



# **Fall 2022 Update**

## **Bryan Campus Advisory**

### **September 27, 2022**

**Dr. Becky McBride**  
**Vice Chancellor Student Services**

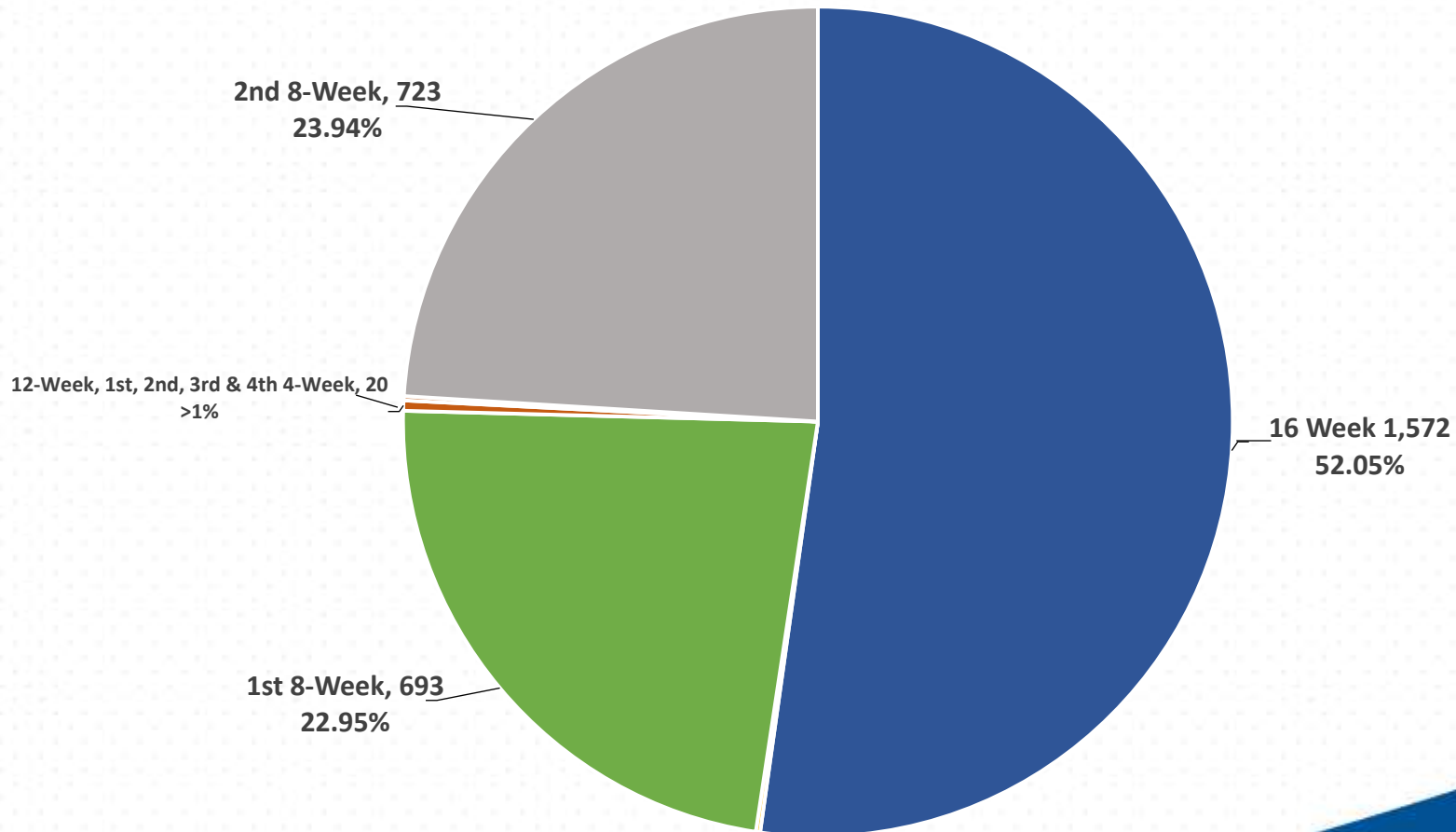
# Enrollment Headcount Comparison By Campus Including Late Start Terms<sup>1</sup>

	2018	2019	2020	2021	2022
<b>Brenham</b>	2,717 (+15.50%)	2,747 (+1.10%)	1,961 (-32.67%)	1,823 (-7.29%)	2,071 (+13.60%)
<b>Bryan</b>	10,109 (-16.19%)	9,381 (-7.47%)	6,774 (-33.72%)	6,142 (-9.78%)	6,614 (+7.68%)
<b>Distance Education</b>	2,058 (+10.17%)	2,277 (+10.64%)	4,223 (+59.87%)	4,258 (+0.82%)	3,463 (-18.67%)
<b>High Schools</b>	1,719 (+4.64%)	1,730 (+0.67%)	1,728 (-0.11%)	1,593 (-8.13%)	1,827 (+14.69%)
<b>RELLIS</b>	1,518	2,582 (+51.90%)	2,751 (+6.33%)	2,751 (0%)	3,047 (+10.76%)
<b>Schulenburg</b>	163 (-0.61%)	128 (-24.05%)	95 (-82.87%)	68 (-33.12%)	64 (-5.88%)
<b>Sealy</b>	128 (+12.44%)	125 (-2.37%)	53 (-80.89%)	38 (-32.96%)	43 (+13.16%)
<b>Other</b>	558 (+19.46%)	213 (-89.49%)	139 (-42.04%)	158 (+12.79%)	146 (-7.59%)
<b>TOTAL</b>	<b>18,970</b> (+2.71%)	<b>19,183</b> (+1.11%)	<b>17,724</b> (-7.90%)	<b>16,831</b> (-5.16%)	<b>17,255</b> (+2.52%)

<sup>1</sup>As of 09.12.2022

# Fall 2022 Parts of Term

## Number of Class Sections & Percentages



# National Trends in Higher Education

## Two Recent Surveys:

- Recent survey on 2,000 students
  - 47% two-year college students have considered withdrawing & only 53% see the value of their college education (GradGuard and College Plus)
- Recent survey on 1,662 adults (Public Agenda and USA Today survey)
  - 49% of respondents believe the economic benefits of a college degree
  - 61% of respondents believe public higher education should be paid for by govt.



