El Camino College
# Strategic Enrollment Management (SEM) Plan Update

February 2025

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:

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

El Camino College Spring 2025, and Year to Date Full Time Equivalent Students (FTES) Projections

As of February 12, 2025

Spring 2025

Full-Time Equivalent Students (FTES)
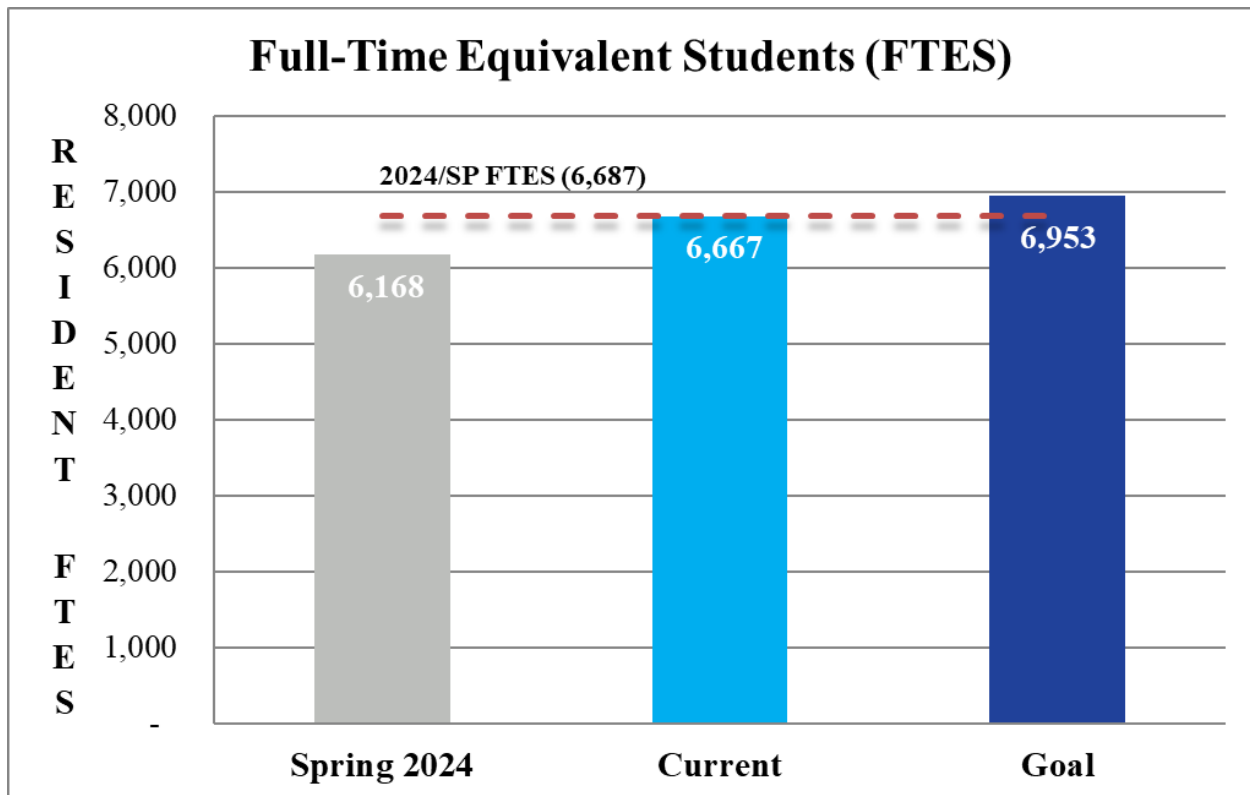
As of February 12, 2025, El Camino College Spring 2025 enrollment is now effectively flat compared to Spring 2024 enrollment at 6,667 FTES (-0.3%) in date-to-date comparison. This is a result of significant efforts across Academic Affairs and Student Services to reduce fraudulent enrollment at the College. As noted in the previous monthly report, the College has experienced an influx of fraudulent enrollment in both online and on-campus classes. As a result, thousands of fraudulent enrollments have been removed to clear the way for real students. Currently enrollment is growing by an average of 70 FTES per day. At this pace, the College will achieve it's enrollment target of 6,953 FTES for the term.

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

Term	2023-2024 FTES Reported	2024-2025 FTES Goal	2024-2025 FTES Projection	24-25 FTES vs 23-24 Reported (Δ)	24-25 FTES vs FTES Goal (Δ)
Summer 2024	1771	1790	1838	3.78%	2.66%
Fall 2024	7144	7475	7471	4.58%	-0.05%
Winter 2025	1118	1165	1206	7.89%	3.55%
Spring 2025	6687	6953	6953	3.98%	0.00%
YTD (Estimated)	16719	17383	17468	4.48%	0.4%

*Spring 2025 enrollment estimated to achieve goal enrollment. This estimate will be replaced at the start of the Spring 2025 term with actual FTES data.

Based on current enrollment projections, including estimated total Spring 2025 data, the College is projecting to earn 17,468 FTES for the 2024-2025 year. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 749 FTES (+4.48%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 85 FTES (+0.4%). Given current strategic enrollment management efforts regarding course scheduling, outreach, student support services, and marketing efforts, the College is expected to meet or slightly exceed the 2024-2025 enrollment target.

