

El Camino College

Strategic Enrollment Management (SEM) Plan Update

December 2025

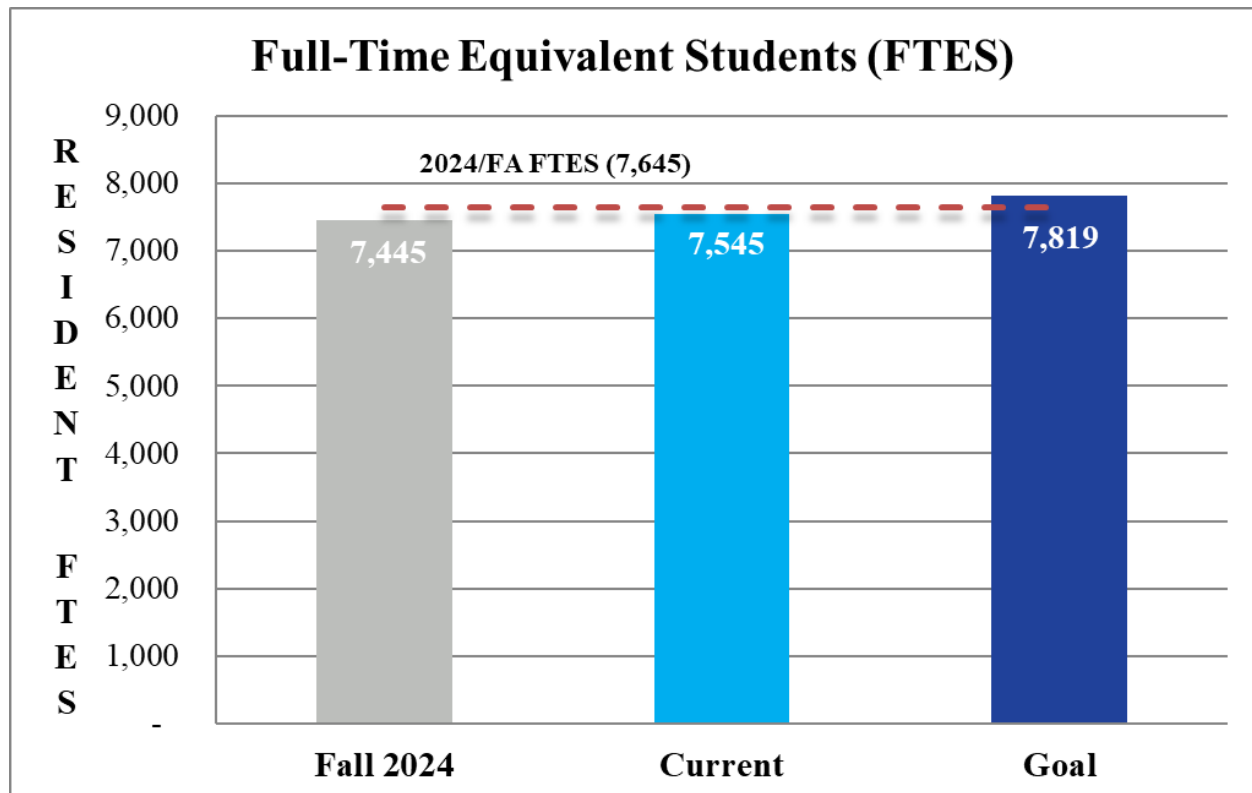
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Fall 2025 Enrollment, Winter 2026, and Year to Date Enrollment for 2025-2026
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

