



# A Decadal Analysis of Trends and Patterns in Student Enrollment across Academic Programs of San Sebastian College-Recoletos De Cavite

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## ABSTRACT

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This study examines enrollment patterns of students at San Sebastian College-Recoletos de Cavite across its various academic programs from 2014 and 2023. Given the critical role that higher education plays in society’s progress, effective strategic planning requires a thorough understanding of enrollment dynamics. The study uses a quantitative methodology to examine an extensive dataset that was compiled from official enrollment records, with ethical considerations guiding data confidentiality. The results highlight the complex relationship between program popularity and the changing job market by revealing complicated enrollment patterns. Key findings include variations in programs such as AB Communication and BS Electronics Engineering, a growing interest in BS Nursing and BS Criminology, and a continued demand for BS Information Technology.



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Administrators are guided by these insights while making strategic decisions, allocating resources, and developing programs. The study provides SSC-RdC with a framework for understanding the complicated world of higher education. It recommends developing programs strategically, allocating resources where they are required, engaging in targeted marketing, and regularly assessing whether adjustments are necessary. In conclusion, this study provides valuable insights not only for SSC-RdC but also for the broader context of higher education. The intention is to assist educators and school administrators at SSC-RdC in enhancing their curricula for long-term growth and success.

## INTRODUCTION

Higher education is a key driver of personal and societal progress, influencing workforce skills, fostering innovation, and contributing to economic growth (World Bank, 2020). An essential aspect of this understanding lies in the comprehension of student enrollment dynamics within academic institutions, a critical factor for strategic planning, resource allocation, and program sustainability (Leslie & Brinkman, 2008). Understanding the enrollment trends is important to shape the future of the institution (Tesema, 2023).

Examining enrollment patterns in higher education reveals a dynamic relationship between program options, student goals, and the ever-changing nature of the labor market. Recent studies in Southeast Asia emphasize the impact of enrollment trends on both institutional strategy and national economic priorities. For example, a study in Malaysia found that program selection in higher education is closely aligned with national development goals, highlighting the importance of aligning academic offerings with market demands (Ahmad & Nor, 2018). Similarly, in Singapore, it was observed that program diversity and student mobility play crucial roles in shaping educational outcomes and equipping graduates for an increasingly competitive labor market (Cheong & Tan, 2021). In Indonesia, the demand for STEM-related courses reflects the country's emphasis on technological and industrial advancement, underscoring a growing trend of career-oriented education (Suryadi, 2019). While personal preferences and budgetary constraints play a role in student selection, research from the National Center for Education Statistics (2020) shows a discernible pattern, where students are giving priority to degrees that prepare them for careers in high-demand industries. Author et al. (2020) have highlighted the complex relationship between enrollment patterns and job market realities, which calls for a particular understanding of both to inform strategic planning within institutions and guarantee graduates have the skills and knowledge valued

by the workforce.

The academic programs in the Philippines are always changing due to shifts in society, technology, and industry needs (CHED, 2019). This requires closer attention to how many students are enrolling in specific institutions to understand their unique situations and adaptability (Marginson & Rhoades, 2015). Although national studies provide useful information, they may not focus enough on the specific challenges and opportunities of individual colleges (Gonzales & Aganon, 2015).

Despite many studies on student enrollment in the Philippines, a gap still exists in understanding how enrollment trends vary across different academic programs within individual institutions, especially in private colleges like SSC-RdC (Gonzales & Aganon, 2015). This research aims to fill that gap by analyzing student enrollment at SSC-RdC over a decade across its various academic programs.

This study explores the detailed complexities of student enrollment at San Sebastian College-Recoletos de Cavite or SSC-RdC, spanning a decade, from 2014 to 2023, to unveil the trends and patterns of its enrollment. It holds significance for multiple reasons. Firstly, it enhances the administrator's understanding of how student enrollment works in SSC-RdC, providing valuable insights for program improvement and resource allocation and management. Secondly, it expands the existing knowledge of student enrollment patterns in the institution, with the potential to impact enrollment policies and interventions. Lastly, the findings of this study may offer useful guidance for the administrators of SSC-RdC to model and adapt those programs with higher enrollees.

Through a thorough examination of SSC-RdC's enrollment data, this research aims to provide insights into the complex relationship between program offerings. By identifying key trends and patterns, the study aims to contribute to the ongoing discourse on optimizing academic programs and ensuring the sustained success of San Sebastian College-Recoletos de Cavite in the dynamic landscape of Philippine higher education.

## FRAMEWORK

The conceptual framework for this study is based on the theory of strategic enrollment management (Hossler & Bontrager, 2019), which underscores the significance of analyzing student enrollment trends to inform institutional planning and resource allocation. This framework posits that student enrollment across academic programs is an essential indicator of an institution's capacity to respond to external factors, such as labor market shifts and societal changes, while

also ensuring internal program sustainability.

In the context of San Sebastian College-Recoletos de Cavite (SSC-RdC), the independent variable is student enrollment across different academic programs from 2014 to 2023, while the dependent variables are the trends and patterns of enrollment during this period. Several mediating factors shape these trends, such as the alignment of academic programs with labor market demands and student interests (Marginson & Rhoades, 2019). For instance, the increasing interest in programs like BS Nursing and BS Criminology mirrors larger societal needs for professionals in healthcare and public safety, a trend corroborated by labor market analyses (CHED, 2019).

This framework integrates Marginson and Rhoades' (2019) Global Academic Relations theory, which explores the effects of global industry and technological shifts on academic program development and student preferences. Moreover, Romero (2019) emphasizes the importance of continuously evaluating academic programs to maintain their relevance and competitiveness in a rapidly evolving educational landscape, particularly within the context of Philippine higher education.

By employing a quantitative methodology to examine SSC-RdC's enrollment data over a decade, this study will uncover critical trends and patterns that will guide the institution's strategic planning. Understanding these trends allows SSC-RdC to make data-driven decisions concerning program development, resource allocation, and marketing strategies (Romero, 2019). Additionally, the study's findings will contribute to the ongoing discourse on optimizing academic offerings to meet student needs and societal demands, positioning SSC-RdC in alignment with the goals of modern higher education (CHED, 2019).

