

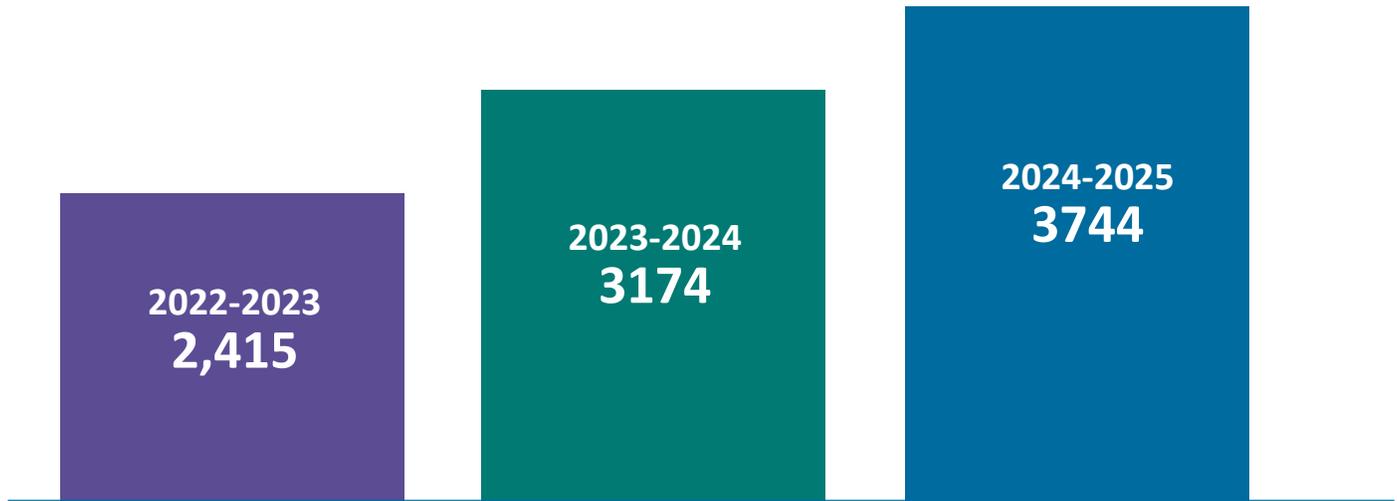
MOORPARK COLLEGE BOARD OF TRUSTEES REPORT OCTOBER 2025

ENROLLMENT MANAGEMENT & GROWTH

Moorpark College advances a data-informed, equity-driven enrollment strategy integrating outreach, counseling, marketing, and student success efforts. Guided by the Enrollment Management Plan, the college has expanded access through workshops, dual enrollment, and bilingual outreach. Strategic marketing and digital campaigns boost visibility, while first-year programs and proactive counseling strengthen persistence and completion—driving steady growth in headcount, FTES, events and program participation.

DUAL ENROLLMENT HIGHLIGHTS

Dual enrollment at Moorpark College continues to grow, with student headcount increasing from 2,415 in 2022–23 to 3,174 in 2023–24 and increased to 3,744 in 2024–25.



Planning is underway for Spring 26 CCAP courses with course information provided to high school partners to support recruitment. To reduce barriers to access, application workshops are embedded into the school day, and our office also offers Zoom support around registration for all dual enrollment students. Persistence is further supported through referrals to counseling and tutoring as well as collaboration with high school partners on Starfish alerts to ensure students remain engaged and successful in their courses.



MARKETING ENROLLMENT HIGHLIGHTS

Marketing and Communications supports enrollment growth goals through strategic budgeting and targeted media such as print ads, multimedia, social media, commercials, on site displays. Key priorities include promoting Dual Enrollment, the Honors Program, College Promise tuition savings, PACE and Career Education pathways. We also work to boost community engagement at the Teaching Zoo and PAC performing arts events. **This year we redesigned 80 Program website landing pages** to be user-centric and ADA compliant.

