

El Camino College

Strategic Enrollment Management (SEM) Plan Update

December 2024

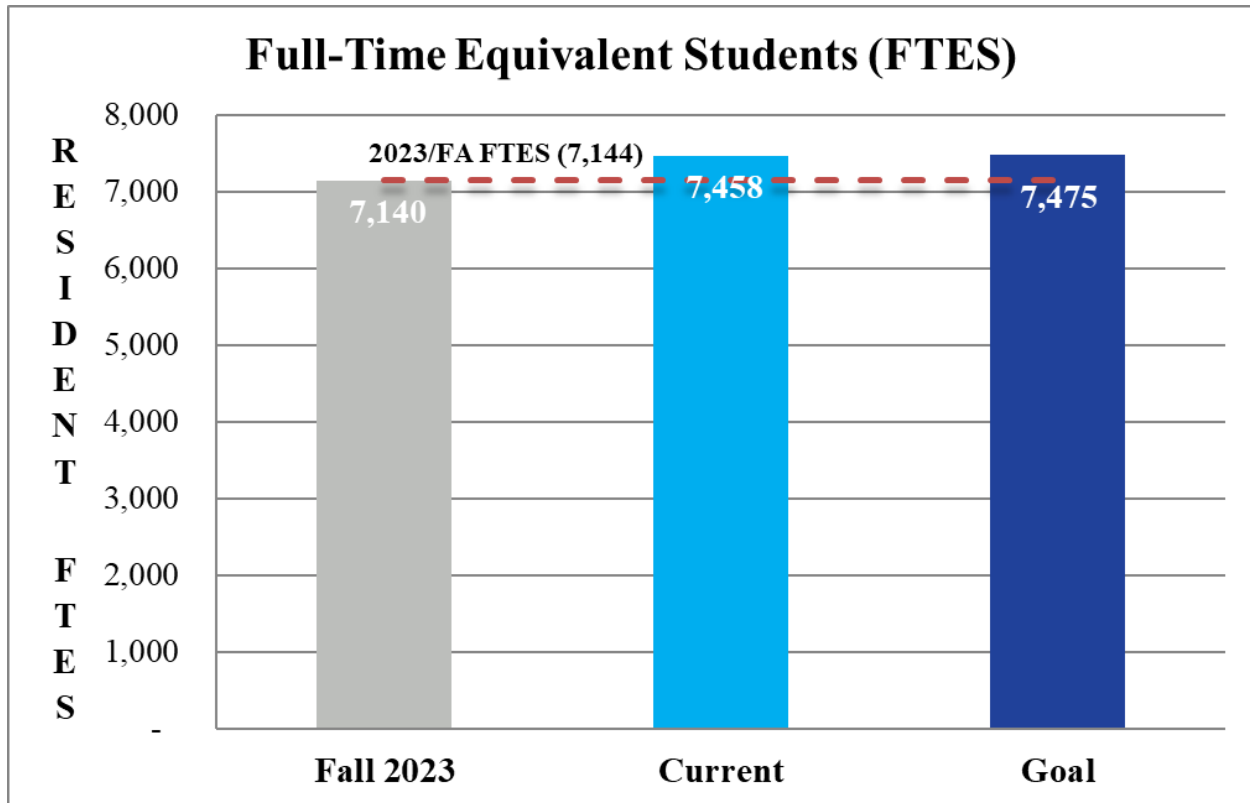
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

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

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

As of December 4, 2024

Fall 2024



As of December 4, 2024, El Camino College Fall 2024 enrollment continues to outpace Fall 2023 enrollment by 348 FTES (4.9%) generating 7458 FTES in date-to-date comparison. The FTES projected has fallen off due to a significant number of students who were dropped as fraudulent enrollments or “no-show” for the second 8-week short term classes that started the week of October 21, 2024. Projected enrollment for late start and positive attendance FTES for the Fall 2024 term should allow the college to achieve or slightly exceed our target for the term.

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

Term	2023-2024	2024 - 2025 FTES Goal	2024-2025	2024-2025 FTES	2023 -2024 FTES
	FTES Reported		FTES Projection	vs 2023-2024 Reported (Δ)	vs FTES Goal (Δ)
Summer 24	1771	1790	1892	6.83%	5.67%
Fall 24	7110	7475	7458	4.89%	-0.21%
YTD	8880	9265	9350	5.30%	0.92%

Based on current Summer and Fall 2024 enrollment projections, the College is projecting to earn 9,350 FTES for these two terms. Compared to Summer and Fall 2023, the College is projecting increased enrollment generating an additional 471 FTES (+5.30%). Enrollment growth during Summer and Fall this year is projected to place the College ahead of our FTES target by 85 FTES (+0.92%). Overall, enrollment for 2024-2025 is strong and the College is projecting to meet or exceed our annual FTES target once enrollment is completed for the Winter and Spring terms.

El Camino College Applicant Tracking Dashboard

Application yields are in process for Winter and Spring 2025 sessions. Enrollment for both terms began in late November and early December. Students can start submitting applications on October 1, 2024, for the 2025-2026 academic year.



El Camino College

Applicants Dashboard

2025/FA

2025/SP

2025/SU

2025/WI

Summary

Admit Status, In District, HS Grad Year

Age, Gender, Race

Priority Groups & Interest

Core Services, First Gen, MetaMajor

Core Services by Age

Core Services Enrollment

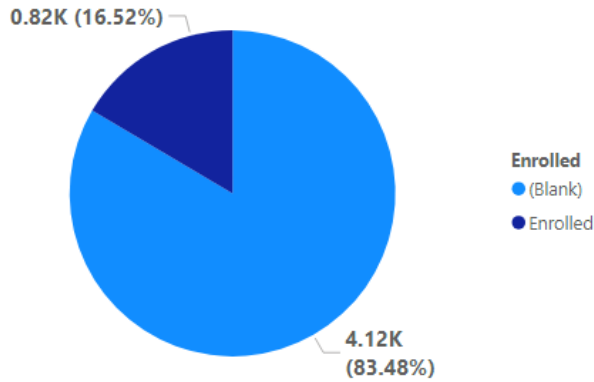
4,918

Count of Applicants

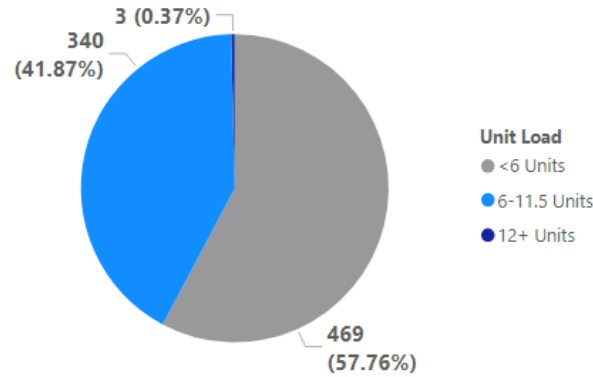
4.63

Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

167

K-12 Applicants

76

Apps with Fees Hold

376

Apps with Verification Hold

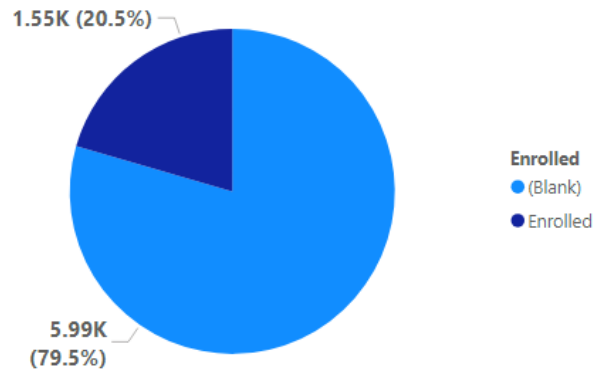


- Summary**
- Admit Status, In District, HS Grad Year
- Age, Gender, Race
- Priority Groups & Interest
- Core Services, First Gen, MetaMajor
- Core Services by Age
- Core Services Enrollment

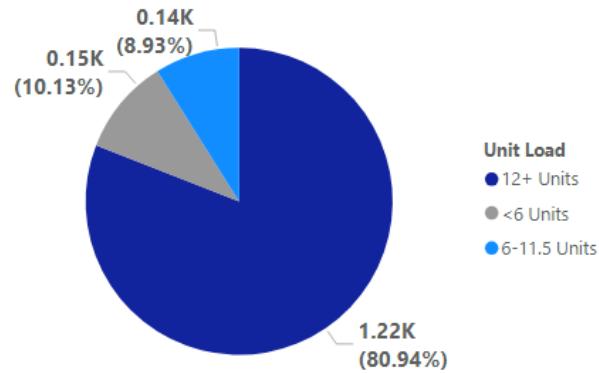
7,476
Count of Applicants

13.24
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

156
K-12 Applicants

50
Apps with Fees Hold

2730
Apps with Verification Hold

El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

- We distributed the Bilingual Media Habits Survey to 9,906 students that ran from November 23rd to December 9th. We had 263 students complete the survey. This survey will inform media tactics to reach prospective bilingual students. The survey is currently in analysis. Once this stage is complete, we will receive the findings plus industry best practices to help inform and expand upon the media buy plan.
- From the above mentioned survey, we also recruited Black and Hispanic students to participate in the focus groups. The research collected from the focus groups will define strategies and messaging to communicate with our desired audiences and will include a media buying and outreach plan with three defined tactics and messaging and implementation recommendations. The groups will focus on the African American and Hispanic populations and will take place in January.
- We have identified 10 non-credit programs for collateral creation.
 - ESL Certificate of Competency
 - High School Equivalency
 - ESL for Childhood Educators
 - ESL for Healthcare
 - Personal Care Aide
 - Medical Transcription
 - Sterile Processing
 - Fundamentals of Construction
 - Transition to College and Career
 - Math Academy (These math preparation courses will be offered by the LLR Division)
- We received 106 student leads from our Facebook Lead Campaign. These are students who requested to be contacted by the college for more information.
- OTT (Over-The-Top) streaming views continued to be high with 9,300.
- Youtube video view rate is high for both campaigns at 60% compared to the industry benchmark at 35% with an all time low of .03 cents per completed video.

Student Services SEM Updates:

- College Night was held on Wednesday, November 13, 2024, in the Student Services Plaza. It was well attended with over 1,000 participants.
- A small Student Services team continues to meet to discuss Annualized Enrollment. This will allow a student the ability to register for an entire year of classes at a time. We are in contact with one California college that currently registers students year around.
- Student Services is currently working through its organizational structure to better serve students. Listening Sessions were held for the Student Services Division on Tuesday, October 22nd and Tuesday, October 29th. The team meets again on Thursday, December 12, 2024 to draft models for consideration.

Academic Affairs SEM Updates:

- The Academic Affairs finalized the Winter and Spring 2025 schedules. The schedules were available to students in electronic form on October 15, 2024. The production and availability of the schedule has been improved by nearly a month over the last two years in order to remain competitive with the community college districts in the Los Angeles region. Priority registration opened for students on November 25, 2024 for the Winter 2025 term and on December 2, 2024 for the Spring 2025 term.
- The Strategic Enrollment Management Academy team within Academic Affairs is implementing an updated schedule development timeline in order to have the complete 2025-2026 schedule of classes available to students by mid-June. The summer-fall schedule will be available by mid-April and the winter-spring schedule will be available by mid-June. The goal is to improve student planning of their schedules for the entire academic year, increase enrollment, and improve student retention from term to term.
- Academic Affairs and Student Services held a campus forum on November 21, 2024 to discuss the Strategic Enrollment Management project to create an annual schedule and allow for annual student enrollment. The presentation included Vice Presidents Lopez and Stephenson and our SEM Academy Coaches. The session was well attended by classified professionals, faculty, and administrators.