

**SOUTHSIDE VIRGINIA COMMUNITY COLLEGE
MARKET SHARE of
SERVICE AREA HIGH SCHOOLS'
GRADUATING CLASS OF 2007**

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Introduction

A large number and proportion of both first-time and full-time students who enroll at Southside Virginia Community College each academic year are recent graduates of the high schools within the college's service region. Since SVCC expends considerable time, money, and energy recruiting students from these schools, it is important to determine annual market share information in order to establish the degree of success of these recruitment efforts.

This study will address the following questions:

1. How many 2007 graduates from service region high schools enrolled at SVCC during 2007-08? How many of this number enrolled full-time?
2. How many graduates did each service area high school have in 2007?
3. What was SVCC's market share for each high school? Stated differently, what proportion of each school's 2007 graduating class enrolled at SVCC at some time during 2007-08? How does this compare to the classes of 2006, 2005, and 2004.
4. For the public school divisions in the service area, how many 2007 graduates continued their education? Of that number, what proportion attended SVCC? How does this compare to the classes of 2006, 2005, 2004?

Results

Table 1 presents the number of 2007 graduates from service area high schools that enrolled at SVCC during 2007-08. For purposes of this study, a student is counted who enrolled for either of the following terms: Summer 2007, Fall 2007, or Spring 2008. Even if enrolled for each term, a student is counted only once.

From Table 1, it is seen that a total of 470 graduates of the 14 public and private high schools in 2007 attended SVCC at some time during 2007-08. Of that number, the majority were White (250), Female (276), and Full-time (256). Compared to the previous studies of the classes of 2004, 2005 and 2006 (see Tables 2, 3 & 4), the total enrolled for 2007-08 was the highest of all years shown with a 20% increase in enrollment from 2004-05.

The schools contributing the most students to SVCC were, in order, Halifax Co. Sr. (60), Bluestone(59), Prince Edward Co.(51), Parkview(49), Brunswick Sr.(47), Randolph-

Henry(44), Central of Lunenburg(43), Nottoway(39), and Greensville(29). Together these schools accounted for a majority of enrolled 2007 high school graduates from within the service region. A comparison of Tables 2, 3 & 4 reveals some shifts among these schools.

The size of the various graduating classes for 2007, along with the SVCC market shares of full-time students and all students, is given in Table 5. By far the largest graduating class was at Halifax (402), but this is an outlying area which SVCC shares with Danville Community College. Even when the three private schools and Cumberland (100 graduates) are omitted, the other graduating classes still vary somewhat in size, ranging from 120 to 225.

Since market share is simply the percentage of graduates from a high school attending SVCC, this concept provides one means for comparing the effectiveness of the college's recruitment efforts at schools of varying sizes. For all students, the greatest market share was at Brunswick Academy at 41% followed by Brunswick Sr. and Central of Lunenburg at 36%, Bluestone at 33%, Randolph-Henry at 27%, Nottoway at 24%, and Prince Edward at 23%. Four schools topped 10% and the two schools remaining were below 10%.

When only full-time students are considered, the lowest group, all below a 10% market share, contains Kenston Forest, Greensville Co., Fuqua School, Cumberland, Halifax and Buckingham with the others between 13 and 35%. For the service area as a whole, the market share was 12% for full-time students and 23% for all students. Full-time students fell below last year and the market share for all students increased.

Table 6 compares the SVCC market share of the previous year's graduates for service area high schools during 2004-05, 2005-06, 2006-07 and 2007-08. The largest increases in students enrolled from 2004-05 to 2007-08 were at Bluestone (+36) and Halifax (+17). Conversely, the largest decrease was at Nottoway (-14). These changes should be monitored closely in future years to determine whether they represent trends.

Using statistical data provided by Virginia's Department of Education¹, it is possible to analyze market share further for the public school divisions in the service area. Since data is available only by public school divisions, the three private schools are omitted and the two Mecklenburg County High Schools, Bluestone and Park View, are combined.

Table 7 reports, by school division, the number and percent of 2007 graduates reported by the schools to be attending two-year colleges, four-year colleges, and other continuing education. The total number and percent of graduates continuing their education in one of the three categories is also given. A wide range of reported attendance rates at two-year colleges, ranging from 21 to 51%, is apparent. Even greater is the disparity between reported total continuing education rates, from a low of 67% to a high of 90%.

¹<http://www.pen.k12.va.us/VDOE/Publications/grads/grad0708.html>

Six school divisions reported continuing education rates equal or exceeding the state average of 80%, six of the ten divisions report a two-year college attendance rate equal to or above the state average of 33%.

