

El Camino College

Strategic Enrollment Management (SEM) Plan Update

August 2024

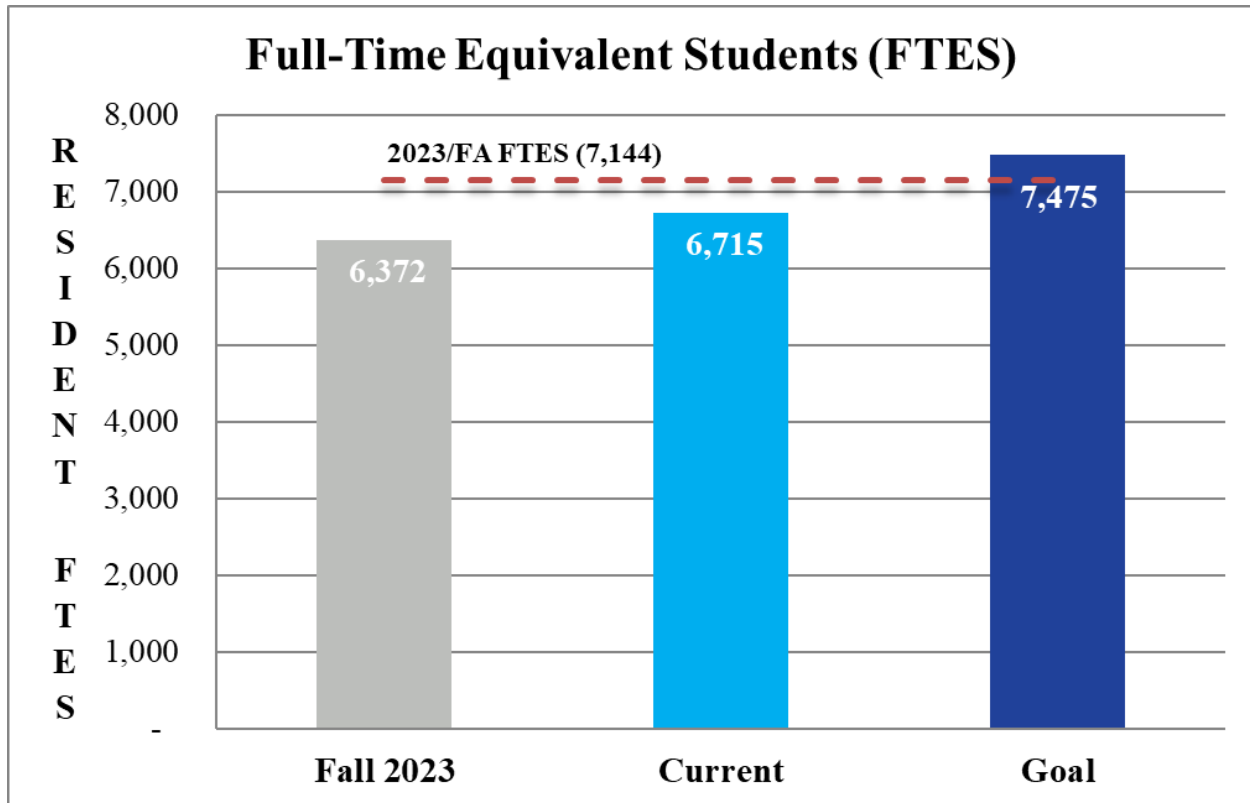
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Fall 2024 Enrollment
- Year to Date Enrollment
- Current Applicant Tracking Dashboard Data for Spring 2024
- Updates from Student Services, Academic Affairs, and Marketing and Communication

El Camino College Spring 2024, and Year to Date Full Time Equivalent Students (FTES) Projections

As of August 14, 2024

Fall 2024



As of August 14, 2024, El Camino College Fall 2024 enrollment outpaced Fall 2023 enrollment by 343 FTES (+5.4%) generating 6,715 FTES. Enrollment for the Fall semester is continuing to increase by more than 80 FTES per day as we near the first day of instruction. If the enrollment continues at this pace, the College will achieve or exceed our Fall 2024 FTES target of 7,475.

