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

- Summer 2025 Enrollment
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

El Camino College Summer 2025 Full-Time Equivalent Students (FTES) Projections
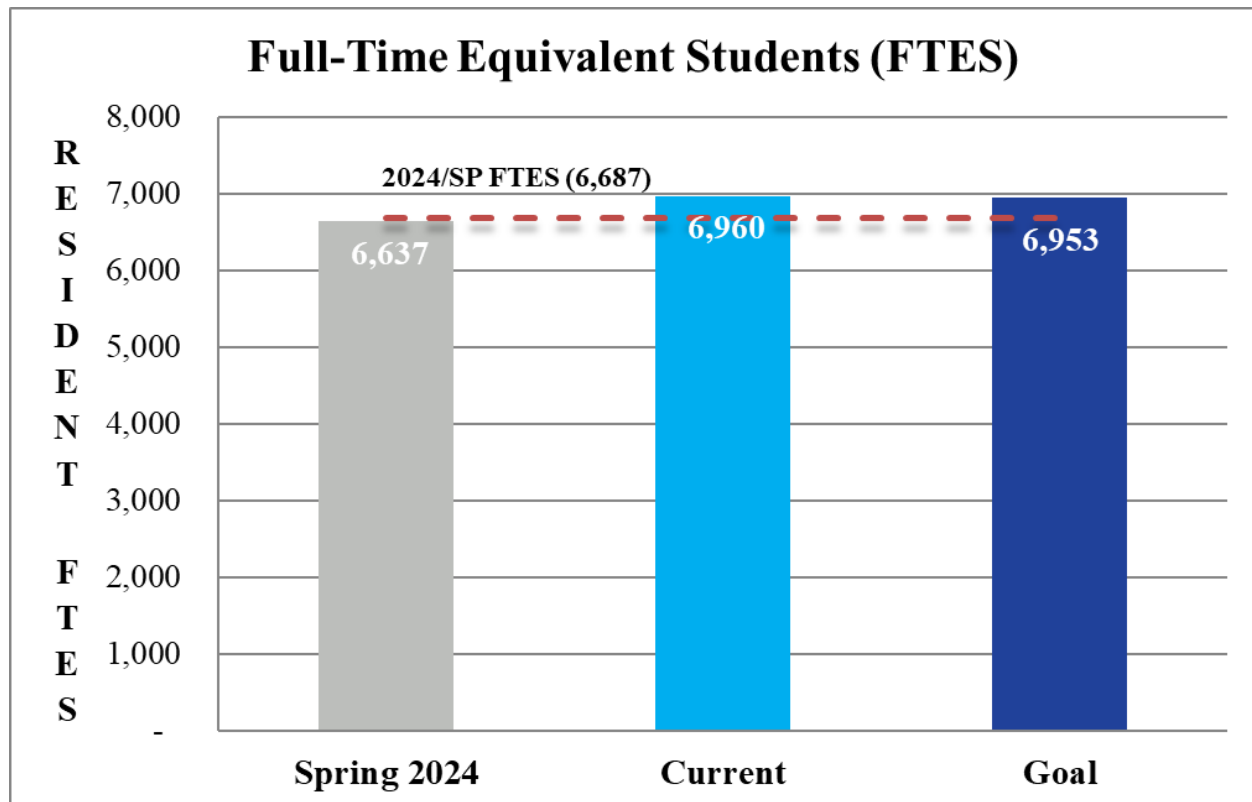
As of July 24, 2025

