

**STUDENT OUTCOMES COMMITTEE OF THE  
BOARD OF TRUSTEES**

**MINUTES**

**Thursday, March 3, 2022**

**1:00 p.m.**

**Zoom**

**Presiding:** Ms. Fulmore-Townsend

**Committee**

**Members:** Mr. Clancy, Ms. McPherson, Ms. Posoff

**Board**

**Participants:** Mr. Bradley, Mr. Epps, Mr. Soileau

**College**

**Members:** Ms. de Fries, Ms. Di Gregorio, Dr. General, Dr. Hirsch, Ms. Liautaud-Watkins, Dr. Roberts, Dr. Rooney, Dr. Thomas

**Cabinet**

**Members:** Dr. Zanjani

**Guests:** Dr. Adanu, Dr. Carter, Mr. Coleman, Ms. Henk, Ms. Lello, Dr. Lipscomb, Ms. McGarry, Ms. Scicchitano, Dr. Shah, Dr. Shannon, Ms. Washington

**(1) Executive Session**

There were no agenda items for the Executive Session.

**(2) Public Session**

**(a) Approval of the Minutes of February 3, 2022**

The minutes were approved unanimously.

**(b) Career and Advanced Technology Center (CATC) - The Student Experience**

Dr. Hirsch provided background information on the CATC (see attached PowerPoint presentation). By building the new structure, the College can provide an open space complete with amenities that matches the quality of the College's academic programs. Ms. Washington, Executive Director of the CATC, and Ms. de Fries reiterated what Dr. Hirsch said, with Ms. de Fries explaining that the student experience was discussed extensively with the architects and how to allow the activities within the building to be easily visible to those both in and outside the building. It is important for students to see the institution is not just providing class-based instruction, but also hands-on skills-based training. The building encompasses collaborative and

individual work spaces and provides faculty offices near the innovation spaces. The space will be open until 10 pm at least during the week, open on the weekends, and potentially open more for shift work that partners may have. Dr. Rooney explained the extensive marketing planned; they have been preparing television ads, posters for high schools, mailers, an entire cadence of communications to the press, and there is already a web presence. Communication strategies address the community at large and also areas employers. Dr. Generals noted that he has spoken with many industries in the Delaware Valley, in addition to regular communications with SEPTA and other automotive employers. Ms. McPherson said that she could provide additional contacts, and Mr. Soileau said the media plan should be shared with the Board members so that they can amplify the message.

Dr. Carter discussed the role of the automotive technology programs in the CATC and how they intersect with advanced manufacturing programs (such as Welding) also housed in the building. She also mentioned the new automotive programs, including Toyota T-TEN, Alternative Fuels proficiency certificates, and the Medium-Heavy Truck programs. Local Toyota dealers have already offered to host over 45 students at their locations; with cohorts of 20 students, that provides spots for students in the first three years of the program. The new facility also allows students to focus on new autonomous and connected transportation technologies. Regarding compensation, Dr. Carter explained that students take ASE exams throughout the program, which can result in an average annual salary of \$55,000 (which is a conservative estimate). Toyota has said that they have graduates who within two years of finishing the program and continued training were making \$100,000. Now that the College has more space for experiential learning, the labs will simulate the real-world environment with equipment that graduates will be using in their future careers. With the new facilities, the program has been able to add partnerships; they already had Ford as a partner, Nissan and Subaru have already signed on, and the program is now vetting the Mopar group (GM, Fiat, etc.).

In regards to high school students, career-technical education programs and workforce readiness, it was noted that the College already works with the Philadelphia School District. The College's programs could be options not just for CTE students, but also students at comprehensive high schools; the marketing pipeline will focus on both. There will be regular outreach to and discussions with area high schools.

**(c) CCRC KPI Data for Guided Pathways**

This topic was postponed to the April meeting.

**(d) Enrollment Trends**

Dr. Adanu, Associate Vice President of Institutional Effectiveness, and Dr. Lipscomb, Associate Vice President for Enrollment Management, presented on enrollment trends (see attached PowerPoint presentation). Dr. Adanu provided the

context for both national trends and for Pennsylvania. Enrollment at Pennsylvania community colleges declined across the board from Fall 2011 to Fall 2020 by 27.7%, compared to 30.8% for Community College of Philadelphia. Nationwide, enrollment at large urban 2-year institutions fell by 24.8%; only three community colleges, all located in Texas, had increased enrollment. It was noted that, for the most part, four-year institutions have also seen decreased enrollment during this time period. Dr. Adanu provided 6-year enrollment data for programs at the College. Dr. Lipscomb discussed strategies to address enrollment going forward, including increasing yield. These include focusing on high-priority occupations, recruitment by Academic Pathway, stop-outs, Liberal Arts students and students who might not be sure of their major. High-priority programs are those with high applicant and enrollment numbers, such as Business programs, Health Care Studies, and Nursing. They are exploring how to shift students interested in these majors into other programs. They are making the transition from program-based recruitment events to a Pathways-based recruitment model, with Pathways-focused materials. Committee members indicated interest in seeing regular updates on the success metrics.

**(e) Health and Life Science Building**

Dr. Shah, Dean of the Math, Science, and Health Careers division, explained the ideas behind establishing an integrated health and life sciences building. New health care pedagogy revolves around real-world situations and simulations; to provide this, adequate labs are needed for all students. The pedagogy has changed with the Nursing program to a much more integrated approach; this new building would support moving this program forward even more. Dr. Hirsch noted that this building would share the same principles as the CATC: a structure characterized by openness that would be inviting to students. A goal is to break down brick barriers and have a building where one can look in and get a real sense of what health programs are about and how the College is preparing students for these fields. For example, while the College has the only Dental Hygiene program in the City and a full dental clinic, the clinic is difficult to find. With academic program reviews, there has been a common question for health care programs about how clinical space is needed for expanding programs; this new building will help address that issue. Dr. Generals explained that the Business Affairs committee is bringing forth a resolution to endorse the initial step of accepting state federal dollars.

**(f) New Business**

There was no new business.

**Next Meeting**

The next meeting of the Student Outcomes Committee of the Board is scheduled for April 7<sup>th</sup> at 1:00 p.m.

