



AMERICAN RIVER COLLEGE

## Priority Indicators of Achievement

### FOCUS: Strategic Enrollment Management (SEM)

### Recommendations from the District Research Council Strategic Planning Workgroup

**Goal 1. Optimize student **access**, progress, momentum, and success.**

#### **Access:**

- Early Momentum Metric (Priority Indicator):
  - Restore and increase enrollment for all student populations
- Longer Term Outcome:
  - Ensure that by 2027, the district's student population mirrors the demographics of our service area (representational equity goal).

#### **Supporting Indicators: (Targets – American River College)<sup>1</sup>**

- Increase Fall 2022 enrollment by 3% in Fall 2023\*

*Enrollments (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
77,959	77,150	77,275	59,349	57,332	59,052	60,824	62,648	64,528	66,464	68,457

\*Note: For conversation purposes – does not follow the methodology described in footnote #1.

- Increase **first time student** enrollment from 10,325 (F21) to 11,103 (F27) (annual increase target = 130, total increase target = 778)

*First Time College Student Enrollments (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
14,561	14,743	14,346	11,250	10,325	10,455	10,584	10,714	10,844	10,973	11,103

- Increase **full-time student** enrollment from 20,409 (F21) to 23,449 (F27) (annual increase target = 507, total increase target = 3,040)

*Full Time (12+ Units) Student Enrollments (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
26,590	27,957	28,141	22,050	20,409	20,916	21,422	21,929	22,436	22,942	23,449

<sup>1</sup> Targets derived using Fall 2017 to Fall 2021 data. Fall 2021 served as the baseline term. The Median Absolute Deviation (MAD) was calculated over the fall terms from 2017 to 2021. This MAD was then multiplied by 1.96 to serve as the Fall 2027 target goal. Annual increase targets set by taking the difference between the Fall 2027 target goal and the Fall 2021 baseline, and dividing by the number of years (6). Source: ARC Data on Demand, Extracted on 2/7/2023. All supporting indicators include ARC's Public Safety and Apprenticeship Programs.

- Increase **dual enrollment** from 1,818 (F21) to 2,923 (F27) (annual increase target = 184, total increase target = 1,105)

*Dual (Special Admit) Enrollments (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
510	683	1,247	1,614	1,818	2,002	2,186	2,371	2,555	2,739	2,923

- Increase **adult learner (25+) student** enrollment from 25,346 to 29,050 (annual increase target = 617, total increase target = 3,704)

*Adult Learner (25+) Enrollments (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
37,716	36,111	35,826	25,344	25,346	25,963	26,581	27,198	27,816	28,433	29,050

- Increase course retention<sup>2</sup> from 84.5% (F21) to 87.6% (F27) (annual increase target = .53 percentage points, total increase target = 3.16 percentage points)

*Course Retention % (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
86.2%	87.8%	86.7%	83.2%	84.5%	85.0%	85.5%	86.1%	86.6%	87.1%	87.6%

- Increase persistence<sup>3</sup> from 58% (F21) to 60% (F27) (annual increase target = .33 percentage points, total increase target = 2 percentage points)

*Persistence % (One Term, Fall to Spring) (Fall 2017 to Fall 2021 Actual, Fall 2022 to Fall 2027 Goals)*

Fall 2017	Fall 2018	Fall 2019	Fall 2020	Fall 2021	Fall 2022	Fall 2023	Fall 2024	Fall 2025	Fall 2026	Fall 2027
64%	64%	59%	58%	58%	58.3%	58.7%	59.0%	59.3%	59.6%	60.0%

<sup>2</sup> The course retention rate was calculated as the percentage of grades that do not represent a withdrawal (A, B, C, D, F, I, IP, NP, P) out of all enrollments that resulted in a grade (including W's).

<sup>3</sup> Persistence (One Term) is calculated as the percentage of students enrolled in a given fall term that enroll again in the following spring term.