Year to Date Enrollment Data: Summer and Fall 2024 (Estimated FTES)

Term	2023-2024		2024-2025		2024-2025 FTES	
	FTES Reported	2024 - 2025 FTES Goal	FTES Projection	vs 2023-2024 Reported (Δ)	2023 –2024 FTES vs FTES Goal (Δ)	
Summer 24	1771	1790	1892	6.83%	5.67%	
Fall 24	7144	7475	7494	4.90%	0.26%	
YTD	8915	9265	9386	5.29%	1.31%	

Based on current Summer and Fall 2024 enrollment projections, the College is projecting to earn 9,386 FTES for these two terms. Compared to Summer and Fall 023, the College is projecting increased enrollment generating an additional 471 FTES (+5.29%). This growth over Summer and Fall of last year is projected to place the College ahead of our FTES target by 131 FTES (1.31%).

El Camino College Applicant Tracking Dashboard

Early application yields for Fall 2024 terms show applicant enroll at an approximate 39.1% rate. Students are currently able to submit applications for admissions to Fall 2024 semester.



El Camino College

Applicants Dashboard

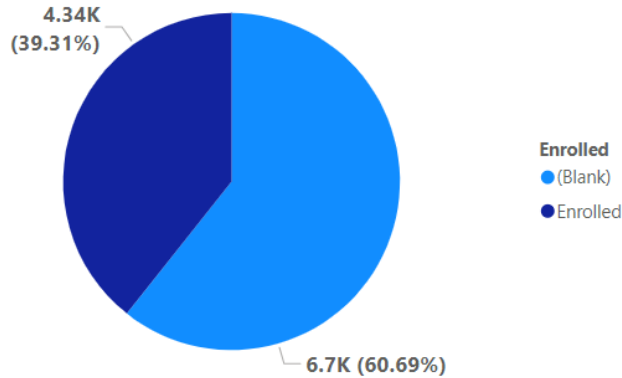
2024/FA 2024/SP 2024/SU 2024/WI

- Summary
- Modality & App Attributes
- Admit Status, In District
- Age, Gender, Race
- Priority Groups & Interest
- Core Services, First Gen, MetaMajor
- Core Services by Age
- Core Services Enrollment

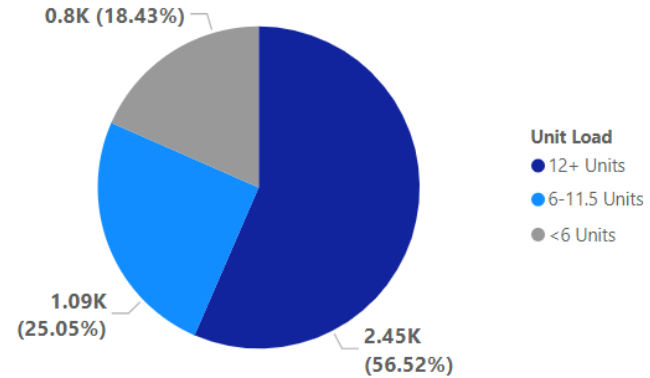
11,011
Count of Applicants

10.35
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Planning for the **2024/2025 Enrollment Season** has been completed. Plans include tactics that meet the SEM goals of Access and Engagement and focus on marketing:

- 1) noncredit programs in both Spanish and English
- 2) developing a catalogue of short-term certificates and corresponding landing pages to support campaigns
- 3) increased creation of lead generation forms to track engagement of campaigns
- 4) conducting applied-not-registered and stop out surveys
- 5) conducting a bilingual media habits survey
- 6) sending email blasts promoting fall, midterm, and spring enrollment.

These strategies do not include adjusting tactics and approaches depending on the enrollment situation and measurement to meeting the SEM goal.

