

# **El Camino College**

## **Strategic Enrollment Management (SEM) Plan Update**

### **January 2025**

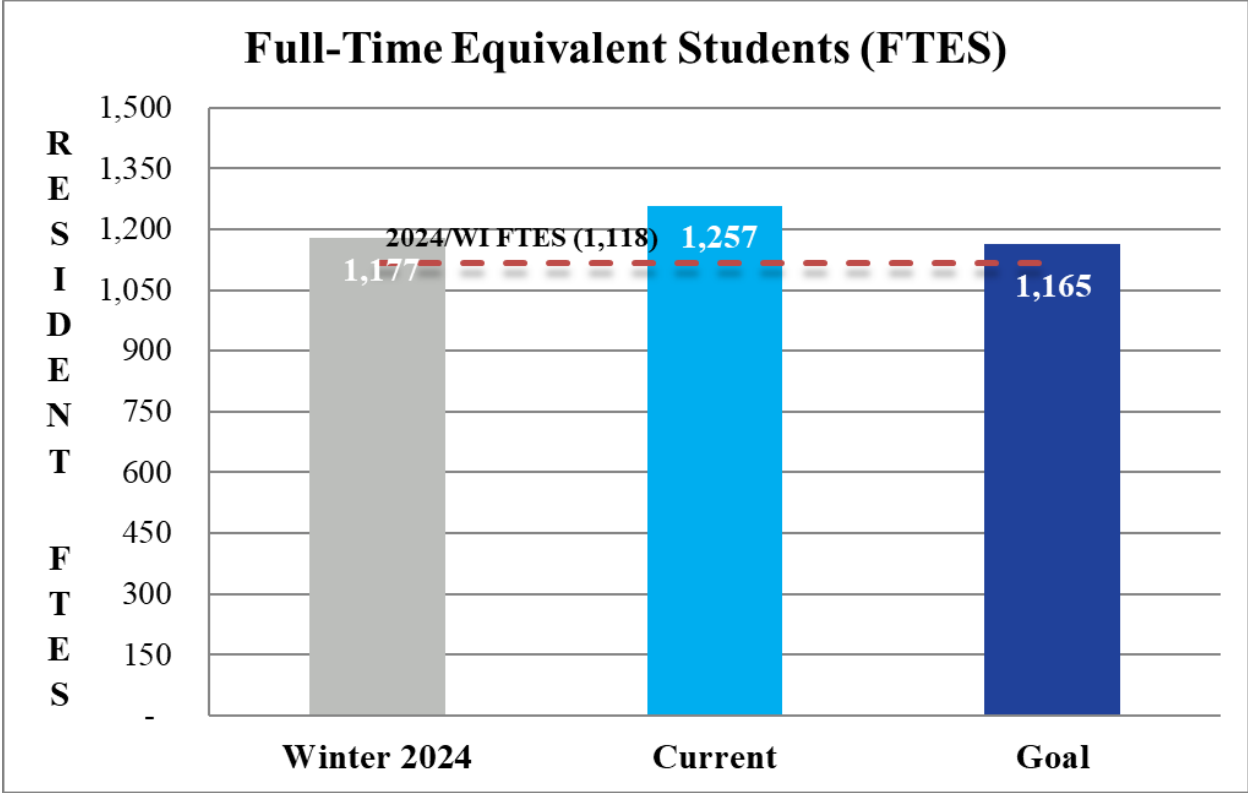
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Winter 2025 Enrollment
- 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 Winter 2025, Spring 2025, and Year to Date Full Time Equivalent Students (FTES) Projections