**Attachments:**

Minutes of February 3, 2022

Pre-College STEM Programming at Community College of Philadelphia  
Industry List in Pharma & Chem Areas  
Career and Advanced Technology Center-CATC Presentation  
Enrollment Trend Data Presentation  
Student Outcomes Agenda Calendar

**STUDENT OUTCOMES COMMITTEE OF THE  
BOARD OF TRUSTEES**

**MINUTES**

**Thursday, February 3, 2022**

**1:00 p.m.**

**Zoom**

**Presiding:** Ms. Fulmore-Townsend

**Committee**

**Members:** Mr. Clancy, Ms. Ireland, Ms. McPherson, Ms. Posoff

**Board**

**Participants:** Mr. Epps

**College**

**Members:** Ms. de Fries, Dr. General, Dr. Hirsch, Ms. Liautaud-Watkins, Dr. Roberts, Dr. Rooney, Dr. Thomas

**Cabinet**

**Members:** Ms. Witherspoon, Dr. Zanjani, Ms. Zellers

**Guests:** Dr. Adanu, Ms. Austin-Johnson, Ms. Barbano-Maxwell, Ms. Gordon, Mr. Miskiel, Dr. Shah

**(1) Executive Session**

There were no agenda items for the Executive Session.

**(2) Public Session**

**(a) Approval of the Minutes of January 6, 2022**

The minutes were approved unanimously.

**(b) Academic Program Review: Chemistry (A.S. Degree)**

Dr. Shah, dean of the Math, Science, and Health Care division, explained that as this program has transitioned from an earlier version, the program has held steady with enrollments while other programs have seen decreases in enrollments. A strength of the program is its focus on instrumentation and hands-on skills. There is potential to grow the program in the coming years. Assistance from the Board in connecting students to chemistry-related employers, like the pharmaceutical industry, and therefore creating a pipeline would help with this.

Mr. Miskiel, department head for Chemistry, echoed Dr. Shah's statement that the program's instrumentation in labs is cutting edge and allows students to gain hands-on experience. With the pivot to online learning because of COVID-19, students who normally would not be able to come to campus as needed for fully in-person sections have been able to complete coursework online. The program is considering offering more hybrid classes with in-person labs in the next few years, expanding this from introductory courses to upper-level courses. Mr. Miskiel mentioned the pipeline to further education that the A.S. degree allows, in addition to possible outreach to local high schools. Ms. Gordon, of the Office of Assessment and Evaluation, noted that this is the first Academic Program Review for the program, which was first offered in 2016 after the A.A.S. degree in Chemical Technology was closed (per recommendations from that program's review). Ms. Gordon highlighted that program enrollment had increased or held steady until Fall 2020 (which was expected); fall-to-spring and fall-to-fall retention rates were higher than the College average; and the program had higher percentages of students who have earned more than 24 college-level credits and who are in good standing compared to the College average. Almost half of the program students have transferred. Some of these students left with 45+ credits without graduating; the program is considering strategies to address this. In regards to assessment, as the department integrates more into the assessment software AEFIS, the Office of Assessment and Evaluation wants to work with the program to increase the functionality of the assessments it undertakes.

It was noted that while females initially made up 14% of the students when the program began in Fall 2016, by Fall 2020 females comprised 78% of the program's students. Dr. Shah noted that the number of males who are science-ready is a challenge and they are still developing means to alert males to workforce opportunities. He also said that the program plans to have outreach efforts in the next year or two, as COVID-19 permits. Dr. Shah has been reaching out to CEOs in the field in the area and will provide a list of local employers/companies to the Board. The Board will look at their collective networks to further connect the program to local employers.

**Action: The Student Outcomes Committee unanimously recommended that the Board of Trustees accept the program review for the Chemistry program with approval for five years.**

**(c) Pre-College STEM Initiatives**

Dr. Thomas explained that a spark for the pre-college STEM initiatives was Amazon's search for a second headquarters. Amazon asked about pipelines from middle schools and high schools; Philadelphia was not able to answer affirmatively as other cities did. Ms. Barbano-Maxwell, Director of K-16 Partnerships, began the presentation by discussing that these initiatives align with two strategic plan pillars: Workforce Development, Readiness and Economic Innovation, and External and Internal Community Relations. Program highlights included summer camps, STEM experiences, and real-world/hands-on learning for middle school and high school

students. All events except for the first were virtual. Ms. Austin-Johnson, STEM Pre-College Experience Specialist, provided participant numbers, such as 1,108 students in grades 6-8 and 302 students in grades 9-12. Participating schools were from across the City, representing a variety of socioeconomic levels, and included local, charter, and magnet schools.

Offerings in 2020 included a STEM Goes Red event, a mobile tutoring app, and two virtual summer camps. The first summer camp covered math in the morning and then virtual worlds in Minecraft in the afternoon. At the second summer camp, students learned how to develop apps using an MIT tool; from that work, two students uploaded their apps to an app store. In 2021, programming included *Introduce a Girl to Engineering* career awareness event, at which CCP faculty presented on programs at the College and transfer opportunities (the second iteration is to take place February 12). A virtual afternoon program was focused on renewable energy and had students build virtual towns in Minecraft. There were two 3-week virtual summer camps, both focusing on space and including the creation of a space invasion app game. At the *Minority Men in Medicine* career awareness event, three minority doctors spoke with approximately 85 young Black and Latino men from across the City. About 300 students from across City, working in teams, took part in five virtual *International Hour of Code* Minecraft events. The pre-College STEM program has received media coverage. Going forward, they are looking for funding to continue and expand their offerings. They plan to offer in 2022 four STEM Career Exposure Events, a summer camp that will be in-person at the Northwest Regional Center, and a CATC Afterschool STEM Program (which is supported by a grant from the Lenfest Foundation). Looking beyond this year, the program plans to have summer camps at the Main Campus and Regional Centers by 2025; a Jr. STEM Ambassadors program and resource newsletter sent to area middle and high schools; and a future partnership with iPraxis for middle school science fairs.

In response to questions from Board members, Ms. Austin-Johnson explained that to involve current college students in large events, they work with Michelle Lopez, the Manager for the Institute for Community Engagement and Civic Leadership. For example, College students facilitated break-out rooms during virtual events; these students were therefore also able to interact with professionals in the break-out rooms. Ms. Barbano-Maxwell explained that they had originally planned to have everything in person and connect CCP students with events; they are hoping to hire students to help with upcoming summer camps and on-campus in-person events. In regards to expansion and financial supports, Dr. Thomas noted that they need to map out the costs to take this to scale, to see where gaps exist, and to consider how to fill those gaps. He has also discussed with Dr. Shah how to further engage the pipeline, bringing Biology and Chemistry into the activities.