It should be noted that the data in Table 7 is reported by school divisions based upon the best information available on graduates' intentions upon graduation. Nonetheless, it is interesting to compare Tables 5 and 7. It may be concluded that SVCC captures half or more of the market for those attending two year colleges in eight of the ten school divisions in its service area. The divisions in which SVCC enrolled less than half of the reported enrollees at two-year colleges were Buckingham and Halifax.

Table 8 takes the comparison one step further, presenting the SVCC share of public school divisions' reported totals of 2007 graduates continuing their education. For seven of the ten school divisions, the SVCC share of all graduates reported as continuing their education is 20% or above. For the remaining three school divisions, the SVCC share was between 10 and 18%.

Conclusions

Since this is the nineteenth study of this type completed at SVCC, it is possible to analyze the strengths and weaknesses of the college's current market share of service area high school graduates. Annual market share studies are also planned for the future in order to provide additional comparative data.

Several conclusions emerge from this study.

1. The high schools contributing the greatest market share of their graduates to SVCC tend to be those closer to Alberta or Keysville or both.
2. Local public school divisions tend to be above the state average for graduates continuing their education and over half are above the state average for graduates attending two-year colleges, which indicates that SVCC's recruitment program in the high schools has been effective.
3. Overall for the public school division, 28% of high school graduates continuing their education, do so at SVCC. The divisions which fall short of this are Buckingham, Cumberland and Halifax.
4. The college should continue efforts to increase its share of the graduates now continuing their education and to assist in raising the local schools divisions' continuing education rates for graduates. There is evidence that this approach is meeting with some success on both counts.

Table 1: Number of 2007 High School Graduates Who
Enrolled at SVCC During 2007-2008

Name of School	By Race			By Sex		Full-Time	Grand Total
	White	Black	Other	Male	Female		
Halifax Co HS	37	21	2	18	42	9	60
Bluestone HS	23	36	0	21	38	35	59
Prince Edward	26	22	3	22	29	32	51
Park View	24	24	1	24	25	27	49
Brunswick HS	9	37	1	20	27	30	47
Randolph-Henry	35	9	0	20	24	24	44
Central HS	27	14	2	22	21	32	43
Nottoway HS	22	14	3	13	26	23	39
Greensville HS	11	18	0	10	19	15	29
Brunswick Academy	16	2	0	9	9	13	18
Cumberland HS	6	8	0	7	7	8	14
Buckingham HS	7	3	0	4	6	5	10
Kenston Forest	5	0	0	3	2	2	5
Fuqua School	2	0	0	1	1	1	2
TOTAL	250	208	12	194	276	256	470

Table 2: Number of 2006 High School Graduates Who
Enrolled at SVCC During 2006-2007

Name of School	By Race			By Sex		Full-Time	Grand Total
	White	Black	Other	Male	Female		
Randolph-Henry	43	10	4	25	32	43	57
Halifax Co HS	35	16	1	18	34	13	52
Park View HS	26	19	1	18	28	39	46
Bluestone	20	23	0	19	24	36	43
Nottoway HS	31	10	0	18	23	29	41
Brunswick HS	9	30	0	13	26	27	39
Prince Edward HS	17	22	0	19	20	28	39
Central HS	21	14	1	12	24	30	36
Greensville HS	10	8	2	8	12	16	20
Brunswick Academy	11	2	0	8	5	11	13
Buckingham HS	8	4	1	6	7	8	13
Cumberland HS	5	3	0	5	3	4	8
Kenston Forest	4	0	0	2	2	4	4
Fuqua School	3	0	0	2	1	2	3
TOTAL	243	197	10	173	241	290	414

Table 3: Number of 2005 High School Graduates Who
Enrolled at SVCC During 2005-2006

Name of School	By Race			By Sex		Full-Time	Grand Total
	White	Black	Other	Male	Female		
Halifax Co HS	37	24	2	22	41	21	63
Brunswick HS	17	36	0	19	34	40	53
Park View HS	41	10	0	21	30	35	51
Randolph-Henry	37	5	0	13	29	31	42
Prince Edward HS	23	18	1	22	20	27	42
Bluestone HS	20	18	0	15	23	24	38
Central HS	23	12	2	18	19	24	37
Nottoway HS	23	9	1	13	20	13	33
Greensville HS	6	11	0	10	7	8	17
Cumberland HS	6	7	0	3	10	6	13
Buckingham HS	11	0	0	4	7	5	11
Brunswick Academy	10	0	0	6	4	7	10
Fuqua School	5	0	0	3	2	2	5
Kenston Forest	1	0	0	0	1	0	1
TOTAL	260	150	6	169	247	243	416

Table 4: Number of 2004 High School Graduates Who
Enrolled at SVCC During 2004-2005