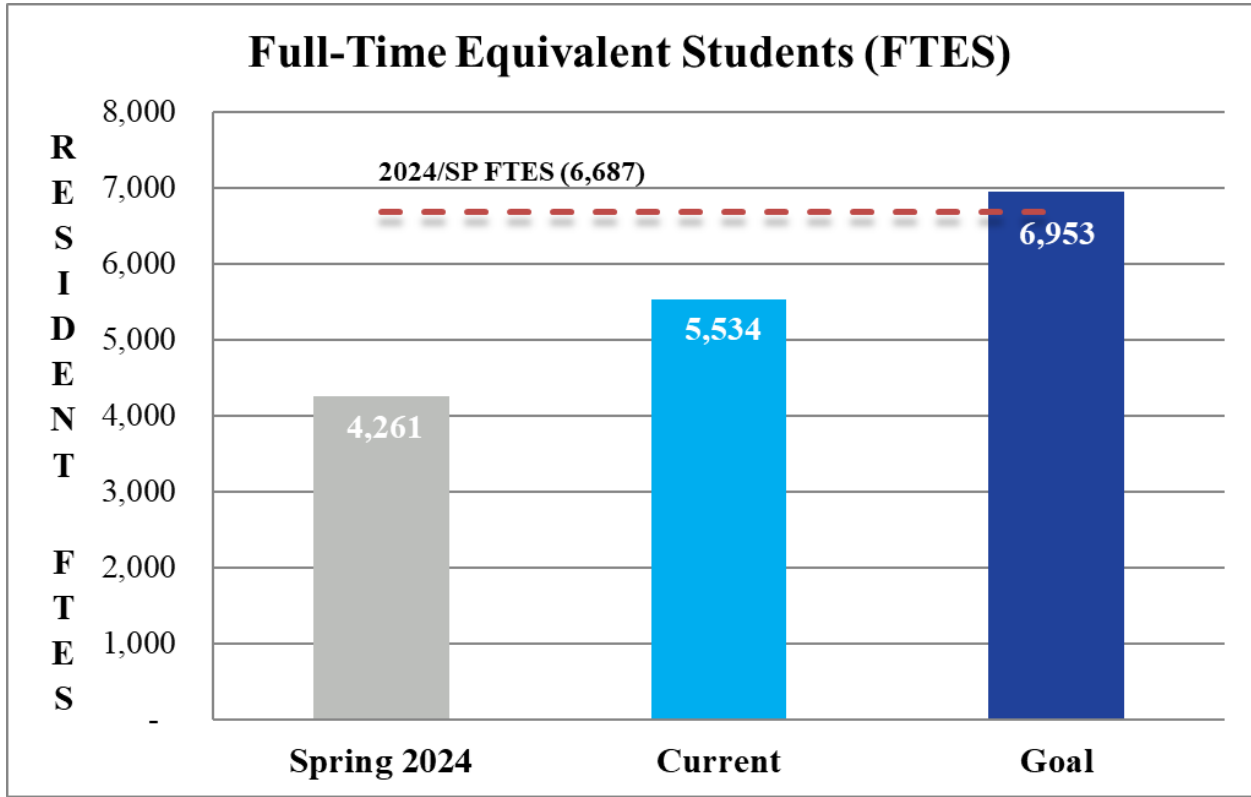
As of January 9, 2025

## Winter 2025



As of January 9, 2025, El Camino College Winter 2025 enrollment is outpacing Winter 2024 enrollment by 80 FTES (+6.7%) generating 1257 FTES, in date-to-date comparison. This level of enrollment puts the College ahead of our goal by 92 FTES (+7.8%). The College expects to lose some of this FTES as students are dropped as "no-shows" or identified as fraudulent enrollments during the first week of instruction (January 6 - 10).

**Spring 2025**



As of January 9, 2025, El Camino College Spring 2025 enrollment is significantly outpacing Spring 2024 enrollment by 1273 FTES (+29.8%) in date-to-date comparison. However, there are concerns that a significant amount of this increased enrollment may be attributable to fraudulent students. Academic Affairs, Student Services, and Information Technology Systems are working together in order to identify any fraudulent enrollment for the Spring 2025 term. This work is imperative in order to make sure the College has seats for our actual students.

