

# Applications & Yield Data

This report examines applications to GCC in fall 2007 and fall 2008 as well as the 10-year trend in fall applications and enrollment yield. Data are presented on differences in applications and yield by demographic, region and high school and where applicants who did not attend GCC enroll.

## Key Findings:

- While total applicants for fall 2008 were up 7% from fall 2007, the number of new enrollments remained unchanged (995 in fall 2007 and 996 in fall 2008).
- The yield on applications for women, minorities and students over 25 years old are *significantly lower* than their demographic peers (men, white, and age 24 and younger).
- 30% (484) of fall 2008 applicants did not attend any college. Of the applicants who enrolled at another college, 73% (91 students) enrolled at another 2-year college.

## Fall 2008 Application & Yield Summary

Table 1: Fall 2008 Applications, Enrollment, and Yield

Applicants:	Applied	Enrolled	Yield
<b>Total New Student Applicants</b>	<b>1,605</b>	<b>996</b>	<b>62%</b>
Male Student Applicants	576	390	68%
Female Student Applicants	1,018	603	59%
White Student Applicants	1,302	841	65%
Minority Student Applicants	222	113	51%
Age 24 & Younger Student Applicants	985	641	65%
Age 25 & Older Student Applicants	616	355	58%

## Application Outcomes, 2007-2008

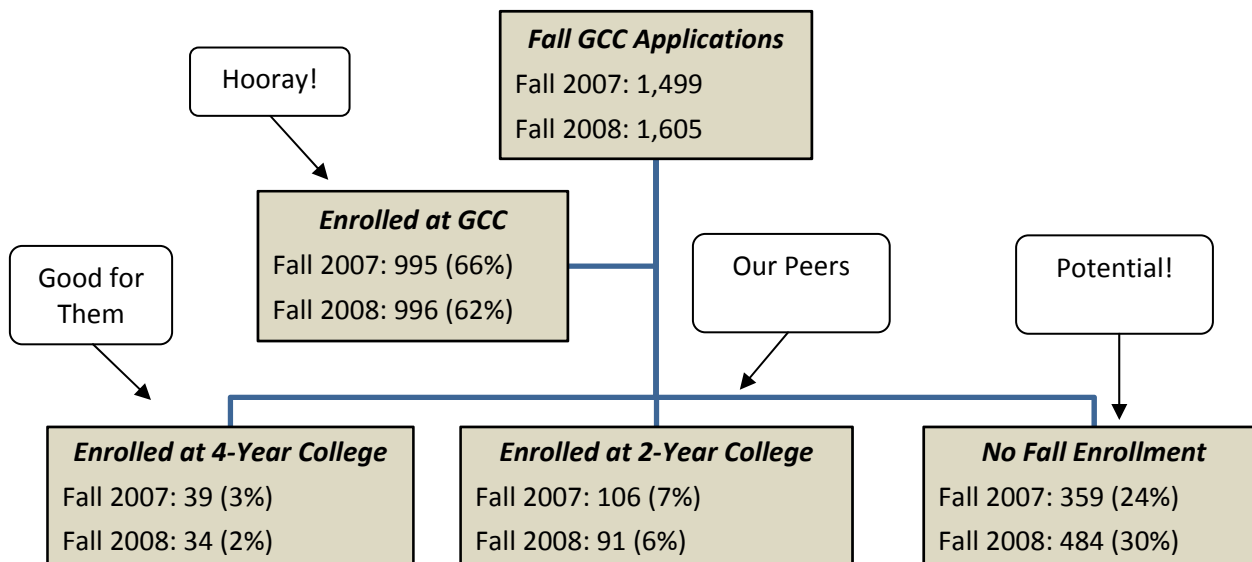
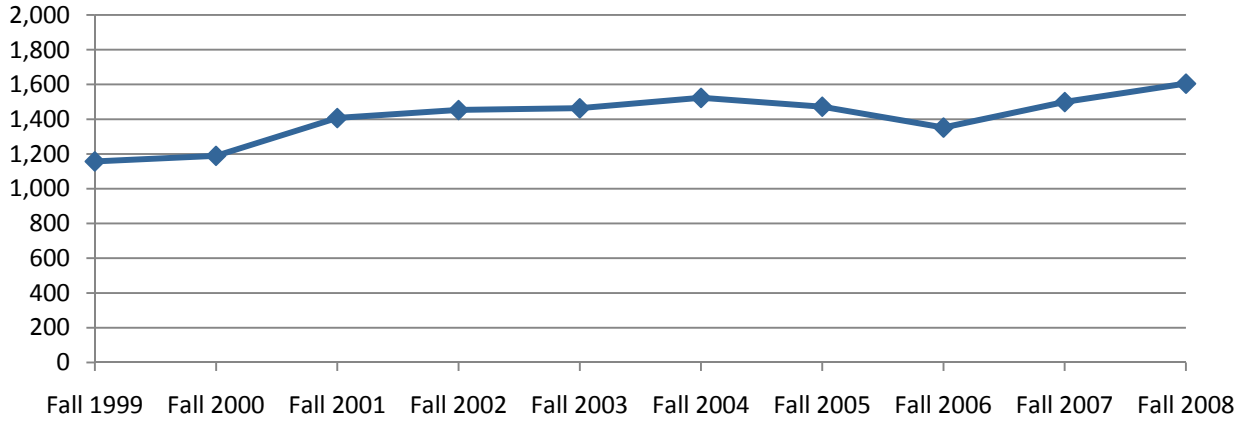