## **OBJECTIVES OF THE STUDY**

The primary objective of this study was to analyze the trends and patterns in student enrollment across the academic programs of San Sebastian College-Recoletos de Cavite (SSC-RdC) from 2014 to 2023. Specifically, this study aimed to: (1) Identify the enrollment trends and patterns across various academic programs during the past decade. (2) Examine the factors that may have influenced fluctuations in enrollment numbers. (3) Compare the enrollment data to highlight emerging programs with increasing or decreasing student numbers. (4) Provide insights that would guide SSC-RdC administrators in strategic planning, resource allocation, and program development based on enrollment data.

## METHODOLOGY

### Research Design

This study utilized a quantitative descriptive research design, which is ideal for examining and interpreting historical data to describe enrollment trends and patterns at SSC-RdC. By focusing on numerical data, this approach allows the researcher to identify and describe specific trends and patterns in enrollment over the ten-year period from 2014 to 2023.

### Research Site

The study was carried out at SSC-RdC, a well-established private institution located in the province of Cavite, Philippines. As an institution that offered a wide range of academic programs, SSC-RdC provided a diverse and comprehensive set of enrollment data for analysis. The data used in the study was collected from the institution's official enrollment records, which are systematically maintained through the Sebastianian Integrated Information System (SIIS). This centralized digital platform ensured the reliability and accuracy of the data, as it contains detailed information on student enrollment across various programs, including demographic variables such as gender and year level. By utilizing this system, the study was able to gather robust data that reflected the trends and patterns of student enrollment over the ten-year period from 2014 to 2023, making it a valuable source for institutional insights and strategic planning.

### Participants

The participants in this study were represented by the enrollment data rather than individual students, as the focus is on examining patterns and trends in enrollment across various academic programs at SSC-RdC from 2014 to 2023. Instead of directly involving people, the study analyzed the annual enrollment numbers for each academic program during this ten-year period. This data included important details such as the total number of students enrolled per program, providing a comprehensive overview of how student preferences for specific fields of study had changed over time. By treating the enrollment data itself as the core subject of analysis, the study aimed to generate insights into broader trends that could inform institutional strategies for academic planning and program development.

### Instrumentation

The primary data collection instrument was a data extraction form designed to gather relevant enrollment data from the official records of the institution. The form captured the enrollment numbers by academic program.

A pilot data extraction was conducted using a small sample of data to ensure the accuracy and clarity of the data extraction form. The pilot helped identify any issues in data collection procedures, allowing for adjustments before full-scale data gathering.

Reliability was ensured by having the data extraction process conducted by trained personnel from the Registrar's Office to minimize errors. Multiple verifications were conducted by cross-checking with other departments (e.g., academic program heads) to confirm the accuracy of the data.

The instrument's content validity was reviewed by experts in institutional research and educational statistics to ensure that the form captured all necessary and relevant data for the study's objectives. Face validity was also assessed to ensure the instrument aligned with the goals of the research.

### **Research Ethics Protocol**

Since this study involves secondary data from official institutional records, direct informed consent from students was not applicable. However, the ethical use of institutional data was ensured by anonymizing individual identifiers in the dataset, and only aggregate data was analyzed and reported.

Prior to data collection, ethical clearance was sought from the San Sebastian College-Recoletos de Cavite Ethics Review Board. This clearance ensured that the study adhered to all ethical standards in data use, confidentiality, and privacy, particularly concerning the sensitive handling of student records.

### **Data Collection**

The data collection process for this study involved gathering historical enrollment records from the Registrar's Office of San Sebastian College-Recoletos de Cavite (SSC-RdC), covering the period from 2014 to 2023. Permission to access these records was first secured from the relevant institutional authorities, ensuring that all ethical standards were observed. The data was extracted using a customized data extraction form designed to capture key enrollment information, including the number of enrollees per academic program, gender distribution, and year level. To ensure accuracy and reliability, the extracted data was cross-checked with departmental records and verified by academic program heads. All data was anonymized to protect the privacy of individual students, and was securely stored in a password-protected digital file for further analysis. This comprehensive and careful data collection process provided the foundation for analyzing the trends and patterns of student enrollment over the ten-year period.

### Statistical Techniques

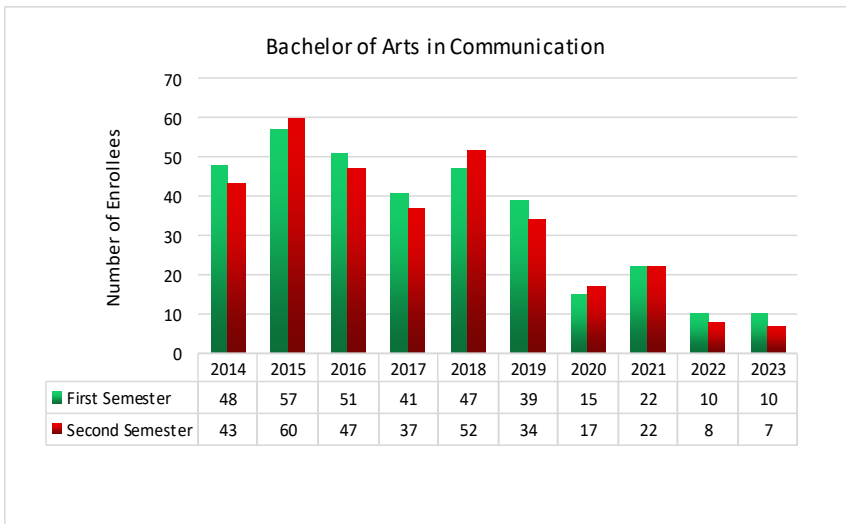
The statistical techniques used in this study included a combination of descriptive and inferential analyses to thoroughly examine the trends and patterns of student enrollment at San Sebastian College-Recoletos de Cavite (SSC-RdC) from 2014 to 2023. Descriptive statistics, such as frequencies, percentages, and means, were utilized to summarize the overall enrollment data and provide insights into the distribution of students across various academic programs.

## RESULTS AND DISCUSSION

Exploring a decade of student choices at San Sebastian College-Recoletos de Cavite, this study reveals interesting insights into how enrollment trends and patterns have changed across various academic programs.

