

DISTRICT STRATEGIC PRIORITIES

Enrollment Recovery and Free Community College

BOARD OF TRUSTEES RETREAT

FEBRUARY 4, 2023



SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT

District Enrollment Recovery

DROP THE FEES. SKYLINE COLLEGE IS FREE

DROP THE FEES. CAÑADA COLLEGE IS FREE

DROP THE FEES. COLLEGE OF SAN MATEO IS FREE

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Skyline COLLEGE
ACHIEVE

Cañada College

CSM

Spring Campaign Goals

- ▶ **Goal 1: Stabilize enrollments**
- ▶ **Goal 2: Increase representation among underserved and minoritized communities**
- ▶ **Goal 3: Raise awareness and elevate perception of the colleges**

**DROP THE FEES.
COLLEGE OF SAN MATEO
IS FREE**



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**DROP THE FEES.
SKYLINE COLLEGE
IS FREE**



Spring Campaign Impact



	Spring 2022			Spring 2023			Percent Change from Spring 2022 to Spring 2023	
	Unique Headcount	% of Total Headcount	Enrollment	Unique Headcount	% of Total Headcount	Enrollment	Unique Headcount	Enrollment
Total	13,156	100.0%	36,262	14,409	100.0%	41,601	+9.5%	+14.7%

*Note: Enrollment data as of 1/31/2023

- ▶ It worked... no really...it worked!
- ▶ More than 12,000 students who reside in San Mateo County are benefiting from support authorized under SB 893 in the Spring 2023 semester.
- ▶ Students identifying as first-generation increased by more than 7%.
- ▶ Students identifying as Latinx (+12%), Black (+7%), and Pacific Islander (+6%) all increased compared to Spring 2022.

Continued Enrollment Recovery: Districtwide



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Summer and Fall and Spring



SAN MATEO COUNTY
COMMUNITY
COLLEGE DISTRICT

- ▶ Recommend continuing Free College marketing campaign and Brand Awareness Campaign.
 - ▶ Districtwide and geo-fenced College markets using current zip-code distribution.
 - ▶ Continue current focus populations
 - ▶ Continue to utilize productive “bottom of the funnel” media channels
 - ▶ YouTube
 - ▶ Responsive Display
 - ▶ Responsive Search
 - ▶ Display Retargeting
- ▶ Campaign Landing Pages
 - ▶ [The District](#)
 - ▶ [College of San Mateo](#)
 - ▶ [Skyline College](#)
 - ▶ [Cañada College](#)

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Continued Enrollment Recovery: Colleges



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 Skyline
COLLEGE

SMCCCD Strategic Initiative:

Free Community College

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How it Started

▶ Board Investment



- ▶ \$6.75M in 2021-22 for the expansion of three critical components of the Free Community College strategic initiative:
 - ▶ CCAP Dual Enrollment expansion
 - ▶ OER/ZTC Expansion
 - ▶ Promise Scholars Program (PSP) expansion

we've got
your
back.

and
your
books.

and your
college
degree
FREE.