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

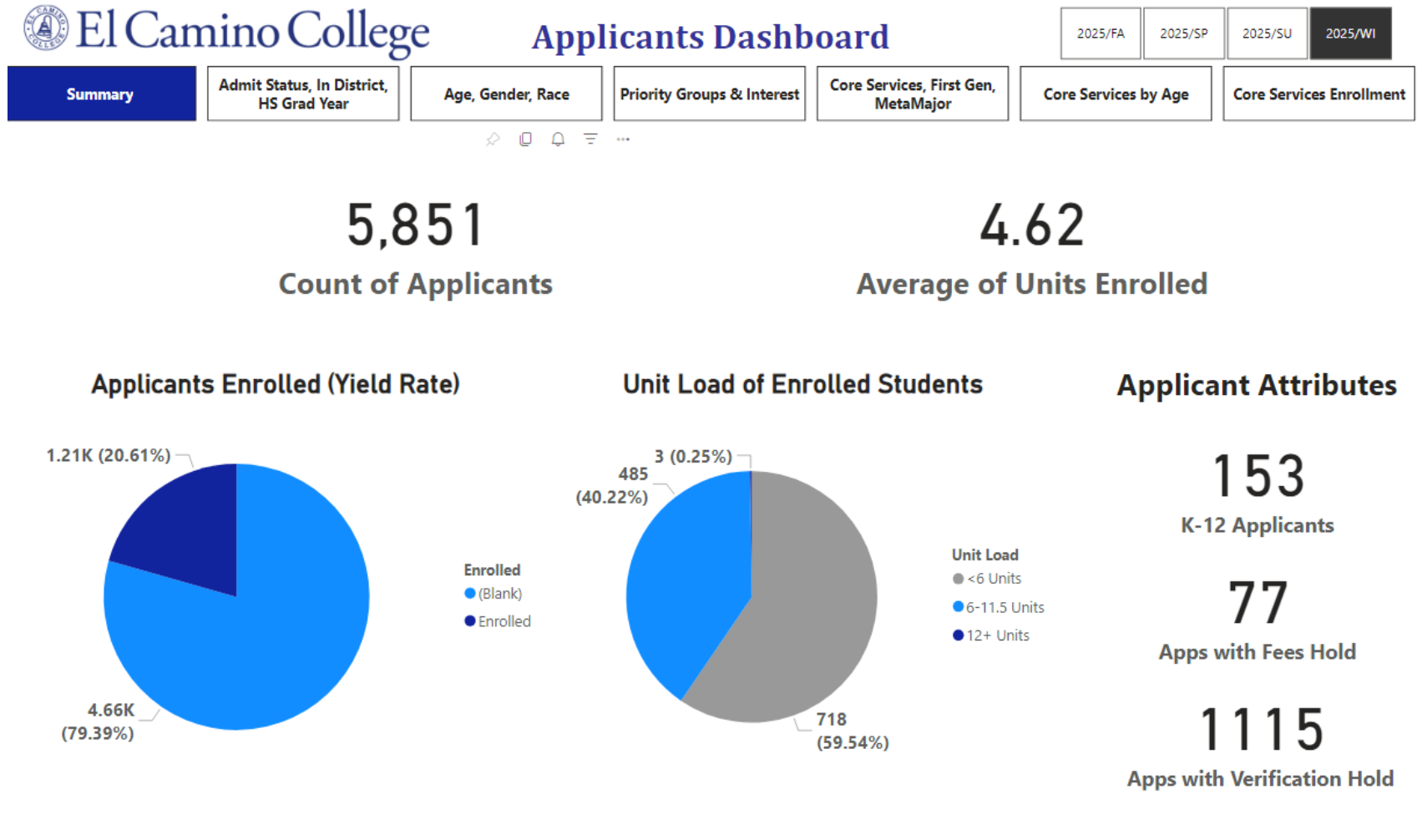
Term	2023-2024		2024-2025		2024-2025 FTES	
	FTES Reported	2024 - 2025 FTES Goal	FTES Projection	vs 2023-2024 Reported (Δ)	2023 –2024 FTES vs FTES Goal (Δ)	
Summer 2024	1771	1790	1838	<b>3.78%</b>	<b>2.66%</b>	
Fall 2024	7144	7475	7471	<b>4.58%</b>	<b>-0.05%</b>	
Winter 2025	1118	1165	1257	<b>12.46%</b>	<b>7.93%</b>	
Spring 2025	6687	6953	6953*	<b>3.98%</b>	<b>0.00%</b>	
<b>YTD (Estimated)</b>	<b>16,719</b>	<b>17,383</b>	<b>17,519*</b>	<b>4.78%</b>	<b>0.78%</b>	

\*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 17,519 FTES for the 2024-2025 year. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 800 FTES (+4.78%). Enrollment growth during the 2024-2025 year is projected to place the College ahead of our FTES target by 136 FTES (+0.78%). Given current strategic enrollment management efforts with respect to 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 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.