SUCCESSSES

Enrollment & Student Growth

- Total Headcount: 14,800 (up from 13,062 in 2021)
- FTES: Up 4% from last year
- PACE Campaign: Targeted to working learners — 65% increase in cohort, 11% increase in PACE courses
- Promise Program: 400% growth since 2022
- Honors Program: 55% increase since 2022
- Dual Enrollment: 67% increase since 2022

Career Education (CE) Impact

- CE landing page now ranks #2, just behind the MC homepage
- Strong enrollment growth across CE programs:
 - Computer Science: +200%
 - Engineering Technology: +400%
 - EMT: +55%
 - Photography: +20%
 - Business: +15%

Campus & Community Engagement

- **Zoo Events:** Over 55,000 visitors last year — a major increase over previous years
- **Performing Arts:** Continued rise in ticket sales with more sold-out performances in the past 2 years

RECENT CASE STUDY: CE (CTE) XMO (cross-media optimization) Search/Social Media Campaign

September 21 – October 5, 2025

Target Audience: Ages 25–45

Results

- 55 hard leads via Facebook inquiries
- 130 Phone Calls via Search inquiries
- 500,000 impressions across platforms
- 13,000 clicks to the CE landing page

VISIBILITY

Digital Campaign Performance (2023–2025)

- Google Ads: ~17 million impressions | ~350,000 clicks
- Facebook/Instagram: 37 million impressions | 7 million views
- YouTube (2023-25): ~952,000 views | ~717,000 impressions | ~13,000 watch hours | ~190,000 clicks

Print & Community Presence

- Thousands of ad views and QR code interactions via The Acorn, VC Reporter, Ventana, and UCAST every month
- Thousands of impressions and QR code interactions through on-site display panels across Ventura County every month
- Thousands of postcards Direct-mailed to College Board List/households every month



OUTREACH ENROLLMENT HIGHLIGHTS

Moorpark College Outreach advanced the Enrollment Management Plan by reaching over 6,100 students and families through school and community events, delivering bilingual presentations and enrollment workshops, and providing application and registration support both in-person and online.

EQUITY-FOCUSED EFFORTS INCLUDED

- Spanish-language guides and resources for underrepresented students.
- Special programs such as High School Express Counseling (87% of participants enrolled in Fall 2025),
- MC Highlights Saturday (98% reported increased interest in enrolling), and the
- New Student Welcome fostered early connections and persistence.

**REACHED
6100
STUDENTS
& FAMILIES**

ADDITIONAL ENGAGEMENT INCLUDED

- Welcome Tables that supported 1,600+ students,
- Annual Education Partners Breakfast with school counselors, and
- Expanded access through guided, self-guided, and virtual campus tours.



GUIDED PATHWAYS

During Deciding Day and Club Rush, counselors met with 310 students to review their programs of study and identify those needing follow-up. Follow up for the identified students is scheduled for this month.

Moorpark College is participating in a pilot for Program Pathway Mapper 2.0. We are one of six schools that have early access to the updated program mapper software. The faculty has redesigned program maps incorporating the new CalGETC requirements. This new and improved version of PPM will *help students find their path and stay on it.*





FIRST YEAR EXPERIENCE

Our MC FYE maintains a consistent monthly presence on campus through tabling events, providing students with direct access to schedule appointments with Success Coaches and engage with support services.



The FYE team is coordinating a transfer exploration trip for 30 students to California Lutheran University (CLU), aimed at increasing transfer awareness and motivation.

During Club Rush and Deciding Day, FYE connected with over 430 students, actively promoting available services and fostering early engagement with campus resources. We now have 55 active clubs on campus!

COUNSELING

Academic renewals are one way to motivate students who have struggled academically to persist by removing the lowest grades from their cumulative GPA. The college launched a two-way texting campaign in spring 2024 to contact students who qualified for academic renewal.

The Counseling Department’s Academic Renewal Initiative coupled with Academic Probation Reform helps students persist despite encountering challenges along the way. Counselors reach out to students eligible for Academic Renewal via text to offer to process Academic Renewal for them thereby increasing their GPA. Students are more likely to continue at the college when they know they have a second chance and the college shows it’s there to support them.

TEXTING INCREASES ENROLLMENT & RETENTION

The counseling text line aids in providing answers to student’s quick questions enabling enrollment in classes and providing information that contributes to retention. When students have answers to their questions they are more likely to persist. In the 2024-2025 academic year over 12,000 conversations occurred on the text line. Students appreciate the convenience and service this provides.