**(d) Review of Student Outcomes Committee Agenda Calendar**

Dr. Hirsch explained how he and Ms. Fulmore-Townsend went through the calendar of meetings to determine topics. At the Committee of the Whole meetings, they scheduled topics that would be of interest to the entire Board. Program reviews have

been scheduled for other months, allowing for some fluctuation. Topics for the March Committee of the Whole include a brief periodic Catto update (allowing time for questions); enrollment (including trends pre-, during-, and post COVID); the latest CCRC KPI data; and a presentation about the CATC and what it will mean for the student experience. In response to a question from Ms. Fulmore-Townsend, Ms. Ireland suggested that a comprehensive discussion of workforce issues could be added to the calendar. Dr. Generals indicated it would be possible to have a high-level discussion about workforce; Ms. Fulmore-Townsend will discuss with Dr. Hirsch for what meeting this should be scheduled. Updated calendars will be included in packets for future meetings.

**(e) New Business**

There was no new business.

**Next Meeting**

The next meeting of the Student Outcomes Committee of the Board is scheduled for March 3rd at 1:00 p.m. via Zoom.

**Attachments:**

Minutes of January 6, 2022

Academic Program Review: Chemistry

SOC Agenda Calendar

Pre-College STEM Programming at Community College of Philadelphia

Industry List in Pharma & Chem Areas





# Pre-College STEM Programming at Community College of Philadelphia

Stephanie Austin-Johnson, STEM Pre-College  
Experience Specialist

Megan Barbano-Maxwell, Director, K-16 Partnerships  
Division of Strategic Initiatives & Community Engagement

**SUCCESS STARTS HERE**

Community College *of* Philadelphia

# Mission

---

To build and strengthen the pipeline between the City's K-16 community, the College, and local STEM industry partners and professionals by providing real-world, hands-on learning aimed at developing in students, the skills necessary for success in post-secondary STEM education and careers.

- Aligns with the College's Strategic Plan pillars of *Workforce Development, Readiness and Economic Innovation* and *External and Internal Community Relations*

# Program Highlights

---

## Student Participation by the Numbers

- 1108 students in grades 6-8
- 302 students in grades 9-12
- 73 middle and high schools
  - 60 Middle schools
  - 13 High Schools
- Citywide student participation

# Program Highlights

---

2020

- Storm Surge STEM Exposure event
- STEM presentation for the American Heart Association STEM Goes Red
- Two 2-week virtual summer camps
  - Minecraft World and Awesome Apps
- Three Virtual Renewal Energy Digital Escape Room events

# Program Highlights

---

2021

- *Introduce a Girl to Engineering* career awareness
- 5-week virtual afterschool Minecraft program focusing on renewable energy
- Two 3-week virtual summer camps
  - Mission Space & the ISS and Mobile Game Creator
- *Minority Men in Medicine* Career Awareness virtual event
- 5 virtual *International Hour of Code* Minecraft events

# Media Highlights



KYW NEWSRADIO · NEWS | LOCAL

## Community College of Philadelphia program introduces high school girls to engineering

SOFTWARE DEVELOPMENT

Aug. 24, 2020 12:27 pm

## Magic 8-Balls, mini golf and trivia: 5 cool apps created by middle schoolers

*Students flexed their coding muscles at a recent Community College of Philadelphia STEM Academy demo day.*



GET UNLIMITED  
ACCESS TO COMPELLING  
CONTENT

 **The Philadelphia Tribune**

10¢ per week  
for 10 weeks  
Subscribe Now

Search...

[Home](#) - [News](#) - [Lifestyle](#) - [Entertainment](#) - [Opinion](#) - [The Learning Key](#) - [Religion](#) - [Obituaries](#) - [Sports](#) - [Multimedia](#) - [Digital Editions](#) - [About Us](#) - [Subscribe](#)

CCP STEM camps help middle school students learn about space



KYW NEWSRADIO · NEWS | LOCAL

## Community College of Philadelphia presents college science experience for middle schoolers

**SUCCESS STARTS HERE**

Community College *of* Philadelphia

# Future Program Plans

---

- Continued pursuit of funding to expand current and future Jr. STEM initiatives
- Program support for GEAR UP grant (projected start-Fall 2022)
- 4 STEM Career Exposure Events for 2022
- Summer camp (late summer 2022): In-person at NWRC and continuation of virtual camp
- CATC Afterschool STEM Program (projected start- Fall 2022): supported by \$215K grant from the Lenfest Foundation.

# Future Program Plans

---

- Summer camps at Main Campus and Regional Centers by 2025
- Jr. STEM Ambassadors Program
- Four (4) STEM Career Awareness events per year
- Jr. STEM Academy resource newsletter
- Supporting iPraxis middle school science fairs to engage a cadre of STEM professional volunteers to mentor students during science fair projects.



Experienced Employee: Teva Pharmaceuticals in Florida was a decent place to work. The pay was fair and the environment was excellent. The people were amazing. Management could look after their people more.[Read 3 Review](#)

Pharmaceuticals Industry

— Employees

[View Nearby Homes](#)

Trevena Inc.

1018 WEST 8TH AVENUE, SUITE A

KING OF PRUSSIA, PA

Pharmaceuticals Industry

— Employees

[View Nearby Homes](#)

Zynerba Pharmaceuticals

80 W LANCASTER AVENUE #300

DEVON, PA

Pharmaceuticals Industry

— Employees

[1. View Nearby Homes](#)

[4. Review Your Company](#)

[7. Review Your Company](#)

Madrigal Pharmaceuticals

200 BARR HARBOR DRIVE SUITE 400  
WEST CONSHOHOCKEN, PA

Pharmaceuticals Industry  
— Employees

View Nearby Homes

Marinus Pharmaceuticals Inc.