Table 2: Application Outcomes (% of Total Applicants)

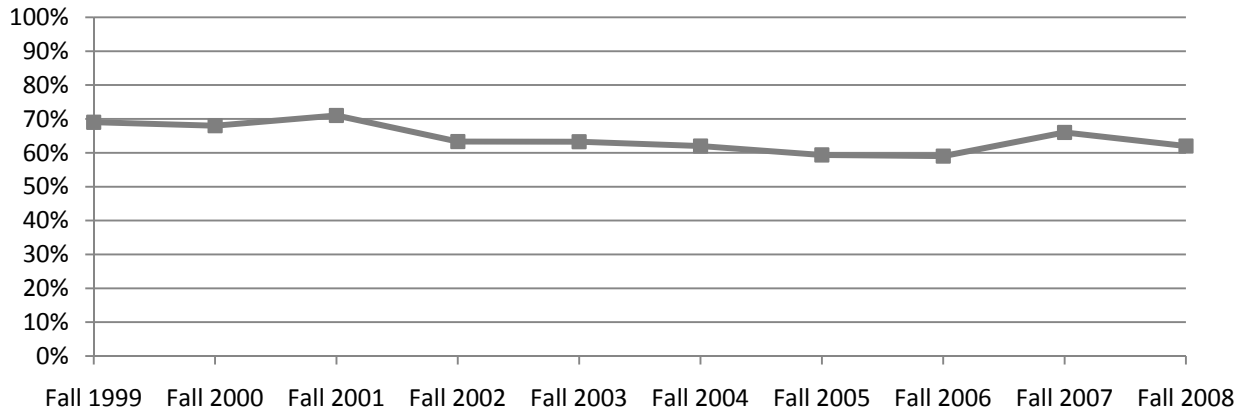
	Applications	Enrolled at GCC	Attended 2-Year	Attended 4-Year	No Enrollment
<b>Fall 2007</b>	1,499	66%	7%	3%	24%
<b>Fall 2008</b>	1,605	62%	6%	2%	30%

**Application & Yield, 10 Year Trends**

**Figure 1: GCC Fall Applications, 1999-2008**



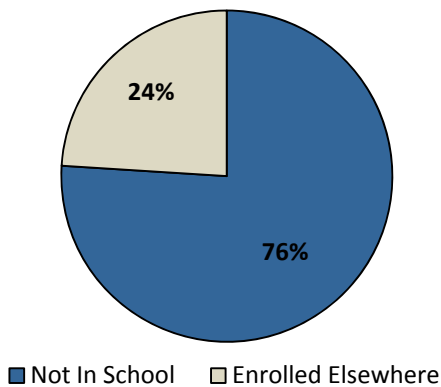
**Figure 2: Yield on Fall Applications, 1999-2008**



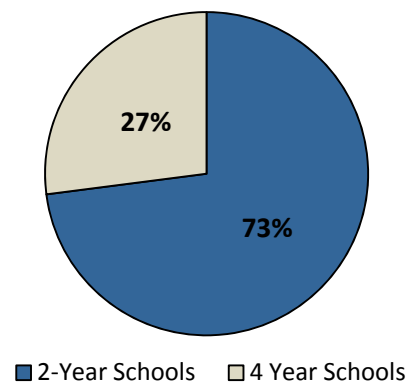
**Fall Enrollments for Applicants Not Attending GCC**

The majority of fall applicants that do not enroll at GCC do not attend any college during the fall. 76% of the non-yielding applicants for fall 2007 & 2008 did not enroll at any other college.

