# Student Enrollment Trends in the Peralta Community College District

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# Executive Summary

At the request of the Assistant Vice Chancellor of Enrollment Management at Peralta Community College District (PCCD), the Research and Planning Group for California Community Colleges (RP Group) provides the following technical assistance in support of the Enrollment Management Task Force. In this report, we begin with a broad view of district enrollment patterns over the last nine years then bring new perspectives on various aspects of enrollment management. For example, this report examines the number of students taking online courses for the first time each year. We also examine enrollment from the five major cities within the district versus enrollments from nearby and across the state. We then provide examples for further research on high school capture rates and adult participation in postsecondary education. These examples demonstrate ways to use data to inform strategic enrollment management at PCCD.

The following set of data tables and graphs were prepared using PCCD student records provided via a secure data-sharing agreement. These tables first present the unduplicated headcount of all students enrolled at census, drawn from the internal student information systems at PCCD. These headcounts and the following enrollment trends described in this report are meant for discussion purposes among the Enrollment Management Task Force; they do not represent the California management information system (MIS) data submissions that are used for other purposes. Headcounts in this report will not match those found in the public data mart.

This report begins by providing a brief summary of student demographic patterns in the district. The following data presented indicate that PCCD enrollments have decreased from a high of 47,000 in 2009-10 to approximately 37,700 students in the current academic year, 2016-17 (calculated as of February 2017). The decline in headcount can perhaps be explained in part by the decrease in local unemployment rates—when employment is increasingly available, typically fewer individuals choose to pursue their educational goals.

Additional changes in enrollment patterns show proportionally fewer African-American students in recent years, in contrast to a consistent increase in Hispanic/Latino students, especially in the last three years. This shift may reflect changes in the local population's demographics, though there may be other reasons internal to PCCD that are worth exploring. The data also indicate an increase in the proportion of students in the 16 to 24 age range as well as a decrease in the number of students in the 35 to 64 age range.

The shift in enrolling more young students may be a result of increased dual or concurrent enrollment programs with local high schools; while the decrease in older students may be related to changes in course scheduling (fewer lifelong learning opportunities) and limitations on repeatability. Moreover, there is a notable drop in the number and percentage of students eligible for the Board of Governors (BOG) fee waiver in the past two years. This finding may be a result of new regulations that limit financial aid to students with very low grades.

Further analysis of PCCD enrollment trends reveals an exponential growth in students taking distance education (online) courses. National research like the Babson Study (2015) show that distance learning increases every year however unevenly across segments and over time. For example, the 2015 Survey of

Online Learning states that the number of students taking at least one higher education distance education course in 2015 is up 3.9% over the previous year.

In 2009-2010, when distance education was introduced at PCCD, only about 5% of students (2,300) had enrolled in these courses. In each subsequent year, however, more students enrolled in distance education for the first time. Table 5 illustrates that over 30% of the student body take at least one online course today. This increased enrollment in online courses includes students who reside in the five major cities served by the Peralta Community College District as well as students residing outside district boundaries.

Despite the expanded reach achieved through online education, the majority of PCCD students still reside in one of the five cities within the district, which include Alameda, Berkeley, Emeryville, Oakland, and Piedmont. These in-district students represent 70% of the unduplicated headcount each year, while the remaining 30% of students enroll from nearby cities and across the state.

To estimate the portion of the educational market PCCD captures, this report includes an examination of the district's High School Capture Rate, which is calculated as the percentage of graduates from local high schools who enroll in a PCCD college in the same year as they graduated. This report also includes an examination of the Adult Participation Rate, which is the number of students enrolled per 1,000 adults (age 15 to 64) who reside in these cities. Together, the High School Capture Rate and the Adult Participation Rate can be used to target geographic areas (neighborhoods) with lower participation. Tables 12 and 13 shows that the Adult Participation Rate is highest for ZIP codes adjacent to each college with some exceptions.

Finally, a graph of local unemployment rates is shown in the context of PCCD's overall enrollment patterns. These data help illustrate the relationship between unemployment and community college enrollments, which may explain some of the drop in PCCD headcount over time, as noted earlier.

These data, tables, and graphs are designed to support the Enrollment Management Task Force at Peralta Community College District in reviewing enrollment patterns at the district level over time. Although the report presents possible explanations, it is designed to point to areas for further exploration, not provide conclusions. For example, collecting information on high school capture rates or enrollment at competitor institutions would be useful to assess the size of the postsecondary market PCCD captures in the service area. However, both lists are incomplete and would benefit from further data collection by local users. Faculty and staff may have little control over local unemployment rates, but understanding the relationship and the local labor market are key to strategic enrollment management. The growth in online learning suggests the need for more focus and professional development to keep this area strong for future enrollment growth. Readers can examine adult participation rates by ZIP code to determine which areas show potential for increased enrollments. By adding US Census data to these information, members of the task force can target marketing for improving the participation rates over time.

# Introduction

## Purpose and Goals

At the request of the Assistant Vice Chancellor of Enrollment Management at Peralta Community College District (PCCD), the Research and Planning Group for California Community Colleges (RP Group) provides the following technical assistance in support of the Enrollment Management Task Force. These data, tables and graphs are designed to support the task force in its review of enrollment patterns at the district level over time. Although possible explanations are provided, this report points to areas for further exploration, and does not provide conclusions.

## Methodology

The following set of data tables and graphs were prepared using PCCD student records for the years of 2008-09 to 2016-17 provided via a secure data-sharing agreement. These tables first present the unduplicated headcount of all students enrolled at census, drawn from the internal student information systems at PCCD. External data were used to provide:

1. Number of high school graduates each year from the CA Department of Education (CDE) DataQuest
2. Total enrollment at postsecondary institutions from the Intersegmental Postsecondary Educational Data System (IPEDS)
3. US census demographic data by ZIP code from the American Communities Survey (2015)
4. City and county unemployment rates from the Employment Development Department (EDD)

# Student Enrollment Patterns

## Changing Demographics

Figure 1 and Tables 1 through 3 on the following pages display the number of individual students enrolled in at least one course at the time of PCCD's census during each academic year from 2008-09 to 2016-17. These calculations are unduplicated, meaning that each student is counted only once at the district level, regardless of how many courses that student had taken or the number of campuses at which the student had enrolled in courses.

As indicated Figure 1, the total number of students attending PCCD has declined from a high of 47,090 students in 2009-10 to 37,778 students in 2016-17—a loss of over 9,000 students. It is important to note, though, that the headcount for 2016-17 may be underreported, as this count was conducted several months prior to the conclusion of the academic year.