**Figure 1**

*Enrollment Trends and Patterns of AB Communication Students from School Year 2014 to 2023.*



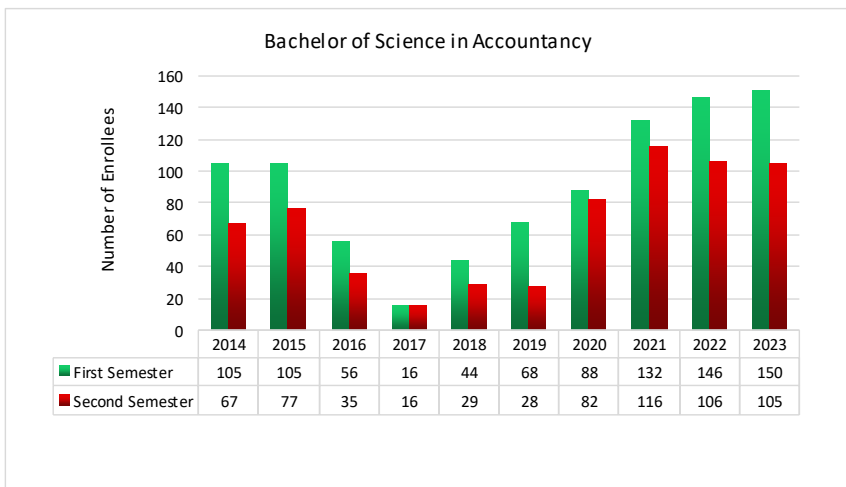
Over the past decade, the enrollment data for AB Communication students at SSC-RdC provides a comprehensive snapshot of trends and patterns. In the first semester of 2014, the enrollment stood at 48 students, and this number gradually increased over the subsequent years, reaching a peak of 57 in 2015. However, a noticeable decline followed in the succeeding years, hitting its lowest point in 2023 with only 10 students. The second-semester numbers exhibit a

similar trajectory, with an initial enrollment of 43 in 2014, peaking at 60 in 2015, and experiencing a decline to 7 students in 2023.

The enrollment trends for AB Communication students at SSC-RdC align with broader regional and global shifts observed in the higher education sector, where demand for communication and humanities programs has seen a gradual decline. Studies suggest that one of the primary drivers of this trend is the shifting job market, where students are increasingly drawn to disciplines perceived as more aligned with lucrative career paths, such as technology, healthcare, and engineering (Ahmad et al., 2018; Santos & Co, 2020).

## Figure 2

*Enrollment Trends and Patterns of BS Accountancy Students from School Year 2014 to 2023.*

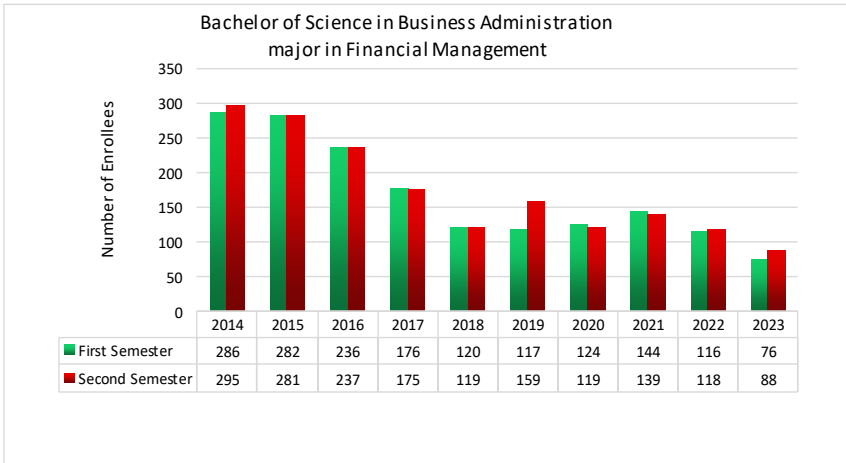


Over the past ten years, the number of students enrolled in SSC-RdC's BS Accountancy program has gone on a wild ride. It started strong with 105 new students in 2014 and held steady until 2015. Then, like a roller-coaster dipping down, enrollment dived in 2017, hitting a low of just 16 students. Luckily, things gradually climbed back up, reaching a record high of 150 new students in 2023. On the other hand, second-semester numbers tell a similar story, with the top year being 2021 with 116 students. But just like the sudden drop in 2016 for the first semester, for second semester also hit a bottom of only 16 students that same year. Studies indicate that economic conditions and changes in professional demand can lead to volatile enrollment numbers in accountancy programs, as students respond to the shifting landscape of job availability and

salary expectations (Ahmad et al., 2018; Wong & Chang, 2019).

**Figure 3**

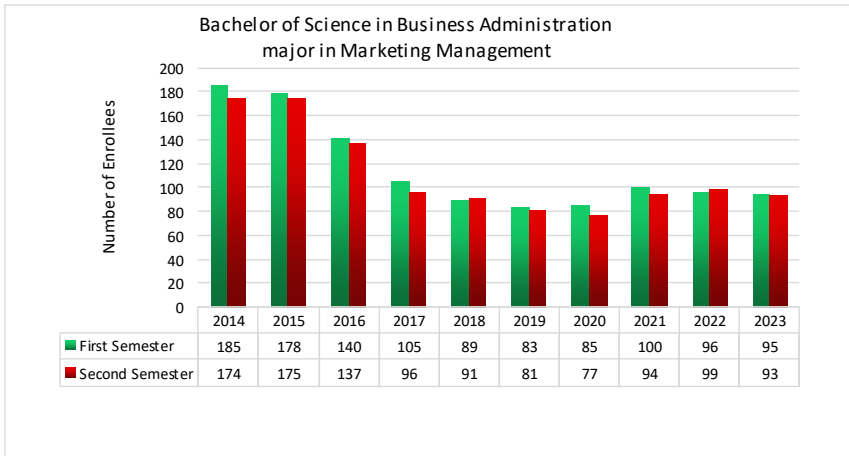
*Enrollment Trends and Patterns of BSBA-Financial Management Students from School Year 2014 to 2023.*



Analyzing the enrollment data for BSBA major in Financial Management students at SSC-RdC over the past decade reveals notable trends and patterns. In the first semester of 2014, the program had 286 students, and this number experienced a noticeable decline, with the lowest enrollment recorded in 2023 at 76 students. The second-semester numbers follow a similar trajectory, with the highest enrollment of 295 students observed in 2014 and a subsequent decline, reaching 88 students in 2023. Research highlights that students' choice of program is increasingly influenced by evolving job market demands and perceptions of economic security, with more students gravitating towards specialized programs that offer direct links to emerging industries (Ahmad et al., 2018; Cheng, 2021).