170 N RADNOR CHESTER RD  
RADNOR, PA

Pharmaceuticals Industry  
— Employees

View Nearby Homes

Onconova Therapeutics

375 PHEASANT RUN  
NEWTOWN, PA

Pharmaceuticals Industry  
— Employees

View Nearby Homes

ProPhase Labs

621 N SHADY RETREAT ROAD  
DOYLESTOWN, PA

Pharmaceuticals Industry  
— Employees

View Nearby Homes

Recro Pharma

490 LAPP ROAD  
MALVERN, PA

Pharmaceuticals Industry  
— Employees

View Nearby Homes

Teva Pharmaceutical Industries Limited

1090 HORSHAM RD  
NORTH WALES, PA  
Rating 4 out of 5 3 reviews

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

[Endo International](#)

[1400 ATWATER DRIVE](#)  
[MALVERN, PA](#)

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

[Fibrocell Science](#)

[405 EAGLEVIEW BOULEVARD](#)  
[EXTON, PA](#)

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

[Innocoll](#)

[3803 WEST CHESTER PIKE](#)  
[NEWTOWN SQUARE, PA](#)

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

[Intec Pharma Limited](#)

[102 ROCK RD](#)  
[HORSHAM, PA](#)

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

[KannaLife Sciences](#)

[3805 OLD EASTON ROAD](#)  
[DOYLESTOWN, PA](#)

[Pharmaceuticals Industry](#)  
[— Employees](#)

[View Nearby Homes](#)

Lannett

13200 TOWNSEND ROAD  
PHILADELPHIA, PA  
Rating 4 out of 5 1 review

Intern / Student Worker: It was a good company to work for but had limited availability for growth within the company. Many extremely talented employees though Seymour, Indiana location is not ideal. Company is makingRead 1 Review

Pharmaceuticals Industry  
— Employees

View Nearby Homes

PCI Pharma Services

3001 RED LION RD  
PHILADELPHIA, PA  
Rating 4 out of 5 3 reviews

Manager / Director: I have worked at PCI for over 20 years. There have been a number of owners over the years, but the core of the business remains the same. Good people who work hard with core values of customerRead 3 Review

Pharmaceuticals Industry  
1,000-9,999 Employees

View Nearby Homes

Actavis

1090 HORSHAM RD  
NORTH WALES, PA  
Rating 4 out of 5 1 review

Experienced Employee: Love working here, management is great. Best place to work. Everyone is caring and warm. At least at the research and development department.Read 1 Review

Pharmaceuticals Industry  
100-999 Employees

View Nearby Homes

Noramco

500 SWEDES LANDING RD  
WILMINGTON, DE  
Rating 3 out of 5 1 review

Pharmaceuticals Industry  
20-49 Employees

View Nearby Homes

Aclaris Therapeutics

SUITE 400, 101 LINDENWOOD DRIVE  
MALVERN, PA



[AmerisourceBergen](#)

[1300 MORRIS DRIVE](#)

[CHESTERBROOK, PA](#)

[Rating 4.2 out of 5 30 reviews](#)

[Experienced Employee: I love working for this company! My boss always has a smile on his face and is very helpful. They want you to succeed in life, so they work with you to be the best you can.](#)[Read 30 Reviews](#)

[Pharmaceuticals Industry](#)

[10,000+ Employees](#)

[View Nearby Homes](#)

[Ashfield Healthcare](#)

[1100 VIRGINIA DRIVE](#)

[FORT WASHINGTON, PA](#)

[Rating 4.33 out of 5 3 reviews](#)

[Experienced Employee: This was a good company to work for, they are supportive of their employees and the salaries are an added bonus. Employees have the freedom to work from home a few days a week after six months of](#)[Read 3 Reviews](#)

[Pharmaceuticals Industry](#)

[100-999 Employees](#)

[View Nearby Homes](#)

[McNeil Consumer Healthcare](#)

[7050 CAMP HILL RD](#)

[FORT WASHINGTON, PA](#)

[Rating 5 out of 5 1 review](#)

[Health Care, Pharmaceuticals Industry](#)

[— Employees](#)

[View Nearby Homes](#)

[Janssen Biotech](#)

[800 RIDGEVIEW DRIVE](#)

[HORSHAM, PA](#)

[Rating 4 out of 5 1 review](#)

[Experienced Employee: Taking this job has been a fantastic stepping stone for my career. I came direct from the clinical setting and was unsure about a career in pharmaceuticals. The sectors in this company are very](#)[Read 1 Review](#)

[Health Care, Pharmaceuticals Industry](#)

[— Employees](#)

Compare Your Favorites

Add this to your list to save it for later.

[View Nearby Homes](#)

# Student Outcomes Committee- CATC Presentation

---



**SUCCESS** STARTS HERE

Community College *of* Philadelphia

# Career and Advanced Technology Center

## CATC

### The Student Experience

#### Four Core Areas of Focus

- Building Design
- Programming
- Community Outreach and Accessibility
- Employer Engagement



# Student Experience: Building – Before & After



**SUCCESS STARTS HERE**

Community College *of* Philadelphia



# Student Experience: Building – State of the Art

- Open Concept - Internal and External
  - Creates community environment
  - Invites the community into the CATC by demonstrating the programs and expertise inside
- Flexible Spaces - Several rooms can be used for credit and non-credit; multi-purpose
- Building Design - Intentional design promotes collaboration;; innovation spaces

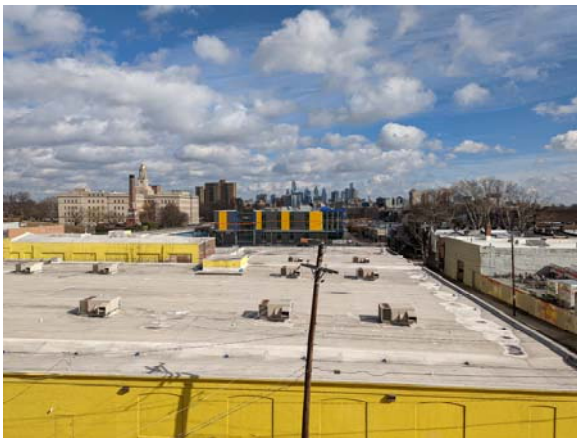


# Student Experience: Program Design

- **Synergies** - Transportation Technology and Advanced Manufacturing programs
- **New Programming:**
  - Toyota T-TEN
  - Alternative Fuels
  - Medium & Heavy Truck Technologies
- **Experiential learning opportunities** - Labs are built into the classroom to simulate real-world environments/hands-on approach
- **Industry Partnerships** – Ford, Nissan and Subaru – Expanded automotive partnerships will create career and experiential learning opportunities for students; Rhoads Partnership with Welding pre-apprenticeship.



# Community Engagement



- **Open Glass Concept** - Encourages external community engagement (prospective students can see themselves in our programs).
- **CATC Community Programs** - Designed to invite the community (school-aged children, adults and small businesses) into the building to take advantage of our services.
  - Power Up
  - STEM Academy
  - Fab Lab
- **Visual to the Community** - You can see CATC from the El Train/Septa Station. From every angle, you can see the innovative programming taking place.