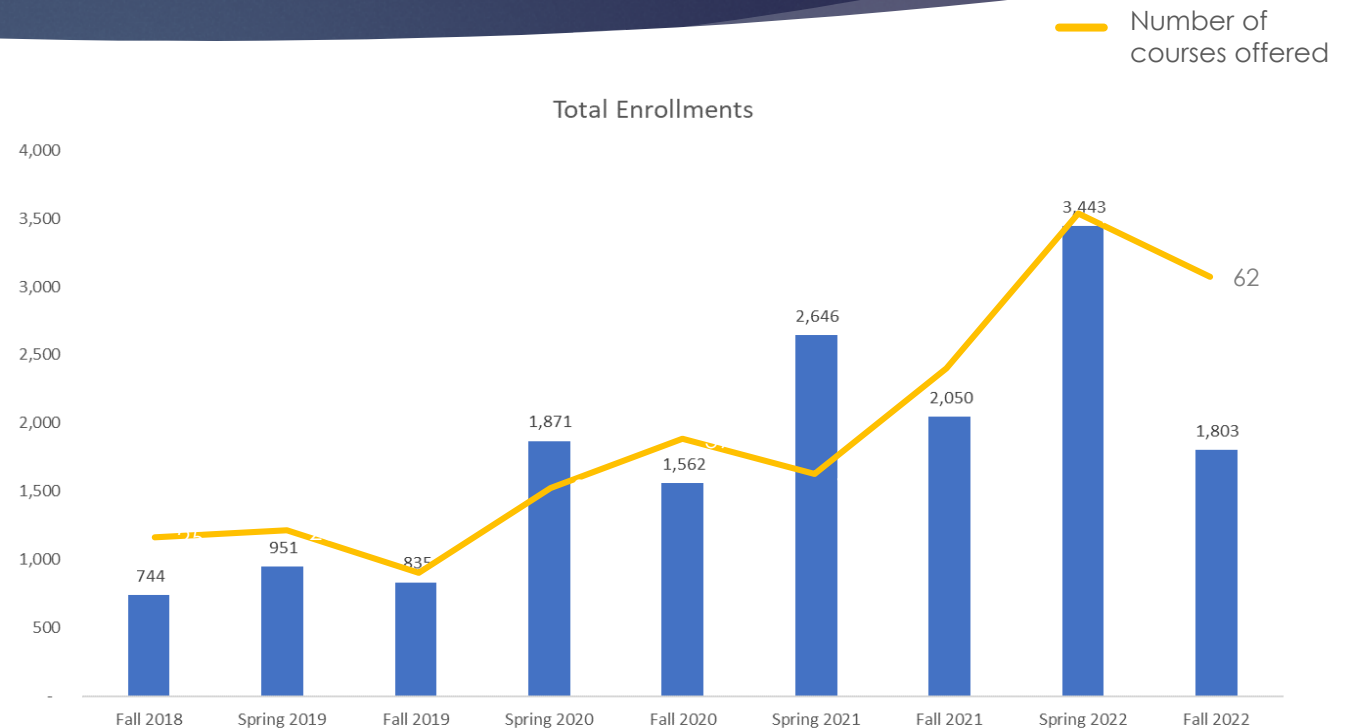
college of san mateo
**PROMISE
SCHOLARS
PROGRAM**

collegeofsanmateo.edu/promise

CCAP Dual Enrollment

- ▶ Current CCAP Agreements
 - ▶ Cabrillo USD
 - ▶ Jefferson UHSD
 - ▶ San Mateo UHSD
 - ▶ Sequoia UHSD
 - ▶ South San Francisco USD
 - ▶ San Mateo COE
- ▶ Three awaiting approval...



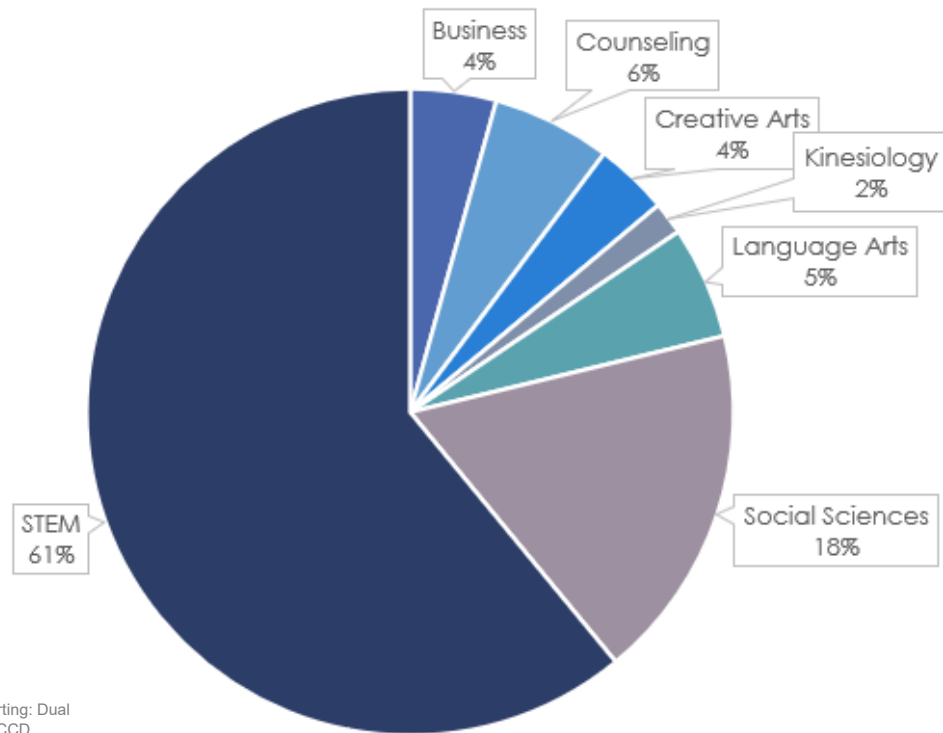
Source: SAP BusinessObjects Reporting: Dual Enrollment HS Student Profile, SMCCCD

Program Overview

Focus Population: High-promise high school students that may not have previously been considered for “college track” coursework.