**Figure 3: Fall Enrollment Outcome for Non-Yielding Applicants**



**Figure 4: Combined 2007 & 2008 Enrollment Outcomes by School Type**



54% of students that applied to GCC in fall 2008 and then attended another college enrolled at either Holyoke Community College or Springfield Technical Community College. 8% attended UMass Amherst.

**Table 3: Fall Enrollment for Non-Yielding Fall 2008 Applications**

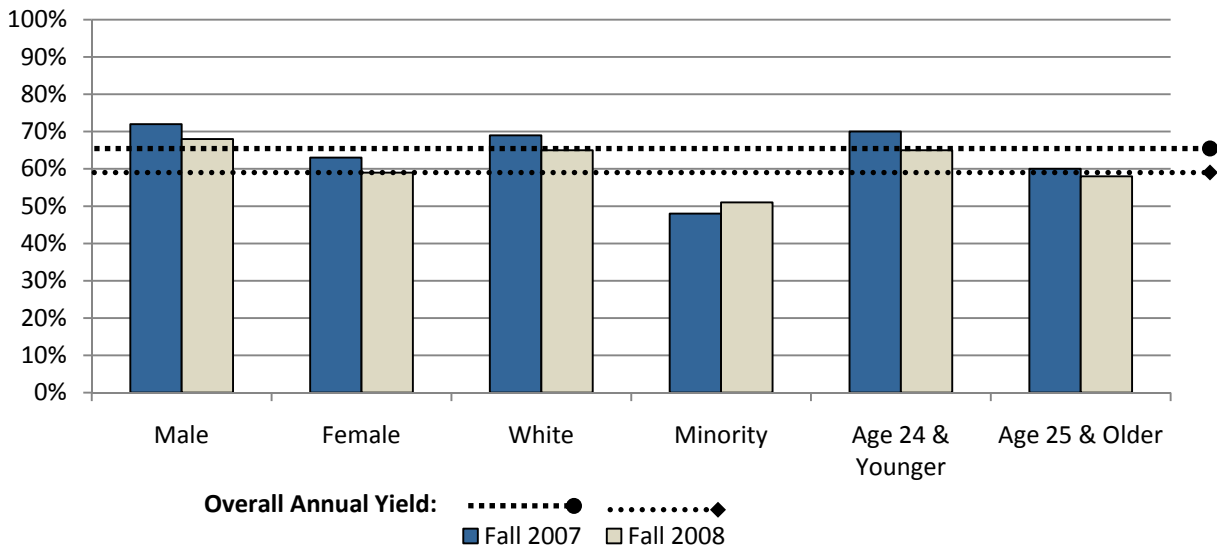
Fall 2008 College for non-yielding GCC applications	Count	Percent of Non-Yielding Apps.
Holyoke Community College	54	43%
Springfield Technical Community College	21	17%
University of Massachusetts at Amherst	10	8%
Vermont Technical LPN (VT)	4	3%
Capital Community College (CT)	3	2%
Berkshire Community College	3	2%
Westfield State College	3	2%
Asnuntuk Community College CT)	2	2%
NHTI - Concord's Community College (NH)	2	2%
Tunxis Community College (CT)	2	2%
Colleges with 1 Enrollment	21	17%

**Application & Yield Data by Demographic, 2007-2008**

There are notable differences in the number of applications and yield for gender, race and age:

- Females have lower yield rate than males.
- Minority students have lower yield rate than white students.
- Applicants age 25 & older have lower yield rate than applicants age 24 and younger.

**Figure 5: Fall 2007 & 2008 Yield by Demographic**



**Table 4: Application Yield by Demographic**

Application Yield:	Fall 2007	Fall 2008	Change
<b>Total New Student Application Yield</b>	<b>66%</b>	<b>62%</b>	<b>-4%</b>
Male Student Application Yield	72%	68%	-4%
Female Student Application Yield	63%	59%	-4%
White Student Application Yield	69%	65%	-4%
Minority Student Application Yield	48%	51%	+3%
Age 24 & Younger Student Application Yield	70%	65%	-5%
Age 25 & Older Student Application Yield	60%	58%	-2%

Additional data on demographics for fall 2007 and 2008 are located in the appendix.

