



Research Brief #166

March 2018

Fill Rate and Enrollment Patterns: Semester-Length Classes (Spring 2017)

Daylene M. Meuschke, Ed.D. and Barry C. Gibbons, Ph.D.

At the request of the Enrollment Management Team, the Office of Institutional Research, Planning and Institutional Effectiveness conducted an analysis to determine the add/drop activity and change in fill-rates for semester-length classes (on-ground versus online) in Spring 2017. A follow-up research brief will focus on the add/drop activity and change in fill-rates for short-term classes (winter and fall) the Friday before classes start (the actual start date for the short-term classes) and after census.

This study aimed to answer the following questions:

1. What was the change in *enrollments* for semester-length classes (on-ground versus online) the Friday before the start of classes in Spring 2017 to the Friday during the second week of classes?
2. What was the change in *fill rates* for semester-length classes (on-ground versus online) the Friday before the start of classes in Spring 2017 to the Friday during the second week of classes?

These results are intended to assist the College in enrollment planning, including development of targeted marketing plans.

Methodology

The analysis was conducted using SPSS. Files used in the analysis included MIS 320-Spring 2017 pulled 2.3.17 and 2.17.17. Instructional Service Agreement sections were excluded from the analysis.

Results

Question 1: *What was the change in enrollments for semester-length classes (on-ground versus online) the Friday before the start of classes in Spring 2017 to the Friday during the second week of classes?*

On-ground classes at the Valencia and Canyon Country campuses saw an increase of 1,203 enrollments (or 4 percent) from the Friday before the start of classes to the end of the second week of classes for semester-length classes in Spring 2017. Classes held at off-site locations also saw an increase in enrollments during the same time period (50 enrollments or 16% increase). In contrast, the enrollment in semester-length online classes decreased by 292 (or 7 percent decrease) during the same time period.

Question 2: What was the change in **fill rates** for semester-length classes (on-ground versus online) the Friday before the start of classes in Spring 2017 to the Friday during the second week of classes?

On-ground classes at the Valencia and Canyon Country campuses saw a 6 percentage point increase in fill rates from the Friday before the start of classes to the end of the second week of classes for semester-length classes in Spring 2017 (68 to 84 percent). Classes held at off-site locations and online each saw a 9 percentage point increase in fill rates during the same time period (Off Site - 60 to 69 percent and Online 75 to 84 percent). Table 1 provides details on the fill rate and enrollment patterns discussed in questions 1 and 2.

Table 1 Fill Rate and Enrollment Patterns: Semester-Length Classes (Spring 2017)

Friday before classes started-Spring 2017 (2.3.17)				Two weeks after classes started (2.17.17)					
Location	Enrolled	Capacity	Fill Rate	Enrolled	Capacity	Fill Rate	Change in Fill Rate (% Point)	Change in Capacity (N and %)	Change in Enrollment (N and %)
VLC/CCC	32,784	48,112	68%	33,987	40,369	84%	16	-7,743 (16%)	1,203 (4%)
OLC	4,229	5,610	75%	3,937	4,680	84%	9	-930 (-17%)	-292 (-7%)
Off Site	312	521	60%	362	521	69%	9	0	50

Note: VLC=Valencia Campus, CCC=Canyon Country Campus, and OLC=100% Online.

Recommendations

Upon review of the results, the following recommendations should be taken into consideration:

- Explore the implications of these results for Enrollment Management planning.
- Conduct follow-up analyses for short-term classes (winter and fall) the Friday before classes start (the actual start date for the short-term classes) and after census.
- Conduct additional analyses to examine the reasons for the higher drop rate for online classes, including examining reason codes and a survey of students who did not re-enroll.

For more detailed information on this research brief, stop by the Institutional Research, Planning, and Institutional Effectiveness office located in BONH-223 or Daylene Meuschke, Dean of Institutional Research, Planning and Institutional Effectiveness at 661.362.5329.