

# Spring 2022 Enrollment Report

**Summary:** Northland Pioneer College continues to see significant declines in enrollment. The resurgence of Covid-19 during December and January hit us particularly hard as we were transitioning more classes back to in-person learning. Improvements to the overall pandemic situation, and specific outreach efforts for fall 2022 should see us reverse the Covid-19 enrollment decline and put us back on track to a more sustainable enrollment.

## Spring 2021 to Spring 2022 Semester Enrollment Change

	Total FTSE		Early College FTSE		Regular FTSE	
	SP21	SP22	SP21	SP22	SP21	SP22
LCC	62.07	67.60	27.26	19.59	34.81	48.01
PDC	113.80	110.00	86.50	86.50	27.30	23.06
SCC	109.60	120.73	87.00	99.19	22.60	21.54
WMC	381.60	415.80	276.00	314.99	105.60	100.81
Subtotal	667.07	714.13	476.76	520.28	190.31	193.41
ALU	0.40	0.20	-	0.00	0.40	0.20
HOPI	8.80	10.13	5.13	10.80	3.67	-0.67
INT	464.30	271.77	-	0.00	464.30	271.77
KAY	4.07	6.13	2.33	0.53	1.74	5.60
SPE	19.60	10.47	14.60	4.40	5.00	6.07
STJ	53.00	55.73	45.20	57.27	7.80	-1.54
WRV	45.67	44.93	40.07	39.74	5.60	5.19
APAC	19.20	10.00	19.20	19.40	-	-9.40
NAVA	2.73	0.27	2.73	0.54	-	-0.27
Subtotal	617.77	409.63	129.26	132.68	488.51	276.96
<b>TOTAL</b>	<b>1284.84</b>	<b>1123.77</b>	<b>606.02</b>	<b>652.96</b>	<b>678.82</b>	<b>470.37</b>

**Enrollment change, Spring 2021 to Spring 2022: -12.5%**

**Headcount change, Spring 2021 (2,482) to Spring 2021 (2,400): -82 (-3.3%)**

### Ongoing enrollment impacts

#### INCREASES:

1. Early College had an increase of 7.7% from SP21 to SP22.
2. Increases in CIS, GEO, GLG, and POS.

#### DECREASES:

1. 41% decrease in INT courses, likely due to the opening of more in-person offerings.
2. Declines in BIO, BUS, CHM, CCP, ECN, EIT, HES, & NAT.

**Enrollment Efforts for fall 2022:** We are at the stage when many planning efforts are coming together with specific action plans. The Enrollment and Entry Task Force has been the main

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clearinghouse for these efforts, but nearly every area of the college is looking at ways they can contribute to expanding our enrollment for Fall 2022. Key projects include:

- **Assigning A Key Contact for Each Prospect.** Director of Student Services Josh Rogers is leading an effort to make sure that every new prospect is assigned one point of contact that can guide them through the application and registration process. This is in line with the One Stop Shop concept, and will help us tackle a key issue we found in our analysis that we are losing students from the time they first contact the college until they are
- **Debt Forgiveness and Outreach:** As discussed with the DGB, we have a plan in place to forgive long term outstanding student debt. Students with active debt cannot register at the college. We know in many cases this is preventing students from re-enrolling and finishing degrees they have started. As we provide this debt forgiveness, we will work with these students to see how we can work with them through our existing waiver or financial aid programs to help them get back on track and complete their degree or certificate.
- **Expanding FAFSA Outreach:** The college receives lists of students who have applied for the Free Application for Federal Student Aid (FAFSA) but have not applied to the college. The Financial Aid Office is leading an outreach effort to contact those students and ensure they know how to apply and get enrolled at NPC.
- **Faculty and Staff Recruitment Incentive:** We are currently finalizing plans for a program that would allow each faculty and staff member to offer a one-class tuition waiver to the student of their choice. This program would not add to the budget and we have safeguards in place to ensure that there are no conflicts of interests in the way the waivers are used.

**Other recent activities:** As part of our ongoing enrollment efforts we have been able to expand or restart some efforts that were put on pause during the more intense phases of the Covid-19 pandemic. Some recent efforts include:

- **EagleFest:** For the first time in two years, we were able to hold our large in-person outreach event on the White Mountain Campus on Saturday, April 9. Over 200 prospective students, parents, and community members came to the campus to visit with faculty and staff, participate in family activities, watch live demos, and eat free food.
- **Financial Aid and Scholarship Presentations:** Friends and Family Director Betsy Wilson, Financial Aid Director Josh Lowry, and members of the Early College team have been visiting high schools, presenting students with financial aid and scholarship information throughout the district. They have travelled as far as Shonto, and visited some of our largest feeder high schools such as Blue Ridge.