*Figure 1.* Student Headcount[1] at Peralta Community College District: 2008-09 to 2016-17
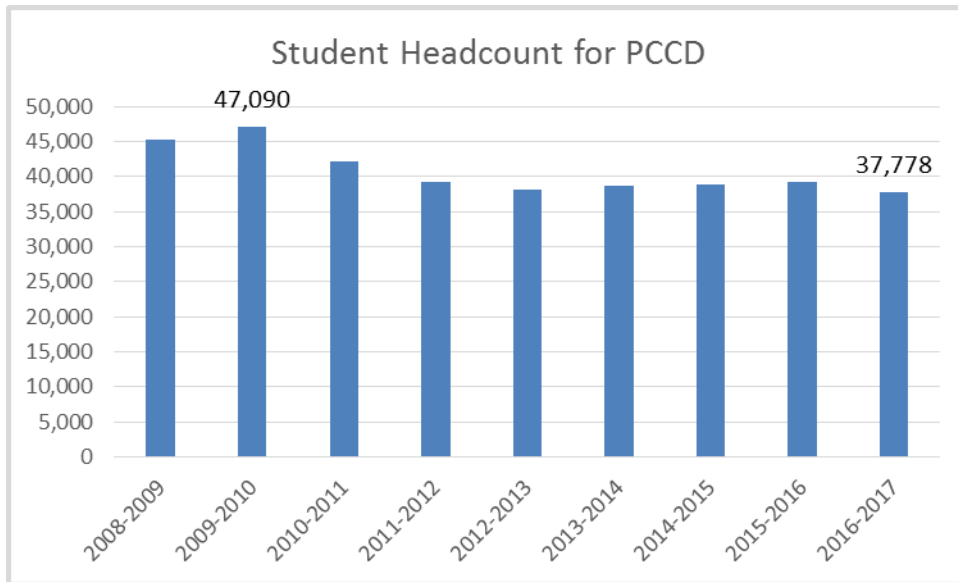


During the last nine years, there was also a decline in the proportion of students age 35 to 64, though there was an increase in younger students, age 16 to 24 (see Table 1 and Figure 2). Possible explanations include increased dual enrollment programs at local high schools and limitations on repeatability with a reduction in lifelong learning courses over the last nine years.

*Table 1.* Student Population by Age Group: 2008-09 to 2016-17

| Acad Year | Under 16 | 16-18 | 19-24 | 25-29 | 30-34 | 35-54 | 55-64 | 65+ | Grand | Total |
|-----------|----------|-------|-------|-------|-------|-------|-------|-----|-------|-------|
|           | %        | %     | %     | %     | %     | %     | %     | %   | %     | No.   |
| 2008-2009 | 2.6      | 9.4   | 33.1  | 15.8  | 9.7   | 21.6  | 5.4   | 2.3 | 100.0 | 45,273 |
| 2009-2010 | 2.2      | 8.5   | 35.4  | 15.8  | 9.9   | 20.8  | 5.2   | 2.3 | 100.0 | 47,090 |
| 2010-2011 | 1.3      | 6.6   | 38.0  | 16.4  | 10.3  | 20.3  | 5.0   | 2.1 | 100.0 | 42,190 |
| 2011-2012 | 1.5      | 7.0   | 39.1  | 16.2  | 10.4  | 19.5  | 4.5   | 1.9 | 100.0 | 39,331 |
| 2012-2013 | 1.3      | 6.8   | 39.4  | 16.9  | 10.6  | 18.6  | 4.5   | 1.9 | 100.0 | 38,181 |
| 2013-2014 | 1.5      | 7.5   | 38.9  | 17.0  | 10.5  | 18.6  | 4.3   | 1.9 | 100.0 | 38,710 |
| 2014-2015 | 1.6      | 8.6   | 38.3  | 17.4  | 10.2  | 17.7  | 4.2   | 2.1 | 100.0 | 38,822 |
| 2015-2016 | 2.2      | 10.1  | 38.2  | 16.9  | 9.9   | 16.6  | 4.0   | 2.1 | 100.0 | 39,237 |
| 2016-2017 | 2.4      | 12.5  | 37.2  | 16.2  | 9.7   | 16.0  | 3.9   | 2.2 | 100.0 | 37,778 |

*Figure 2.* Percent of Student Headcount by Selected Age Groups

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[1] As noted previously, the student population described in this figure and all subsequent figures/tables represent an unduplicated headcount of PCCD students. In other words, each individual student who enrolled at one of the district colleges was counted only once in each academic year, regardless of the number of courses in which that student enrolled and/or the number of PCCD campuses at which the student took courses.
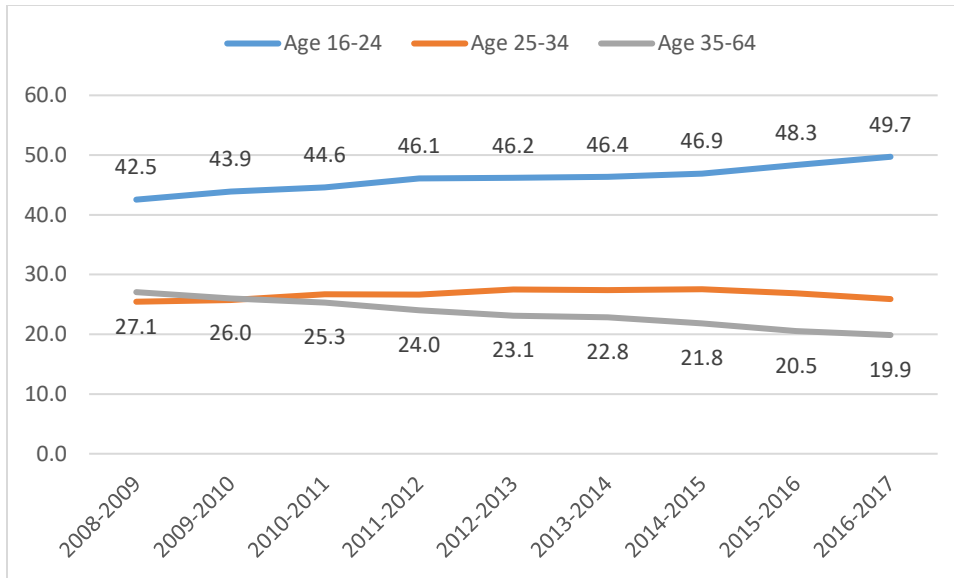
An examination of student gender shows that the district student body averages 55% female and 41% male, with 4% unknown/other. These percentages have undergone very little change over time (see Table 2).

*Table 2.* Student Population by Gender: 2008-09 to 2016-17

| Acad Year | Female | Male | Unknown | Grand | Total |
|---|---|---|---|---|---|
| | % | % | % | % | No. |
| 2008-2009 | 55.2 | 39.5 | 5.4 | 100.0 | 45,273 |
| 2009-2010 | 54.2 | 39.4 | 6.4 | 100.0 | 47,090 |
| 2010-2011 | 54.1 | 39.5 | 6.3 | 100.0 | 42,190 |
| 2011-2012 | 54.2 | 39.5 | 6.3 | 100.0 | 39,331 |
| 2012-2013 | 53.7 | 40.8 | 5.6 | 100.0 | 38,181 |
| 2013-2014 | 53.5 | 41.0 | 5.4 | 100.0 | 38,710 |
| 2014-2015 | 55.0 | 41.8 | 3.2 | 100.0 | 38,823 |
| 2015-2016 | 55.7 | 41.4 | 2.9 | 100.0 | 39,238 |
| 2016-2017 | 55.7 | 41.9 | 2.4 | 100.0 | 37,778 |

Furthermore, PCCD enrolls a diverse student population, with an average student body composed of 24% African-American/Black, 21% Asian, 19% White, and 14% Latino students (see Table 3). During the nine-year period examined in this report, the number of students whose ethnicity was counted as "unknown" has decreased, while the number of students with multiple ethnicities has increased. This change may be more reflective of shifts in data collection methods and terminology, though, than actual changes to the composition of the PCCD student body.