**Figure 4**

*Enrollment Trends and Patterns of BSBA-Marketing Management Students from School Year 2014 to 2023*

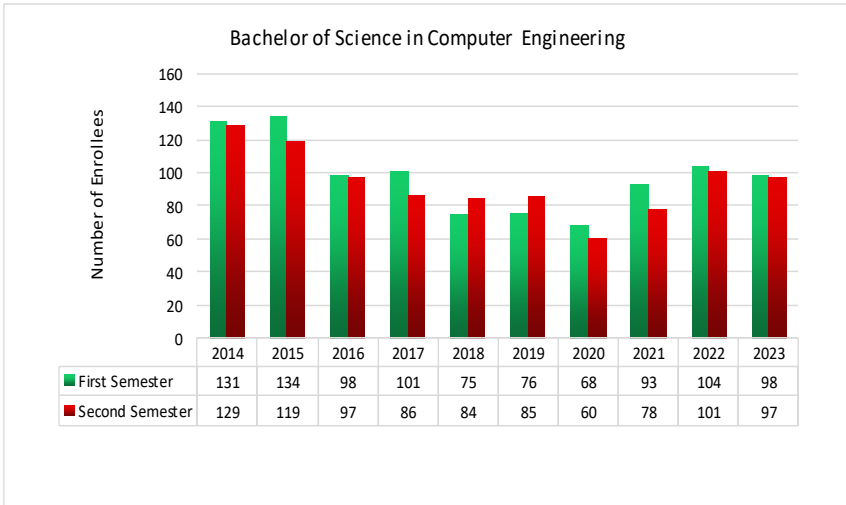


In Figure 4, SSC-RdC's BSBA-Marketing Management program saw valuable insight into the program's trajectory of enrollment numbers over the past ten years. In the first semester of 2014, the program enrolled a substantial number of students, with 185 individuals beginning their academic journey. Subsequently, a fluctuating pattern is observed in the first semester enrollments from 2015 to 2023, with numbers gradually decreasing and then experiencing a modest resurgence in recent years.

In contrast, the second-semester data reveals a similar trend, with a peak enrollment of 175 students in 2015. However, a subsequent decline is noticeable, reaching a minimum of 77 students in 2020. The subsequent years, 2021 and 2022, show a partial recovery, with enrollments rising to 94 and 99 students, respectively. The decline observed between 2015 and 2020, particularly with a low in 2020, may correspond to economic challenges and shifts in student career interests, which have increasingly favored fields perceived as more adaptable to technological advancements and digital markets (Ng & Tan, 2020).

**Figure 5**

*Enrollment Trends and Patterns of BS Computer Engineering Students from School Year 2014 to 2023.*

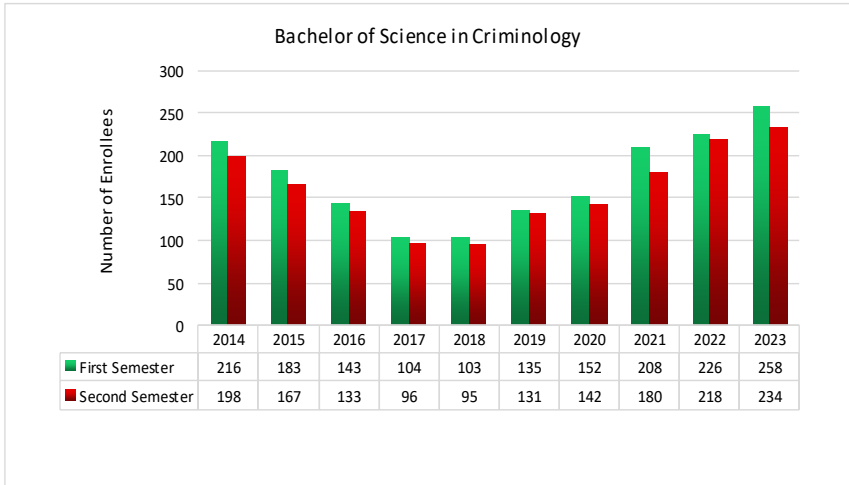


In the first semester of 2014, the program experienced a good start with an enrollment of 131 students. This figure exhibited steady growth on the following year, reaching its peak at 134 students in 2015. However, from 2016 onwards, a fluctuating pattern emerged, with enrollments experiencing a gradual decline in the subsequent years, reaching a low of 68 students in the first semester of 2020. The data for 2021 and 2022, however, shows a slight rebound, with 93 and 104 students enrolled, respectively.

Similarly, the second-semester enrollment data follows a comparable trajectory. The peak enrollment occurred in 2014 with 129 students, followed by a gradual decline in the subsequent years. Notably, the second semester of 2020 recorded the lowest enrollment with 60 students. The figures for 2021 and 2022 exhibit a moderate recovery, with 78 and 101 students enrolled, respectively. Studies have noted that higher education enrollments in specialized programs often fluctuate based on both immediate economic conditions and longer-term trends in job market demands, as students increasingly prioritize programs that align with career security and industry needs (Tran et al., 2019; UNESCO, 2021).