# Employer Outreach and Accessibility

---

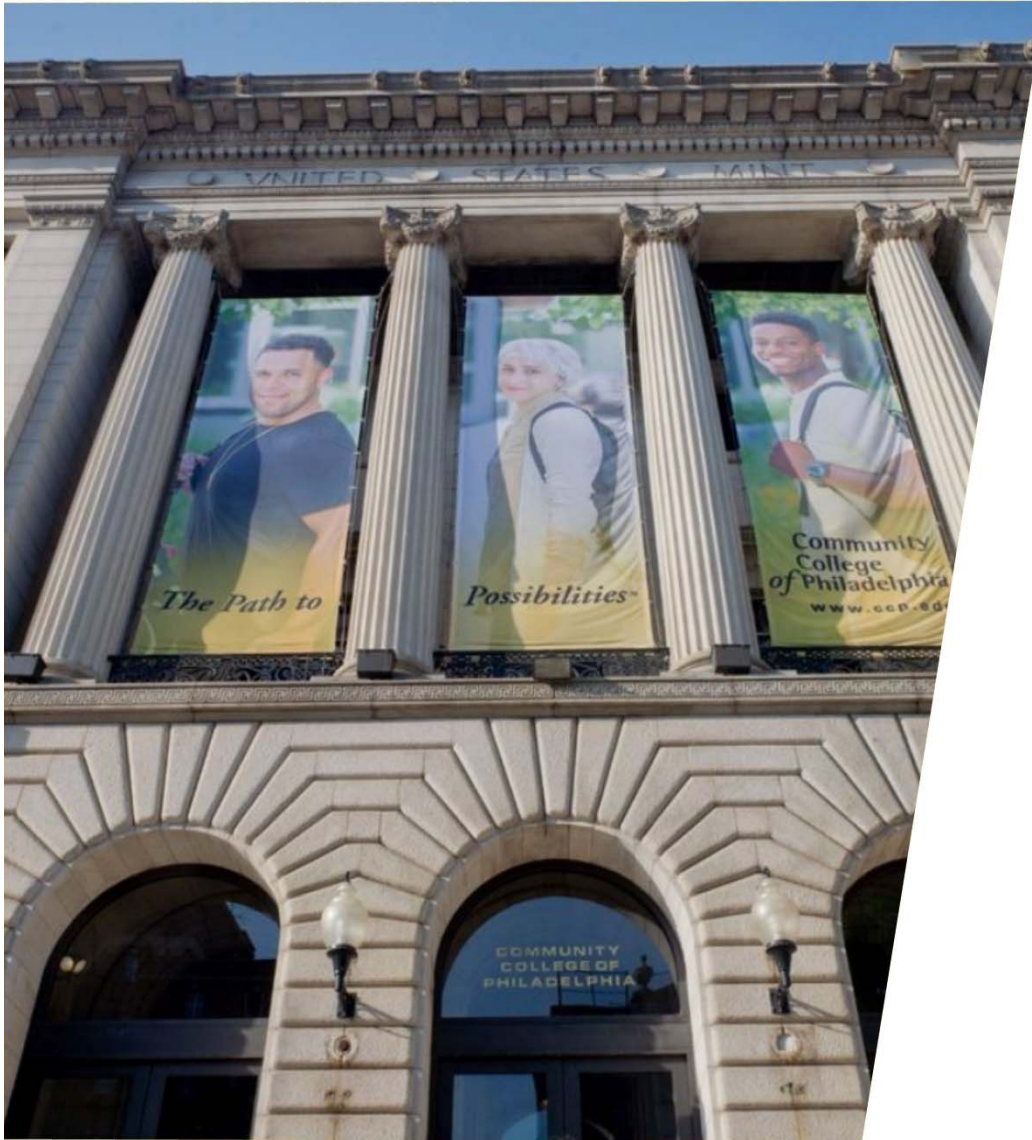
- **Transportation Tech Program** - Industry partnerships were made easier due to larger, innovative facility and programming (Toyota, Subaru and Nissan)
- **Manufacturing Programs** - Employers more likely to invest due to new state of the art facility, advanced manufacturing programs and having our own facility.
  - Partnerships are being established and/or expanded (i.e - electro-mechanical labs have opened-up partnership opportunities with Leonardo, Rhoads, Philly Shipyard and the Navy Pipeline Initiative
- **Health Care** - CATC creates opportunities to link our healthcare programs to larger Health Systems
  - CHOP and Penn Medicine/Dental
- **Employer Training Opportunities for Industry Partners** - Creating additional revenue opportunities.

# Thank You

---







# BOT Student Outcomes Committee Enrollment Trend Data Presentation

March 3, 2022

**SUCCESS** STARTS HERE

Community College *of* Philadelphia

# Agenda

---

- Community college enrollments in Pennsylvania
- Community college enrollments nationally
- CCP enrollments by program
- Recruitment strategies

# Enrollment trends for PA Community Colleges

IPEDS Fall Enrollment Trend for Pennsylvania Community Colleges and Community College of Philadelphia