Nonetheless, it is noteworthy that the data indicate that the percentage of African-American/Black students enrolled at PCCD has decreased from a high of 25.8% in 2011-12 to a nine-year low of 20.8% in the current academic year. In contrast, participation of Hispanic/Latino students was at its lowest in 2009-10 (11.4%), but is currently at its highest rate over the past nine years (18.2%). These shifts may reflect changes in the demographics of the local population that PCCD serves, or they may be the result

of other factors internal to PCCD. Given the significant amount of change that has occurred, further investigation appears warranted.

*Table 3.* Student Population by Ethnicity: 2008-09 to 2016-17

| Acad Yr | Asian % | Black / African American % | Filipino % | Hispanic / Latino % | Multiple % | American Indian / Alaska Native % | Other % | Native Hawaiian / Pacific Island % | White % | Unknown % | Grand % | Total No. |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 2008-2009 | 22.5 | 25.4 | 2.4 | 13.2 | 2.3 | 0.6 | 1.6 | 0.7 | 19.0 | 12.3 | 100.0 | 45,273 |
| 2009-2010 | 19.8 | 23.9 | 2.0 | 11.4 | 3.8 | 0.4 | 1.1 | 0.5 | 17.0 | 20.1 | 100.0 | 47,090 |
| 2010-2011 | 20.8 | 25.0 | 2.4 | 11.8 | 7.1 | 0.4 | 0.7 | 0.5 | 19.6 | 11.7 | 100.0 | 42,190 |
| 2011-2012 | 21.0 | 25.8 | 2.3 | 12.2 | 9.0 | 0.3 | 0.6 | 0.5 | 19.2 | 9.1 | 100.0 | 39,331 |
| 2012-2013 | 21.1 | 25.1 | 2.2 | 13.2 | 10.7 | 0.3 | 0.4 | 0.5 | 19.6 | 7.0 | 100.0 | 38,181 |
| 2013-2014 | 20.3 | 24.3 | 2.3 | 14.4 | 11.9 | 0.3 | 0.3 | 0.5 | 20.2 | 5.5 | 100.0 | 38,710 |
| 2014-2015 | 20.1 | 23.3 | 2.3 | 15.5 | 12.4 | 0.3 | 0.2 | 0.5 | 19.6 | 5.7 | 100.0 | 38,823 |
| 2015-2016 | 20.4 | 22.1 | 2.4 | 17.0 | 12.5 | 0.3 | 0.3 | 0.6 | 18.9 | 5.5 | 100.0 | 39,238 |
| 2016-2017 | 21.4 | 20.8 | 2.5 | 18.2 | 12.7 | 0.3 | 0.2 | 0.6 | 18.4 | 4.8 | 100.0 | 37,778 |

Next, an analysis of students' eligibility for financial aid (specifically the Board of Governors fee waiver) demonstrates a significant drop from almost 60% student eligibility in 2012-13 to just over 25% in 2016-17 (see Table 4). Recent changes in financial aid regulations may explain the drop.

*Table 4.* Student Population by Board of Governors (BOG) Fee Waiver Eligibility: 2008-09 to 2016-17

| Acad Year | Not Eligible | | Eligible | | Total | |
|---|---|---|---|---|---|---|
| | % | No. | % | No. | % | No. |
| 2008-2009 | 59.4 | 26,904 | 40.6 | 18,369 | 100.0 | 45,273 |
| 2009-2010 | 54.1 | 25,482 | 45.9 | 21,608 | 100.0 | 47,090 |
| 2010-2011 | 47.1 | 19,853 | 52.9 | 22,337 | 100.0 | 42,190 |
| 2011-2012 | 42.8 | 16,849 | 57.2 | 22,482 | 100.0 | 39,331 |
| 2012-2013 | 40.9 | 15,631 | 59.1 | 22,550 | 100.0 | 38,181 |
| 2013-2014 | 40.8 | 15,791 | 59.2 | 22,919 | 100.0 | 38,710 |
| 2014-2015 | 45.0 | 17,451 | 55.1 | 21,371 | 100.0 | 38,822 |
| 2015-2016 | 63.5 | 24,894 | **36.6** | 14,343 | 100.0 | 39,237 |
| 2016-2017 | 74.7 | 28,209 | **25.3** | 9,569 | 100.0 | 37,778 |

# Exponential Growth in Online Education

The next set of data explores student participation in distance education (online) classes. Overall, as illustrated in Tables 5 through 7, there has been exponential growth in students' enrollment in online courses within PCCD.

As shown in Table 5 more than 11,000 students (30% of the PCCD student body) enrolled in at least one online class in 2015-16 and 2016-17. This dramatic increase in online participation has risen sharply from just 2,300 students (5%) in 2009-10 (see Table 5). These data illustrate the number and percentage of students taking online courses each year, regardless of how much online experience they have.

*Table 5.* Student Population's Enrollment in Online Courses: 2008-09 to 2016-17

| Acad Year | Not Online | | Online | | Total | |
|---|---|---|---|---|---|---|
| | % | No. | % | No. | % | No. |
| 2008-2009 | 100.0 | 45,273 | 0.0 | - | 100.0 | 45,273 |
| 2009-2010 | 95.1 | 44,757 | 5.0 | 2,333 | 100.0 | 47,090 |
| 2010-2011 | 86.3 | 36,394 | 13.7 | 5,796 | 100.0 | 42,190 |
| 2011-2012 | 83.4 | 32,795 | 16.6 | 6,536 | 100.0 | 39,331 |
| 2012-2013 | 80.9 | 30,878 | 19.1 | 7,303 | 100.0 | 38,181 |
| 2013-2014 | 77.7 | 30,078 | 22.3 | 8,632 | 100.0 | 38,710 |
| 2014-2015 | 74.2 | 28,821 | 25.8 | 10,001 | 100.0 | 38,822 |
| 2015-2016 | 70.0 | 27,475 | 30.0 | 11,762 | 100.0 | 39,237 |
| 2016-2017 | 69.3 | 26,178 | 30.7 | 11,600 | 100.0 | 37,778 |

The growth of online education is further underscored in the next two tables that illustrate the number and percentage of students joining their online peers each academic year. Table 6 shows the number of new online learners each academic year, based on the total headcount for all students district-wide. While only 5.0% of PCCD students ventured into online education that first year in 2009-10, the percentage of students who decided to try online courses for the first time reached 19.4% in 2015-16. Note the 2016-17 year is incomplete, as of February 2017 for this report.

