2013-2014 Target: 11,167 FTES

- On January 15th (P-1) 11,160 FTES were reported to the Chancellor’s Office
- Current indications are that we will be fully funded, since the cap number is 11,035

Spring 2014 Enrollment Campaign

- Direct calls to current, former, or potential students
- Additional Access to Counseling during continuing registration
- Use of website, e-mail, direct mail (postcards), robo calls (automated calls which play a recorded message), TV, billboards, Facebook, Twitter, and press releases
- Soliciting faculty support to encourage student retention
- Campaign made a positive difference

Looking ahead to 2014-2015

- Governor’s Budget proposed:
  - 0.86% Cola – More $’s per FTES
  - 3% Enrollment Growth – More FTES
- Working on estimates for 2014-2015 Cap and Target
  - 3% growth in 2014-2015 nearly doubles the amount of growth that we pursued this year


- Sustain institutional campaign focusing on student retention and persistence
- Reach out to CSU Chico and local high schools
- Focus on Glenn County – summer offerings, Contract Education opportunities
- Add online courses
- Promote Associate Degrees of Transfer
- Expand summer and consider winter session
- Strategic additions to Fall and Spring based on waitlist needs