Goal: Increase access for disproportionately impacted students to engage in clear and distinct Guided Pathways designed to transition to postsecondary education or career

2018-2022:
% Dual
Enrollment
Courses
Offered by
Discipline



Promise Scholars Program



we've got **your back.**

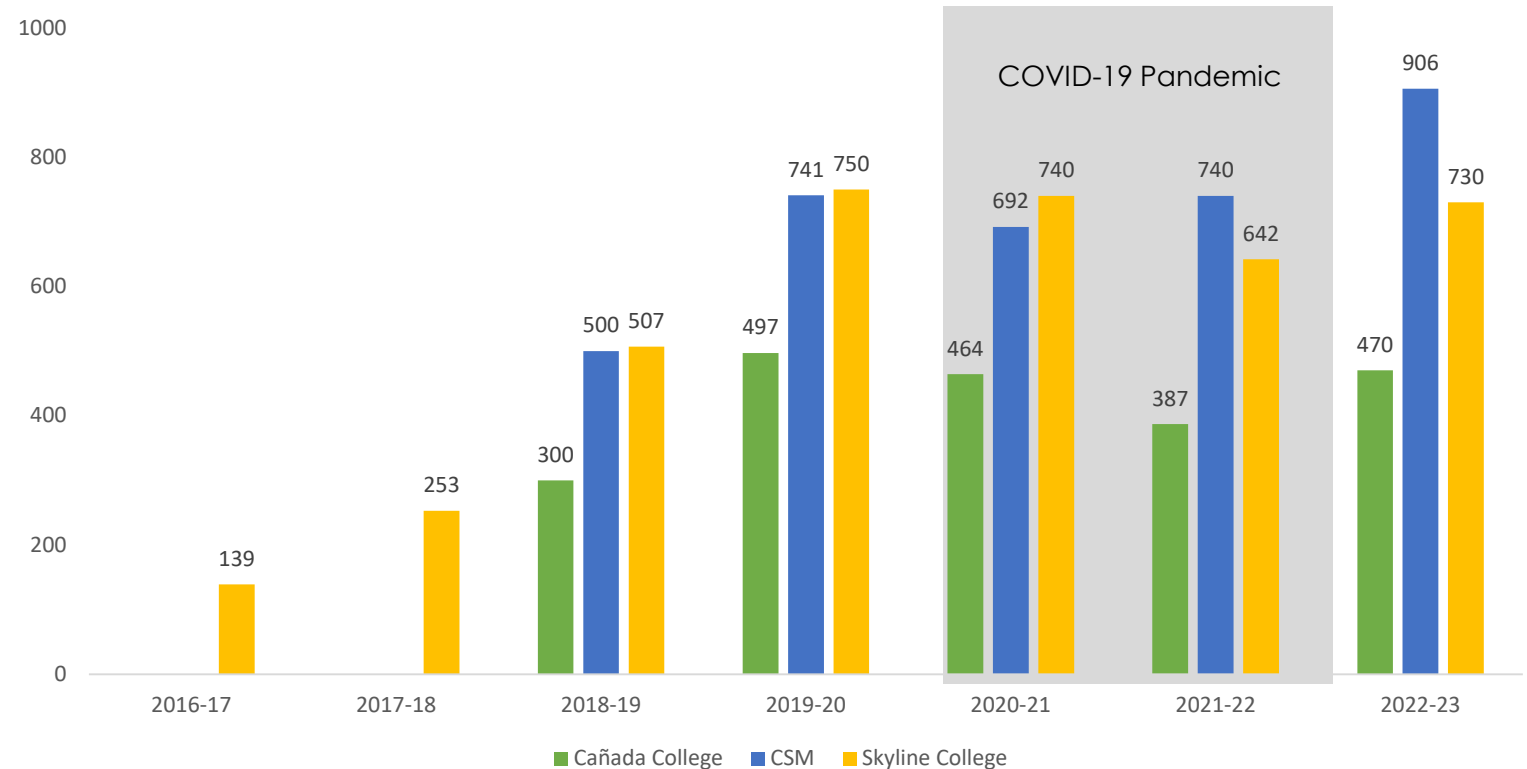
and **your books.**

and **your college degree FREE.**

cañada college
PROMISE SCHOLARS PROGRAM

canadapromise.com

PROMISE SCHOLARS PROGRAM GROWTH



Source: SAP BusinessObjects Reporting: Promise Cohort Counts, SMCCCD

OER and ZTC



**ZERO
TEXTBOOK
COST**

**Textbook Affordability
Solutions at
Skyline College**

WHERE WE ARE NOW



Skyline College has continued to support and expand faculty development, adoption, and use of Zero Textbook Cost (ZTC) course materials. ZTC materials offer access to free course materials for ALL Skyline students – regardless of program, cohort, enrollment status, or county of residence. The one-time investment in faculty ZTC course development yields contextualized course materials and perpetual savings to both students and the college. The ZTC team will continue to promote faculty development and adoption of ZTC course materials working toward the goal of implementing Skyline College's next ZTC degree or certificate pathway to completion.

CUMULATIVE IMPACT OF ZTC & LTC



50,751 students
have enrolled
in ZTC & LTC classes
since Spring 2018



\$7,817,781
Estimated cumulative
student savings

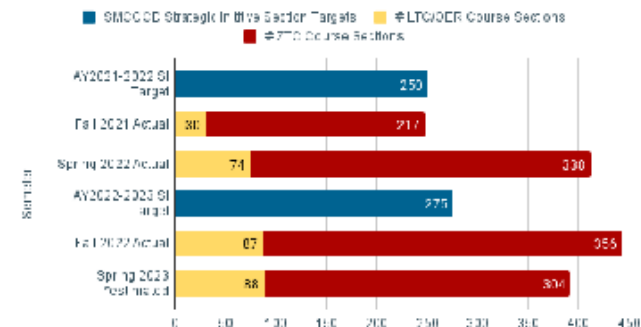


356 ZTC & 87 LTC
class sections offered
by **172** unique faculty in
Fall 2022

ZTC Impact Spring 2018 through Fall 2022

ZTC & LTC STRATEGIC INITIATIVE RESULTS

Skyline College ZTC Strategic Initiative Deliverables



The District's Strategic Initiative funding has been used to support additional faculty course development and adoption of no-cost course materials. Based on increased faculty use of ZTC course materials, Skyline College has met and exceeded its strategic initiative targets for ZTC & LTC course offerings.