Name of School	By Race			By Sex		Full-Time	Grand Total
	White	Black	Other	Male	Female		
Nottoway HS	27	24	2	26	27	36	53
Randolph-Henry	37	11	1	23	26	38	49
Park View HS	31	13	3	21	26	37	47
Brunswick HS	16	28	2	21	25	28	46
Halifax Co HS	30	13	0	19	24	10	43
Central HS	21	16	0	9	28	25	37
Prince Edward HS	14	20	2	19	17	26	36
Greensville HS	8	16	0	7	17	14	24
Bluestone HS	12	11	0	10	13	16	23
Brunswick Academy	8	0	0	3	5	5	8
Cumberland HS	5	1	1	1	6	4	7
Buckingham HS	7	0	0	3	4	4	7
Kenston Forest	6	0	0	3	3	3	6
Fuqua School	5	0	0	3	2	4	5
TOTAL	227	153	11	168	223	250	391

Table 5: 2007 Graduating Class Size and SVCC
Market Share for Service Area High Schools
During 2007-08

Name of High School	Class Size	Full-Time Students		All Students	
		No.	Mkt. Share (%)	No.	Mkt.Share (%)
Brunswick Academy	44	13	30	18	41
Brunswick HS	132	30	23	47	36
Bluestone HS	180	35	19	59	33
Central HS	120	32	27	43	36
Park View HS	168	27	16	49	29
Randolph-Henry HS	162	24	15	44	27
Nottoway HS	160	23	14	39	24
Prince Edward HS	225	32	14	51	23
Greensville HS	163	15	9	29	18
Kenston Forest	30	2	7	5	17
Halifax Co HS	402	9	2	60	15
Cumberland HS	100	8	8	14	14
Buckingham HS	146	5	3	10	7
Fuqua School	39	1	3	2	5
TOTALS	2071	256	12	470	23

Table 6: Comparison of SVCC Market Share of Previous Year's
Graduates for Service Area High School During
2004-05, 2005-06, 2006-07 and 2007-08

Name of High School	2004-05 All Students		2005-06 All Students		2006-07 All Students		2007-08 All Students	
	No.	Mkt Share %	No.	Mkt Share %	No.	Mkt Share %	No.	Mkt Share %
Kenston Forest	6	35.3	1	5.9	4	12.1	5	17
Central HS	37	34.3	37	30.3	36	31.9	43	36
Brunswick HS	46	33.6	53	39.0	39	40.6	47	36
Nottoway HS	53	34.2	33	24.6	41	28.3	39	24
Randolph-Henry HS	49	32.2	42	30.0	57	34.3	44	27
Park View HS	47	28.7	51	31.7	46	30.1	49	29
Prince Edward HS	36	19.7	42	24.6	39	22.8	51	23
Bluestone HS	23	19.0	38	25.3	43	25.9	59	33
Fuqua School	5	16.7	5	12.2	3	8.3	2	5
Brunswick Academy	8	16.0	10	29.4	13	29.6	18	41
Greensville HS	24	15.2	17	9.5	20	11.4	29	18
Cumberland HS	7	11.5	13	17.3	8	12.1	14	14
Halifax HS	43	12.0	60	16.4	52	13.9	60	15
Buckingham HS	7	4.7	11	8.0	13	8.6	10	7
Service Area	391	21.2	413	22.2	414	21.9	470	23

Table 7: Service Area Public School Divisions'
2007 Graduates Continuing Education

Division	Class Size	Attending Two-Year Colleges		Attending Four-Year Colleges		Other Continuing Education		Total Continuing Education	
		No.	%	No.	%	No.	%	No.	%
Brunswick	132	53	40	24	18	16	12	93	70
Buckingham	146	50	34	37	25	11	8	98	67
Charlotte	162	82	51	54	33	3	2	139	86
Cumberland	100	21	21	46	46	19	19	86	86
Greenville	163	45	28	79	48	7	4	131	80
Halifax	402	96	24	208	52	35	9	339	84
Lunenburg	120	43	36	27	23	0	0	70	58
Mecklenburg	348	126	36	125	36	25	7	276	79
Nottoway	160	67	42	61	38	9	7	137	86
Prince Edward	225	66	29	113	50	23	10	202	90
STATE	1958	649	33	774	40	148	8	1571	80

Table 8: SVCC Share of Service Area Public
School Divisions' 2007 Graduates Continuing Education

Division	Class Size	Continuing Education		Attending SVCC		SVCC Share (%) of those Cont. Ed.
		No.	%	No.	%	
Brunswick	132	93	70	47	36	51
Buckingham	146	98	67	10	7	10
Charlotte	162	139	86	44	27	32
Cumberland	100	86	86	14	14	16
Greenville	163	131	80	29	18	22
Halifax	402	339	84	60	15	18
Lunenburg	120	70	58	43	36	61
Mecklenburg	348	276	79	108	31	39
Nottoway	160	137	86	39	24	28
Prince Edward	225	202	90	51	23	25
Service Area	1958	1571	80	445	23	28

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