El Camino College Fall 2025 Full-Time Equivalent Students (FTES) Projections

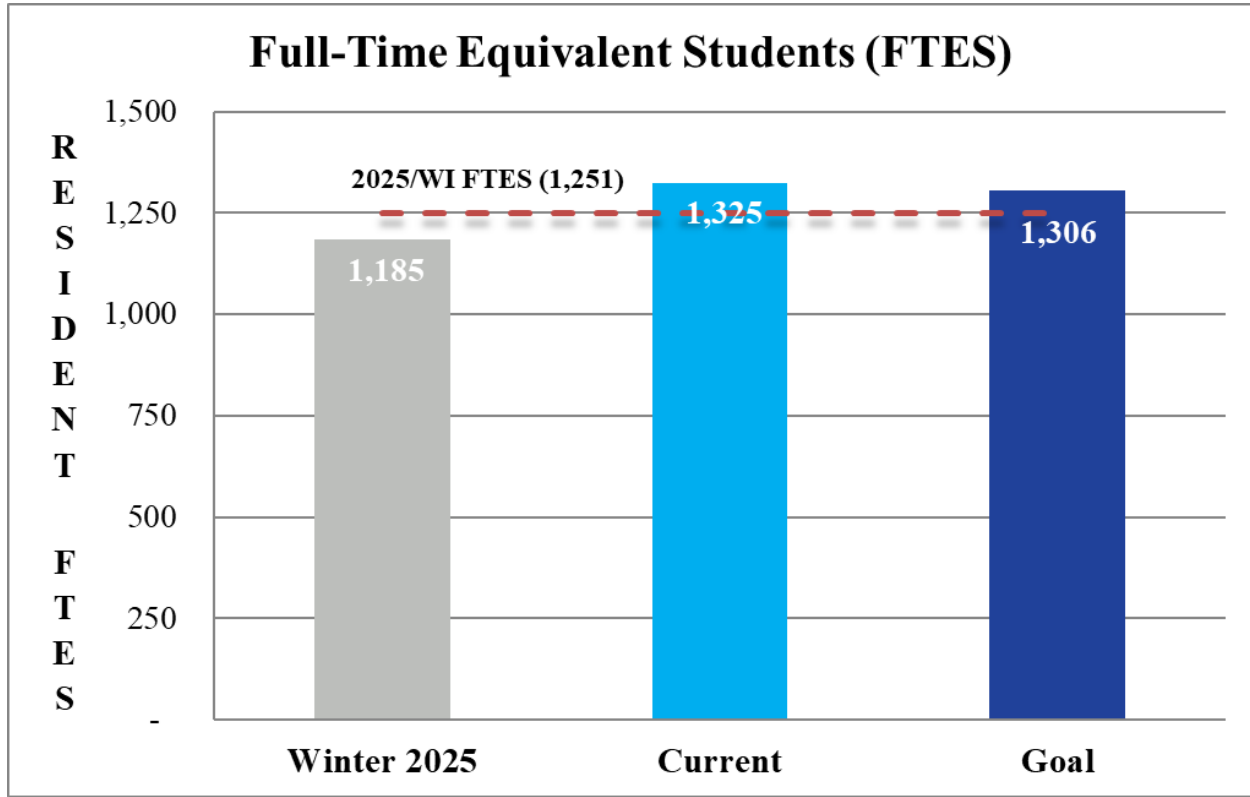
As of December 12, 2025

Fall 2025 Resident Credit FTES



As of December 12, 2025 College FTES production for Fall 2025 is estimated to be 7,545 FTES which is 100 FTES ahead of Fall 2024 (+1.3%) in day-to-day comparisons. As a result of strong enrollment for College late start classes, enrollment for Fall 2025 has surpassed enrollment to Fall 2024. However, the College remains below our Fall 2025 target by 2 FTES (-3.5%) in day-to-day comparisons. Additional FTES is expected to be reported as the Fall term completes and could add up to 100 FTES to the total.

Winter 2026 Resident Credit FTES



As of December 12, 2025 College FTES production for Winter 2026 is estimated to be 1325 FTES which is 140 FTES ahead of Winter 2025 (+11.8%) in day-to-day comparisons. In addition, the College is currently exceeding the Winter 2026 target with by 19 FTES (+1.4%) with 23 days to go before the start of the intersession term.

Year-to-Date Projection:

Term	Previous Year FTES Reported	Current FTES Goal	Current FTES Projection	Current FTES Projection vs Previous Year Reported (Δ)		Current FTES Projection vs Current Goal (Δ)
Summer	2,018	1,946	2,011	-0.4%		+3.3%
Fall	7,674	7,819	7,645	-0.4%		-2.2%
Winter	1,251	1,306	1,325	+5.9%		+1.4%
Total	10,942	11,071	10,881	-1.00%		-1.7%

Projected year-to-date enrollment data for the College indicates that we are currently behind total FTES production for Summer-Fall-Winter 2024-2025 by 62 FTES (-1.00%). However with 23 days of enrollment prior to the start of the Winter 2026 intersession, we believe that this gap will close and by the beginning of the term, the District will project to exceed reported FTES compared to last year and meet our annual FTES target for the current year.

*Note that per the 5-year funding projection approximately 700 FTES from Summer 2025 will be reported in the 2024-2025 year and the remainder of the FTES will be reported in the 2025-2026 year. This was done in order to establish the largest possible minimum revenue guarantee under the Student-Centered Funding Formula for the District moving forward.

El Camino College Applicant Tracking Dashboard

Winter and Spring applicant data is now added to the report. Enrollment for Winter term started on November 12th and Spring term enrollment started on Monday, November 17th.


El Camino College

Applicants Dashboard

2025/FA

2025/SU

2026/SP

2026/WI

Summary

Admit Status, In District, HS Grad Year

Age, Gender, Race

Priority Groups & Interest

Core Services, First Gen, MetaMajor

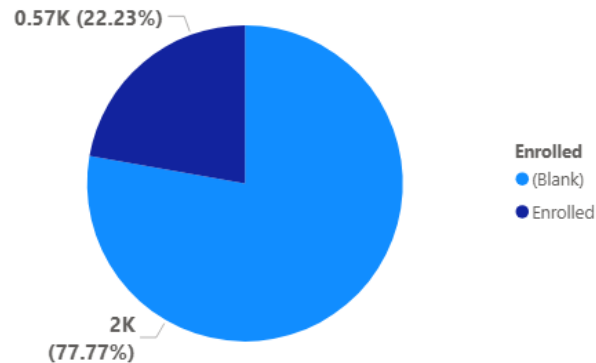
Core Services by Age

Core Services Enrollment

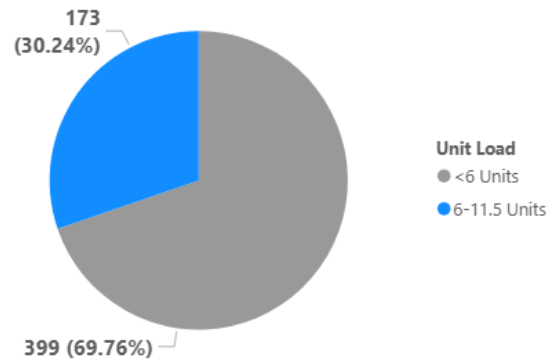
2,573
Count of Applicants

4.43
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

129
K-12 Applicants

72
Apps with Fees Hold

6
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](#)

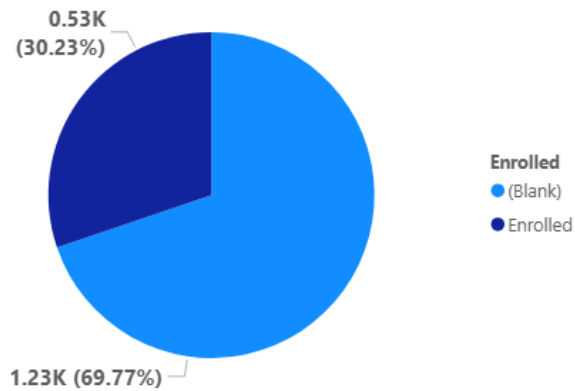
1,759

Count of Applicants

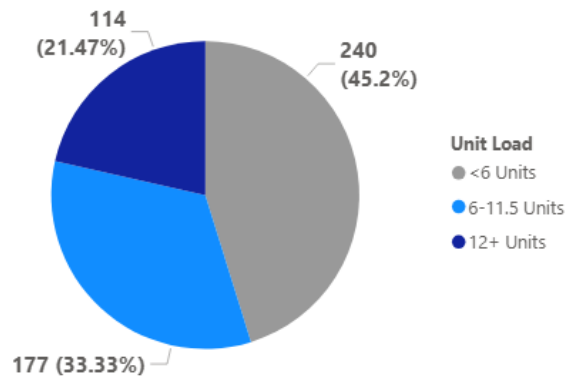
6.97

Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

157

K-12 Applicants

39

Apps with Fees Hold

4

Apps with Verification Hold

El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Activity	Status
Main Enrollment Campaigns: Advertising / Media Buy / Email	<ul style="list-style-type: none"> Enrollment campaigns focused on open enrollment and upcoming semesters continue through digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>). Analytic Snapshot of platforms follows in next section. Continuing to run student-generated videos touting ECC on TikTok, IG and FB.
Specialized Advertising Campaigns: Short-term Certificate and Noncredit Advertising / Media Buy	<p>Results of noncredit advertising campaigns: ESL, Healthcare, GED/High School Diploma, and the value of CTE options.</p> <p>Total Impressions of both Traffic and Leads Campaigns</p> <ul style="list-style-type: none"> Impressions - 231,771 Total Visits – 3,818 <p>FB/IG Traffic Insights:</p> <ul style="list-style-type: none"> Impressions: 130,980 Highest Audience Engagement: 18+ Spanish Speaking, 18-55 Adult Learners. <p>FB/IG Leads Insights:</p> <ul style="list-style-type: none"> Impressions: 100,791 Highest Engagement: 18-55 education/adult career edu/vocational and 18-55 gamers. 213 Lead Forms submitted
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	<ul style="list-style-type: none"> Training on workflow and communication campaign development in Ellucian CRM Recruit in partnership with ITS and Student Services/Enrollment Management continues. Continue to attend and participate in weekly CRM Recruit meetings. Continuing to support technical implementation of text option SparkPost with vendor and ITS.

