



Enrollment Report Summer 2014

June 2014



Summer 2014 FTES Targets

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	Targets
City College/ECC	1,118.0
Mesa	1,367.1
Miramar	1,223.6
Continuing Education	1,357.0
District	5,065.7



Enrollment

Sections, FTES, Headcount, & Waitlist Demand

Section Comparison

	Summer 2009	Summer 2010	Summer 2011	Summer 2012	Summer 2013	Summer 2014
City College/ECC	521	471	74	85	71	459
Mesa College	529	402	18	13	5	433
Miramar College	277	288	55	23	23	215
Continuing Ed.	1,118	1,064	1,030	967	1,815	1,882
Districtwide	2,445	2,225	1,177	1,088	1,914	2,989

Source: SDCCD Information System

Note: Cancelled classes, honors contract, fee-based, tutoring, non-state supported and apprenticeship classes are excluded.

FTES Comparison

	Summer 2009	Summer 2010	Summer 2011	Summer 2012	Summer 2013	Summer 2014
City College/ECC	1,551	1,476	222	258	231	1,053
Mesa College	1,782	1,412	70	67	41	1,399
Miramar College	1,308	1,394	652	686	497	1,272
All Colleges	4,641	4,282	944	1,011	769	3,724
Continuing Ed.	1,238	1,108	702	751	1,257	1,357*
Districtwide	5,879	5,390	1,646	1,762	2,026	5,081

Source: SDCCD Information System

*Summer 2014 FTES for Continuing Ed. is projected.

Unduplicated Headcount Comparison

	Summer 2009	Summer 2010	Summer 2011	Summer 2012	Summer 2013	Summer 2014*
City College/ECC	9,810	9,087	1,066	1,342	1,172	5,843
Mesa College	11,505	9,582	660	613	702	8,308
Miramar College	6,720	7,529	1,314	574	366	3,675
All Colleges	25,203	23,395	2,986	2,524	2,238	15,304
Continuing Ed.	21,552	19,285	15,759	15,014	17,802	3,546
Districtwide	46,451	42,479	18,732	17,533	20,029	18,850

Source: SDCCD Information System

*Summer 2014 as of May 24, 2014

Fill Rate Comparison

	Summer 2010	Summer 2014	% Difference
City College/ECC	94%	83%	-11%
Mesa College	95%	81%	-14%
Miramar College	97%	91%	-6%
All Colleges	95%	84%	-11%

Source: SDCCD Information System

Note: Data are as of two weeks prior to credit colleges' regular summer start date.

Waitlisted Seats Comparison

	Summer 2010	Summer 2014	% Difference
City College/ECC	26%	22%	-4%
Mesa College	24%	20%	-4%
Miramar College	38%	33%	-5%
All Colleges	28%	23%	-5%

Source: SDCCCD Information System

Note: Data are as of two weeks prior to credit colleges' regular summer start date.

Marketing & Outreach

Marketing/Outreach

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More than 1,000 classes will be offered at City, Mesa, and Miramar colleges at \$46 a unit – including numerous online courses. In addition, San Diego Continuing Education will offer more than 2,000 free noncredit classes at its seven campuses in San Diego.

Classes in high-demand areas such as allied health, basic skills, hospitality and consumer sciences, and career technical studies will be among those being offered.

Primary summer session is set for **June 16 – Aug. 9**.
 Other sessions also will be held: **May 27 – June 28**, **June 9 – Aug. 2**, and **June 30 – Aug. 2**.

[Learn more.](#)

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Classes start June 16
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Classes start June 16
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SAN DIEGO MIRAMAR COLLEGE

Bus shelter

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Classes start June 16
 Visit sdccd.edu for more information.

SAN DIEGO CITY COLLEGE

Print Ad

Marketing/Outreach

Media Mix

- **Radio:** traffic sponsorships, Pandora 15 second spots
- **Print:** U-T, community newspapers, ethnic media, student newspapers
- **Digital:** Facebook, digital direct mail, mobile fencing
- **Out-of-home:** 40 bus shelters and 68 movie screens



Marketing/Outreach

Results

- Survey to be conducted in late June
- Extensive news coverage: more than 15 stories as of June 1
- Nearly 8 million impressions delivered
- 500 new “likes” on Facebook with nearly 60,000 people reached
- 75 announcements on Jazz 88.3



TV News Coverage