

El Camino College

Strategic Enrollment Management (SEM) Plan Update

July 2024

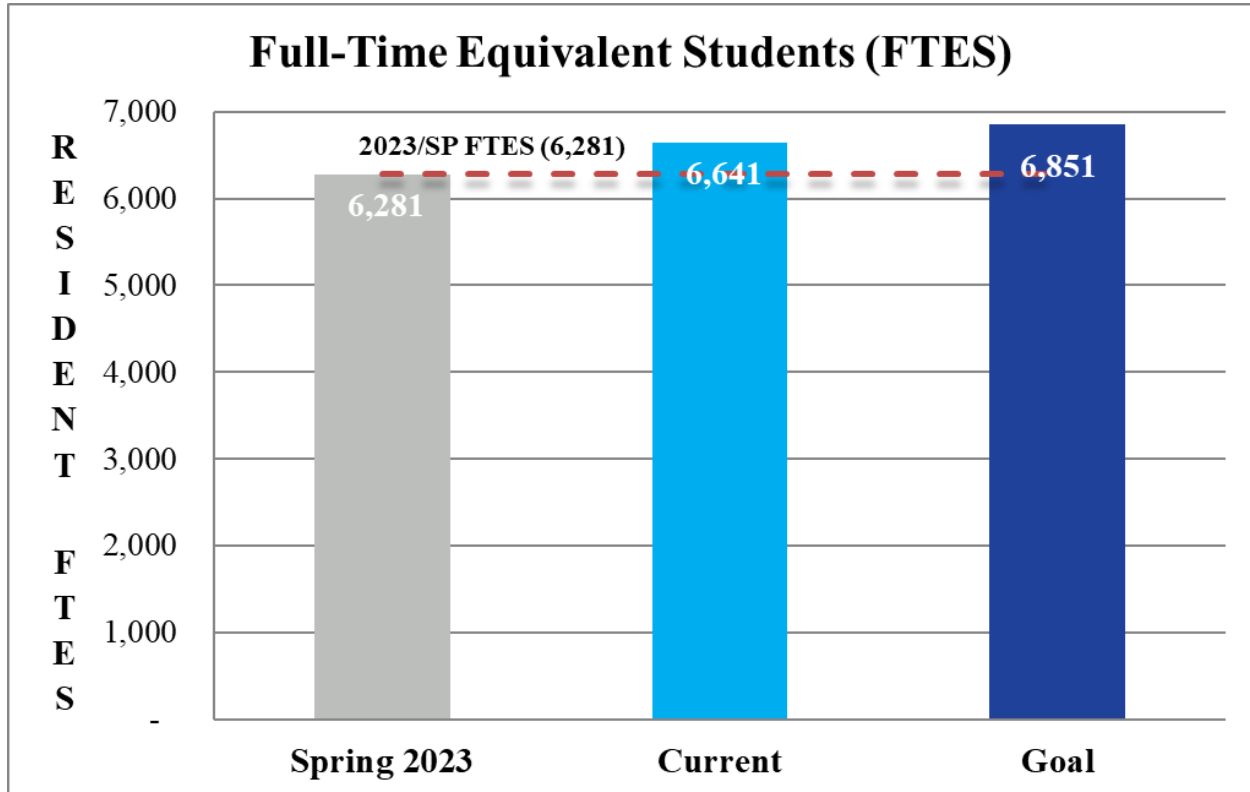
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Spring 2024 Enrollment Data
- Year to Date (2023-2024) Enrollment Data
- Summer 2024 Enrollment Data
- 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 July 8, 2024

Spring 2024



As of July 8, 2024, El Camino College Spring 2024 enrollment outpaced Spring 2023 enrollment by 359 FTES (+5.7%) generating 6,641 FTES. However, the College lagged our Spring 2024 target by 210 FTES (-3.1%).

Year to Date Enrollment Data Through Spring 2024 (Estimated FTES)