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

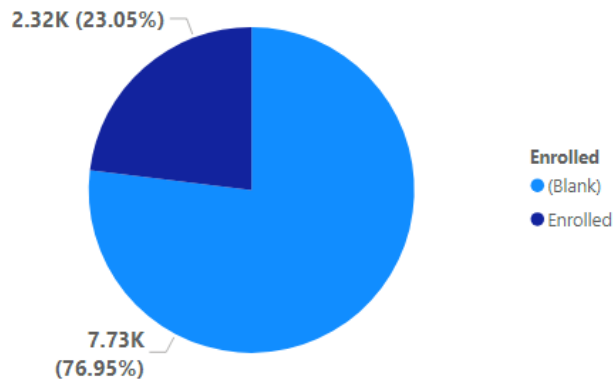
# 9,972

### Count of Applicants

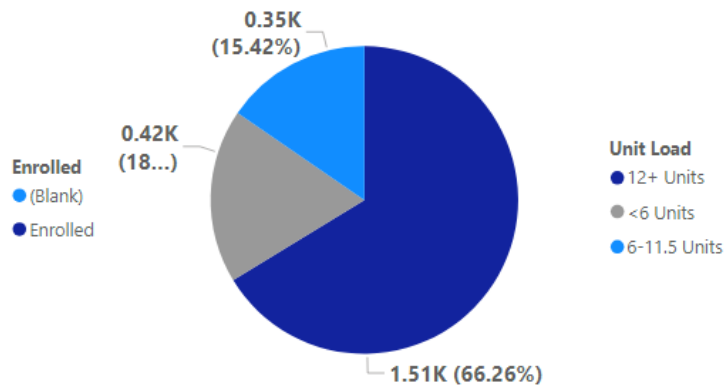
# 11.65

### Average of Units Enrolled

#### Applicants Enrolled (Yield Rate)



#### Unit Load of Enrolled Students



#### Applicant Attributes

# 184

### K-12 Applicants

# 77

### Apps with Fees Hold

# 3490

### Apps with Verification Hold

# El Camino College

## Strategic Enrollment Management (SEM) Plan

### Initiative Updates

#### Marketing and Communications SEM Updates:

- The initial spring email blast was sent out on December 10 to 5,171 Stop-Out and Applied Not Registered (ANR) recipients. 2,464 of those recipients opened the email for an open rate of 47 percent. A follow-up reminder email was sent on January 7. *(A reporting on the results for the second email is not yet available due to the deadline of this report.)*
- A total of 263 participants completed the Bilingual Media Habits Survey. This survey is now closed and is currently in analysis. Once analyzed, the data from this survey will help inform future media buying plans for prospective bilingual students. A full PowerPoint report on the data and insights gained will be reviewed in January.
- In November, the Facebook Leads campaign generated 97 leads. These are perspective students who requested to be contacted by the college for more information.
- Cost of completed YouTube ads are \$0.04, beating the industry standard cost of \$0.20.
- In November 2024, digital marketing efforts led to 339,671 total impressions and 19,236 total website visits.

#### Student Services SEM Updates:

- El Camino College has seen an uptick in potential fraudulent applications. Verification Holds have been placed on records until an applicant proves their identity.
- 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.

#### Academic Affairs SEM Updates:

- The Academic Affairs deans are monitoring enrollment for the Spring 2025 term on a daily basis to determine courses to cancel due to low enrollment and add due to student demand.
- Academic Affairs is working closely with student services to assist with the identification of possible fraudulent enrollment in our courses and ensuring our teaching faculty have the information they need to identify possible fraudulent students in their classes.
- The Strategic Enrollment Management project team will be in San Jose California on January 15-16 for the SEM Academy Mid-Point Convening. The conference will include capacity-building workshops on effective practices in enrollment management, and team time to continue to develop our work on annualized scheduling and annualized enrollment for students.