*Table 6*. First-Time Enrollment in Online Courses: 2008-09 to 2016-17

| Acad Year | 1st Time Online | | All Students | |
|---|---|---|---|---|
| | % | No. | % | No. |
| 2008-2009 | -- | -- | | |
| 2009-2010 | 5.0 | 2,333 | 100.0 | 47,090 |
| 2010-2011 | 12.3 | 5,195 | 100.0 | 42,190 |
| 2011-2012 | 12.7 | 4,975 | 100.0 | 39,331 |
| 2012-2013 | 13.8 | 5,258 | 100.0 | 38,181 |
| 2013-2014 | 15.6 | 6,052 | 100.0 | 38,710 |
| 2014-2015 | 17.6 | 6,818 | 100.0 | 38,822 |
| 2015-2016 | 19.4 | 7,592 | 100.0 | 39,237 |
| 2016-2017 | 18.9 | 7,129 | 100.0 | 37,778 |

Additionally, the number of students residing outside of the five cities comprising PCCD's service area (Alameda, Berkeley, Emeryville, Oakland, and Piedmont) who enrolled in one or more of the district's online courses for the first time has increased even more substantially (see Table 7). In 2016-17, more than one third (35.6%) are attempting online courses for the first time. These data include only those students living outside of the district, as defined below.

*Table 7.* First-Time Enrollment in Online Education by Out-of-District Students: 2008-09 to 2016-17

| Acad Year | 1st Time Online | | Students Outside PCCD | |
|---|---|---|---|---|
| | % | No. | % | No. |
| 2008-2009 | -- | -- | | |
| 2009-2010 | 5.7 | 834 | 100.0 | 14,665 |
| 2010-2011 | 15.5 | 2,127 | 100.0 | 13,687 |
| 2011-2012 | 18.9 | 2,413 | 100.0 | 12,743 |
| 2012-2013 | 22.3 | 2,798 | 100.0 | 12,526 |
| 2013-2014 | 27.5 | 3,412 | 100.0 | 12,392 |
| 2014-2015 | 30.7 | 3,771 | 100.0 | 12,281 |
| 2015-2016 | 35.4 | 4,295 | 100.0 | 12,135 |
| 2016-2017 | 35.6 | 4,029 | 100.0 | 11,309 |

Taken as a whole, Tables 5 to 7 illustrate the strong demand for online courses especially for students outside of the immediate district service area; currently, about one in three students take online courses from PCCD. This finding suggests the need to focus resources and professional development to maintain strategic enrollment management in this area.

# Serving the Local Community

As noted previously, the cities served by the four colleges within PCCD include Alameda, Berkeley, Emeryville, Oakland, and Piedmont. To calculate the rates at which residents of this geographic area participate in the educational opportunities provided by PCCD, each student's primary city and ZIP code were determined and then used to identify residency within or outside of the district's geographic service area.

Examination of these data reveals that a consistent 70% of PCCD students reside within the five cities comprising the immediate service area of the district (see Table 8). The remaining 30% of enrolled students come from cities adjacent to the district as well as throughout the state and across the country; moreover, some PCCD students reside outside of the United States. These enrollment figures have remained largely consistent over the past nine years.

*Table 8.* Student Geographic Residence—In-District versus Out-of-District: 2008-09 to 2016-17

| Acad Year | Not In District | | In District | | Total | |
|---|---|---|---|---|---|---|
| | % | No. | % | No. | % | No. |
| 2008-2009 | 30.3 | 13,729 | 69.7 | 31,544 | 100.0 | 45,273 |
| 2009-2010 | 31.1 | 14,665 | 68.9 | 32,425 | 100.0 | 47,090 |
| 2010-2011 | 32.4 | 13,687 | 67.6 | 28,503 | 100.0 | 42,190 |
| 2011-2012 | 32.4 | 12,743 | 67.6 | 26,588 | 100.0 | 39,331 |
| 2012-2013 | 32.8 | 12,526 | 67.2 | 25,655 | 100.0 | 38,181 |
| 2013-2014 | 32.0 | 12,392 | 68.0 | 26,318 | 100.0 | 38,710 |
| 2014-2015 | 31.6 | 12,281 | 68.4 | 26,542 | 100.0 | 38,823 |
| 2015-2016 | 30.9 | 12,135 | 69.1 | 27,103 | 100.0 | 39,238 |
| 2016-2017 | 29.9 | 11,309 | 70.1 | 26,469 | 100.0 | 37,778 |

To better understand PCCD's role in providing educational opportunities to the region it serves, it is useful to examine enrollment numbers from other postsecondary institutions in the East Bay area.[2] As such, a calculation of the annual student headcounts of seven peer/competitor institutions is presented in Table 9.[3] These institutions represent both public and private four-year colleges/universities in the PCCD service area to illustrate the number of actively enrolled students in postsecondary education overall.

Based on this partial list, PCCD enrolled about half of all college students in the service area in 2008-09 and 2009-10. This percentage is declining slightly as UC Berkeley and CSU East Bay pick up larger shares in the last three years. Some nearby institutions not shown are American International Pan Pacific

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[2] While the addition of comparison data such as the size of the district resident population (age 15 to 64) and the percentage of district residents who hold less than a bachelor's degree would help further delve into the percentage of college-going adults that choose to enroll at PCCD, it was not possible to collect such comprehensive data for this report.

[3] Note that some smaller institutions are not reported, as IPEDS returned no values for annual headcount. Additional time and inquiry would be required to acquire such figures. Such a fully comprehensive table would present a grand total of postsecondary student enrollment within the district for each year.

University, Graduate Theological Union, Pacific School of Religion, Patten University, San Francisco Institute of Architecture, Saybrook University, and Zaytuna College. Readers may think of others to include in future research.

Table 9 illustrates that while PCCD enrollment numbers have decreased in recent years, as previously noted, participation of regional residents in nearby institutions has remained fairly steady, with the greatest increase seen at the University of California, Berkeley.

*Table 9.* Enrollment in Other Postsecondary Institutions within PCCD Service Area: 2008-09 to 2014-15

| Nearby Postsecondary Institution | 2008-2009 | 2009-2010 | 2010-2011 | 2011-2012 | 2012-2013 | 2013-2014 | 2014-2015 |
|---|---|---|---|---|---|---|---|
| University of California, Berkeley | 27,760 | 28,257 | 28,437 | 28,774 | 28,662 | 28,919 | 29,326 |
| CA State University, East Bay | 13,225 | 13,157 | 12,327 | 13,141 | 13,487 | 13,961 | 13,944 |
| Holy Names University | 755 | 802 | 870 | 990 | 1,016 | 953 | 832 |
| Lincoln University | 195 | 201 | 146 | 125 | 127 | 129 | 201 |
| Mills College | 1,021 | 1,008 | 1,021 | 1,007 | 1,022 | 1,170 | 1,003 |
| Northwestern Polytechnic University | 195 | 282 | 302 | 242 | 224 | 482 | -- |
| Samuel Merritt University | 822 | 898 | 933 | 842 | 1,026 | 948 | 929 |
| Peralta CCD | 45,273 | 47,090 | 42,190 | 39,331 | 38,181 | 38,710 | 38,823 |

Source: The Integrated Postsecondary Education Data System (IPEDS)

Another way of looking at PCCD's role in meeting the educational needs of local residents is to compare the total number of graduates from "feeder" high schools each year to the number of students who enroll in a PCCD college directly from high school (see Tables 10 through 14). By dividing the number of PCCD students who enrolled from a high school by the total number of students who graduated from that high school that same year, we can calculate a percentage that represents PCCD's annual "high school capture rate."