Drop-in is offered in the spring to get students ready for registration. We are given specific days and times for counselors to provide a first term schedule, prerequisite clearances



ADMISSIONS & RECORDS

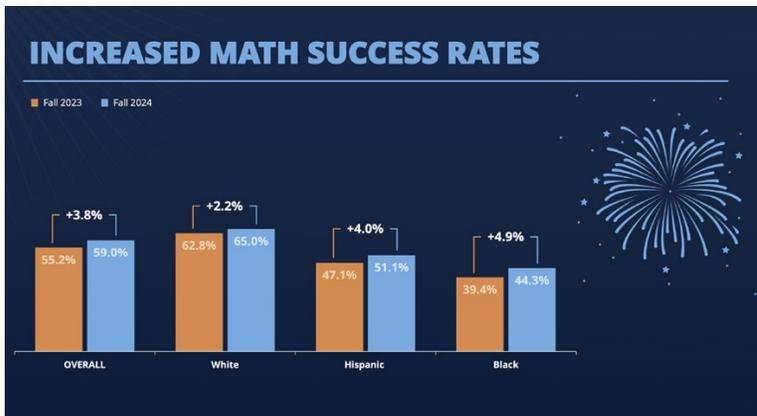
When a student applies to the college, they get a welcome text from one of our staff. They provide ongoing daily support to students to ensure their residency is recorded accurately and to help resolve issues that students encounter while trying to register.



EQUITABLE PLACEMENT & COMPLETION:

AB 1705 PATHWAYS

The Chancellor's Office, in partnership with the Multiple Measures Assessment Project (MMAP), a research affiliate of The RP Group, has created a Fall 2025 learning series of webinars developed to assist colleges with AB 1705 implementation. The webinars provide invaluable professional learning enrichment and support to colleges in enhancing student success in STEM calculus and English as a Second Language (ESL) pathways. **On September 10, The webinar was a *Spotlight on Moorpark College***, featuring Oleg Bespalov, Dean of IE & Marketing, and Rena Weiss, Math dept chair and MC AB 1705 STEM Pathways coordinator. Here are some slide samplings and links to the recorded event and the entire slide deck.



SMALL PERCENTAGE, BIG IMPACT

THE INCREASE IN SUCCESS RATES MEAN THAT IN 2024-25:

AN ADDITIONAL 206 STUDENTS PASSED MATH @ MOORPARK COLLEGE

That's equivalent to five full sections!

KEY TAKEAWAYS

1. FOCUS ON ONE FACULTY CONNECTION
Icon: Connection strength
2. HONESTY & TRANSPARENCY
Icon: Pinocchio
3. GO ABOVE & BEYOND WITH CUSTOMER SERVICE
Icon: Smiley and frowny faces
4. MAKE IT OKAY TO TAKE RISKS
Icon: Person jumping over a hurdle
5. TIME IS MONEY
Icon: Clock and dollar sign

MATHEMATICS DEPARTMENT INNOVATIONS AND INITIATIVES

RENA WEISS | Mathematics Professor & AB1705 Math Innovation Coordinator | rweiss@vcccd.edu

40% release time to coordinate all math innovations and initiatives

1. TUTORING
2. COMMUNITIES OF PRACTICE
3. SENSE OF BELONGING
4. SHORTER TEST/ LONGER TIME
5. NEW CURRICULUM FOR STEM MATH
6. "ONE AND DONE"
7. ACADEMIC RENEWAL

- [Spotlight on Moorpark College webinar](#)
- [Spotlight on Moorpark College - Webinar](#)

MC HIGHLIGHTS



REMEMBERING 911



LATINX LUNCH & LEARN W/ AUTHOR AURA



PALETA Y NIEVE LATINX EVENT



MAKE THEM SMILE EVENT AT THE ZOO



FOUNDATION DONOR APPRECIATION EVENT AT THE ZOO



EMPLOYEE APPRECIATION EVENT



WELCOME BLACK EVENT



REMEMBERING 911