



STRATEGIC ENROLLMENT MANAGEMENT

Total campus-wide understanding, responsibility and commitment!

Steering Committee Co Chairs

Lori Banazsak
June Stacey-Clemons

Members

Keith Dyson
Vallie Jo Fry
Shema Hanebutte
Robert Kurtz
Judy MacDougall

DEFINITION: SEM is a cross campus process designed to help CPTC achieve and maintain enrollment.

THREE COMMITTEE STRUCTURE

Recruitment	Student Success	Program Mix
<i>Judy/June/Vallie Jo</i>	<i>Lori / Shema</i>	<i>Keith/Judy/Vallie Jo</i>
Develop targeted recruiting and marketing initiatives.	Develop strategies that help Students achieve their educational goals.	Offer programs that meets the needs of our community, business, and industry.
Objectives	Objectives	Objectives
	(To be developed by the Committees.)	
Subcommittees	Subcommittees	Subcommittees
	(Evolving as needed.)	

DATA SUPPORTS SEM

DATA HELPS US LOOK AT **OURSELVES** AND OUR SURROUNDING COMMUNITY TO MEET THE ENROLLMENT CHALLENGES

2006 % of POPULATION BY AGE			
Age	State	County	CPTC
15-19	7.2%	7.5%	7.9%
20-24	7.2%	7.5%	12.5%
25-29	6.8%	6.8%	9.9%
30-34	6.5%	6.7%	8.7%
35-39	7.2%	7.5%	9.2%
40-44	7.6%	7.6%	9.4%
45-49	7.8%	7.5%	10.4%
50-54	7.3%	6.9%	10.1%
55-59	6.4%	6.1%	9.4%
60-64	4.5%	4.3%	6.1%
65-69	3.3%	3.2%	3.9%
70-74	2.5%	2.4%	1.5%
75-79	2.2%	1.9%	0.7%
80-84	1.7%	1.5%	0.2%
85 & Older	1.7%	1.4%	0.0%
Median Age	36.6	35.22	41.0
Career Programs Median Age			26.7

TOP 5 OCCUPATIONS BY # OF VACANCY

State	Pierce County
1. Cashiers	1. Driver/Sales worker
2. Farm workers/laborers, crop, nursery, greenhouse	2. Hairdressers, stylists and cosmetologists
3. Laborers and freight, stock and material movers	3. Cashiers
4. Stock clerks and order fillers	4. Retail salespersons
5. Retail salespersons	5. Waiters / waitresses

Source: Employment Security Job Vacancy Report October 2006

GENDER			
Age	State	County	CPTC
Male	49.8%	49.8%	37.3%
Female	50.2%	50.2%	60.2%

UNEMPLOYMENT RATE

Nationally:	4.5%
State:	5.0%
Pierce:	4.9%

WHY IS THIS IMPORTANT?

Source: Employment Security Labor Market Analysis December 2006

2004-05 HS DROP OUTS

Statewide:	5.1%
Pierce County:	5.5%
Bethel	6.8%
Clover Park	6.5%
Franklin Pierce	5.5%
Tacoma	7.1%
University Place	2.0%

WHERE ARE THEY?

Source: Superintendent of Public Instruction

ETHNIC ORIGIN								
Location	Year	Total Population	White	Black	Indian	Asian/Pacific Islander	Multi-Racial	Hispanic
State	2006	6,375,600	76.8%	3.4%	1.4%	6.8%	2.8%	8.9%
Pierce County	2006	773,500	74.0%	7.1%	1.3%	6.8%	4.2%	6.5%
CPTC	Fall 2006	8,696	79.8%	7.5%	1.3%	7.4%	0.9%	3.0%