El Camino College Applicant Tracking Dashboard

Application yields are in process for Spring 2025 session. Enrollment for the term began in late November and early December. Students started submitting applications on October 1, 2024, for the 2025-2026 academic year.
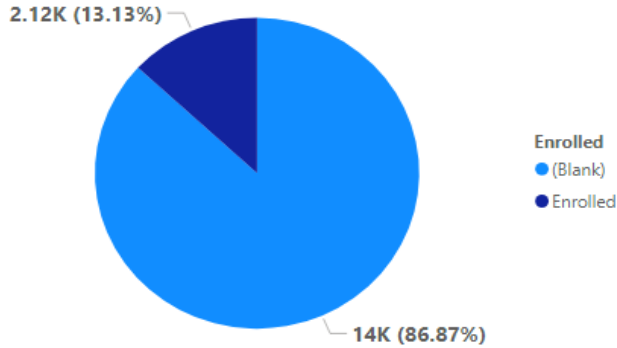
El Camino College — **Applicants Dashboard**

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
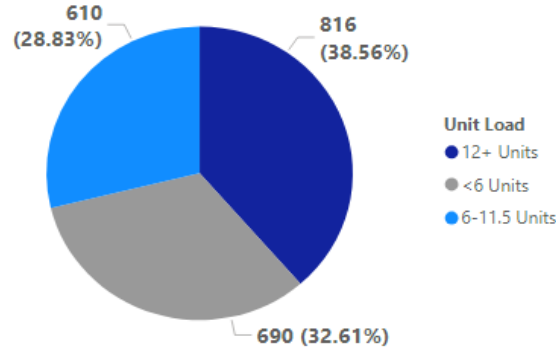
15,969
Count of Applicants

9.03
Average of Units Enrolled

Applicants Enrolled (Yield Rate)

2.12K (13.13%)
14K (86.87%)

Enrolled
- (Blank)
- Enrolled

Unit Load of Enrolled Students

610 (28.83%)
816 (38.56%)
690 (32.61%)

Unit Load
- 12+ Units
- <6 Units
- 6-11.5 Units

Applicant Attributes

550
K-12 Applicants

144
Apps with Fees Hold

9480
Apps with Verification Hold

El Camino College
Strategic Enrollment Management (SEM) Plan
Initiative Updates

Marketing and Communications SEM Updates:
- The Bilingual Media Habits Survey was delivered to 9,906 students from November 23-December 9. More than 260 students completed the survey. The survey sample skewed highly female (68 percent) with half being Hispanic. There is an even distribution across age ranges, led by those aged 21 to 25 (31 percent) and 31 to 40 (21 percent). Roughly four in ten respondents (38 percent) are the first in their family to take college level classes. Results were compared against 2023 results and will inform media tactics to reach prospective bilingual students.
- Some findings included:
  - YouTube remains a priority channel given its strong usage for both video and audio content.
  - Facebook and AM/FM radio usage increased slightly, possibly due to an older sample group.
  - Video streaming services, particularly ad-supported Hulu, present a compelling opportunity.
  - Gaming platforms may be an effective way to engage younger male students.
  - Messaging should emphasize affordability, flexibility, and a supportive campus culture.
  - Lower recall of ECC advertising suggests a need for increased marketing investment in high-impact digital tactics, including targeted search, social media, and ad-supported streaming platforms.
  - Referral incentives could be a valuable strategy, as current/former students significantly influence enrollment decisions.
- 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.
- We received 85 student leads from our Facebook Lead Campaign received in December 2024. These are prospective students who requested to be contacted by the college for more information. Our average cost per lead was $28, significantly lower than the industry average of $61.
- OTT streaming engagement remained strong, with 156,168 completed video views across platforms.
- YouTube video performance continues to exceed industry benchmarks, with a 56% completed video view rate (compared to the 35% industry average) and an average cost per completed view of $0.04 (industry average: $0.20).

A spring semester promotion email was distributed to 21,985 emails on January 7. Data reveals that the most clicked upon pages included: Apply, Admissions, Support, Assessmenet, Career Services, Guardian Scholars, Veteran Services, Transfer Center, and Basic Needs.
Results follow:
8,931 opens (44%)
408 clicks (2%)

1,581 bounces (7%)
13 unsubscribes (1%)

Student Services SEM Updates:
- El Camino College continues to see potential fraudulent applications. Verification Holds have been placed on records until an applicant proves their identity. As seen in the Applicant Dashboard chart above, the number of verification holds have increased.
- 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 will meet with a community college district in early March to discuss how annualized enrollment works at their institution.
- Student Services will also be submitting an application for the SEM Program: Supporting the Student Journey. The focus will be on the creation of a one-stop model to allow students to receive services in one location.
- The El Camino College FamilyU team will be attending the policy convening in San Francisco on February 12th and 13th. The focus will be on efforts to enhance student parent supportive practices and policies.

Academic Affairs SEM Updates:
- The Academic Affairs deans continue reviewing enrollments in sections on a daily basis and working closely with Student Services and Information Technology Services to identify fraudulent enrollments. The process has been labor intensive on both Academic Affairs and Student Services leading into the Spring 2025 term due to the increase in fraudulent enrollment the College is experiencing.

- The Strategic Enrollment Management project team focused on annual scheduling is moving forward with plans to develop the entire 2025-2026 course schedule during the Spring 2025 term. The Summer and Fall 2025 schedules will be completed and available to students by mid-April 2025. The Winter and Spring 2026 schedules will be completed and available to students by mid-June.