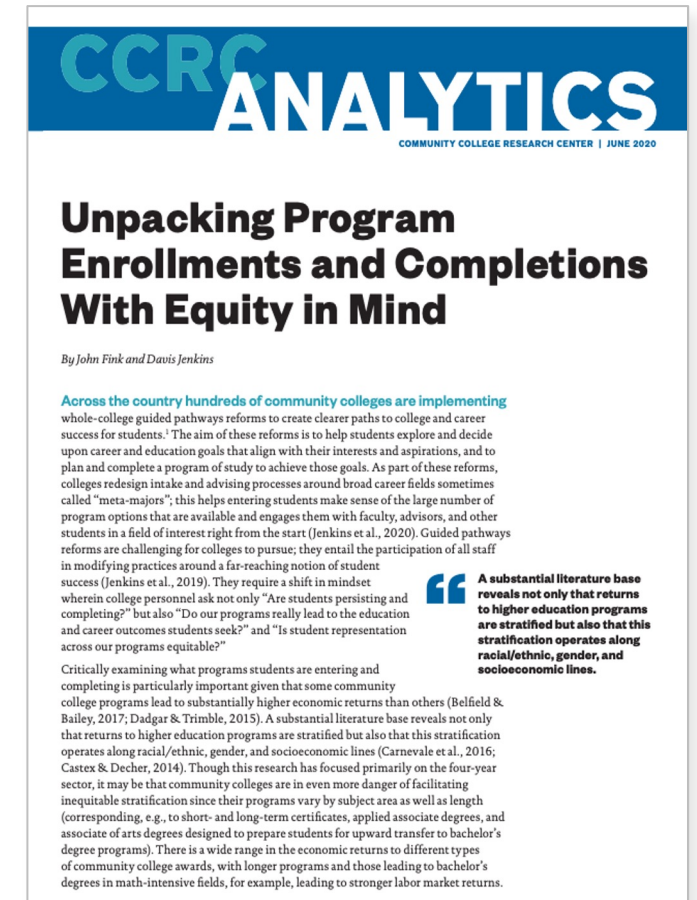
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6-7x

- Read more about early momentum metrics:
 - <https://ccrc.tc.columbia.edu/publications/early-momentum-metrics-college-improvement.html>
 - <https://ccrc.tc.columbia.edu/publications/early-momentum-metrics-leading-indicators.html>

Questions to ask when looking at **program enrollment data**

- What programs are our students enrolled in upon college entry?
- How many students are not in a clear program?
- Which programs lead to greater or lesser opportunity for employment and/or transfer?
- Is student representation across programs proportionate?
- What questions do these data raise about student onboarding?



Is it clear to students what your programs lead to?

Category
Workforce: Low
Workforce: Medium
Workforce: High
Transfer: Structured
Transfer: Unstructured
Undeclared or Unknown
Uncategorized or Other

What programs do you think most of your students are choosing when they enter the college?

2. Program Enrollment Equity Mapper Highlights

The following slides include highlights for your college from this Excel tool, which are based on data your college on enrollment of students by program fall 2021. These slides include information and inquiry questions (in the speaker notes) on:

- 1) Enrollment in your top 10 largest programs or program areas
- 2) Enrollment in all programs by meta-major (field) or program area
- 3) Enrollment in all programs by degree of alignment with job and transfer outcomes
- 4) Enrollment in largest programs by race-ethnicity

Enrollment by Program: Questions for Inquiry Into Your Data

1. Which students are currently enrolled in a program that clearly leads to job and/or efficient transfer in fields of value to students and communities?
2. What students are not in programs that have a clear job and/or transfer outcomes?
3. Are certain groups of students underrepresented in programs that lead to strong job and major transfer outcomes? What barriers does the college create?
4. How could we use data like these to help identify students without a clear plan and recruit them into programs in fields they would be motivated to complete?
5. How can we engage a broader group of colleagues in using program enrollment data to improve recruitment and retention of students from underrepresented groups into programs with strong career and further education outcomes?