Institution Name	Fall 2011	11-12 % Change	Fall 2012	12-13 % Change	Fall 2013	13-14 % Change	Fall 2014	14-15 % Change	Fall 2015	15-16 % Change	Fall 2016	16-17 % Change	Fall 2017	17-18 % Change	Fall 2018	18-19 % Change	Fall 2019	19-20 % Change	Fall 2020	10 Year % Change 11 and 20
Community College of Philadelphia	19751	-4.2	18920	0.8	19063	0.3	19119	-0.8	18966	-4.4	18126	-4.6	17296	-3.6	16672	-4.1	15996	-14.5	13672	-30.8
PA Community Colleges	125183	-0.8	124171	-4.5	118590	-4.6	113116	-3.8	108785	-2.0	106649	-2.2	104352	-1.5	102819	-2.2	100508	-10.0	90453	-27.7
Community College of Allegheny County	20430	-4.2	19567	-6.8	18229	-5.9	17153	-5.5	16205	-0.7	16092	0.3	16147	-0.4	16086	-0.3	16031	-17.6	13217	-35.3
Community College of Beaver County	2723	-5.9	2562	-8.9	2335	-3.4	2255	2.1	2303	3.0	2373	5.8	2510	-10.2	2254	-4.7	2147	-20.2	1713	-37.1
Bucks County Community College	10300	-0.5	10252	-3.6	9880	-9.1	8979	-4.1	8611	-4.4	8232	-3.9	7912	-1.9	7761	-3.6	7480	-6.6	6988	-32.2
Butler County Community College	4164	-7.2	3864	-4.6	3686	-3.1	3570	0.1	3573	-2.2	3496	-4.5	3338	-1.0	3305	-3.9	3176	-6.0	2984	-28.3
Delaware County Community College	13248	-1.5	13051	1.1	13198	-5.6	12459	-5.8	11742	-2.4	11457	-3.7	11030	2.6	11314	-5.4	10703	-6.7	9989	-24.6
Harrisburg Area Community College	22595	-2.9	21945	-5.3	20780	-2.6	20230	-5.5	19121	-1.5	18837	-0.8	18681	-3.2	18081	-3.6	17422	-11.7	15376	-31.9
Lehigh Carbon Community College	7710	-5.0	7323	-2.7	7128	-4.9	6779	-0.6	6738	-1.8	6620	5.1	6956	2.2	7109	-3.7	6843	-9.3	6205	-19.5
Luzerne County Community College	6779	-3.0	6579	-2.6	6411	-5.6	6049	-4.3	5788	-2.1	5669	-5.5	5360	-7.0	4984	-1.3	4920	-9.5	4454	-34.3
Montgomery County Community College	10735	27.1	13645	-3.8	13122	-2.4	12805	-3.4	12372	-7.2	11480	-9.5	10392	0.6	10451	-1.4	10309	-4.7	9827	-8.5
Northampton County Area Community College	11350	-2.9	11018	-3.2	10666	-1.3	10531	-2.5	10269	-2.0	10067	-1.5	9921	-1.5	9769	0.3	9800	-8.7	8951	-21.1
Reading Area Community College	5175	-7.4	4791	-5.3	4538	-7.5	4198	-2.6	4090	0.7	4117	2.2	4207	-0.2	4199	1.9	4280	-8.3	3924	-24.2
Westmoreland County Community College	6943	-5.4	6571	-7.1	6104	-7.6	5638	-2.1	5517	0.7	5554	-8.5	5084	-4.6	4848	-4.2	4645	-5.9	4369	-37.1
Pennsylvania Highlands Community College	3031	-0.9	3003	-16.3	2513	-1.7	2470	-0.6	2456	8.1	2655	6.0	2814	-5.5	2658	3.5	2752	-10.8	2456	-19.0



# Enrollment Trends for Large, Urban 2-year

**IPEDS Unduplicated Enrollment Trend (Not FTE) for Large Urban Public Community Colleges**

Institution Name	Fall 2011	Fall 2012	Fall 2013	Fall 2014	Fall 2015	Fall 2016	Fall 2017	Fall 2018	Fall 2019	Fall 2020	10 Yr Change	10 Year % Change
Community College of Philadelphia	19,751	18,920	19,063	19,119	18,966	18,126	17,296	16,672	15,996	13,672	-6,079	-30.8
Large, Urban Public Two Year Colleges Average Enrollment	19,829	18,656	18,162	17,707	17,289	16,898	16,672	16,350	16,357	14,908	-4,921	-24.8
Mesa Community College	25,695	25,024	23,678	22,711	21,491	20,508	20,424	20,387	20,351	16,948	-8,747	-34.0
Pima Community College	36,969	32,988	30,082	28,070	26,880	24,956	24,347	19,594	19,512	15,544	-21,425	-58.0
City College of San Francisco	34,558	30,106	26,706	23,610	23,391	21,189	26,299	27,008	24,441	19,707	-14,851	-43.0
Cosumnes River College	14,796	14,143	13,949	14,467	14,398	14,010	14,120	14,193	14,398	14,667	-129	-0.9
Irvine Valley College	13,254	13,208	13,362	13,157	13,183	14,147	13,395	13,052	12,812	12,199	-1,055	-8.0
Los Angeles Pierce College	20,506	19,938	20,080	21,034	20,767	20,618	19,152	18,799	18,765	17,521	-2,985	-14.6
Los Angeles Trade Technical College	15,516	13,749	13,879	14,688	14,650	14,606	13,587	14,001	13,094	11,285	-4,231	-27.3
Los Angeles Valley College	18,789	18,640	18,762	18,641	18,838	18,643	17,226	17,602	16,982	15,957	-2,832	-15.1
Los Angeles City College	21,028	20,385	19,635	18,756	18,825	17,661	15,849	15,865	14,937	14,800	-6,228	-29.6
San Joaquin Delta College	19,495	17,002	17,629	18,572	17,895	18,102	17,849	18,209	18,533	18,224	-1,271	-6.5
Southwestern College	20,409	18,362	19,591	19,000	18,716	18,727	18,413	18,569	19,231	17,621	-2,788	-13.7
Hillsborough Community College	28,329	27,754	26,590	27,298	26,571	27,061	27,626	23,183	22,404	19,532	-8,797	-31.1
Bluegrass Community and Technical College	14,200	13,218	12,365	10,952	10,388	9,940	9,478	9,525	10,143	10,180	-4,020	-28.3
Jefferson Community and Technical College	15,085	14,346	13,498	13,550	12,138	11,902	12,250	11,699	12,560	12,196	-2,889	-19.2
Delgado Community College	20,436	18,096	18,698	17,152	16,131	15,110	14,239	14,258	14,140	13,251	-7,185	-35.2
Wayne County Community College District	20,440	18,176	18,119	16,310	16,654	16,822	14,806	14,957	14,436	10,748	-9,692	-47.4
CUNY Kingsborough Community College	19,261	18,934	18,634	17,758	17,032	15,968	15,034	15,051	15,443	15,116	-4,145	-21.5
CUNY LaGuardia Community College	18,623	19,287	19,564	20,231	19,582	19,456	19,373	19,300	18,555	16,971	-1,652	-8.9
CUNY Queensborough Community College	16,837	15,711	16,291	16,182	15,493	15,569	15,400	15,411	14,035	12,405	-4,432	-26.3
Central Piedmont Community College	19,840	19,498	20,198	19,957	19,394	19,487	19,100	18,824	18,646	16,668	-3,172	-16.0
Cuyahoga Community College District	30,853	29,701	27,910	27,084	25,449	23,987	23,900	23,440	23,655	18,754	-12,099	-39.2
Oklahoma City Community College	14,941	14,176	13,491	13,444	13,072	12,557	12,342	12,039	12,029	12,227	-2,714	-18.2
Tulsa Community College	20,154	19,557	18,640	17,861	17,160	17,135	16,897	16,475	16,407	15,568	-4,586	-22.8
Community College of Allegheny County	20,430	19,567	18,229	17,153	16,205	16,092	16,147	16,086	16,031	13,217	-7,213	-35.3
Del Mar College	12,071	11,030	10,502	10,439	10,852	11,689	11,476	11,867	12,008	10,678	-1,393	-11.5
St Philip's College	10,710	10,313	10,238	10,514	11,198	11,604	12,050	11,590	12,962	12,696	1,986	18.5
San Antonio College	25,567	23,134	23,004	21,280	20,640	19,028	19,385	17,573	19,499	19,231	-6,336	-24.8
Milwaukee Area Technical College	19,480	18,118	17,961	16,712	15,186	14,902	13,587	15,278	14,482	12,618	-6,862	-35.2
Georgia State University-Perimeter College	26,996	23,619	21,123	21,371	21,088	18,727	18,732	18,487	18,573	17,383	-9,613	-35.6
Palo Alto College	9,163	8,568	8,427	8,376	8,671	9,108	9,368	9,852	10,763	11,193	2,030	22.2
Chandler-Gilbert Community College	14,030	14,653	14,399	14,500	14,654	14,630	14,906	14,728	15,585	13,395	-635	-4.5
Northwest Vista College	16,067	15,992	15,965	15,797	16,656	16,793	16,752	16,293	18,010	18,542	2,475	15.4