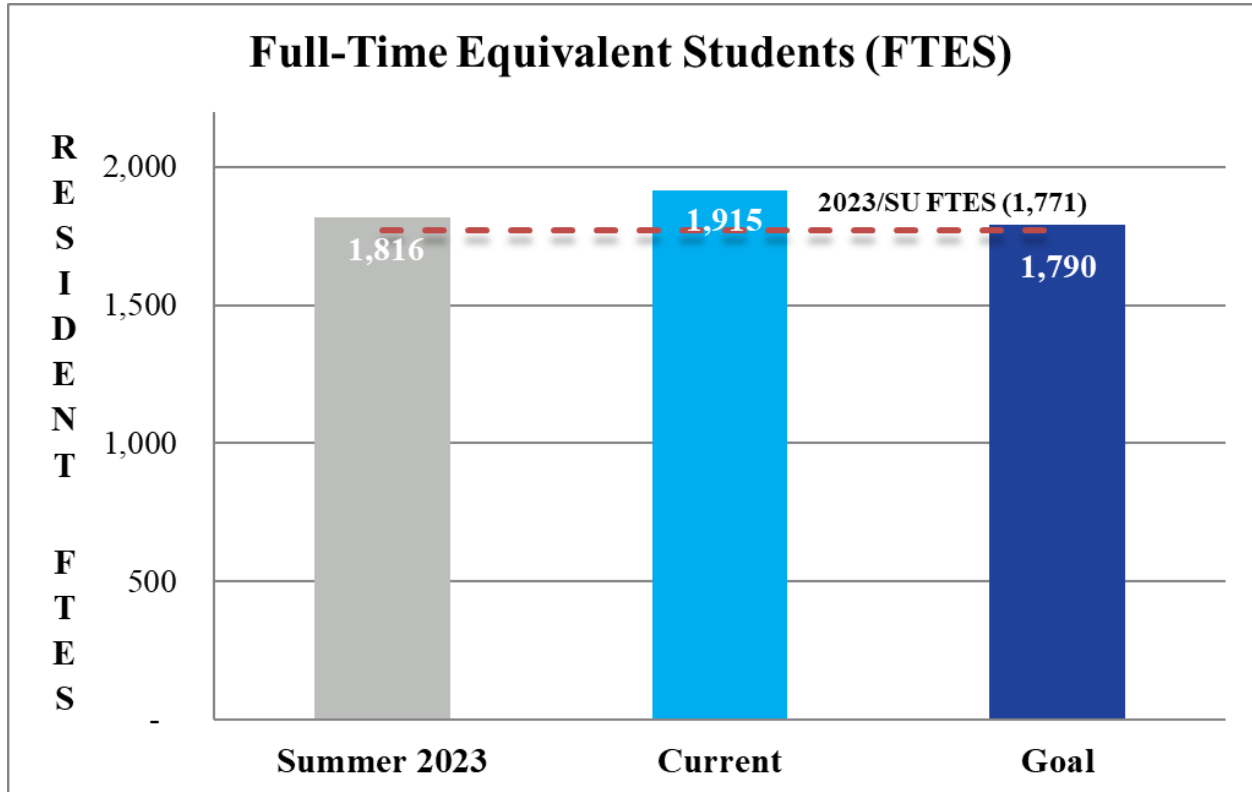
| Term | 2022-2023 | 2023 - 2024 FTES Goal | 2023-2024 | 2023-2024 FTES | |
|-----------|------------------|--------------------------|--------------------|---------------------------|-------------------------------------|
| | FTES Reported | | FTES Projection | 2022-2023 Reported (Δ) | 2023 -2024 FTES vs FTES Goal (Δ) |
| Summer 23 | 1,587 | 1,687 | 1771 | 11.31% | 4.98% |
| Fall 23 | 6,571 | 7,345 | 7129 | 8.49% | -2.93% |
| Winter 24 | 1,090 | 1,159 | 1,144 | 2.28% | -3.84% |
| Spring 24 | 6,281 | 6,851 | 6,641 | 5.72% | -3.06% |
| YTD | 15,529 | 17,041 | 16,656 | 7.25% | -2.26% |

Based on current Spring 2024 enrollment projections, the College is projecting to earn 16,656 FTES for the 2023-2024 academic year. Compared to 2022-2023, the College is projecting increased enrollment generating an additional 1126 FTES (+7.25%). The College lagged the overall enrollment target by 386 FTES (-2.26%). Overall, the College made significant enrollment gains through the 2023-2024 academic year, and this momentum must be continued over the next two academic years in order to move the District onto Student Centered Formula Funding after the new funding baseline is set at the end of the 2024-2025 year.

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

As of July 8, 2024

Summer 2024



As of July 8, 2024, El Camino College Summer 2024 enrollment is outpacing Summer 2024 enrollment by 99 FTES (+5.4%). Target growth for the Summer 2024 session is 1790 FTES and the college is currently ahead of target by 124 FTES (+7.0%).

El Camino College Applicant Tracking Dashboard

Early application yields for Fall 2024 terms show applications compared to the past five years. Students are currently able to submit applications for admissions to all four 2024 terms including; Winter, Spring, Summer, and Fall 2024.



