



What happened to all the 2019-2020 Norco College Applicants?



88.8%
Cleared
for Registration



54.4%
Enrolled in at
least one course



45.4%
Stayed enrolled
beyond census



38.9%
Completed at
least one unit



Our “Leaky Funnel”

	2017-18		2018-19		2019-20	
Applicants	12,011	100%	13,029	100.0%	12,570	100%
<i>Orientation</i>	6,817	56.8%	6,866	52.7%	5,794	46.1%
<i>Assessment</i>	7,653	63.7%	8,262	63.4%	8,584	68.3%
<i>Counseling</i>	7,745	64.5%	8,549	65.6%	7,869	62.6%
Cleared for Registration	10,822	90.1%	11,568	88.8%	11,156	88.8%
Registered in at least 1 Course	5,712	47.6%	6,728	51.6%	6,836	54.4%
Enrolled beyond census (at Norco in specified year)	5,339	44.5%	5,922	45.5%	5,707	45.4%
Completed at least one unit (in specified year)	4,417	36.8%	4,961	38.1%	4,885	38.9%

The above numbers represent the “Leaky Funnel” study. The leaky funnel is the attrition that happens at different points between application to completion of courses in the first year.

Applicants: The “Applicants” row in the above table indicates the number of students who completed the CCCApply Application and selected Norco as the college in the district to which they were applying.

Orientation, Assessment & Counseling: The next three numbers represent the students that completed the OAC process which is necessary for some students as they enter the college. For the typical student who is pursuing a degree or transfer as their educational goal (approximately 70%-80% of students enrolled in any one term), registration is cleared only after completing the OAC process. For students who are pursuing a certificate only or improving job skills, registration is cleared without completing the Assessment portion of the OAC process.

Cleared for Registration: The “Cleared for Registration” row represents students who met all of the matriculation steps to move forward with registration. Due to the aforementioned differences in the OAC process for getting registration clearance, we observe that the “Cleared for Registration” row is appropriately greater than any of the numbers in the OAC process.

The final three points in the leaky funnel are self-explanatory by title. They are: students who completed the registration process in at least one course, students who remained enrolled beyond census, and students who completed at least one unit the year they first started at Norco College. Note that Census is the point in the semester at which a student will receive a notation/grade for the courses in which they are enrolled. The census date for a regular term is usually in the third week of the semester.

The important points to observe in this study are “Applicants”, “Cleared to Register”, “Registered in at least 1 Course”, “Enrolled beyond census” and “Completed at least one unit” as representing our leaky funnel.

In disaggregating the Leaky Funnel analysis, significant improvement in pipeline completion was observed for Pacific Islander students and modest improvement for all other groups except Black/African—American and Hispanic students who remained consistent in pipeline completion over the three-year period.

Next Steps

In observing the attrition percentages, or leaks in the funnel, it is clear that a preponderance of student loss occurs between students being cleared for registration and students registering for at least one course (the percentage decrease in students between these two points ranged from 38.7% to 47.2% over the three years). This is presumably due to the difficulties encountered with the registration process or life obstacles that arise in the time between these two points.

A strategy that may reduce the loss during this time is earlier intervention to support students as they move through the registration process and into their first semester. This could be completed by the Engagement Center teams, student success team, outreach personnel, or even peer mentors to a limited capacity. Hopefully, by establishing targeted contact with students prior to registration, this large leak in our funnel can be stemmed or improved which would thusly improve our onboarding process to the college and eventually increase student completion.