# CCP Enrollment Trends by Credit Program

**Unduplicated Headcount by First Major in Program, Academic Year 2016-2017 to 2021-2022**

Major/Program	AY16-17	AY17-18	AY18-19	AY19-20	AY20-21	AY21-22
Accounting	358	312	302	245	231	184
Acct. Paraprofessional PC	19	23	27	22	26	27
Acting Proficiency Certificate	6	1	1	1	3	1
Adv. Auto Repair Prof. PC						1
Advance at College*	570	923	896	433	82	14
Advanced Tech @ College	1					
Applied Engineering Technology						82
Applied Sci & Engr Tech	87	86	103	86	97	54
Architectural Visualization PC		2	7	6	6	6
Architecture	34	35	50	96	116	112
Art and Design	118	127	270	353	304	278
ASL/English Interpreting	42	41	39	41	31	23
ASL-INT I PC				3	9	9
Auto Service Proficiency Cert	3					
Auto Tech-Auto Mngt & Mktg Op	3	2	1	2	1	
Auto Tech-Auto Svc Tech Op	117	72	41	16	6	5
Automotive Service I PC		5	8	5	6	11
Automotive Service II PC						1
Automotive Technology		33	62	64	46	59
Behavioral Health/Human Serv	924	829	745	621	454	393
Biological Sciences					39	78
Biology	89	117	168	159	165	121
Biomed Tech Proficiency Cert	5	2	2	1	1	1
Biomedical Equip Tech I PC	31	25	23	34	22	12
Biomedical Equip Tech II PC	1		1	2	2	1
Biomedical Equipment Tech						4
Biotechnology Proficiency Cert	5	1				
Black Studies				7	8	5
Business	945	466	242	105	45	21
Business - Accelerated			10	24	11	5
Business - General		912	1578	1725	1506	1210
Business Administration	1386	908	427	183	79	36

\*Advance at College students now merged into major populations

# Enrollment trends by credit program

**Unduplicated Headcount by First Major in Program, Academic Year 2016-2017 to 2021-2022**

Major/Program	AY16-17	AY17-18	AY18-19	AY19-20	AY20-21	AY21-22
Business Leadership			1	28	59	77
Business Leadership PC				8	4	2
Business Transfer/Temple	1	2				
Chemical Technology	24	13	5	4	2	
Chemistry	10	37	50	46	41	28
Clinical Assistant Prof. Cert.	30	28	15	6	2	
Clinical Laboratory Technician	44	28	4	1	1	
Communication Studies Program	292	287	230	174	139	109
Comp Info Sys/Comp Prog	2	1				
Comp Info Sys/Information Tech	626	714	827	790	716	599
Comp Info Sys/Internet Oper	1	1	2			
Comp Info Sys/PC App	1					
Computer Programming I PC				38	34	42
Computer Programming II PC					2	
Computer Science	141	145	164	218	207	194
Construction Management	104	100	105	85	78	66
Corp Social Responsibility PC				1	1	1
Creative Writing Cert	34	25	21	31	33	24
Criminal Justice				237	350	341
Culinary Art II PC			1		3	1
Culinary Arts	269	201	165	144	94	85
Culinary Arts I PC		8	13	9	6	6
Culinary Arts Proficiency Cert	5	4	1			
Culture Science & Technology	4078	1939	930	404	193	87
Cybersecurity		55	101	118	142	128
Cybersecurity I Prof. Cert.		1	11	14	16	12
Cybersecurity II Prof. Cert.			1			
Data Processing	1					
Data Science Proficiency Cert.					8	8
Dental Hygiene	57	61	67	69	70	49
Diagnostic Medical Imaging	48	37	44	41	57	41
Digital Image Proficiency Cert	2		3	2	4	

# Enrollment trends by credit program

**Unduplicated Headcount by First Major in Program, Academic Year 2016-2017 to 2021-2022**

Major/Program	AY16-17	AY17-18	AY18-19	AY19-20	AY20-21	AY21-22
Digital Investigations PC					2	
Digital Video Production	126	135	127	132	90	92
Digital Video Production PC	6	5	16	15	12	12
Early Childhood Education PC		2	13	22	16	6
Ed Early Child-birth-4th grade	602	651	637	569	547	439
Education - Middle and Sec Lvl						32
Electronic Discovery PC	2		3	2		1
Engineering Science	110	104	111	103	103	81
English	236	202	204	174	135	114
Entrepreneur. & Small Bus PC						5
Entrepreneurship PC	5	5	11	18	22	10
Facilities Management				8	12	9
Fashion Merchandising & Mktg				38	45	38
Fashion Ret Sales & Cus Svc PC				1	1	1
Finance	2	3	1			
Fire Sci and Public Safety PC					3	3
Fire Science	33	42	29	17	17	13
Gateway to College*	117	103	116	74	20	5
Guest Student	736	579	1350	620	267	72
Health Care Studies	2235	3863	4973	5036	4891	3856
Health Information Technology	2					
Health Services Management	253	179	141	98	99	77
Hospitality Management	129	97	86	44	20	5
Hospitality Tech/Chef Option	1	1				
Hospitality Tech/Hotel Mngmt	2	1	1			
Hospitality Tech/Restrnt Mngmt	1					
Human Services Certificate	41	33	22	33	34	25
Individualized Studies						2
Interior Design	12	20	17	30	49	59
International Studies	80	68	79	64	47	48
Lib Arts/Soc & Behav Sci	90	128	180	186	187	129
Liberal Arts	2188	2703	3051	2471	1972	1487