**What are some
takeaways from your
college's program
enrollment data?**

What are our top 10 programs by enrollment?

Top program enrollments

Include all students enrolled in fall 2021, including credit and noncredit enrollments if available, degree- and non-degree-seeking students, first-time and continuing students, full- and part-time students, and current and former dual enrollment high school students.

(1) Program Name	(2) Student Count	(3) Percentage of All Students	(4) Meta-Major/ Broad Area*	(5) Workforce/ Transfer Category**	(6) Under- or Overrepresented Student Groups***
1. Workforce	310	20.2%	Workforce	Workforce – Middle	Over
2. General Studies	302	19.6%	Transfer	Transfer - Unstructured	Over
3. Dual Enrollment	176	11.4%	DE	Other	Under
4. General Education	93	6.0%	Transfer	Transfer - Unstructured	Under
5. Industrial Welding	68	4.4%	Technical	Workforce - High	Under
6. Pre-BSN	68	4.4%	Health Sciences	Transfer – Structured	Over
7. Pre-Nursing	47	3.1%	Health Sciences	Other	Under
8. Business Administration	42	2.7%	Business	Transfer – Structured	Under
9. Nursing	37	2.4%	Health Sciences	Workforce – High	Under
10. Personal Satisfaction	35	2.3%	Undeclared	Other	Under
All others, <i>N</i> = (unique count of other programs w/ at least 1 student enrolled)	360	23.4%			
Total	1538	100%			

Top 10 programs by enrollment

Also refer to the accompanying discussion questions in your data slides



What are our top 10 programs by enrollment?

Top program enrollments

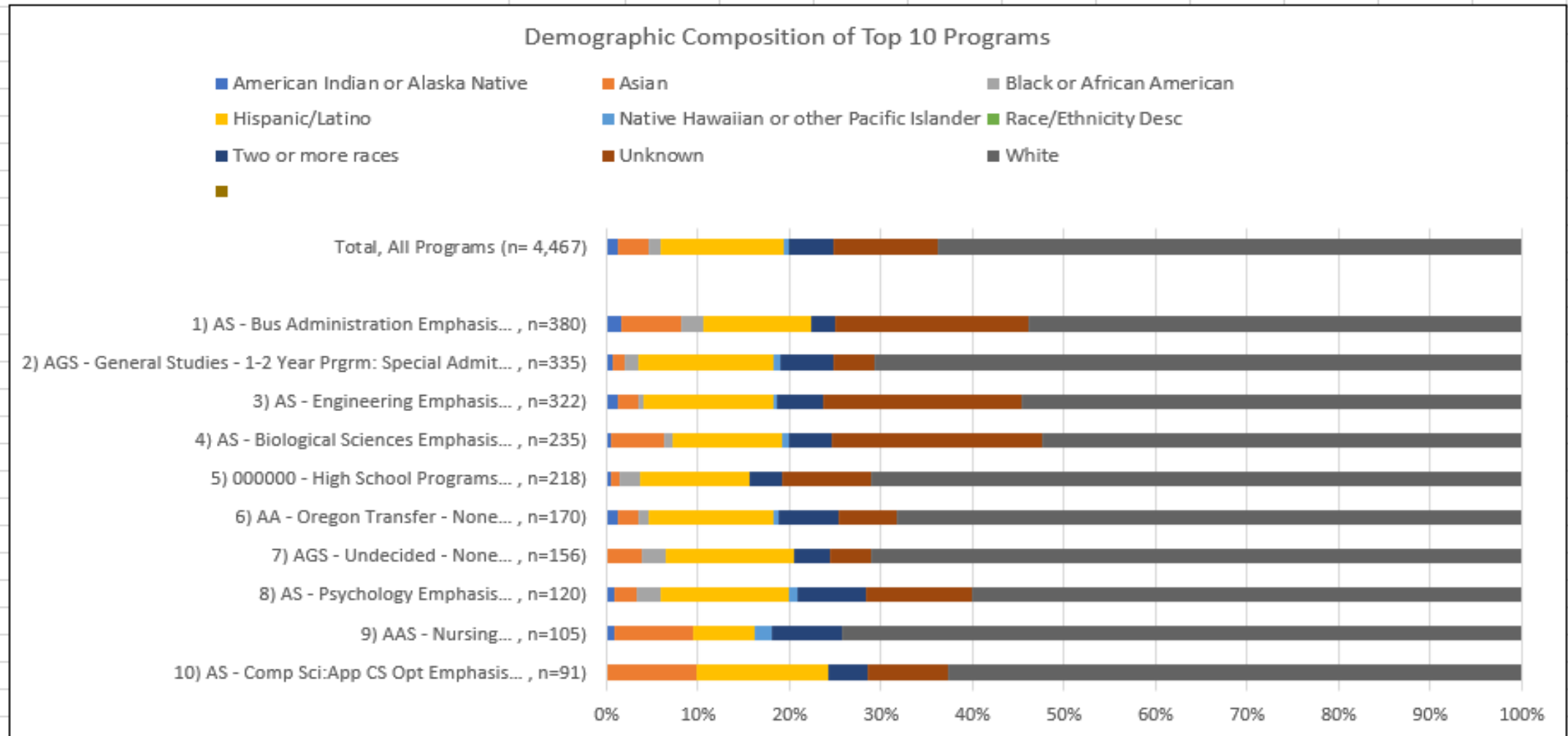
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- For the over 300 students in non-credit workforce—who are these students and what are their goals? What’s the potential for recruiting these students into our credit programs?
- Over 25% of your students are in General Studies or General Education. What are these students’ goals? If transfer, are they helped to develop a plan to ensure they can transfer to a bachelor’s degree program in their major field of interest with no excess credits?
- What steps do you take to dual enrollment and other high school students to develop post-high school career and education plans recruit them into your programs after high school?
- Does the college monitor the progress of your “Pre-Nursing” students seeking entry to the nursing program but have not yet been admitted? Does the college provide special advising to pre-nursing students to ensure that they have a “plan B” if they are not admitted to nursing or other selective program?

Is enrollment in higher-opportunity CTE and transfer programs equitable?