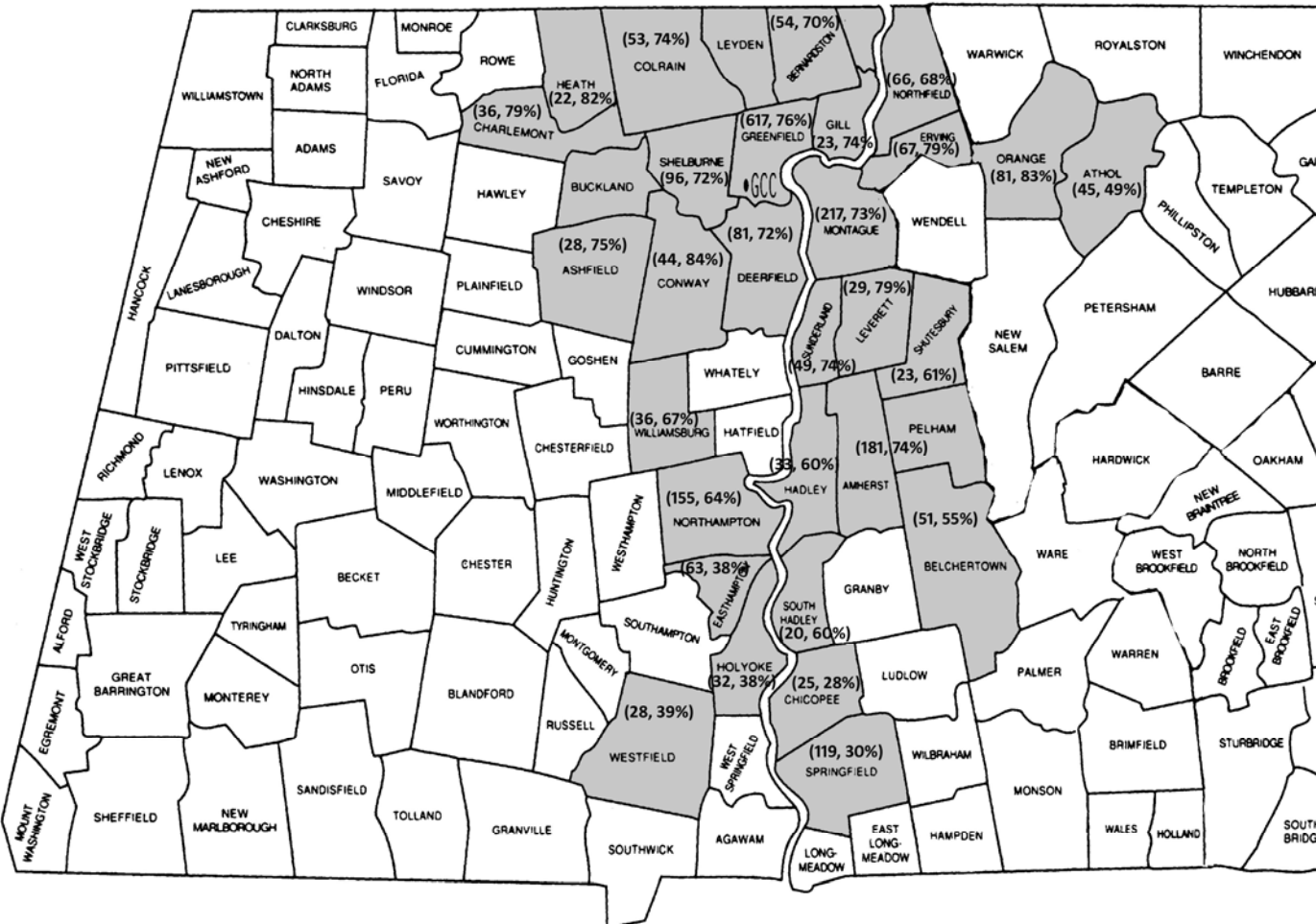
**Applications & Yield by Community**

**Table 5: Top 15 Communities\* for GCC Applications & Yield for Fall 2008**

Fall 2008			
Community	Applications	Enrolled	Yield
Greenfield	311	229	74%
Montague	124	89	72%
Amherst/Pelham	95	65	68%
Northampton/Florence/Leeds	79	49	62%
Brattleboro (VT)	62	47	76%
Springfield	61	16	26%
Shelburne Falls/Buckland	45	30	67%
Orange	41	27	66%
South Deerfield/Deerfield	43	30	70%
Erving	36	30	83%
Northfield	31	20	64%
Easthampton	36	13	36%
Bernardston	27	17	63%
Colrain	30	22	73%
Belchertown	29	17	59%

\* Note: Based on highest number of combined fall '07 & '08 applications. Refer to map. Additional data on communities for fall 2007 and 2008 are located in the appendix.

