This investigation was conducted to identify trends in evening enrollment patterns among the California community colleges outside the Los Angeles District, and to identify causes for those trends. Seventy-four college presidents (87% of those contacted) responded to the questionnaire. Enrollment statistics are presented by year from 1966 to 1971 for large (4,000+), small (0-999), and medium (1,000-3,999) size colleges. Some conclusions were: (1) of the 50 colleges reporting data for 1966-1971, only four had a smaller evening enrollment in 1971; (2) the enrollment at small colleges generally increased at a faster rate than large colleges; (3) the reasons for enrollment increase most often given were growth due to normal expansion and increased off-campus offerings; (4) about one-third of the colleges charge a "defined adult" fee, the majority charging $3.00 per unit; and (5) new types of recruitment procedures have been initiated by 25 colleges, the most effective was publishing special class offering schedules in the local press. (RN)
LOS ANGELES CITY COLLEGE

"SURVEY OF CALIFORNIA COMMUNITY COLLEGE EVENING ENROLLMENTS"

Research Study #72-9

Ben K. Gold
Research Office
July, 1972

UNIVERSITY OF CALIF. LOS ANGELES
AUG 2 1972
CLEARINGHOUSE FOR JUNIOR COLLEGE INFORMATION
PURPOSE OF THE STUDY

Evening enrollment at L.A.C.C. has been declining in recent years. In investigating causes for this decline, L.A.C.C. President Kaufman suggested that it might be helpful to know of other California community college experience in this area. This study is an outgrowth of that suggestion. It aims to identify any significant changes in evening enrollment patterns and also to identify causes for these changes.

PROCEDURES FOR THE STUDY

A brief questionnaire and covering letter (copies appended) were sent to all California Community College Presidents (excluding the Los Angeles District). Responses were read and analyzed as indicated in the following section.

FINDINGS

Responses were received from 74 colleges, an 87% response rate. Question 1 asked for Fall evening enrollment figures from 1966 through 1971. Eliminating colleges not in existence in 1966 and others with incomplete data produced the fifty usable responses to this question shown in Table 1. The table indicates Fall, 1966 enrollment as 100 and succeeding years as a percent of this base. In order to investigate trends at the larger and smaller schools, the table is divided into three arbitrarily defined sections based on Fall, 1966 enrollments: (A) large colleges (4,000 +), small colleges (0-999), medium size colleges (1,000-3,999).

"SURVEY OF CALIFORNIA COMMUNITY COLLEGE EVENING ENROLLMENTS"
FINDINGS (continued)

Figure 1 is a frequency diagram of the 1971 enrollments (as a percent of 1966 enrollment) for all fifty colleges and for the large and small groups. Means, medians, and standard deviations are also indicated.

Question 2 asked for explanations for any significant changes in enrollments reported in question 1. Table 2 presents these responses (edited for brevity).

Question 3 asked if the college had instituted the $3.00 "defined adult" fee, and if so, when. Table 3 summarizes response to this question. The $3.00 figure stated in the question is clearly not the figure used in all instances where the fee is charged. Differences in amount charged are also indicated in Table 3.

Question 4 requested information about any new type of recruiting procedures. These responses are summarized in Table 4.
TABLE 1 - Evening Enrollments at California Community Colleges Fall Semesters, 1966-1971 (expressed as a percent of Fall 1966 enrollment)

<table>
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<th>COLLEGE</th>
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<th>F '67</th>
<th>F '68</th>
<th>F '69</th>
<th>F '70</th>
<th>F '71</th>
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</table>

Continued on next page
FIGURE 1 - California Community Colleges Fall Evening Enrollments

1971 Enrollment as a Percent of 1966 Enrollment

large colleges ($\geq$ 4000)

small colleges ($< 1000$)

1971 Enrollment as a Percent of 1966 Enrollment

Large colleges:

mean = 131.7
median = 126
Standard deviation = 41.9

Small colleges:

mean = 186.5
median = 159
Standard deviation = 80.0
TABLE 1 (continued)

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<td>111</td>
<td>102</td>
<td>108</td>
<td>96</td>
<td>118</td>
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</tbody>
</table>

TABLE 2 - Stated Reasons for Significant Changes in Enrollment

REASONS FOR INCREASE:

- Gradual growth due to normal expansion and offerings (15)
- Increased number of off-campus classes (11)
- Increased course offerings (5)
- Increased publicity (4)
- More day students took evening classes due to filled day classes (2)
- More variety of courses (2)
- Mail registration system (2)
- More servicemen attending college
- More dropouts returning to college
- Division of students from four-year colleges
- Job requirements geared to college units
- Outreach contact has been sequentially improved
- Increased budget
- Declining job market
- Combined community service activities with continuing education
- Strengthened community advisory committee
- Gone active instead of passive

Continued on next page
TABLE 2 - REASONS FOR INCREASE (continued)

Increase due to vocational programs
Liberal admissions policy (late enrollment)
Heavy use of Vossy program for high school students
Earlier registration
Veterans
New school and advertising
Impact of new State college
Additional facilities
May be due to brilliant programming!

REASONS FOR DECREASE

New accounting procedure
High tuition fee
No mass mailout of evening schedule
Change of draft calls
Closing of classes and difficulty of securing instructors
Increased competition from unified district
Fewer evening classes being offered
Redefinition of classes for adults
Don't have any clearcut reasons
Enrollment dropped the first semester of tuition, increased after that
Growth stopped due to limited facilities
No explanation
Opening of new colleges in district
Recessive economy and lack of promotion
Tuition for non-resident and evening registration fee

TABLE 3 - "Defined Adult" Fee Practices

Is fee charged?

yes 22(30%)   no 48(65%)   no response (41(5%)

When was it instituted?