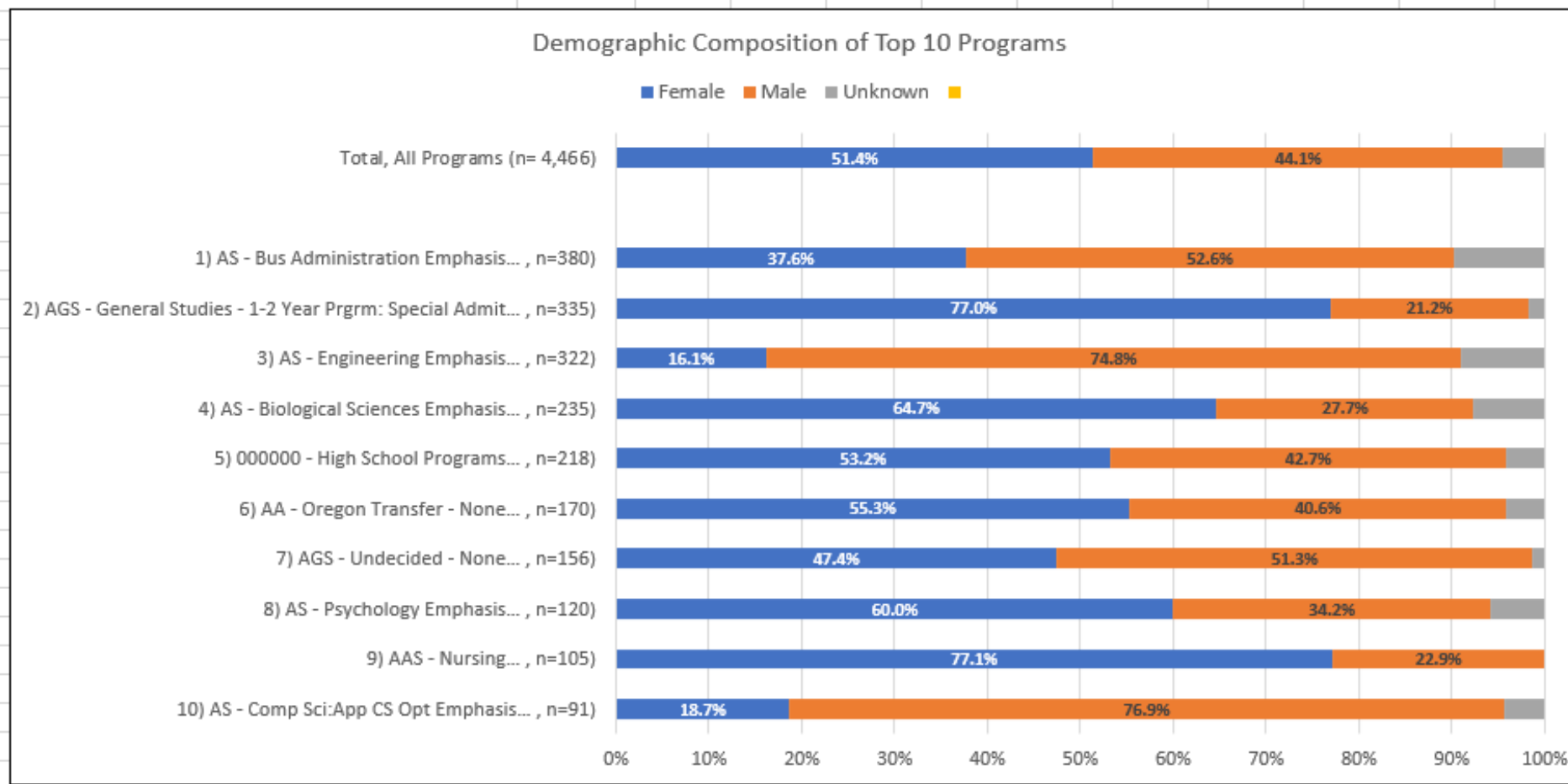
Guiding Question: Which groups of students are underrepresented in programs that lead to higher opportunity job and transfer outcomes?



Source: College Pre-work Exercise 1001.

Is enrollment in higher-opportunity CTE and transfer programs equitable?

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Source: College pre-work Excel tool.