DID YOU KNOW?

**Because of
high course
material
costs
SMCCCD
students**

- 36%** Enrolled in fewer classes
- 30%** Did not purchase course material
- 18%** Did not register for a course they need
- 17%** Dropped a course because [they] could not afford course materials
- 56%** Purchased course materials elsewhere (off campus)

Source: SMCCCD Open Education Week 2021 Student Survey, n=505

How It's Going – SB893



- ▶ SB 893 is a part of the **Free Community College** of the San Mateo County Community College District (SMCCCD)
- ▶ Senator Josh Becker (13th CA Senate District) introduced Senate Bill 893 ([SB 893](#)), co-authored by Assembly members Kevin Mullin and Marc Berman
- ▶ With SB 893, **SMCCCD waived enrollment fees for all students who reside in San Mateo County for the Spring 2023 Semester**

Three vertical banners promoting the "Drop the Fees" initiative. The first banner is red and white, for Skyline College, with the text "DROP THE FEES. SKYLINE COLLEGE IS FREE" and a "LEARN MORE" button. The second banner is green and white, for Canada College, with the text "DROP THE FEES. CAÑADA COLLEGE IS FREE" and a "LEARN MORE" button. The third banner is blue and white, for the College of San Mateo, with the text "DROP THE FEES. COLLEGE OF SAN MATEO IS FREE" and a "LEARN MORE" button. Each banner features a photograph of a smiling student.

How It's Going – SB 893 Spring 2023

Spring 2023	CCPG	EFC=< 600% (No CCPG)	Undocu Students	Sub-Total All Fees	SB893 Enrollment Fees Waived (no CCPG or SB893 Other)	SB893 Enrollment Fees Waived	Sub-Total Enrollment Fees Only	Total
Full Time (12+ units)	2,103	518	8	2,629	143	1,795	1,938	4,559
Part Time (6-11 units)	1,377	188	47	1,612	60	2,701	2,761	4,326
Less Than Part Time (>6 units)	535	60	41	636	19	2,612	2,631	3,226
Total	4,015	766	96	4,877	222	7,108	7,330	12,111

- ▶ More than 12,000 students who reside in San Mateo are receiving support under SB 893.
- ▶ Total current cost for Spring is ~\$3.5M for just fees.
- ▶ Enrollment fees account for just over ~\$3M.

DROP
THE
FEES.