Among the high schools in the PCCD service area listed in Table 10, readers may notice uneven or missing data. The presence of missing data in centralized databases suggests the need for a local review of the student enrollment data. There often are staff dedicated to working with local high schools that can assist with this process including a review of how high school graduation dates are collected by the district. These counts reflect each student that enrolled in any term the next academic year in at least one course (at census) at any college within PCCD.

## *Table 10.* Feeder High School Capture Rates: 2009 to 2015

| High School Name | 2009 | 2010 | 2011 | 2012 | 2013 | 2014 | 2015 |
|---|---|---|---|---|---|---|---|
| Alameda Community Learning Center | 33.3 | 63.0 | 40.5 | -- | 37.5 | 61.5 | 30.8 |
| Alameda High School | 24.3 | 21.9 | 18.8 | 15.9 | 8.2 | 7.7 | 2.4 |
| Alameda Science and Technology | 26.9 | 31.0 | 31.6 | 80.5 | 39.0 | 69.4 | 73.0 |
| Albany High School | 14.8 | 25.6 | 12.4 | 9.6 | 11.1 | 13.6 | 8.4 |
| Amador Valley High School | 0.2 | -- | -- | 0.2 | 0.2 | 0.2 | 0.0 |
| American High School | 0.0 | -- | -- | 0.7 | 0.4 | -- | 0.2 |
| Aspire California College Preparatory | -- | -- | 0.2 | 0.2 | 0.7 | 3.4 | 6.5 |
| Aspire Golden State College Preparatory | -- | -- | 0.0 | 1.7 | 11.1 | 15.3 | 11.7 |
| Bay Area Technology-Baytech | 0.0 | 2.9 | 2.0 | 3.3 | 3.0 | -- | -- |
| Berkeley Adult School | 1.7 | 6.9 | 6.3 | 3.9 | 4.9 | 8.5 | 10.0 |
| Island High School | 3.0 | 0.8 | 1.4 | 1.3 | 1.7 | 4.4 | 2.4 |
| Leadership Public School Richmond | 11.2 | 3.3 | 2.2 | 1.9 | -- | -- | 2.7 |
| Lionel Wilson College Prep Academy | 14.6 | 49.4 | 4.0 | 3.0 | 35.5 | 2.0 | 42.5 |
| Mandela High School | 28.6 | -- | -- | 0.0 | 11.1 | -- | 7.7 |
| Mission Senior High School | -- | -- | 0.2 | 0.0 | 0.2 | -- | 0.2 |
| Oakland International High School | 0.3 | 0.3 | 0.5 | 0.7 | 0.6 | 2.7 | 2.5 |
| Oakland Military Preparatory | 10.7 | 1.3 | -- | 2.3 | -- | -- | 3.7 |
| Oakland School for The Arts | 8.8 | 10.5 | 5.9 | 1.5 | 4.0 | 2.7 | 5.9 |
| Oakland Unity High School | -- | -- | -- | -- | -- | 0.2 | 0.2 |
| Oakland/Emiliano Zapata St Academy | 7.8 | 9.3 | 10.7 | 5.4 | -- | 3.6 | 1.5 |
| Redwood Christian Jr-Sr. High School | 2.6 | -- | -- | 1.7 | -- | -- | 1.2 |
| Royal Sunset High School | -- | 2.8 | 1.0 | -- | 0.7 | 0.8 | -- |
| San Lorenzo High School | 0.2 | 0.5 | 0.4 | 0.3 | 0.2 | 0.5 | 0.2 |

Source: PCCD student enrollment data and CA Dept. of Ed DataQuest Enrollment Reports

The following tables display the high school capture rates for secondary schools within four school districts serving the Peralta Community College District: Oakland Unified School District, Emeryville Unified School District, Albany Unified School District, and Piedmont Unified School District. The following data counts students who report a high school graduation date in the same year as the fall term they enrolled. Further inquiry is needed to determine recent graduates, such as those within the 17 to 19 age group.

Each of the following tables is organized by school district. In addition to displaying the high school capture rate for each secondary school in the district, each table displays the number of first-time students enrolling at a college with PCCD in the year they graduated from a secondary school, as well as the number of graduating students from each listed school for years 2009 through to 2015. Note that missing data is denoted with a dash and will need to be collected locally.

# *Table 11.* Oakland High School Capture Rates: 2009 to 2015

**Oakland Unified School District**

| School Name | | 2015 | 2014 | 2013 | 2012 | 2011 | 2010 | 2009 |
|---|---|---|---|---|---|---|---|---|
| | | | | | **Year** | | | |
| Bishop O Dowd High | High school capture rate | - | - | - | - | - | - | - |
| | Number of students | 9 | 1 | 4 | 4 | 4 | 6 | 6 |
| | High school capture rate | - | - | - | - | - | - | - |
| Castlemont High | Number of students | 0.0 | 2.4 | 1.3 | 0.6 | - | - | - |
| | High school capture rate | 0 | 3 | 2 | 1 | 2 | 1 | 1 |
| | Number of students | 124 | 125 | 157 | 155 | 0 | - | - |
| Dewey Academy | High school capture rate | 4.7 | 4.7 | 0.9 | 1.6 | 2.0 | 3.8 | 4.1 |
| | Number of students | 9 | 10 | 2 | 3 | 3 | 5 | 5 |
| | High school capture rate | 190 | 211 | 224 | 182 | 148 | 130 | 122 |
| Far West High | Number of students | - | - | - | - | - | - | - |
| | High school capture rate | 1 | 3 | 2 | | 2 | 4 | 1 |
| | Number of students | - | - | - | - | - | - | - |
| Fremont High | High school capture rate | 22.4 | 0.7 | 2.0 | 0.6 | - | - | - |
| | Number of students | 30 | 1 | 3 | 1 | 1 | - | - |
| | High school capture rate | 134 | 147 | 146 | 171 | - | - | - |
| Holy Names High | Number of students | - | - | - | - | - | - | - |
| | High school capture rate | 2 | 2 | 4 | | 3 | 8 | 1 |
| | Number of students | - | - | - | - | - | - | - |
| Life Academy | High school capture rate | 28.8 | 0.0 | 1.5 | 1.7 | 24.2 | 10.9 | 30.0 |
| | Number of students | 21 | 0 | 1 | 1 | 15 | 7 | 18 |
| | High school capture rate | 73 | 69 | 68 | 59 | 62 | 64 | 60 |
| McClymonds High | Number of students | 28.1 | 5.6 | 6.4 | 3.4 | 0.0 | - | - |
| | High school capture rate | 16 | 3 | 3 | 2 | - | 3 | 10 |
| | Number of students | 57 | 54 | 47 | 58 | 58 | - | - |
| Metwest High | High school capture rate | 51.2 | 34.2 | 40.0 | 59.4 | 37.5 | 43.3 | 15.2 |
| | Number of students | 21 | 13 | 10 | 19 | 15 | 13 | 5 |
| | Number of graduates | 41 | 38 | 25 | 32 | 40 | 30 | 33 |
| Oakland High | High school capture rate | 12.1 | 13.8 | 12.6 | 16.2 | 12.4 | 13.4 | 9.9 |
| | Number of students | 39 | 46 | 46 | 67 | 48 | 52 | 39 |
| | High school capture rate | 322 | 334 | 366 | 413 | 388 | 387 | 391 |
| Oakland Int'l High | Number of students | 9.8 | 10.0 | 1.9 | 3.4 | 2.9 | 1.3 | 3.6 |
| | High school capture rate | 8 | 9 | 2 | 3 | 2 | 1 | 1 |
| | Number of students | 82 | 90 | 101 | 87 | 70 | 75 | 28 |
| Oakland Tech. High | High school capture rate | 10.9 | 12.9 | 4.5 | 6.3 | 7.5 | 9.7 | 7.8 |
| | Number of students | 51 | 58 | 20 | 24 | 30 | 36 | 27 |
| | High school capture rate | 469 | 450 | 442 | 381 | 402 | 371 | 346 |
| Ralph J Bunch High | Number of students | 5.3 | 0.0 | 0.0 | 0.0 | 0.0 | 1.92 | 0.0 |
| | High school capture rate | 3 | - | - | - | - | 2 | - |
| | Number of students | 57 | 75 | 91 | 86 | 123 | 104 | 105 |

| Oakland Unified School District (Continued) | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **School Name** | | **Year** | | | | | | |
| | | **2015** | **2014** | **2013** | **2012** | **2011** | **2010** | **2009** |
| Rudsdale Cont. | High school capture rate | 0.0 | 4.4 | 0.0 | 0.0 | 2.5 | 4.3 | 1.7 |
| | Number of students | - | 4 | - | - | 2 | 3 | 1 |
| | High school capture rate | 58 | 91 | 75 | 105 | 80 | 70 | 58 |
| Saint Elizabeth High | Number of students | - | - | - | - | - | - | - |
| | High school capture rate | 0 | 0 | 1 | 3 | 0 | 2 | 4 |
| | Number of students | - | - | - | - | - | - | - |
| Skyline High | High school capture rate | 8.6 | 10.5 | 7.2 | 8.9 | 10.5 | 7.7 | 9.8 |
| | Number of students | 30 | 41 | 27 | 37 | 44 | 33 | 42 |
| | High school capture rate | 349 | 390 | 373 | 414 | 419 | 429 | 426 |
| Street Academy | Number of students | 0.0 | 0.0 | 0.0 | 2.8 | 0.0 | 0.0 | 3.7 |
| | High school capture rate | - | - | - | 1 | - | - | 1 |
| | Number of students | 24 | 26 | 35 | 35 | 26 | 27 | 27 |

Source: PCCD student enrollment data and CA Dept. of Ed DataQuest Enrollment Reports

*Table 12.* Emeryville High School Capture Rates: 2009 to 2015

| Emeryville Unified School District | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **School Name** | | **Year** | | | | | | |
| | | **2015** | **2014** | **2013** | **2012** | **2011** | **2010** | **2009** |
| Emery Secondary | Number of students | 12.0 | 12.8 | 1.8 | 2.1 | 12.2 | 12.5 | 22.8 |
| | High school capture rate | 6 | 6 | 1 | 1 | 5 | 7 | 13 |
| | Number of students | 50 | 47 | 55 | 47 | 41 | 56 | 57 |

Source: PCCD student enrollment data and CA Dept. of Ed DataQuest Enrollment Reports

*Table 13.* Albany High School Capture Rates: 2009 to 2015

| Albany Unified School District | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| **School Name** | | **Year** | | | | | | |
| | | **2015** | **2014** | **2013** | **2012** | **2011** | **2010** | **2009** |
| Emery Secondary | Number of students | 8.4 | 13.6 | 11.1 | 9.9 | 12.4 | 25.6 | 15.1 |
| | High school capture rate | 24 | 37 | 32 | 29 | 36 | 68 | 48 |
| | Number of students | 285 | 273 | 288 | 291 | 291 | 266 | 317 |
| MacGregor High | Number of students | 0.0 | 0.0 | 0.0 | 5.9 | 3.7 | 0.0 | 7.1 |
| | High school capture rate | - | - | - | 1 | 1 | - | 1 |
| | Number of students | 13 | 16 | 9 | 17 | 27 | 30 | 14 |

Source: PCCD student enrollment data and CA Dept. of Ed DataQuest Enrollment Reports

*Table 14.* Piedmont High School Capture Rates: 2009 to 2015

| Piedmont Unified School District | | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| School Name | | Year | | | | | | |
| | | **2015** | **2014** | **2013** | **2012** | **2011** | **2010** | **2009** |
| Piedmont High | Number of students | 2.2 | 2.0 | 2.3 | 4.0 | 6.3 | 9.7 | 4.1 |
| | High school capture rate | 4 | 4 | 4 | 7 | 11 | 19 | 8 |
| | Number of students | 178 | 198 | 172 | 175 | 174 | 196 | 194 |
| Millennium High | Number of students | 4.2 | 3.2 | 15.8 | 3.5 | 7.7 | 28.6 | 12.5 |
| | High school capture rate | 1 | 1 | 3 | 1 | 2 | 4 | 4 |
| | Number of students | 24 | 31 | 19 | 29 | 26 | 14 | 32 |

Source: PCCD student enrollment data and CA Dept. of Ed DataQuest Enrollment Reports

Although the above high school capture rates need a bit of review, readers can see which schools provide the most students to community colleges and where improvements can be made. The process of reviewing these data can lead to contacting high schools directly and renewing improved recruitment efforts.

Finally, Tables 15 and 16 display the district-wide adult participation rate (APR) by ZIP code for the academic years 2011-12 through 2015-16. In this report, the APR represents the number of students enrolled in PCCD by ZIP codes within the district's service area per 1,000 adults (age 15 to 64) within those same ZIP codes. Additionally, Tables 15 and 16 use a "heat map" layered on top of the numerical values presented— higher APRs are colored green, lower APRs are colored red, and those near the 50th percentile are shaded yellow.

Table 15 shows the APR for cities within the district. Table 16 shows the APR for cities outside of the district. Participation in PCCD is highest among adults residing in ZIP codes within the cities of Alameda, Albany, Berkeley, and Oakland. In contrast, APRs from ZIP codes within the cities of Fremont, Hayward, Livermore, Pleasanton, San Leandro, San Lorenzo, Sunol, and Union City are low. The data further indicate an overall downward trend of APRs over time, as would be expected given the decline in enrollment numbers discussed earlier, with the exception of several ZIP codes within the city of Oakland.

While Tables 15 and 16 show district-level APRs, further analysis at the college level shows relatively high APRs found from ZIP codes within the cities of Alameda, Albany, Berkeley, and Oakland. In 2015, Alameda College had its highest APR from ZIP codes in Albany and Alameda as well as select ZIP codes in Oakland. Perhaps unsurprisingly, Berkeley City College had its highest APRs among ZIP codes within the city of Berkeley, while Laney College and Merritt College had their highest APRs within ZIP codes in Oakland.

*Table 15.* PCCD Adult Participation Rates by ZIP Code: 2011-2016 in District

| ZIP | City Name | Pop 15 to 64 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|------|-------------------|--------|------|------|------|------|------|------|
| 94706 | Albany | 11,507 | 56.5 | 54.2 | 53.2 | 55.6 | 55.8 | 55.9 |
| 94501 | Alameda | 43,812 | 73.1 | 68.1 | 63.9 | 66.1 | 65.0 | 65.0 |
| 94502 | Alameda | 8,454 | 62.2 | 57.3 | 51.1 | 50.2 | 49.4 | 47.8 |
| 94702 | Berkeley | 11,802 | 63.6 | 60.0 | 56.4 | 60.4 | 59.7 | 56.8 |
| 94703 | Berkeley | 15,637 | 57.6 | 55.2 | 52.1 | 54.9 | 53.9 | 54.6 |
| 94704 | Berkeley | 25,587 | 26.9 | 23.1 | 22.9 | 25.4 | 29.3 | 29.9 |
| 94705 | Berkeley | 9,752 | 39.2 | 36.9 | 34.1 | 32.4 | 32.1 | 32.0 |
| 94707 | Berkeley | 7,709 | 38.7 | 35.0 | 30.4 | 29.6 | 29.2 | 28.8 |
| 94709 | Berkeley | 9,665 | 28.6 | 24.5 | 25.9 | 26.6 | 27.5 | 26.7 |
| 94710 | Berkeley | 7,104 | 53.5 | 49.5 | 47.0 | 45.9 | 46.5 | 51.0 |
| 94720 | Berkeley | 765 | 15.7 | 9.2 | 9.2 | 9.2 | 11.8 | 14.4 |
| 94608 | Emeryville | 20,779 | 63.5 | 58.6 | 57.1 | 61.4 | 60.0 | 61.7 |
| 94601 | Oakland | 35,461 | 64.6 | 60.9 | 59.4 | 64.0 | 67.2 | 69.5 |
| 94602 | Oakland/Piedmont | 20,247 | 64.2 | 58.2 | 57.0 | 54.5 | 54.9 | 56.7 |
| 94603 | Oakland | 22,173 | 51.6 | 51.1 | 51.6 | 56.1 | 62.6 | 70.0 |
| 94605 | Oakland | 28,671 | 64.0 | 61.2 | 60.9 | 62.2 | 63.2 | 63.0 |
| 94606 | Oakland | 27,279 | 94.6 | 90.1 | 87.0 | 84.5 | 81.0 | 83.8 |
| 94607 | Oakland | 17,433 | 90.6 | 83.1 | 79.3 | 81.6 | 80.5 | 82.5 |
| 94609 | Oakland | 16,687 | 65.6 | 60.5 | 58.3 | 57.8 | 53.8 | 53.8 |
| 94610 | Oakland/Piedmont | 22,315 | 51.6 | 44.1 | 43.0 | 43.6 | 43.3 | 43.2 |
| 94611 | Oakland/Piedmont | 24,068 | 43.5 | 39.4 | 36.5 | 36.7 | 37.3 | 34.5 |
| 94612 | Oakland | 12,158 | 74.6 | 67.9 | 63.5 | 65.1 | 64.8 | 63.3 |
| 94613 | Oakland | 896 | 15.6 | 11.2 | 13.4 | 8.9 | 11.2 | 12.3 |
| 94618 | Oakland/Piedmont | 11,567 | 29.3 | 25.8 | 24.2 | 21.7 | 23.8 | 23.9 |
| 94619 | Oakland | 17,008 | 66.9 | 63.6 | 60.2 | 59.0 | 61.9 | 64.1 |
| 94621 | Oakland | 20,590 | 59.9 | 58.8 | 61.1 | 65.9 | 67.5 | 76.6 |

Source: U.S. Census Bureau American Communities Survey and Peralta Community College District student data.

*Table 16.* PCCD Adult Participation Rates by ZIP Code: 2011-2016 outside of the District

| ZIP | City Name | Pop 15 to 64 | 2011 | 2012 | 2013 | 2014 | 2015 | 2016 |
|---|---|---|---|---|---|---|---|---|
| 94546 | Castro Valley | 28,946 | 13.1 | 12.9 | 11.8 | 12.3 | 12.8 | 13.9 |
| 94552 | Castro Valley | 10,154 | 9.7 | 10.8 | 9.6 | 9.3 | 8.7 | 9.7 |
| 94568 | Dublin | 35,531 | 2.5 | 2.6 | 3.0 | 2.8 | 2.0 | 2.1 |
| 94536 | Fremont | 49,165 | 2.2 | 2.4 | 1.9 | 1.8 | 1.6 | 1.5 |
| 94538 | Fremont | 44782 | 1.9 | 1.7 | 1.7 | 1.4 | 1.4 | 1.4 |
| 94539 | Fremont | 33,602 | 1.3 | 1.4 | 1.2 | 1.2 | 1.2 | 1.2 |
| 94555 | Fremont | 23,903 | 2.7 | 2.0 | 2.0 | 1.7 | 1.8 | 1.9 |
| 94541 | Hayward | 42,423 | 12.5 | 11.8 | 11.2 | 10.5 | 10.4 | 10.5 |
| 94542 | Hayward | 9,745 | 9.1 | 10.2 | 8.8 | 9.4 | 10.1 | 7.8 |
| 94544 | Hayward | 53,410 | 6.7 | 6.6 | 6.6 | 6.7 | 6.0 | 6.6 |
| 94545 | Hayward | 21,181 | 6.9 | 6.6 | 6.1 | 6.1 | 5.5 | 6.1 |
| 94550 | Livermore | 31,617 | 1.4 | 1.2 | 1.0 | 1.2 | 1.5 | 1.3 |
| 94551 | Livermore | 27,417 | 1.4 | 1.1 | 0.9 | 1.1 | 1.3 | 1.2 |
| 94560 | Newark | 30,278 | 2.5 | 2.4 | 2.1 | 1.8 | 2.0 | 1.9 |
| 94566 | Pleasanton | 28,265 | 1.5 | 1.2 | 1.4 | 1.3 | 1.8 | 1.6 |
| 94588 | Pleasanton | 21,798 | 2.2 | 2.0 | 1.6 | 1.4 | 1.5 | 2.1 |
| 94577 | San Leandro | 31,137 | 34.1 | 33.7 | 32.4 | 33.5 | 33.5 | 34.9 |
| 94578 | San Leandro | 27,731 | 25.7 | 25.9 | 27.1 | 25.5 | 24.6 | 25.1 |
| 94579 | San Leandro | 15,264 | 21.8 | 22.1 | 22.7 | 22.0 | 20.0 | 22.0 |
| 94580 | San Lorenzo | 20,161 | 16.3 | 15.3 | 15.5 | 14.7 | 15.5 | 15.3 |
| 94586 | Sunol | 558 | 5.4 | 3.6 | 5.4 | 3.6 | 9.0 | 5.4 |
| 94587 | Union City | 48,742 | 4.2 | 3.9 | 3.6 | 3.6 | 3.1 | 2.7 |

Source: U.S. Census Bureau American Communities Survey and Peralta Community College District student data.

As noted earlier, pursuit of postsecondary education is often closely tied to an area's employment opportunities—as employment becomes increasingly available, fewer residents may choose to enroll in community college courses. An examination of unemployment rates in the five cities comprising the PCCD service area shows a steady decline from 2010 to 2015, which corresponds with the decline in PCCD enrollment (see Figure 3).

