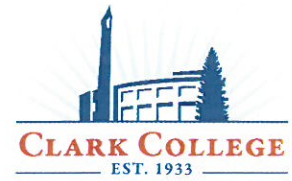


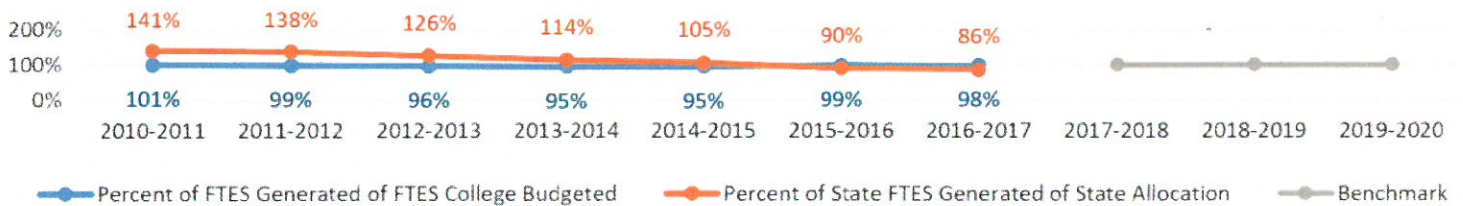
ENROLLMENT



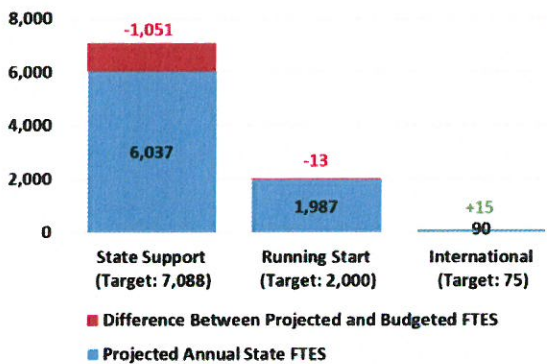
APRIL 2018

Clark College facilitates student learning by providing programs, services, and conditions that improve the economic well-being of the student, college, and community. Through the college's focus on enrollment and budget to serve its community, the college aims to increase the community's educational attainment by leveraging resources to create and sustain innovations that improve student learning and increase enrollment.

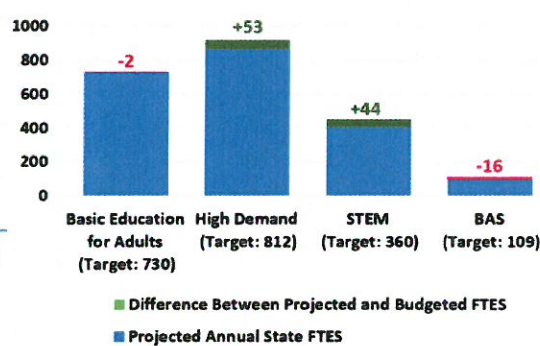
Percent of Full-Time Equivalent Students (FTES) Generated based on College Budget and State Allocation



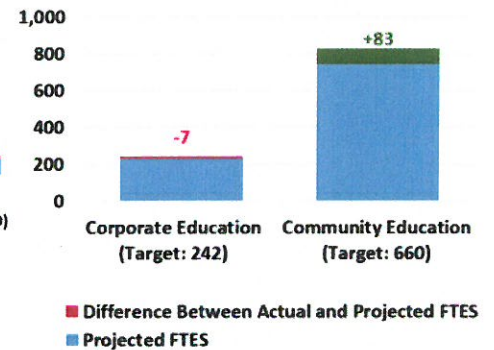
Projected Final Annual FTES Based on Current FTES (April 10)



Projected Priority FTES Based on Current FTES (April 10)



Projected Corporate and Community Education FTES Based on Current FTES (Apr 10)



Monthly Highlights

- ◇ The two new Enrollment Navigator positions, which were created out of Guided Pathways framework, opened. The hiring process is an internal process, and will close on April 6. These positions are specifically designed to assist with student on-boarding, which will lead to better student retention.
- ◇ On April 1, the college launched the "We See You Campaign" which includes billboards, television, radio and social media advertising. Additionally, the "Get Started" web page was updated to more effectively capture student inquiries so that we can measure the effectiveness of the campaign and communicate more effectively with prospective students.