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Amount of fee:

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### TABLE 4 - New Types of Recruitment Procedures Instituted

<table>
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<tr>
<th></th>
<th>yes  25 (34%)</th>
<th>no  40 (54%)</th>
<th>no response 9 (12%)</th>
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</table>

**Brief descriptions of procedures:**

- Special supplement of offerings in local newspapers (10)
- Using neighborhood groups to set up recruiting (3)
- Used counseling van in shopping centers, etc. (3)
- Registration by mail -- eliminating long lines (3)
- Saturday classes (3)
- Closer liaison with high schools (2)
- Media publicity (2)
- Mailing schedule to previous enrollees (2)
- Ran newspaper ads on open classes during final week of registration (2)
- Setting up "ethnic" neighborhood sites for course offerings
- New counseling programs
- Group leadership processes
- Affirmative action program
- Separate evening schedule widely circulated in community
- Program for active firemen
- Closer coordination with military
- More contact time with interested residents
- Flyers on special courses
- Consulting with neighborhood advisory committees
- Exhibit at County Fair
- Speakers bureau
- Brochure racks throughout the district
- Satellite campuses at company locations
- Slide-tape presentations to high schools
- Federally funded project
SUMMARY AND CONCLUSIONS

This study reports on a mailed survey of the California community colleges outside the Los Angeles district. The purpose of the survey was to discover trends in evening enrollments and reasons for those trends, with special emphasis on the effects of the "defined adult" fee. 74 colleges, 87% of those contacted, responded to the request for information and opinions.

Following are some observations from the findings of this study:

(1) The recent L.A.C.C. decline in evening enrollment is not typical of colleges throughout the state. Of the fifty responding colleges which reported data from 1966 through 1971, only four had a smaller enrollment in 1971 than in 1966. Twenty of the fifty colleges showed a monotonic increase over the five year period; none showed a monotonic decrease; the remaining thirty colleges showed some fluctuation, but generally an increase. Small colleges generally increased at a faster rate than large colleges.

(2) Most often stated reason for enrollment increase was growth due to normal expansion, followed closely by increased offerings off-campus. A variety of other reasons were suggested for both increases and decreases (see Table 2).

(3) Apparently about one-third of the colleges charge the "defined adult" fee. Although most of these charge $3.00 per unit, the charge varies considerably (see Table 3). Only two colleges indicated the institution of the fee affected their enrollment, and one of these indicated the effect was temporary. These findings seem to corroborate findings of a recent study made by Dr. Stephen Epler, Director of Extended Day at Cerritos College.

(4) Twenty-five colleges indicated that they have initiated some new types of recruitment procedures. Apparently the most effective of these was publishing special class offering schedules in the local press (see Table 4).
### COLLEGES PARTICIPATING IN THIS SURVEY

- Alameda, College of
- Allen Hancock College
- American River College
- Antelope Valley College
- Bakersfield College
- Butte College
- Cabrillo College
- Canada Evening College
- Canyons, College of the
- Cerritos College
- Chabot College
- Chaffey College
- Citrus College
- Columbia Junior College
- Contra Costa College
- Crafton Hills College
- Cuesta College
- Cypress College
- De Anza College
- Desert, College of the
- Diablo Valley College
- El Camino College
- Feather River College
- Foothill College
- Fresno City College
- Fullerton Junior College
- Gavilan College
- Glendale College
- Golden West College
- Grossmont College
- Hartnell College
- Lassen College
- Long Beach City College
- Merced College
- Mira Costa College
- Modesto Junior College
- Monterey Peninsula College
- Moorpark College
- Mt. San Antonio College
- Napa College
- Ohlone College
- Orange Coast College
- Palomar College
- Palo Verde College
- Pasadena City College
- Porterville College
- Reedley College
- Riverside City College
- Sacramento City College
- Saddleback College
- San Bernardino Valley College
- San Diego Evening College
- San Francisco, City College of
- San Joaquin Delta College
- San Jose City College
- San Mateo, College of
- Santa Ana College
- Santa Barbara City College
- Santa Rosa Junior College
- Sequoias, College of the
- Shasta College
- Sierra College
- Siskiyous, College of the
- Skyline College
- Southwestern College
- Taft College
- Ventura College
- Victor Valley College
- West Hills College
- West Valley College
- Yuba College
Dear

In the past few years, our evening enrollment here at Los Angeles City College has taken a downward trend. We are exploring causes for this, and in particular are looking at the effect of introducing the "defined adult" $3.00 per unit fee (for graded junior college classes meeting after 4:30 P.M.).

It would be most helpful to us to know the experience of other colleges in this regard and are thus requesting your help.

The attached page asks a few questions which should take just a few minutes of your (or your designate's) time. Would you be kind enough to complete it and return to us promptly?

We'll be glad to share our findings with you if you so indicate.

Many thanks for your assistance.

Sincerely,

Louis Kaufman
President

LK/e
College

1. Please indicate your evening enrollment (for junior college graded classes) for the years indicated: (census week preferred, but any consistent data will suffice)

   Fall, 1966
   Fall, 1967
   Fall, 1968
   Fall, 1969
   Fall, 1970
   Fall, 1971

2. Please indicate your explanation for any significant changes in the enrollments reported above.

   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________

3. Has your college instituted the $3.00 "defined adult" fee for junior college graded classes meeting after 4:30 P.M.? Yes___ No___

   If yes, when was it instituted? ______________________________________

4. Have you instituted any new types of recruiting procedures?
   Yes___ No___ If yes, please describe briefly.

   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________
   ____________________________________________

Would you like a summary of the findings of this survey? Yes___ No___

Thank you for your assistance.

Please return to:
Dr. Ben N. Gold
Director of Research
Los Angeles City College
855 N. Vermont Avenue
Los Angeles, California 90029