

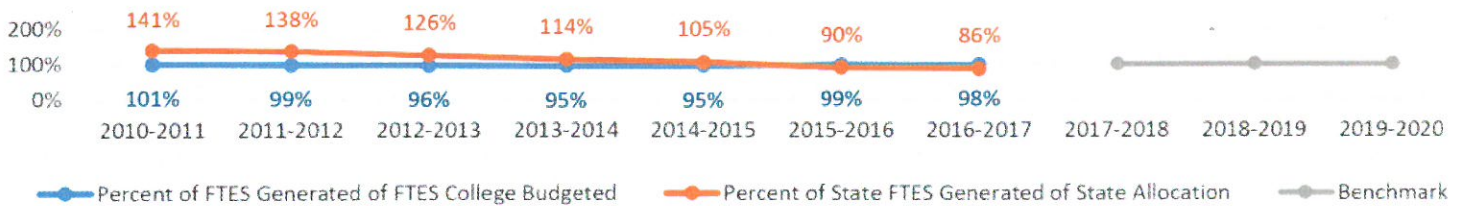
# ENROLLMENT



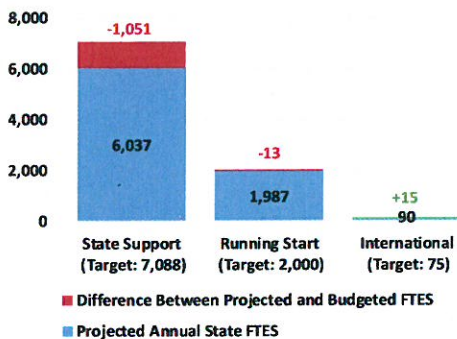
MAY 2018

*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.*

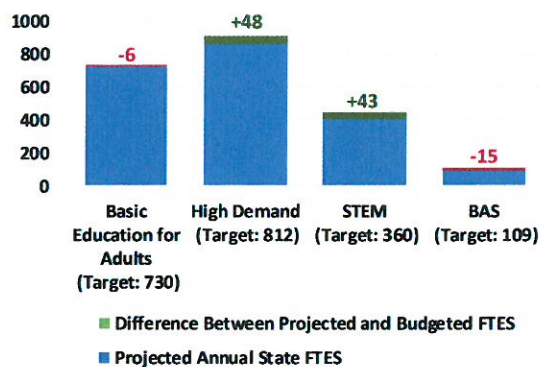
Percent of Full-Time Equivalent Students (FTES) Generated based on College Budget and State Allocation



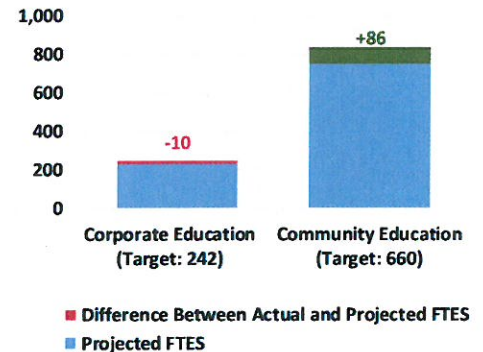
Projected Final Annual FTES Based on Current FTES (May 1)



Projected Priority FTES Based on Current FTES (May 1)



Projected Corporate and Community Education FTES Based on Current FTES (May 1)



## Monthly Highlights

- ◇ Spring 2018 state-support FTES (fulltime equivalent students) are down by 7% from Spring 2017 this time last year. Running Start spring FTES are up by 1% from spring 2017 from this time last year.
- ◇ Three television advertisements, 10 billboards, and a range of social media advertising have all been launched to support fall quarter enrollment. A recent report back from the Oregonian Digital Group shows that our advertisements are performing better than national benchmarks and leading to additional inquiries.