



COAHOMA COMMUNITY COLLEGE

FACTS AND FIGURES Relative to Enrollment

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**College enrollment has
been declining since
2010**



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**In the past decade, total
college enrollment has
dropped nearly 1.5 million
students (7.4%)**



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**Undergraduate enrollment
(6% of the 7.4%) during
covid) 900k students**



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Financial concerns – Reason # 1

TUITION
& FEES



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Generational Views on college have changed



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- ✓ **48% of High Schoolers will pursue a college degree**
- ✓ **50% of High Schoolers think success is attainable without college**
- ✓ **86% of High Schoolers are pressured to pursue a 4 year college degree**



An unavoidable enrollment cliff



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Declining birth rates, deaths, out migration



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Funding choices are an issue



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Overall steady enrollment drop in higher education nationally



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Ideas for moving the needle on enrollment



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**Make enrollment a
personal journey**



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Utilize SMS to send reminder



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Usage of short story based marketing materials



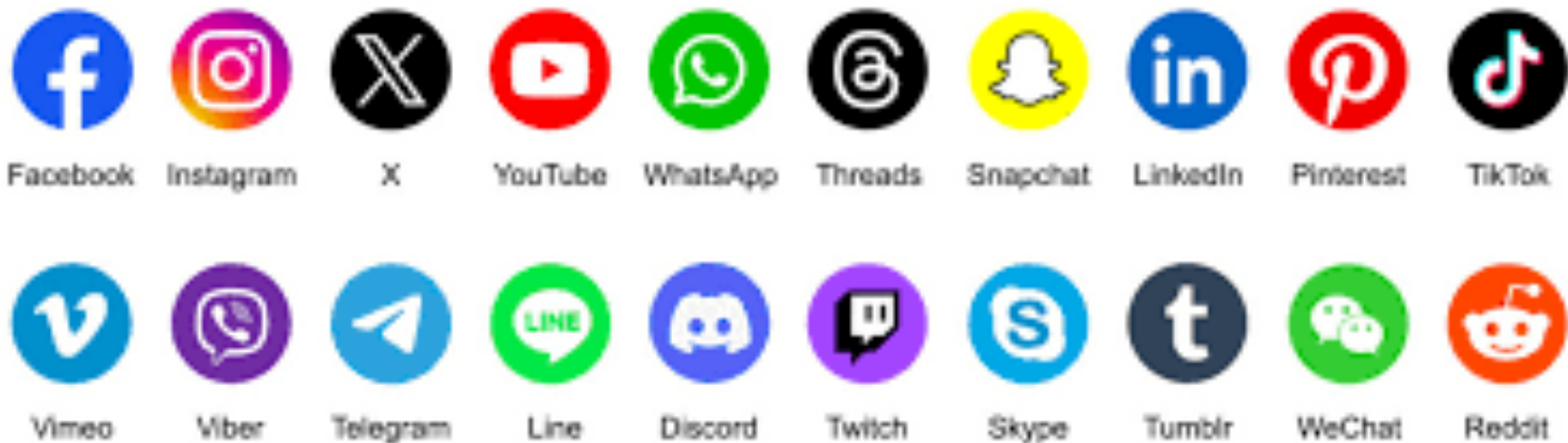
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Invest in SEO



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Social Media Platforms

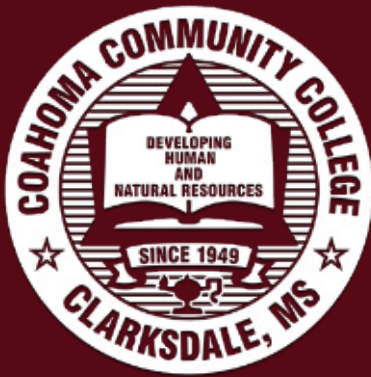


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Celebrate diversity and Inclusion



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