**Figure 6**

*Enrollment Trends and Patterns of BS Criminology Students from School Year 2014 to 2023*



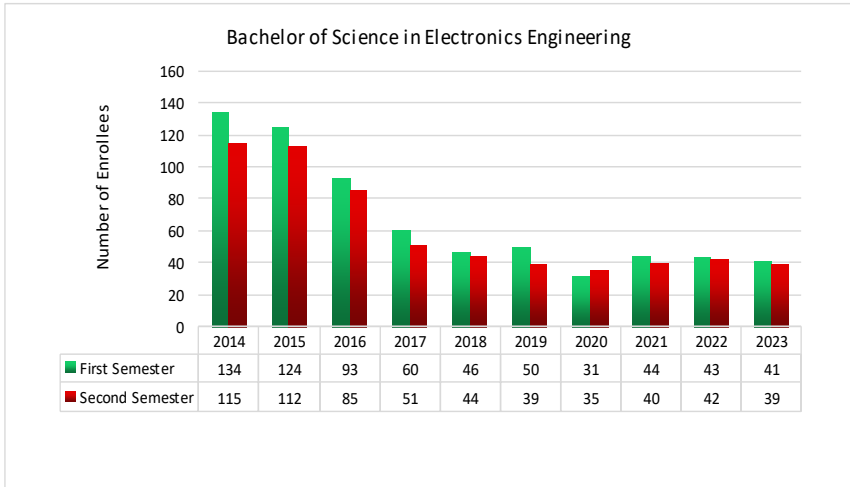
In the first semester of 2014 shown in Figure 6, the BS Criminology program witnessed a substantial enrollment of 216 students, suggesting a strong interest. The subsequent years, until 2018, saw a gradual decline in enrollment, reaching its lowest point of 103 students in the first semester of 2018. However, from 2019 onwards, there was a noticeable upward trend, with enrollments steadily increasing each year. The highest enrollment was observed in the first semesters of 2022 and 2023, with 226 and 258 students, respectively.

A similar pattern is observed in the second-semester enrollments, with the highest recorded figure of 234 students in 2023. The years 2017 and 2018 marked a dip in enrollments, but the subsequent years showed a consistent rise, reaching a peak in 2023.

Research indicates that in countries where there are governmental initiatives to bolster the police force or address crime prevention, there is a correlating rise in enrollment in criminology and criminal justice fields (UNESCO, 2021).

**Figure 7**

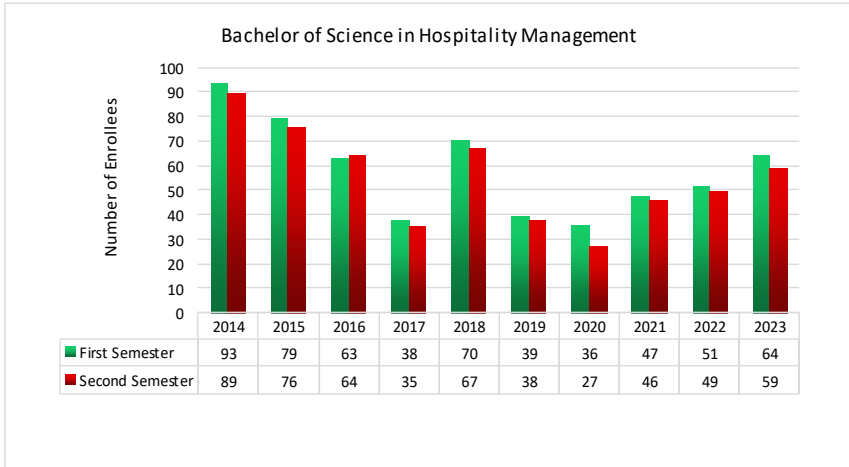
*Enrollment Trends and Patterns of BS Electronics Engineering Students from School Year 2014 to 2023.*



In Figure 7, the students enrolled in the BS Electronics Engineering program began with 134 students in 2014 and experienced fluctuations in subsequent years. The peak enrollment was observed in 2014 with 134 students, after which there was a gradual decline. The year 2020 marked a notable decrease in enrollment, possibly influenced by external factors. Despite the downward trend, the program showed signs of stabilization in the later years, with a slight increase in enrollment in 2021. The second-semester numbers mirrored this pattern, with a peak in 2014 and subsequent fluctuations. Studies suggest that the demand for engineering programs, including electronics engineering, is heavily influenced by industry trends and technological innovation; in times of economic uncertainty, students may shy away from specialized fields that are perceived as high-risk or impacted by industry volatility (Abidin & Bakar, 2018; Tran et al., 2020).

**Figure 8**

*Enrollment Trends and Patterns of BS Hospitality Management Students from School Year 2014 to 2023.*

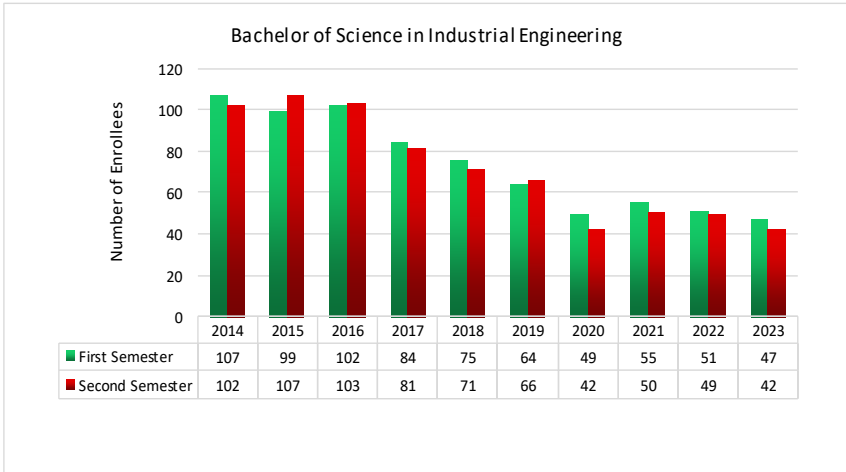


Shown in Figure 8 is the number of enrolled students in BS Hospitality Management from 2014 to 2023. In the first semester of 2014, the program had an enrollment of 93 students, and over the subsequent years, there were variations in the number of students. Notably, the years 2016 and 2017 experienced a decline in enrollment, reaching its lowest point in 2017 with 38 students. However, the program demonstrated resilience with an increase in enrollment in the following years, peaking at 70 students in 2018. The second-semester numbers followed a similar pattern, with variations in enrollment across the years.

Research highlights that the decline observed in 2016 and 2017 may have been influenced by external economic and social factors, which have been shown to significantly impact enrollment in hospitality programs due to the sector's vulnerability to market fluctuations and global events (Kim & Jeong, 2018).