**Figure 6: MA Towns from which 80% of Fall 2007 & 2008 Combined Applications Originate (Total Applications, Yield)**



## Applications & Yield by High School

Table 6: Top 15 High Schools\* for GCC Applications & Combined Yield for Fall 2008

Fall 2008			
High School**	Applications	Enrolled	Yield
GED	235	154	65%
Greenfield HS	137	109	80%
Mohawk Trail HS	82	68	83%
Amherst Reg. HS	81	58	72%
Franklin Co. Tech. HS	74	49	66%
Frontier Reg. HS	69	55	80%
Turners Falls HS	73	58	79%
Brattleboro Union HS (VT)	51	33	65%
Pioneer Valley Reg. HS	44	30	68%
Northampton HS	39	22	56%
Ralph C. Mahar HS	37	24	65%
Smith Voc. HS	25	13	52%
Easthampton HS	22	4	18%
Hampshire Reg. HS	12	7	58%
Belchertown HS	17	9	53%
Home School	11	9	82%

\* Based on highest number of combined fall '07 & '08 applications.

\*\* Regardless of year of high school graduation.

Table 7: Top 15 High Schools\* for Recent High School Graduate\*\* Applications & Yield

Fall 2008			
High School**	Applications	Enrolled	Yield
Greenfield HS	47	42	89%
Mohawk Trail HS	29	22	76%
GED	32	28	88%
Turners Falls HS	29	26	90%
Frontier Reg. HS	28	24	86%
Amherst Reg. HS	20	14	70%
Brattleboro Union HS (VT)	17	13	76%
Franklin Co. Tech. HS	24	20	83%
Pioneer Valley Reg. HS	12	9	75%
Ralph C. Mahar HS	10	6	60%
Northampton HS	13	6	46%
Belchertown HS	8	5	63%
Leland & Grey Union HS (VT)	6	4	67%
Wilmington HS (VT)	5	3	60%
Smith Voc. HS	4	1	25%
Easthampton HS	8	2	25%
Home School	2	2	100%

\* Based on highest number of combined fall '07 & '08 applications.

\*\* Graduates during the same calendar year as application to GCC.

Additional data on high schools for fall 2007 and 2008 are located in the appendix.

*Applications for Programs with more than 10 applications Fall 2008*

**Table 8: Fall 2008 Applications, Enrollment & Yield by Program with 10 or more applications**

	<b>Applications</b>	<b>Enrolled</b>	<b>Combined Yield</b>
Accounting	25	16	64%
Art/Fine Arts	15	11	73%
Art/Fine Arts Compact	13	10	77%
Art/Media Arts	22	11	50%
Business Administration Transfer	41	29	71%
Computer Information Systems	22	10	45%
Criminal Justice	32	16	50%
Criminal Justice Compact	22	18	82%
Early Childhood Education	60	35	58%
Engineering Science	18	14	78%
Fire Science Technology	10	5	50%
Lib/Education	11	6	55%
Lib/English	16	11	69%
Lib/General	501	329	66%
Lib/Health Sciences	427	195	46%
Lib/Human Services	24	14	58%
Lib/Music	15	12	80%
Management	20	15	75%
Nursing	18	12	67%
Office Management	12	5	42%
Outdoor Leadership	21	12	57%
Paramedic	18	18	100%
Practical Nursing	21	21	100%
Renewable Energy/Energy Efficiency	30	26	87%
Special (Dual Enrollment)	73	63	86%

Data on all programs and applications for fall 2007 and fall 2008 can be found in the appendix.

