

## 22-23 Annual Progress Report

### Recommended actions for improvement identified in the 5-Year Self-Study.

#### B. FTES - Enrollment Trends

We will continue to help increase FTES enrollment in Music Technology through marketing and outreach initiatives to local highschools and using social media channels. In addition, we will proactively reach out and offer one-on-one support to students atrisk of failing or dropping. MTEC faculty have deployed various marketing campaigns on their own over the years, and we lookforward to collaborating with the Foothill Marketing office to expand our advertising campaigns.

#### E. Enrollment by Student Demographic

##### 1. Enrollment by Gender

Of Foothill's 52 percent female student population, MTEC has averaged 19 percent of that population since 2014. Music technology is a male-dominated industry. Nationwide, higher-education statistics confirm very few women enter music technologyprograms. The University of Colorado, for example, typically has six women or less who apply for its Recording Arts Program each year out of 50-75 applicants. MTEC is aware of this gender-related disparity and deploys ongoing marketing efforts to reachfemale students. This includes collaborating with Women's Audio Mission, which provides training, work experience, career counseling, and job placement to over 2,000 women/girls annually in music technology.

### Actions taken and progress made in accomplishing the improvement.

#### B. FTES - Enrollment Trends

We have continued our attempts to increase FTES enrollment in Music Technology through marketing and outreach initiatives to local high schools and using social media channels. Our social media presence has continued to grow as evidenced by an increase in followers on Twitter, Instagram, and Facebook, and additional YouTube video views. In addition, we have proactively reached out and offered one-on-one support to students to reduce the number of students dropping or failing courses.

FTES is currently trending downward with a -10% decrease for Fall of 2021 to Fall of 2022 (the most recent term to reach census). Unfortunately, our outreach efforts seem to be having little impact as external factors continue to drive college enrollment down.

#### E. Enrollment by Student Demographic

##### 1. Enrollment by Gender

We have continued to collaborate with Women's Audio Mission to attract more women to our program.

Female enrollment is trending down overall with F20 enrollment at 75 and F22 enrollment at 71. However, this is actually an improvement in the male/female ratio as overall enrollment is down -20% for the same period.

### Evidence used to evaluate progress.

(ex: What data are you using to make your progress judgment?)

#### B. FTES - Enrollment Trends

Precision Campus > Enrollment Trends

#### E. Enrollment by Student Demographic

##### 1. Enrollment by Gender

Precision Campus > Enrollment Trends

### New trends, policies, or state initiatives that have impacted your actions for improvement.

#### B. FTES - Enrollment Trends

Two trends impacting our program enrollment are the continuing decline of students attending community college, and the massive enrollment instability resulting from COVID-19.

E. Enrollment by Student Demographic

1. Enrollment by Gender

Although the male/female ratio has improved, overall female enrollment has declined due to overall decline in students attending community college.

## **Actions needed/designed to address the area of work/improvement for new trends, policies, or state initiatives.**

B. FTES - Enrollment Trends

We will continue to collaborate with the Foothill Marketing office to expand our advertising initiatives. We hope to enhance this collaboration as we gradually return to post-COVID status.

E. Enrollment by Student Demographic

1. Enrollment by Gender

Due to the COVID-19 situation we were unable to increase outreach efforts to local high schools. We hope to increase these efforts as COVID restrictions subside. We will continue to work with Women's Audio Mission to reach the women enrolled in their programs.

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This form is completed and ready for acceptance.

Administrator's Name:

Date:

Comments: