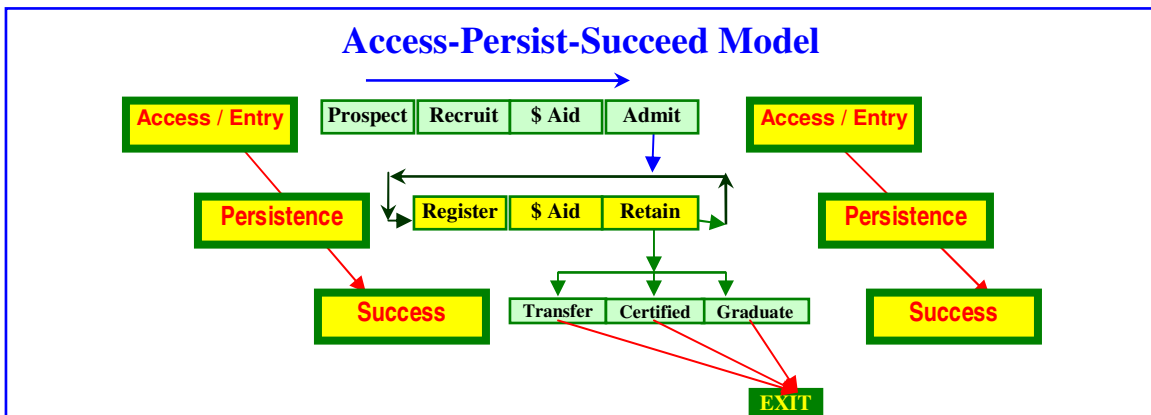
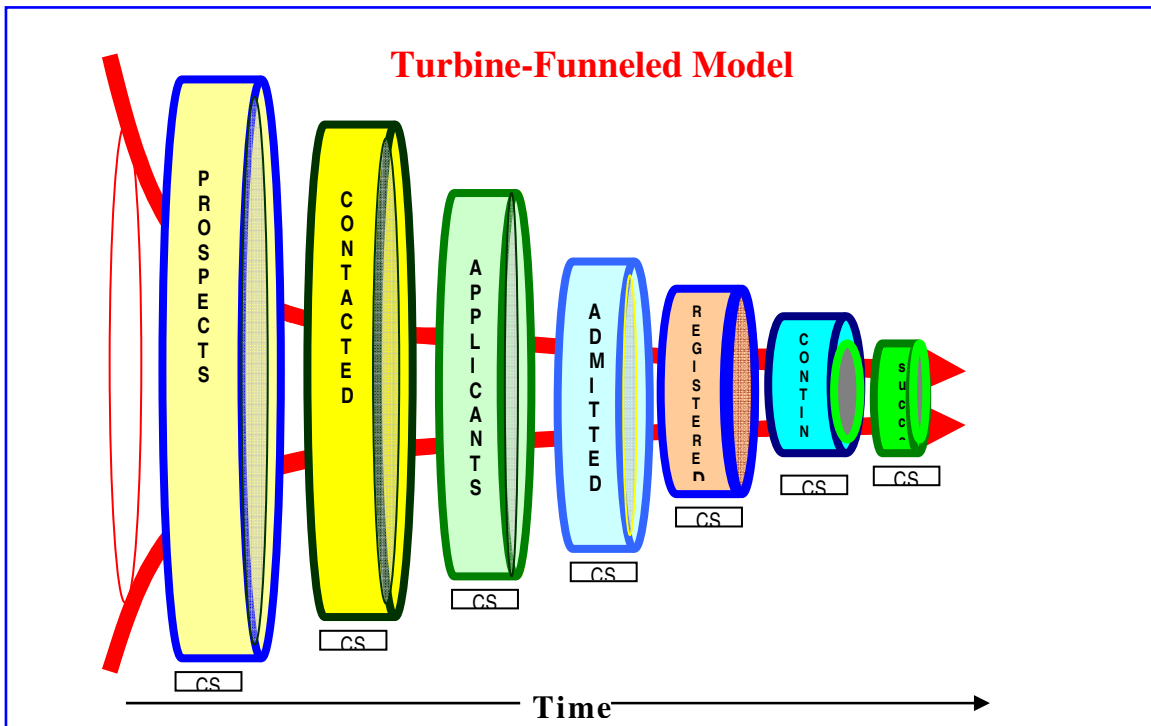


# VCC Enrollment Management Module



## Mathematical Relationships

### Theory Based Functional Relationships

Prospects = F(recruitment, marketing, market size, competition, institutional image)  
 Applicants = F(prospect pool, recruitment, marketing, financial aid packaging)  
 Admitted = F(applicant pool, financial aid packaging)  
 Registrants = F(applicant pool, financial aid packaging, student preferences)  
 Continuing = F(Registrants, student finances)  
 Graduates = F(continuing, Student finances)

### Praxis Based Functional Relationships

COHORT SIZE - CS  
 Cohort-Size (T) = K for T=0  
 Cohort-Size (T) = Yield (T-1) \* Cohort-Size (T-1) for T>0  
 Population-Size (T) = P for T= 0  
 Population -Size (T) = Continuing-Students (T-1) +New-Students (T) – Drop (T-1)

### Research based on Data Sources to test Relationships & Parameters

- **Primary:** Customized Survey
- **Secondary:** IPEDS; National Surveys; CCSN Data Warehouse

### Performance Indicators

Yields	Graduation Rates	First Year Retention Rate
Term-to-Term Persistence	# of Certificate awarded	# of Assoc. degree Graduate
# Baccalaureate Graduates		