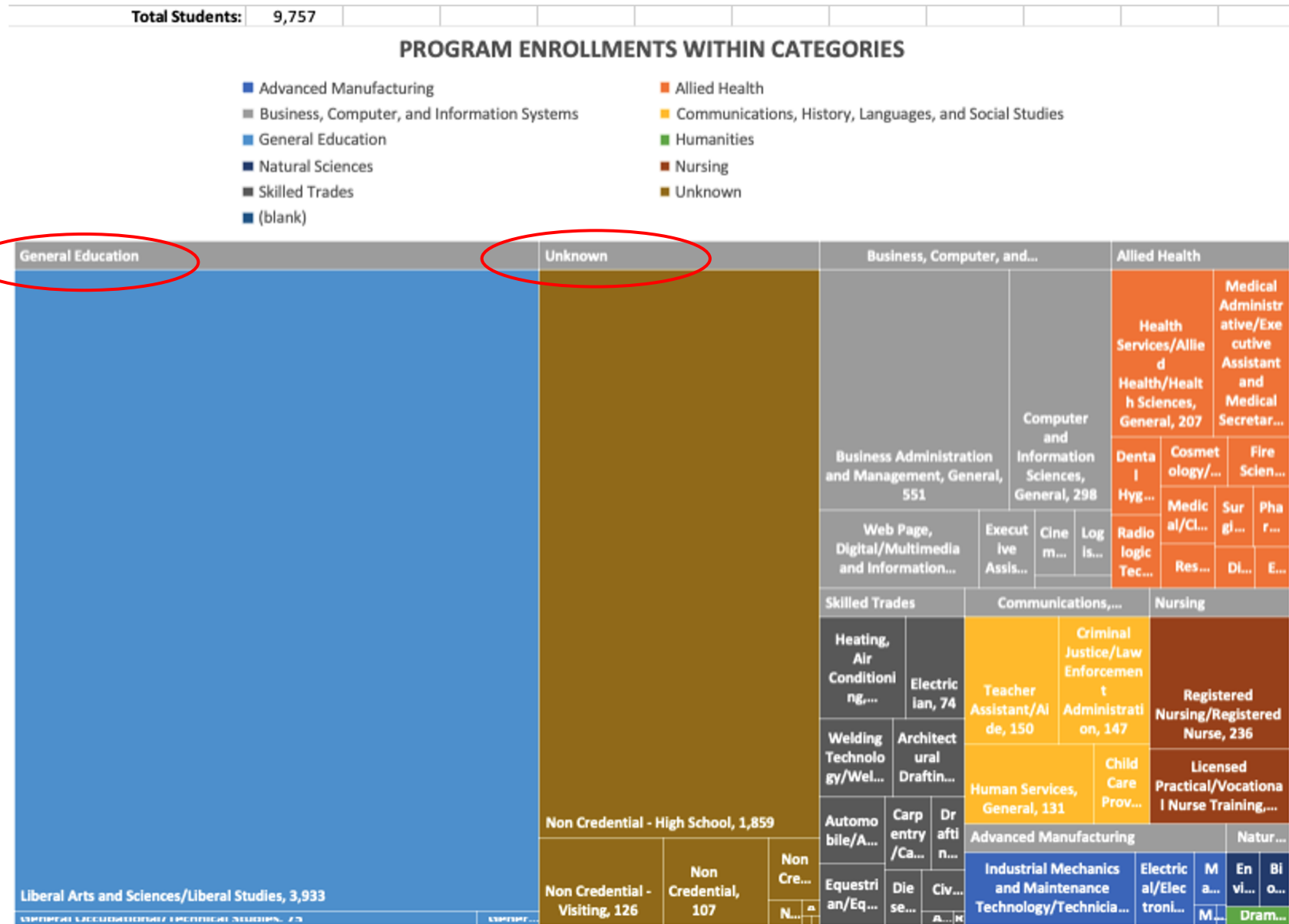
Examining Program Enrollments: Excel Tool

1. First look at tab "2_Nested Program Treemap"

Where are the largest blocks of students? Which programs?

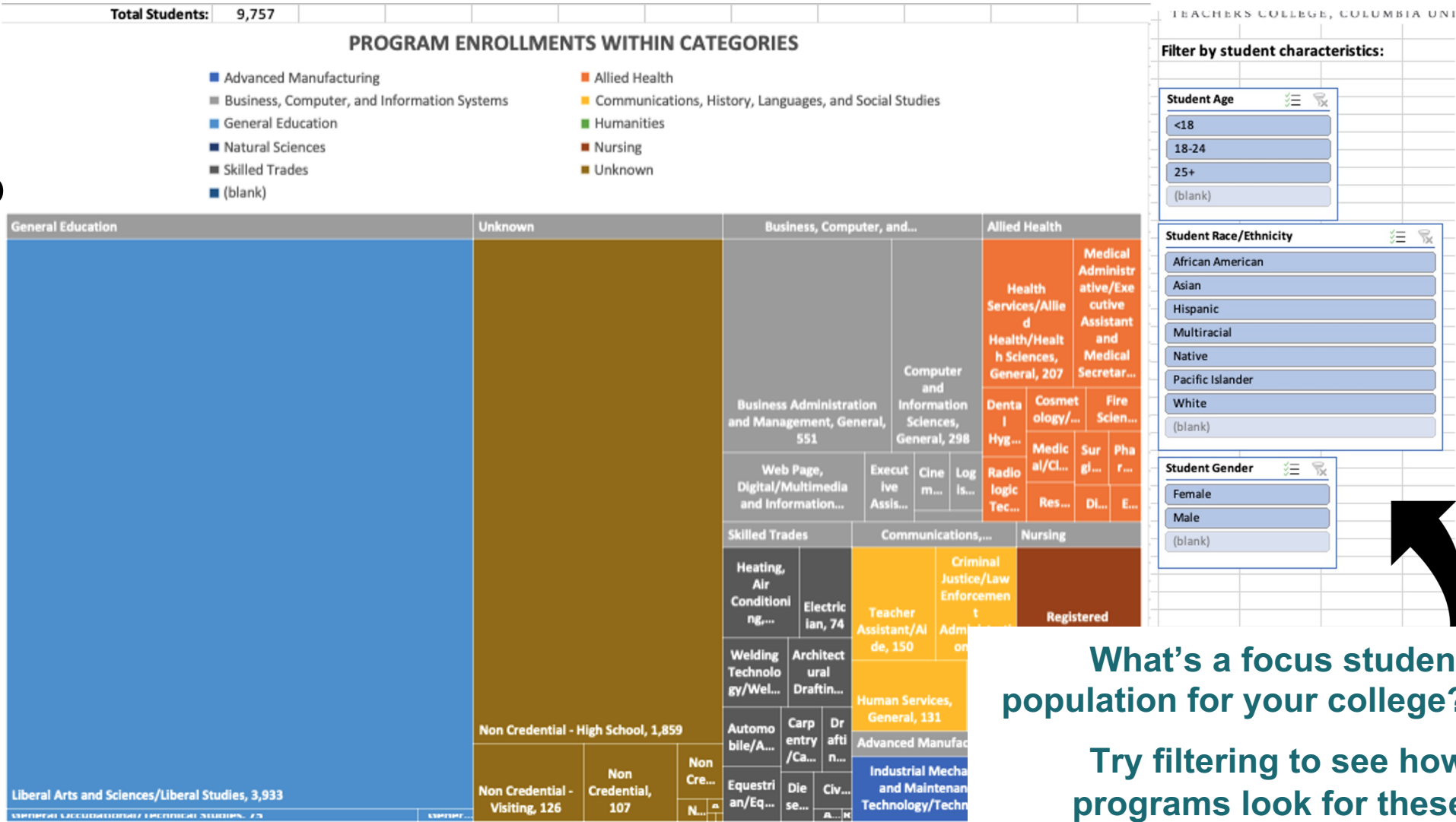
Is it clear to students what these programs lead to?

Which types of students are in these programs?



Examining Program Enrollments: Excel Tool

1. First look at tab “2_Nested Program Treemap”



What’s a focus student population for your college?