Marketing tactics being utilized to market the **Fall 2024 Enrollment Season** include eblasts to a curated database of more than 60,000 Hispanic and African American prospects, marketing to these prospects through digital advertising outreach, and surveying Applied-not-Registered (ANR) and Stop-Out students. The push for August enrollment also includes email marketing to the ANR students for the following reasons:

- o enrolled in Fall 23, but not Fall 24
- o took courses in Spring 24, but have not enrolled in Fall 24

Already underway and scheduled to continue through the start of Fall 2024, will be digital advertising on the platforms noted below, which also include geofencing and website remarketing. Recent digital advertising campaigns in support of Summer and Fall enrollment experienced high levels of engagement as noted in the following results report and are optimized for the lowest cost as measured against educational digital benchmarks. Metrics for the most recent period will not be available until after this report is published. The results from July will be published in next month's report. Results below represent campaigns which ran in June in support of Summer and Fall enrollment. All ads are in English and Spanish.

Total campaign benchmarks when combined include:

- More than 1.1 million impressions
- More than 27,000 visits to the El Camino website
- More than 248,000 video views

Search Engine Marketing (SEM) continues to grow visits to the website with an average of between 16,000 and 18,000 visits per month.

Facebook/Instagram results were strong month over month when compared with May 2024. The FB leads campaign also saw growth with interest forms growing to 132 up from 117 the month prior. Lead forms are provided to the Call Center for follow-up and are also included in enrollment conversion tracking. The cost per lead is also down (\$18) when compared to the industry average of \$62. Audiences with the highest engagement are males who online game, and males with an interest in education.

YouTube video view rates were high for both English and Spanish campaigns at between 51 percent (English) and 62 percent (Spanish). Both audiences, which included the audience sets of those interested in education, gamers/gaming enthusiasts, household income under \$70,000, and low-wage work industries that would benefit from higher education.

TikTok cost per impressions increased slightly but allowed us to reach a more targeted audience. The click through rate on this platform increased from 1.20 percent to 1.61 percent. The industry benchmark is 1 percent in the education space. Audiences include those interested in education, household income below \$70,000, male online gamers, and low-income work industries.

Display cost per one thousand impressions continues to hover around \$8 with high connected TV streaming views of over 16,000. Audiences targeted through this medium are low-income work industries, lookalike audiences derived through replicating the characteristics of visitors to the El Camino website, and those who visit our site. Additional audiences include those who use search terms with El Camino's name, or other key words we have purchased, low-income work industries, those who have in our current database of prospects, geofenced high schools and events, online gaming males age 18-35, African American, Asian and Hispanic with household income under \$70,000, and English and Spanish streamed TV platforms.

Snapchat audiences with the highest click through rate on this platform are parents of teens 16-18 and Spanish audiences. Audiences include high schoolers, parents of teens, male online gamers, and low-income work industries.

Student Services SEM Updates:

- Fall registration continues and Student Services is busy helping students get enrolled and secure resources needed to begin the semester.
- Outreach and School Relations has been busy with many events throughout the South Bay area connecting with community partners and recruiting new students.
- Financial Aid has continued the Cash for College event throughout the summer term every other Wednesday through the beginning of August.
- The Contact Center completed several calling opportunities including reminding students to register and pay for their classes.
- El Camino College has been accepted into the FamilyU cohort for 2024-2026. FamilyU is part of generationhope.org and assists colleges in finding ways to support student parents and their children. El Camino is one of five colleges in this year's cohort. The other colleges are City

College of San Francisco, The University of New Mexico, Southern University of New Orleans, and Metropolitan State University of Denver.

Academic Affairs SEM Updates:

- The Academic Affairs deans are working with faculty to continue adjusting the Fall 2024 schedule to offer courses that meet student demand. They are doing this while working to maintain a schedule that was the same size as last Fall. They are accomplishing this work while improving the efficiency of the course schedule through targeted additional sections based on demand. As of today, the current course section fill rate for the College has exceeded 80% of seats filled. This is a significant increase compared to Fall 2023 when the fill rate was 70.7%.