*Figure 3.* Annual Unemployment Rates in PCCD Cities: 2010-2015
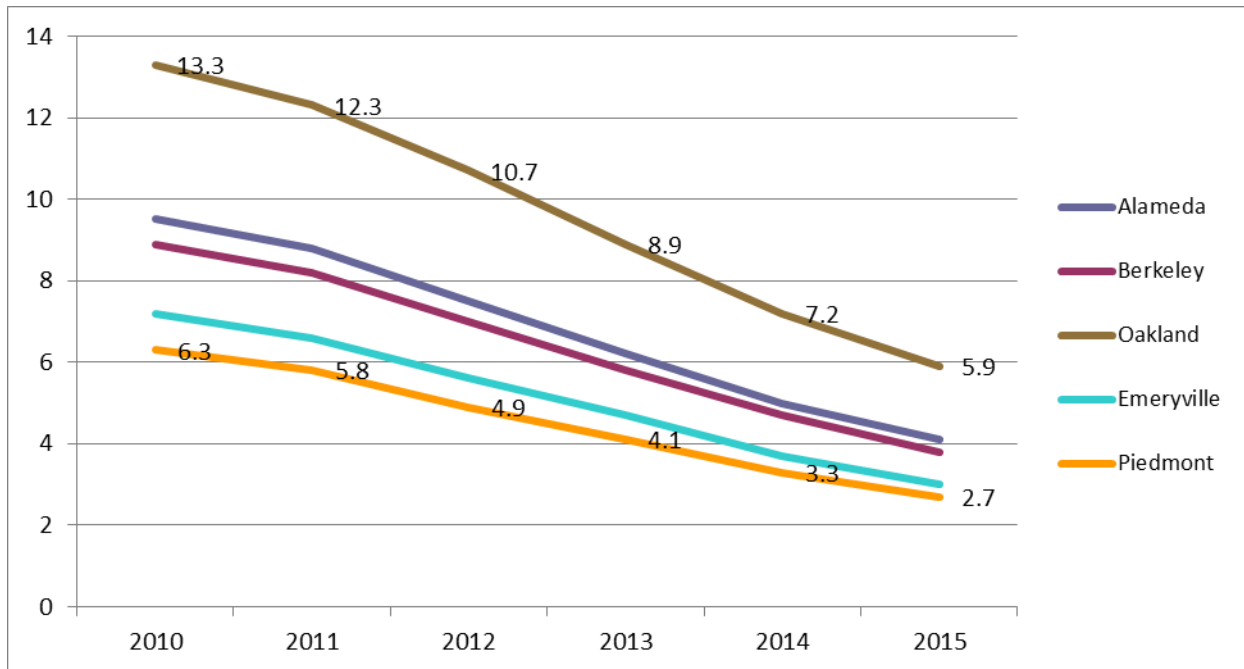


Source: Employment Development Division, Unemployment Rates by City and County 2010-2015

This correlation between employment and PCCD enrollment is further demonstrated in Figure 4, which offers an overlapping view of the decreasing unemployment rates presented in Figure 3 above and the previously described decline in PCCD enrollment.

*Figure 4.* Correlation between Enrollment and Employment Trends: 2010 to 2015
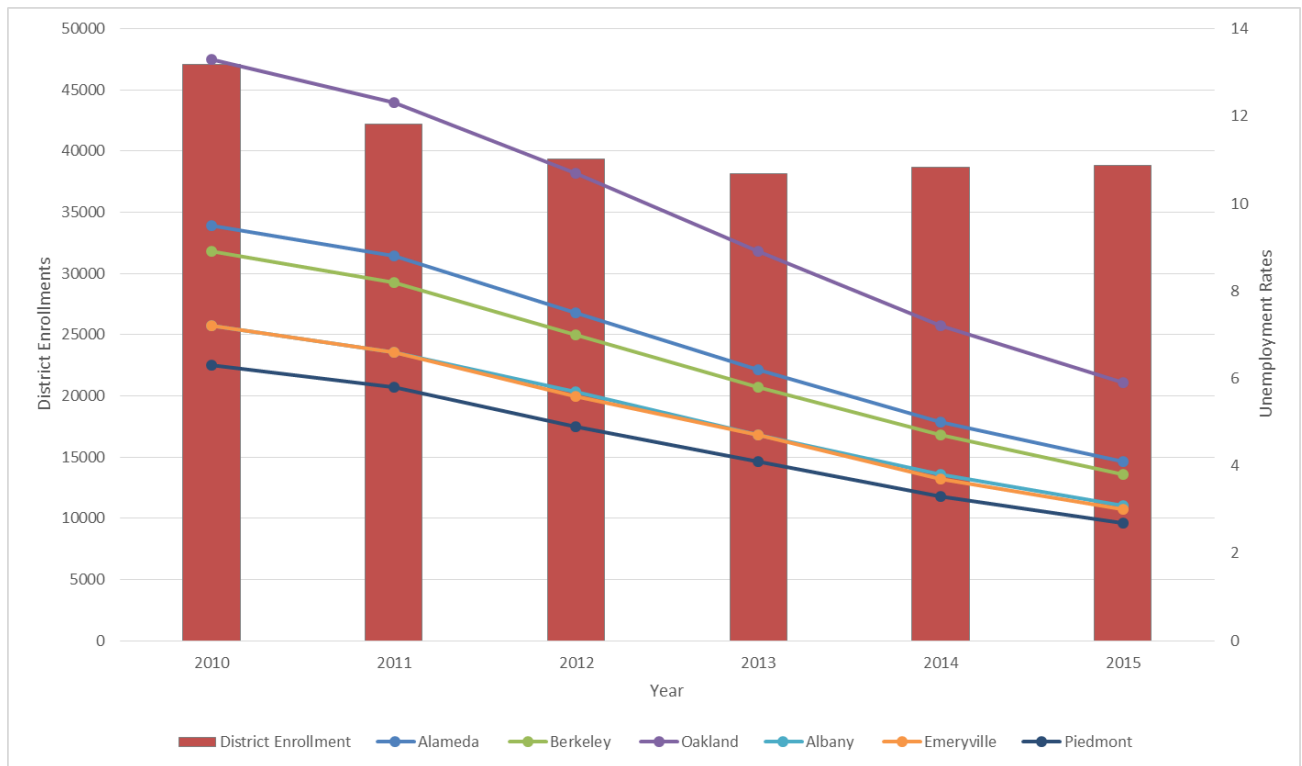


# Conclusion

The above tables, figures, and charts are examples of enrollment data and trends that would inform a strategic enrollment management process for the Peralta Community College District (PCCD). These data demonstrate how student enrollment patterns have changed in demographics (more young students, fewer African Americans, etc.) as well as dramatic increases in online learning over the last nine years. The examples show readers the potential for tracking the PCCD market share of adult participation (age 15 to 64) including high school capture rates and Adult Participation Rates by ZIP code over time.

# The Research and Planning Group for California Community Colleges

The RP Group strengthens the ability of California Community Colleges to discover and undertake high-quality research, planning, and assessments that improve evidence-based decision-making, institutional effectiveness, and success for all students.

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