\*Gateway to College students now merged into major populations

# Enrollment trends by credit program

**Unduplicated Headcount by First Major in Program, Academic Year 2016-2017 to 2021-2022**

Major/Program	AY16-17	AY17-18	AY18-19	AY19-20	AY20-21	AY21-22
Liberal Arts/Honors						10
Management	4	1	1	1	1	1
Management/Entrepreneurship	1					
Management/Real Estate Mngt	1					
Mass Media	121	134	152	122	89	66
Mathematics	14	15	14	18	20	18
Med Ins Bill Proficiency Cert	48	38	45	29	43	37
Med Office Asst Prof Cert	1	1	1	1	1	1
Medical Assistant					1	1
Medical Assistant Prof. Cert.			14	6	2	12
Medical Assisting			1	1		1
Medical Assisting Office Mngmn	1					
Medical Laboratory Technician		24	38	39	37	36
Mngt of Comp Info Tech	7	3				
Mobile App Development PC						1
Music Performance		16	32	32	38	30
Music Production Prof. Cert.			7	22	21	29
Network Administration						8
Network Tech Mgmt and Admin		17	16	19	18	7
Network&Sys Proficiency Cert	7	11	16	15	9	5
Non Credit	9	3	1	6	3	
Non-matriculated	318	462	657	502	2342	1057
Nursing	229	241	285	327	361	311
Ophthalmic Technician PC	4	1	1	1		
Paralegal Studies	103	119	120	103	79	75
Paralegal Studies Prof. Cert.	49	32	48	41	47	44
Patient Service Representative	12	6	2	1	1	1
Personal Training Prof. Cert.						2
Photographic Imaging	62	75	75	73	47	48
Post-BA Accounting PC			10	17	30	33
Proc Tech I Proficiency Cert	4	3	3	2	1	1
Prof Cooking Proficiency Cert	1	1				



# Enrollment trends by credit program

## Unduplicated Headcount by First Major in Program, Academic Year 2016-2017 to 2021-2022

Major/Program	AY16-17	AY17-18	AY18-19	AY19-20	AY20-21	AY21-22
Project Management Prof. Cert.						3
Psychology	883	811	785	709	754	638
PT Serv Rep Proficiency Cert	12	11	10	13	16	8
Public Health						23
Receptionist Proficiency Cert	3	1				
Recov&Trnsfrm Proficiency Cert	1	1	1		1	
Recovery Leadership PC			1	1	1	1
Recovery&Transform Certificate	7	9	5	2	3	1
Religious Studies Prof. Cert.						2
Respiratory Care Technology	40	44	58	55	30	23
Science	70	24	10	1		
Secretarial Science	1	1	1	1	1	1
Senior Citizen	30	23	13	7	3	4
Software Dvlp Proficiency Cert	54	57	57	27	8	7
Sound Recording & Music Tech	40	100	134	128	103	80
Technical Studies			3	3	2	1
Technical Theater Prof. Cert.	1					
Theater	105	74	77	86	55	45
Tourism & Hospitality Mgmt PC					3	3
Tourism and Hospitality Mngt				50	58	51
Web Developemnt Prof. Cert.			7	7	2	
Web Development I Prof. Cert.				4	13	20

# Recruitment Strategies

---

- Focus on high-priority programs
- Pathways-based recruitment and enrollment support
- Increased concentration on stopped out students
- Increased targeting of Liberal Arts and non-matriculated students
- Address disparity in yield to enrollment

# Recruitment Strategies

---

## High Priority Programs

- Programs with high applicant and enrollment numbers
- Leveraging interest in priority programs to build interest in less popular programs
- A focus on creating/expanding awareness



# Recruitment Strategies

---

## Pathways-Based Recruitment

- Program/Pathway specific recruitment events
- Pathway-focused recruitment materials
- Increased yield and retention

# Recruitment Strategies

---

## Pathways-Based Recruitment

- Program/Pathway specific recruitment events
- Pathway-focused recruitment materials
- Increased yield and retention

# Recruitment Strategies

---

## Stopped out students

- Focus on high-priority programs
- Pathways-based recruitment and enrollment support
- Increased concentration on stopped out students
- Increased targeting of Liberal Arts and non-matriculated applicants
- Address disparity in yield to enrollment

# Recruitment Strategies

---

## Questions

**Student Outcomes Committee Agenda Calendar**  
**Monthly Topics\***  
**2022**  
**Updated 2/24/22**

<b>SOC Meeting</b>	<b>Topics Scheduled to be Addressed</b>
January 2022	<ul style="list-style-type: none"> <li>• Medical Laboratory Technician Academic Program Review</li> <li>• Faculty Professional Learning Update</li> </ul>
February 2022	<ul style="list-style-type: none"> <li>• Chemistry Academic Program Review</li> <li>• Pre-College STEM Initiatives</li> <li>• Review of SOC Agenda Calendar</li> </ul>
March 2022 Committee of the Whole	<ul style="list-style-type: none"> <li>• Enrollment Update and Trends</li> <li>• CCRC KPI Data for Guided Pathways</li> <li>• CATC – The Student Experience Overview</li> </ul>
April 2022	<ul style="list-style-type: none"> <li>• Catto Scholarship Update</li> <li>• Cybersecurity/Network Administration Academic Program Review</li> <li>• Diversity Fellowship Update</li> </ul>
May 2022	<ul style="list-style-type: none"> <li>• Faculty Promotion Approval</li> <li>• Education: Early Childhood (Birth to 4th Grade) Academic Program Review</li> <li>• Dual Enrollment Update</li> <li>• Academic Equity Coaches Initiative</li> </ul>
June 2022	<ul style="list-style-type: none"> <li>• Nursing Academic Program Review</li> <li>• Diversity Certificate Programs</li> </ul>
September 2022	<ul style="list-style-type: none"> <li>• Automotive Technology Academic Program Review</li> <li>• Culinary Arts Program Mid-Term Review Progress Update</li> </ul>
October 2022 Committee of the Whole	<ul style="list-style-type: none"> <li>• Catto Scholarship Update</li> <li>• Enrollment Update</li> <li>• Center for Male Engagement/I Am More Update</li> </ul>
November 2022	<ul style="list-style-type: none"> <li>• Communication Studies Academic Program Review</li> <li>• Dental Hygiene Academic Program Review</li> <li>• Faculty Professional Development Update</li> <li>• Liberal Arts: Honors Academic Program Review One-Year Update</li> <li>• Behavioral Health/Human Services Academic Program Review One-Year Update</li> </ul>

\*Additional program and certificate reviews, and discussion topics may be added as needed. 1.27.22