Try filtering to see how programs look for these students

Total Students: 1,538

PROGRAM ENROLLMENTS WITHIN CATEGORIES

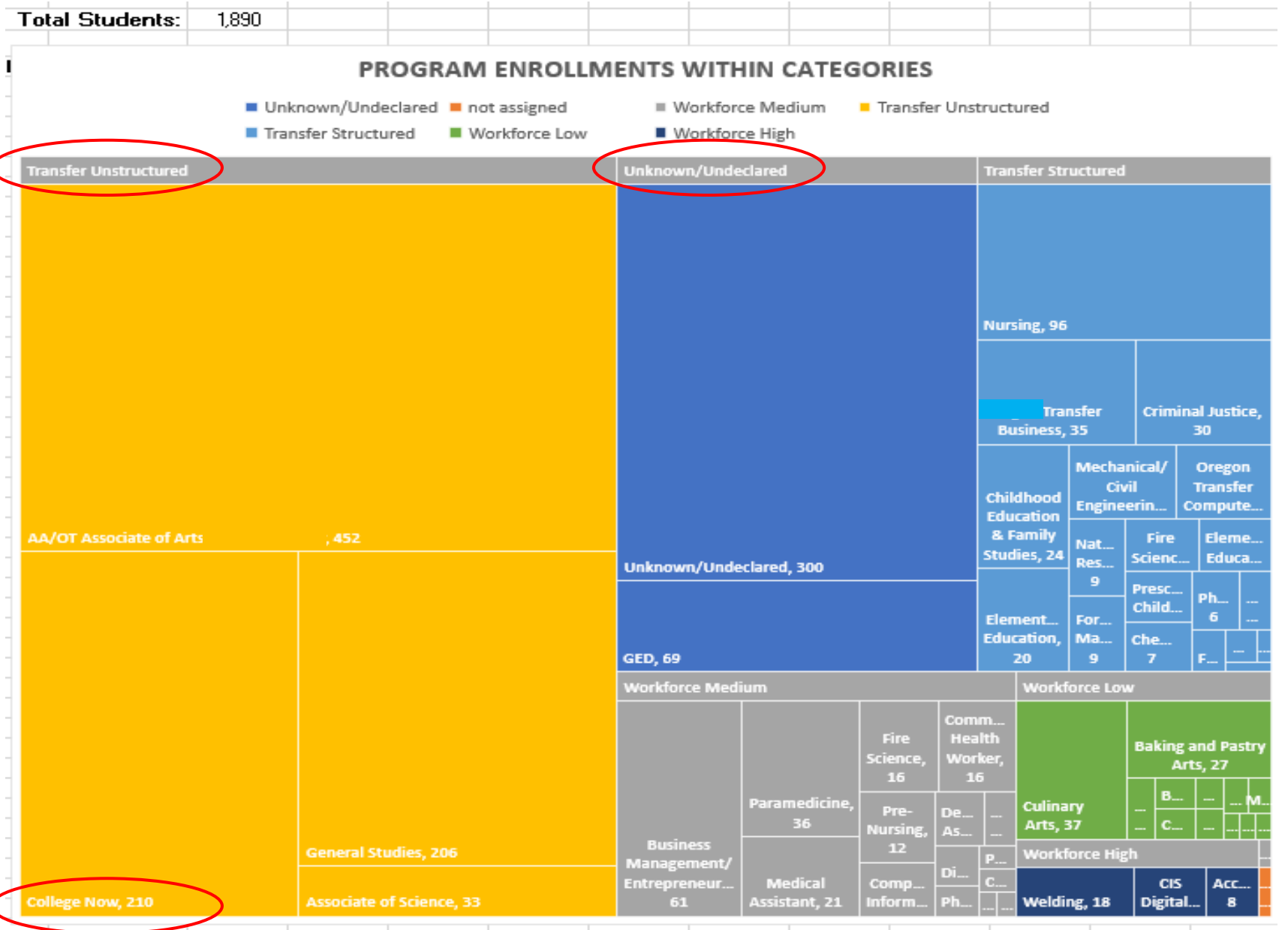
■ Business ■ (blank) ■ Transfer ■ NA ■ Health Sciences ■ Education ■ Technical ■ IT ■ Public Safety ■ DE ■ Workforce



What program are students enrolled in—by meta-major or program of study?

Source: College pre-work Excel tool.

What program are students enrolled in--by degree of alignment with job and transfer outcomes?



Source: College pre-work Excel tool.

What percentage of new students do you think are in a program aligned with their goals?

How much do you/your college currently learn about your students' interests and goals?

What are the longer-term consequences of this lack of early and intentional onboarding?



Thanks!

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