# Applications & Yield Data: Data Appendix

**Table 9: Total Applications by Demographic**

<b>Applicants:</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b># Change</b>	<b>%Change</b>
Male Student Applicants	539	576	+37	+7%
Female Student Applicants	953	1,018	+65	+7%
White Student Applicants	1,231	1,302	+71	+6%
Minority Student Applicants	190	222	+32	+17%
Age 24 & Younger Student Applicants	939	985	+46	+5%
Age 25 & Older Student Applicants	561	616	+55	+10%
<b>Total New Student Applicants</b>	<b>1,499</b>	<b>1,605</b>	<b>+106</b>	<b>+7%</b>

**Table 10: Enrollments from Applications by Demographic**

<b>Enrollment from Applications:</b>	<b>Fall 2007</b>	<b>Fall 2008</b>	<b># Change</b>	<b>% Change</b>
Male Student Enrollments	390	390	0	0%
Female Student Enrollments	600	603	+3	+1%
White Student Enrollments	852	841	-11	-1%
Minority Student Enrollments	92	113	+21	+23%
Age 24 & Younger Student Enrollments	660	641	-19	-3%
Age 25 & Older Student Enrollments	335	355	+20	+6%
<b>Total New Student Enrollment</b>	<b>995</b>	<b>996</b>	<b>+1</b>	<b>0%</b>

## Applications & Yield by Community

**Table 11: Top 15 Communities\* for GCC Applications & Combined Yield for Fall 2007 & 2008**

<b>Community</b>	<b>Fall 2007</b>		<b>Fall 2008</b>		<b>Combined Yield</b>
	<b>Applications</b>	<b>Enrolled</b>	<b>Applications</b>	<b>Enrolled</b>	
Greenfield	306	239	311	229	76%
Montague	93	70	124	89	73%
Amherst/Pelham	86	69	95	65	74%
Northampton/Florence/Leeds	76	50	79	49	64%
Brattleboro (VT)	61	41	62	47	72%
Springfield	58	20	61	16	30%
Shelburne Falls/Buckland	51	39	45	30	72%
Orange	40	24	41	27	63%
South Deerfield/Deerfield	38	28	43	30	72%
Erving	31	23	36	30	79%
Northfield	35	25	31	20	68%
Easthampton	27	11	36	13	38%
Bernardston	27	21	27	17	70%
Colrain	23	17	30	22	74%
Belchertown	22	11	29	17	55%

\* Note: Based on highest number of combined fall '07 & '08 applications.

## Applications & Yield by High School

Table 12: Top 15 High Schools\* for GCC Applications & Combined Yield for Fall 2007 & 2008

High School**	Fall 2007		Fall 2008		Combined Yield
	Applications	Enrolled	Applications	Enrolled	
GED	196	128	235	154	65%
Greenfield HS	132	108	137	109	81%
Mohawk Trail HS	85	72	82	68	84%
Amherst Reg. HS	77	60	81	58	75%
Franklin Co. Tech. HS	83	63	74	49	71%
Frontier Reg. HS	51	33	69	55	73%
Turners Falls HS	47	33	73	58	76%
Brattleboro Union HS (VT)	52	36	51	33	67%
Pioneer Valley Reg. HS	53	36	44	30	68%
Northampton HS	32	20	39	22	59%
Ralph C Mahar HS	30	23	37	24	70%
Smith Voc. HS	28	18	25	13	58%
Easthampton HS	12	3	22	4	21%
Hampshire Reg. HS	19	12	12	7	61%
Belchertown HS	12	3	17	9	41%
Unknown HS	83	59	54	30	65%
Unknown Foreign HS	61	37	72	41	59%
Home School	13	10	11	9	79%

\* Based on highest number of combined fall '07 & '08 applications.

\*\* Regardless of year of high school graduation.

Table 13: Top 15 High Schools\* for Recent High School Graduate\*\* Applications & Yield

High School**	Fall 2007		Fall 2008		Combined Yield
	Applications	Enrolled	Applications	Enrolled	
Greenfield HS	45	41	47	42	90%
Mohawk Trail HS	41	36	29	22	83%
GED	35	31	32	28	88%
Turners Falls HS	18	14	29	26	85%
Frontier Reg. HS	17	14	28	24	84%
Amherst Reg. HS	22	20	20	14	81%
Brattleboro Union HS (VT)	25	19	17	13	76%
Franklin Co. Tech. HS	14	11	24	20	82%
Pioneer Valley Reg. HS	18	16	12	9	83%
Ralph C Mahar HS	13	11	10	6	74%
Northampton HS	5	3	13	6	50%
Belchertown HS	5	2	8	5	54%
Leland & Grey Union HS (VT)	3	3	6	4	78%
Wilmington HS (VT)	4	2	5	3	56%
Smith Voc. HS	5	4	4	1	56%
Easthampton HS	1	0	8	2	22%
Unknown HS	9	7	9	9	89%
Unknown Foreign HS	2	2	4	4	100%
Home School	3	3	2	2	100%

\* Based on highest number of combined fall '07 & '08 applications.