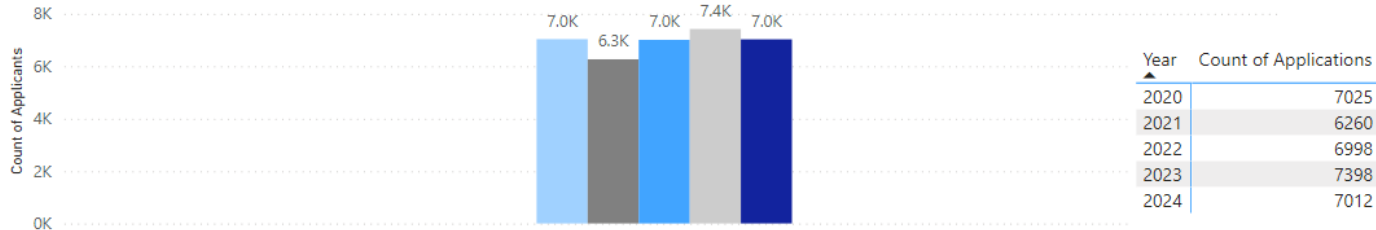
Application Trends As of Same Date in Past Years

Application Term

- 1-Summer
- 2-Fall
- 3-Winter
- 4-Spring

Count of Applications

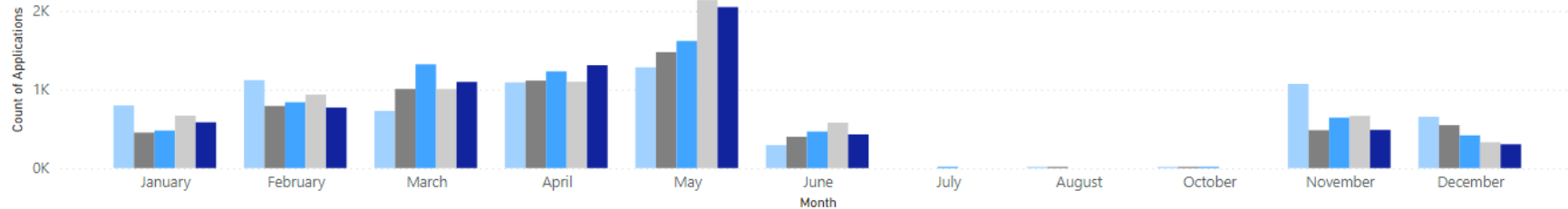
Year ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



-386
2023 to 2024 Difference

Count of Applications by Month and Year

Year ● 2020 ● 2021 ● 2022 ● 2023 ● 2024



| Year | January | February | March | April | May | June | July | August | October | November | December | Total |
|------|---------|----------|-------|-------|------|------|------|--------|---------|----------|----------|-------------|
| 2020 | 797 | 1118 | 726 | 1089 | 1281 | 292 | | 1 | 2 | 1070 | 653 | 7025 |
| 2021 | 451 | 790 | 1006 | 1112 | 1474 | 399 | | 2 | 1 | 481 | 546 | 6260 |
| 2022 | 477 | 837 | 1319 | 1229 | 1616 | 464 | 1 | | 1 | 642 | 416 | 6998 |
| 2023 | 666 | 934 | 1005 | 1098 | 2140 | 577 | | | | 663 | 329 | 7398 |
| 2024 | 582 | 769 | 1096 | 1308 | 2047 | 428 | | | | 485 | 303 | 7012 |

Last Updated
6/6/2024

El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates: JULY 2024

Marketing Strategy – SEM Updates

- The Board of Trustees received a presentation and report of the annual results of the strategic marketing enrollment plan during the June 2024 Board of Trustees meeting.
- The Board of Trustees approved next year's contract with GradComm to continue implementing strategies in the Strategic Enrollment Marketing plan and to manage the college's digital marketing efforts. A marketing retreat is planned for Monday, July 22 to lay out the strategies and timing of efforts.
- Per feedback from the June Board of Trustees meeting and presentation of annual marketing enrollment results, we have begun to examine ways to capture potential student information via a form or pop-up triggered by a digital ad, email, text, postcard, or other paid media to have stronger campaign attribution.
- We are setting up times to review the Secret Shopper report and address student onboarding issues discovered during this research project.
- Digital advertising continues to run in support of Summer and Fall enrollment on paid social media channels to maintain optimization of cost and engagement.

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:

- Enrollment for summer is strong and the Academic Affairs deans have worked closely with faculty to manage the courses and number of seats available to students while improving our enrollment efficiency. Current fill rates for our course sections is over 85% which is a significant improvement over Summer 2023 when the overall fill rate was 78%.
- The District Strategic Enrollment Management Academy team (SEM Academy) is traveling to Costa Mesa on June 14th and 15th for the SEM Academy kickoff event. As a reminder, the team is working to plan and implement annualized scheduling of courses and allow students to register up to a year at a time. The goal of this work is to improve student retention from term to term with a focus on decreasing equity gaps in student retention for African American students.