# State Trends in Higher Education



## Texas Higher Education Coordinating Board (THECB):

- 2019-2021 community colleges experienced 11.77% decline in enrollment (loss of 86,523 student statewide)
- College enrollment statewide is 4.58% less since 2019
- 1.10% increase in public university enrollment

# State Trends in Higher Education

## Increases in Freshman Class:

Texas A&M University		
Year	Admitted	Enrolled
2018	24,503	11,123
2019	24,676	10,602
2020	27,287	11,099
2021	28,287	12,314



# Enrollment Initiatives

- Destination College
- Marketing
- Customer Relations Management (CRM) Software & Queueing Software
  - Used for both onboarding & retention



# Enrollment Initiatives

- Employees in ISDs
- 4,200 mailers and emails sent home to Juniors/Seniors
- Football games
- Increased high school visits
- Registration/Communication for Student Athletes
- Preview Days



# Retention Initiatives

## Student Services

### Communication

- Queueing software & CRM software since July 2022



### Advising Initiatives

- Enhanced communication to all students
- In the residence halls
- Student athletic advising

# CRM Messaging



Element451 Email Campaigns		
Admissions		
Registration Campaigns	4703	
Payment Reminders Campaigns	4399	
NSR Campaigns	36	
Classes Begin Campaigns	16081	
Last Day to Drop Reminder Campaigns	3997	
Admissions Total		*29216

Element451 SMS Campaigns (Text)		
Admissions		
Registration Campaigns	5530	
Payment Reminders Campaigns	12183	
NSR Campaigns	125	
Classes Begin Campaigns	14049	
Last Day to Drop Reminder Campaigns	3620	
Drop Notifications	816	
Missing Bacterial Meningitis	25	
Admissions Total		*36348

\*Number of emails/text sent out



**Thank you!**

# Health Sciences, Technical Education and Community Programs “Workforce”

Bryan Campus Advisory Committee, September 27, 2022

Career Technical Education  
District-Wide

# Divisional Pathways & Structure

- Corporate College, Customized Technical Training & Grants
- Non-credit Workforce Courses Trades / Health Professions
- Career Technical Education Associate Degrees (AAS) All Divisions
- Small Business Development Center/ Entrepreneurship
- Department of Labor Registered Apprenticeships
- Leisure Learning & Community Programs
- Adult Education & Literacy
- Manage Perkins Federal Grant
- TAMU Systems Articulations to BAAS degree
- 16 High Schools Offer Technical Dual Credit



# Apprenticeships Blinn College District Business Partners

## DOL Registered Apprenticeship Business Partners

- Leon Services
- Dowling Electrical
- C&C Electric
- HOSS Electric
- Dailey Electric
- University Electric
- Igloo Corporation



# Delivering Excellence Within Trades

## Credit/Credit Free

Current (SACSCOC) Approved Associate of Applied Science Degrees  
Programs Carry Nationally Recognized Credentials: National Center  
Construction Education and Research (NCCER)

- Facility Maintenance
- Construction Management
- Surveying
- Carpentry
- Welding
- Power Line Worker
- Water Purification
- HVAC

These types of programs are offered  
At Hodde, RELLIS, Bryan, Brenham



# Delivering Excellence Within Health Professions Credit Free

Healthcare Medical Facility Recognized Credentials:

- Clinical Medical Assistant
- Phlebotomy
- Pharmacy Technician
- Medication Aide
- Certified Nurse Aide
- Types of programs offered at Schulenburg, Hodde, Post Office, On-line





# Delivering Excellence

## Health Professions (AAS) Degree

- Nursing
- Physical Therapist Assistant
- Radiologic Technology
- Surgical Technology
- Veterinary Technology
  
- Dental Hygiene
- Emergency Medical Services
- Fire Science
- Health Information Technology



Offered at Post Office, RELLIS, Brenham, Bryan

# Blinn College District AAS Degrees

## Examples: 37 AAS Degrees

- Accounting
- Biotechnology  
Laboratory Sciences
- Business
- Criminal Justice
- Cybersecurity
- Drone Technician
- Information Technology
- Paralegal
- Simulation and Game  
Programming
- Early Childhood  
Education
- Skilled Trades
- Nursing

# Adult Education & Literacy

- High School Completion / Basic Education
- English as a Second Language
- Integrated Education & Training (Contextualized)
- 2022 Texas Ranking Top Five
- Enrollment 372
- Student Award: TWC Scholar of the Year
- On track to exceed all 1<sup>st</sup> QTR Metrics
- Director: Pilar Walker
- [Pilar.walker@blinn.edu](mailto:Pilar.walker@blinn.edu)



# Paying for Technical Education

- Blinn College District Scholarships
- Federal Student Aid
- Brazos Valley Workforce Solutions
- Self-pay
- Organizational Sponsorships
- Texas Workforce Commission Grants
- VA GI Bill



**QUESTIONS?**



**[HTTPS://WWW.BLINN.EDU/WORKFORCE/INDEX.H  
TML](https://www.blinn.edu/workforce/index.html)**