**Figure 9**

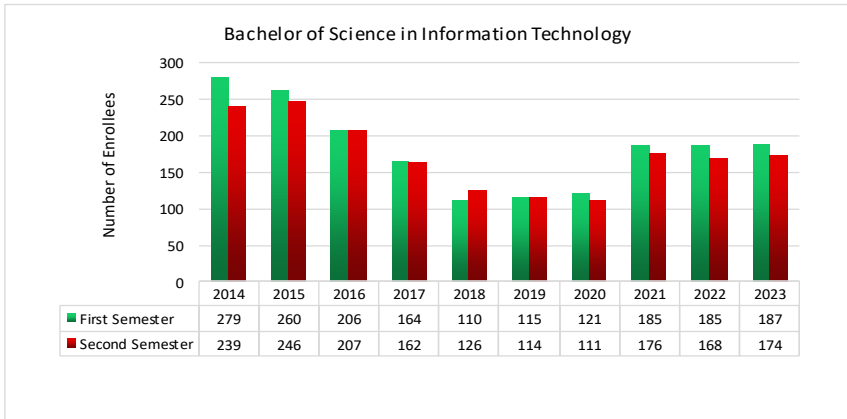
*Enrollment Trends and Patterns of BS Industrial Engineering Students from School Year 2014 to 2023.*



In the first semester of 2014, the BS Industrial Engineering program recorded an enrollment of 107 students, and over the subsequent years, there were fluctuations in the number of enrolled students. The program experienced a slight decrease in enrollment in 2015, reaching 99 students, and maintained relatively steady numbers until 2016. In the following years, a gradual decline in enrollment was observed, reaching its lowest point in 2023 with 47 students. The second-semester numbers followed a similar trajectory, with variations in enrollment across the years. Research indicates that shifts in student enrollment in engineering programs are often impacted by changes in industry demands, economic stability, and the perceived value of engineering skills in the labor market (Rashid, 2021; Tan & Choo, 2020).

**Figure 10**

*Enrollment Trends and Patterns of BS Information Technology Students from School Year 2014 to 2023.*

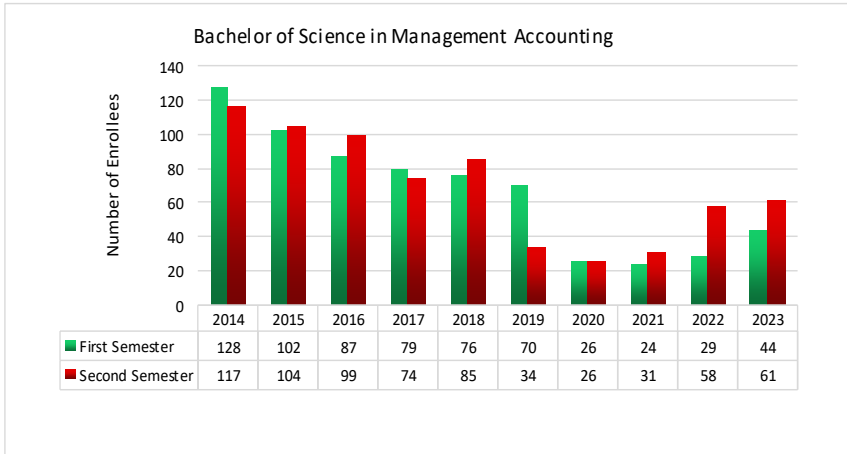


During the first semester of 2014, the BSIT program registered a healthy enrollment of 279 students, and this number experienced fluctuations in the subsequent years. The program experienced a gradual decline in enrollment, reaching its lowest point in 2018 with 110 students. However, the program witnessed a recovery in enrollment in the first semester of 2022 and 2023, with each semester records 185 and 187 students, respectively. According to Lee and Han (2017), IT programs experienced a decline in enrollment in certain periods due to perceived instability in the tech job market and competition from emerging disciplines, but subsequent increases in enrollment often correlate with economic recovery and new technological developments that renew student interest.

The second-semester enrollment numbers followed a similar trajectory, with variations observed across the years. The highest enrollment was recorded in 2015 with 246 students, followed by a gradual decline in the subsequent years. Similar to the first semester, there was a recovery in enrollment in the second semester of 2022 and 2023, with both semesters registering 168 and 174 students, respectively.

**Figure 11**

*Enrollment Trends and Patterns of BS Management Accounting Students from School Year 2014 to 2023.*

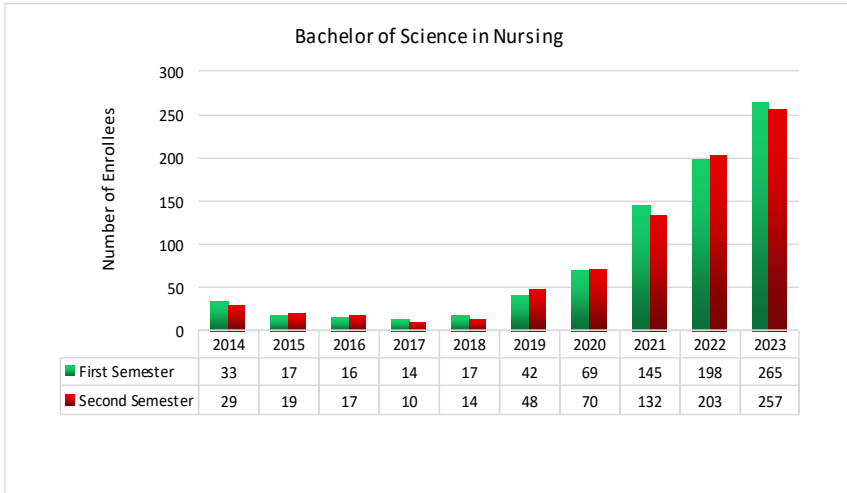


In Figure 11, the BS Management Accounting program recorded an enrollment of 128 students in 2014, and this number experienced variations in the subsequent years. The enrollment numbers gradually declined, reaching their lowest point in 2021 with 24 students. However, there was a slight increase in enrollment in the first semester of 2022, with 29 students, and in 2023, with 44 students.