CAÑADA
COLLEGE
IS FREE

How It Could Go – SB893

- ▶ Breadth of support vs. Depth of support
 - ▶ Balancing a focus on increasing enrollment with supporting students' Total Cost of Education (TCE) to completion
 - ▶ Balancing supporting the maximum number of students with providing support for specific populations

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How It Could Go – SB893

Spring 2023 Scenarios	Spring 2023 Interim SB 893 Policy	Interim Policy with FT/PT	Interim Policy with Ed Goal and FT/PT	Interim Policy with Need, Ed Goal and FT/PT
Total Number of Students Need Based	4,877	4,241	3,892	3,892
Enrollment Fees	\$469,246	\$451,168	\$412,919	\$412,919
Other Fees	\$329,128	\$307,750	\$288,569	\$288,569
Sub-Total Fees Paid for Need Based	\$798,374	\$758,918	\$701,488	\$701,488
Total Number of Students Not Need Based	7,330	4,699	3,423	-
Enrollment Fees	\$2,701,028	\$2,319,757	\$1,758,166	\$-
Other Fees	\$-	\$-	\$-	\$-
Total Fees Paid for not Need Based	\$2,701,028	\$2,319,757	\$1,758,166	\$-
Total Number of Students as of 1/27/23	12,207	8,940	7,315	3,892
Total Fees Paid	\$3,499,402	\$3,078,675	\$2,459,654	\$701,488

How It Could Go – SB893

Annual Scenarios	Spring 2023 Interim SB 893 Policy	Interim Policy with FT/PT	Interim Policy with Ed Goal and FT/PT	Interim Policy with Need, Ed Goal and FT/PT
Total Number of Students Need Based	4,877	4,241	3,892	3,892
Enrollment Fees	\$938,492	\$902,336	\$825,838	\$825,838
Other Fees	\$658,255	\$615,499	\$577,138	\$577,138
Sub-Total Fees Paid for Need Based	\$1,596,747	\$1,517,835	\$1,402,976	\$1,402,976
Total Number of Students Not Need Based	7,330	4,699	3,423	-
Enrollment Fees	\$5,402,056	\$4,639,514	\$3,516,332	\$-
Other Fees	\$-	\$-	\$-	\$-
Total Fees Paid for not Need Based	\$5,402,056	\$4,639,514	\$3,516,332	\$-
Total Number of Students as of 1/27/23	12,207	8,940	7,315	3,892
Total Fees Paid	\$6,998,803	\$6,157,349	\$4,919,308	\$1,402,976



Annual Scenarios	Spring 2023 Interim SB 893 Policy	Policy with FT/PT	Policy with Ed Goal and FT/PT	Policy with Need, Ed Goal and FT/PT
Total Number of Students as of 1/27/23	12,207	8,940	7,315	3,892
Total Fees Paid	\$6,998,803	\$6,157,349	\$4,919,308	\$1,402,976
Additional Fees or Support				
Transportation	\$1,347,500	\$3,060,500	\$2,816,000	\$2,816,000
Summer Term (Need Based, includes textbook)	\$314,402	\$314,402	\$258,834	\$258,834
Summer Term (Not Need Based, FT/PT Not Applicable)	\$765,141	\$765,141	\$399,280	\$-
Child Care (Need Based for 12 mo)	\$428,400	\$428,400	\$428,400	\$428,400
Textbooks	\$5,089,200	\$5,089,200	\$4,670,400	\$4,670,400
Technology (Need Based) Annual New Students	\$1,715,000	\$1,568,000	\$1,427,000	\$1,427,000
Technology (Need Based) One Time (Continuing and Returning Students)	\$4,613,000	\$4,027,000	\$3,726,000	\$3,726,000
Material/Equipment Cost for Specialized Programs	\$1,073,200	\$1,073,200	\$1,073,200	\$1,073,200
Study Abroad	\$990,000	\$990,000	\$990,000	\$990,000
Grand Total	\$23,334,646	\$23,473,192	\$20,708,422	\$16,792,810

Structured Student Support



- ▶ Promise Scholars Program (PSP)
 - ▶ Part-time Model expansion
- ▶ Dream Centers and Undocumented Student Supports
- ▶ Project Change, Rising Scholars, and Support for System Impacted Students
- ▶ SparkPoint Centers and Basic Needs Support
 - ▶ Food, Housing, and Transportation



COLLEGE OF SAN MATEO

PROJECTCHANGE

BRIDGING THE GAP FROM INCARCERATION TO EDUCATION



Questions?

FOR MORE INFORMATION, VISIT:
WWW.SMCCD.EDU/FREECOLLEGE/



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