\*\* Graduates during the same calendar year as application to GCC.

## Fall Enrollments for Applicants Not Attending GCC

The majority of fall applicants that do not enroll at GCC do not attend any college during the fall. 76% of the non-yielding applicants for fall 2007 & 2008 did not enroll at any other college.

**Table 14: Fall Enrollment for Non-Yielding Fall 2007 & Fall 2008 Applications**

	Fall 2007	Fall 2008	Total
Holyoke Community College	49	54	103
Springfield Technical Community College	21	21	42
University of Massachusetts at Amherst	10	10	20
Capital Community College (CT)	5	3	8
Mount Wachusett Community College	8	0	8
Berkshire Community College	4	3	7
Vermont Technical LPN (VT)	1	4	5
Westfield State College	2	3	5
Community College of Vermont (VT)	3	0	3
Elms College	3	0	3
River Valley Community College (NH)	3	0	3
Asnuntuk Community College CT)	0	2	2
Fitchburg State College	1	1	2
Manchester Community College (CT)	2	0	2
Massachusetts College of Liberal Arts	2	0	2
New England College (NH)	1	1	2
NHTI - Concord's Community College (NH)	0	2	2
Simmons College	2	0	2
Tunxis Community College (CT)	0	2	2
University of Massachusetts- Dartmouth	2	0	2
Vermont Technical College (VT)	2	0	2
Colleges With 1 Enrollment	24	19	43
<b>Total</b>	<b>145</b>	<b>125</b>	<b>270</b>

Table 15: Fall 2007 & 2008 Applications & Yield by Program

	Fall 2007 Applications	Fall 2008 Applications	Combined Applicants	Combined Yield
Accounting	20	25	45	62%
Art/Fine Arts	10	15	25	60%
Art/Fine Arts Compact	12	13	25	72%
Art/Media Arts	22	22	44	57%
Art/Media Arts Compact	7	6	13	46%
Business Administration Transfer	53	41	94	73%
Computer Assisted Bookkeeping	2	0	2	50%
Computer Information Systems	14	22	36	56%
Criminal Justice	42	32	74	69%
Criminal Justice Compact	19	22	41	80%
Digital Media	2	6	8	50%
Early Childhood Education	31	60	91	56%
Engineering Science	17	18	35	80%
Entrepreneurialism	N/A	6	6	83%
Fire Science Technology	10	10	20	60%
Human Services	6	3	9	56%
Lib/American Studies	4	2	6	100%
Lib/Art	10	9	19	37%
Lib/Computer Science	5	3	8	100%
Lib/Dance	7	8	15	47%
Lib/Economics	3	0	3	67%
Lib/Education	16	11	27	63%
Lib/English	24	16	40	70%
Lib/Food Science	1	2	3	33%
Lib/General	847	501	1,348	62%
Lib/Health Fitness & Wellness	3	7	10	90%
Lib/Health Sciences	N/A	427	427	46%
Lib/Human Ecology	3	2	5	60%
Lib/Human Services	20	24	44	68%
Lib/International Studies	4	3	7	86%
Lib/Math-Science	8	9	17	76%
Lib/Music	17	15	32	75%
Lib/Natural Resources	11	9	20	80%
Lib/Peace & Social Justice	5	3	8	63%
Lib/Science Math Ed.	0	4	4	100%
Lib/Social Science	N/A	2	2	100%
Lib/Theater	5	8	13	69%
Lib/Women's Studies	2	1	3	100%
Licensure for Early Childhood Ed.	4	7	11	73%
Management	18	20	38	66%
Marketing	4	8	12	75%
Massage Therapy	6	2	8	100%
Natural Resources Certificate	3	4	7	86%
Non-Degree	0	1	1	100%
Nursing	21	18	39	82%
Occupational Technology	1	0	1	100%
Office Assistant	4	0	4	75%
Office Management	2	12	14	50%
Outdoor Leadership	21	21	42	64%
Paramedic	23	18	41	98%
Practical Nursing	24	21	45	100%
Real Estate	6	3	9	67%
Renewable Energy/Energy Eff.	N/A	30	30	87%
Special Enrollment	89	73	162	84%
Blank/Unknown	11	0	11	100%