The second-semester enrollment numbers followed a similar trend, with variations observed across the years. The highest enrollment was recorded in 2014 with 117 students. Subsequently, there was a significant drop in enrollment in 2020, with only 26 students. However, there was a notable increase in the second semester of 2023, with 61 students.

## Figure 12

*Enrollment Trends and Patterns of BS Nursing Students from School Year 2014 to 2023.*



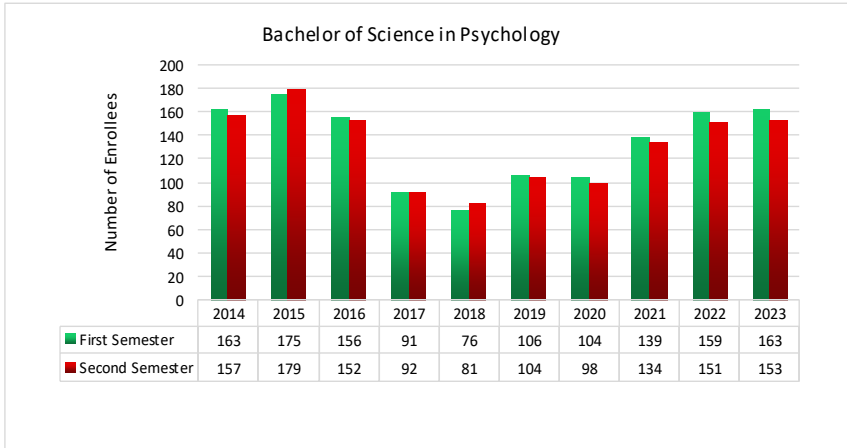
In Figure 12, the enrollment data for the BS Nursing program over the past decade illustrates significant variations and trends in student numbers. In the first semester of 2014, the program enrolled 33 students, and this number experienced a decline in the following years, reaching its lowest point in 2017 with only 14 students. However, there was a subsequent increase in enrollment, particularly in the first semester of 2023, where the program recorded the highest enrollment of 265 students.

Similarly, the second-semester enrollment numbers demonstrated fluctuations over the years. The highest enrollment was observed in the second semester of 2023, with 257 students. This trend contrasts with the overall declining pattern in the preceding years, indicating an increase in student interest and enrollment in the BS Nursing program.

The recent rise in enrollment, reaching a peak in 2023, aligns with findings that interest in nursing surged globally post-2020, driven by heightened visibility of the healthcare sector's importance following the COVID-19 pandemic (UNESCO, 2021).

**Figure 13**

*Enrollment Trends and Patterns of BS Psychology Students from School Year 2014 to 2023*

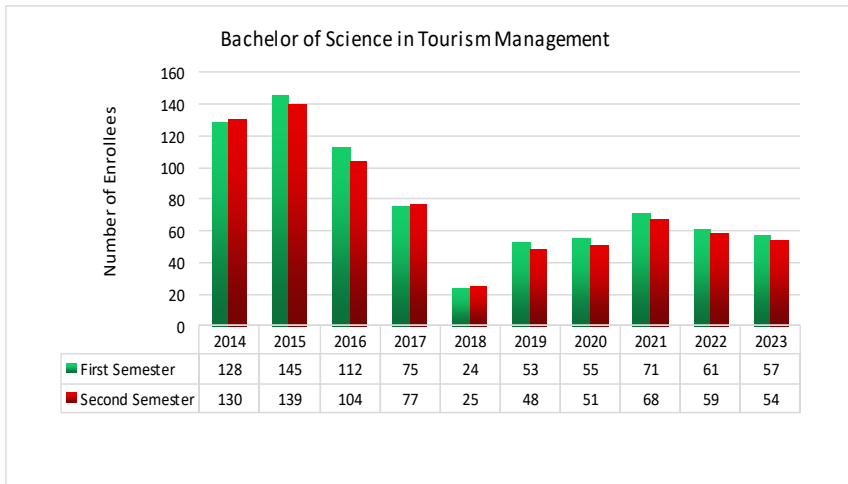


The enrollment data in Figure 13 for the BS Psychology program shown over the past decade reveals notable patterns and variations in student numbers. In the first semester of 2014, the program enrolled 163 students, and this number gradually increased over the succeeding year, peaking at 175 students in 2015. A subsequent decline occurred in the following years, reaching its lowest point in 2018 with 76 students. However, there has been a notable continuous increase in enrollment from 2020 to 2023, rising from 104 to 163 students.

The second-semester enrollment numbers for BS Psychology demonstrated a similar trend. The highest enrollment was observed in the second semester of 2015, with 179 students. Similar to the first semester, a decline in enrollment occurred in the subsequent years, hitting its lowest point in 2018 with 81 students. The second semester of 2023 witnessed a rebound in enrollment, with 153 students. Lee and Kim (2019) found that students often attract toward specialized fields like neuroscience or counseling, which could explain the enrollment decline through 2018. However, the rise in enrollments from 2020 to 2023 may reflect a renewed interest in psychology, motivated by the COVID-19 pandemic’s increased focus on mental health and the growing demand for mental health professionals globally (Brown & Clark, 2022).

**Figure 14**

*Enrollment Trends and Patterns of BS Tourism Management Students from School Year 2014 to 2023.*

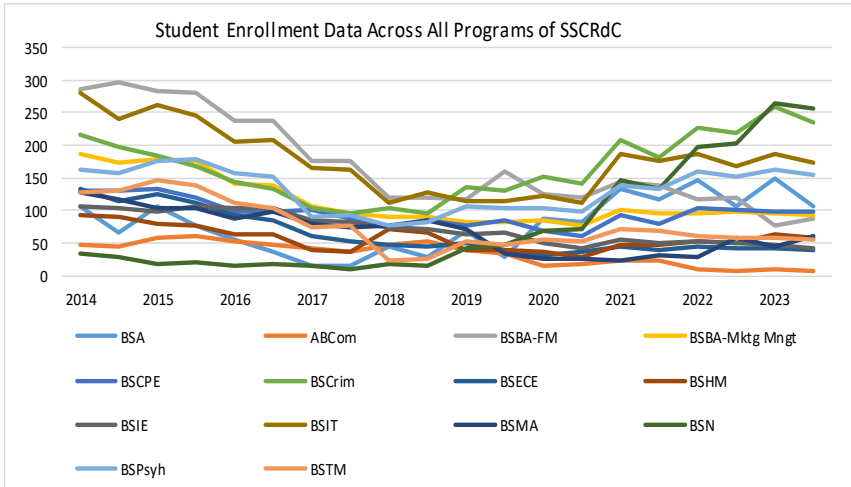


In the first semester of 2014, shown in Figure 14, the BS Tourism Management program enrolled 128 students, and this number remained relatively stable until 2015 when it reached 145 students. Subsequently, there was a noticeable decline in enrollment in the following years, with the lowest recorded number of 24 students in 2018. However, the enrollment numbers slightly recovered in 2021, reaching 71 students, but then began to decline again until 2023. The second-semester enrollment patterns showed similar variations across the years.