Digital Advertising and Search Engine Marketing Main Enrollment Campaigns (SEM) *Analytic Snapshot*

Facebook / Instagram / SnapChat / YouTube / Digital Display / Search

Impressions: 829,676

Total Visits: 24,463

View Through Visits: 5,166

Completed Video/Audios: 336,595

Search Engine Marketing (Pay Per Click):

Impressions: 86,491 (clicks on the text ad: 17,206)

Calls Generated: 267

Forms Submitted, Apply/Register Clicked or Live Chat Accessed: 2,611

Top Ten Key Words and Page Visits: *Jr. Colleges Near Me, Computer Hardware Certificate, Associate of Arts Programs, GED Online, Online GED Classes Near Me, Online 2 Year Colleges, Computer Aided Design College Course, Construction Technology Certificate, Community College El Segundo, and How to Apply to ECC.*

Top Ten Pages Clicked on: Programs (5,942), Class Schedule (1,398), Start an Application/click CCCApply (962), and others include Admissions, Financial Aid, Enrollment Steps/Path to Enrollment, Visit, Calendar of Events, Chat Now Click and College Catalogue.

Campaign Analysis

1. **SEM** Top performing keywords that were searched the most were construction technology certificate, community colleges near me, computer hardware certificate, and GED classes. The average cost per engagement is \$1.02, far exceeding industry benchmark of \$56 and an average cost per click of just .17 cents.
2. **META** Audiences with the highest Click Thru Rate (CTR/engagement) in social media are the Adult Education/Career Development and Education Online audiences, being served English language ads. Ninety-five (95) forms were submit from Facebook/IG. Website remarketing and Online Edu audiences represented the highest engagement.
3. **SNAPCHAT**'s highest engagement was again the Customer Relationship Management (CRM) list. The Cost for Thousand Impressions (CPM) is typically very high for this publisher; it's averaging across all industries an increase in CPM by 30%. However, CPM has increased over the last couple cycles. This cycle experienced a decrease. Monitoring will continue.
4. **YouTube**'s audiences with the highest engagement are targeting Household Income (HHI) under \$70k and online Gamers. The video view rate is double the industry average at 59% across both the English and Spanish campaigns.
5. **Display** has a good Click Thru Rate (CTR) at .30%, an above industry average and a very good CPM. Organic and paid clicks totaled over 5,500+. Audiences with good engagement and above average CTRs were HHIs under 75K and Lookalikes. The highest engaged audience being the Lookalike audience.
6. **TikTok** CTR slightly decreased from the previous cycle and is still below industry average. The campaign is still optimizing over the next couple of cycles. We will continue to monitor.

Student Services Updates:

- SEM 2.0 Project Midpoint Convening in San Jose, CA on January 15th and 16th. After the meeting, the SEM 2.0 project will be presented throughout the college.
- Degree Audit workgroup continues to meet with a focus on cleanup of data. The team is now working through various layouts of Degree Audit. This project will update Degree Audit, including curriculum and catalog updates being integrated into the system.
- CRM Recruit is now focusing on the use of the system and also developing and launching the International Student Application.

Academic Affairs SEM Updates:

- Academic Affairs is continuing the annual schedule development process for the 2026-2027 academic year. The full schedule for next will be developed between November 2025 and April 2026, with an expected publication date of mid-April. This work is a critical component of our efforts to create an opportunity for El Camino College students to enroll and reserve seats in courses a year at a time.
- The expansion of the noncredit program remains a priority for Academic Affairs. The program is expected to grow significantly again during the 2025-2026 academic year. Development of programs ranging from expansion of ESL to new noncredit programs in the health care fields is expected to roll out over the next 12 months. In addition, the College is expanding our support of students who need to complete high school requirements through GED, Hi-SET, credit recovery, and adult high school diploma programming. With respect to credit recovery programs, the District is currently working with the Inglewood Unified School District and will begin discussions with the Centinela Valley Union High School District.