According to studies, tourism education is particularly sensitive to economic shifts and global events, with enrollment numbers often declining during periods of economic uncertainty or crises that affect travel and hospitality (Tan et al., 2019; Yu & Chang, 2020).

**Figure 15**

*Enrollment Trends and Patterns of Students Enrolled Across Programs from School Year 2014 to 2023*



The enrollment data across various programs at SSC-RdC over the past decade presents a detailed overview of the institution’s dynamic student demographics. The AB Communication program displayed fluctuations in enrollment, starting with 48 students in 2014, reaching a peak of 60 in 2015, and experiencing a subsequent decline, hitting a low of 7 in 2023. Similarly, the BS Accountancy (BSA) program witnessed variations, with the starting enrollment of 105 students in 2013, a significant drop in 2017, and a gradual recovery, reaching 150 students in 2023 as the highest record.

The BSBA major in Financial Management experienced a peak enrollment of 295 students in 2014, followed by a decline with its lowest record of 76 in 2023. The BSBA major in Marketing Management (BSBA-Mktg Mngt) showed a relatively stable enrollment trend over the years, with some fluctuations, reaching 185 students in 2014, as its peak and 81 in 2019 as its lowest record. The Bachelor of Science in Computer Engineering (BSCPE) and Bachelor of Science in Information Technology (BSIT) programs displayed consistent enrollment patterns, with variations in the number of students over the years.

The Bachelor of Science in Hospitality Management (BSHM) and Bachelor of Science in Tourism Management (BSTM) programs exhibited fluctuations, with BSTM experiencing a decline in the first semester of 2023. The Bachelor of Science in Industrial Engineering (BSIE) program demonstrated varying enrollment figures, with a peak of 107 students in 2014 and a subsequent

fluctuation.

The Bachelor of Science in Psychology (BSPsych) program showcased an upward trajectory, reaching 179 students in the second semester of 2015, while the Bachelor of Science in Nursing (BSN) program demonstrated a steady increase, hitting its highest enrollment of 265 students in the first semester of 2023.

In the second semester of 2023, leading the list of the highest enrollees is the BS Nursing program with 257 students, demonstrating a strong interest and making it the most enrolled program. Following closely is the BS Criminology program, securing the second spot with 234 students, indicating sustained popularity. The BS Information Technology program takes the third position with 174 students, showcasing consistent appeal. The BS Psychology and BS Accountancy programs hold the fourth and fifth positions with 153 and 105 students, respectively, reflecting stable enrollments. The rest of the programs, in descending order of enrollment, include BSCPE, BSBA-Marketing Management, BSBA-FM, BSMA, BSHM, BSTM, BSIE, BSECE, and AB Communication with 97, 93, 88, 61, 59, 54, 42, 39 and 7 students, respectively. This ranking provides a brief overview of the diverse enrollment patterns across various academic programs at SSC-RdC during the specified semester.

Overall, the data reveals the complex interaction of student enrollment across different programs at SSC-RdC. These insights are valuable for the institution in guiding strategic decisions related to program development, resource allocation, and planning for the future. Understanding these trends can contribute to enhancing the institution's adaptability to the evolving landscape of higher education.

## CONCLUSIONS

The decade-long analysis of student enrollment trends across various academic programs at San Sebastian College-Recoletos de Cavite has provided valuable insights into the dynamic nature of higher education. The exploration of enrollment patterns from 2014 to 2023 revealed distinct trends and fluctuations, exposing on the complex interplay of factors influencing student decisions.

The study explored fluctuations and patterns in enrollment across various programs, revealing significant variations in student numbers. Noteworthy findings include the diverse trajectories of programs such as AB Communication, BS Electronics Engineering, BS Industrial Engineering, and others. The second semester of 2023 saw BS Nursing emerging as the most enrolled program, followed closely by BS Criminology and BS Information Technology. These

results offer valuable insights into SSC-RdC's strategic planning, resource allocation, and program development initiatives. The study not only contributes to the understanding of enrollment dynamics within the institution but also provides a basis for adapting to the evolving higher education landscape. The ranking of programs by enrollment provides a brief overview, emphasizing the importance of recognizing and responding to the unique patterns within each academic offering for informed decision-making and sustained success.

## **TRANSLATIONAL RESEARCH**

The findings from this study on student enrollment trends and patterns at San Sebastian College-Recoletos de Cavite (SSC-RdC) from 2014 to 2023 have practical implications for educational planning, policy formulation, and institutional development. By analyzing shifts in student enrollment across academic programs, this research can directly inform strategic decisions regarding curriculum development, resource allocation, and program sustainability.

The results will help SSC-RdC administrators identify programs that are growing in popularity, such as those aligned with emerging industries, and those that may need to be re-evaluated or enhanced to meet current market demands. These insights can be translated into action by adjusting program offerings, improving marketing strategies, and prioritizing investment in high-demand programs, thus ensuring that SSC-RdC remains competitive in the evolving higher education landscape.

Moreover, this study provides a framework that other educational institutions can use to assess their enrollment data, enabling them to adapt to changing educational needs and labor market trends. By bridging the gap between enrollment data and institutional decision-making, the research fosters evidence-based practices that can improve academic offerings, enhance student engagement, and ultimately contribute to the long-term success and sustainability of higher education institutions.

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