Summer 2025
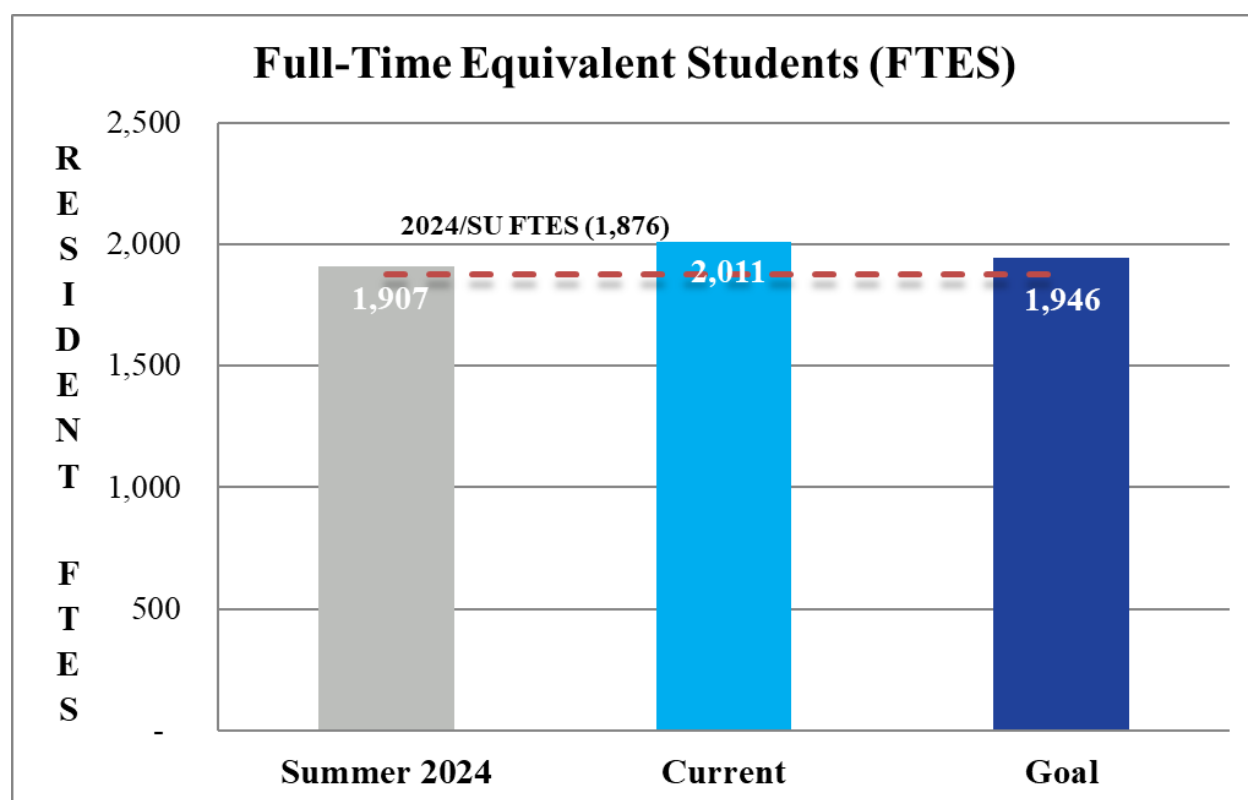
El Camino College is projecting FTES enrollment data for summer 2025 to be 2011 FTES. This level of enrollment represents an increase of 104 FTES

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

As of June 9, 2025

Spring 2025

Full-Time Equivalent Students (FTES)

As of June 9, 2025, El Camino College Spring 2025 enrollment is outperforming Spring 2024 by 296 FTES (+4.4%) and above our target by 29 FTES (+0.42%). Currently we expect to report a little more than 7000 FTES in total for the Spring 2025 term once positive attendance enrollment is accounted for at the end of the semester. This represents a significant milestone for El Camino College because we have not surpassed the 7000 FTES mark during a spring term since before the COVID-19 pandemic.

Year to Date Enrollment: Summer, Fall, Winter, and Spring (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	1876	5.90%	4.76%
Fall 2024	7144	7475	7645	7.02%	2.28%
Winter 2025	1118	1165	1176	5.19%	0.96%
Spring 2025	6687	6953	6960	4.09%	0.10%
YTD (Estimated)	16,719	17,383	17,769	5.74%	1.71%
Summer 2025*	1200	1200	1200	*	0.00%

*Summer 2025 – Shift into 2024-2025: The college will use approximately 1200 FTES from Summer 2025 to shift into the 2024-2025 in order to maximize FTES reported for the year. Not all Summer 2025 FTES will be reported in 2024-2025.

Based on current enrollment projections, including current total Spring 2025 data and preliminary Summer 2025 data, the College is projecting to earn 17,679 FTES for the 2024-2025 year. This includes adjusted FTES reporting for Summer 2024, Fall 2024, Winter 2025, Spring 2025. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 960 FTES (+5.74%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 297 FTES (+1.71%).

El Camino College Applicant Tracking Dashboard

Enrollment for the Summer and Fall 2025 began in late May.

El Camino College
Applicants Dashboard

2025/FA | 2025/SP | 2025/SU | 2025/WI

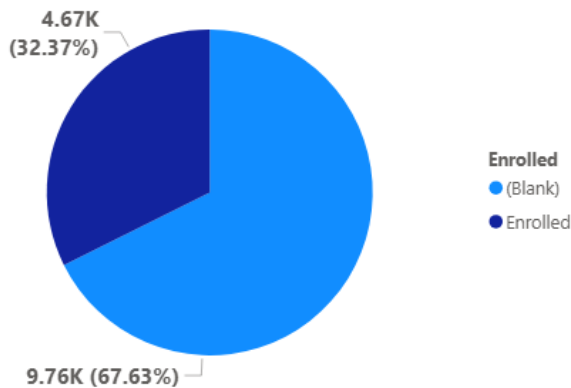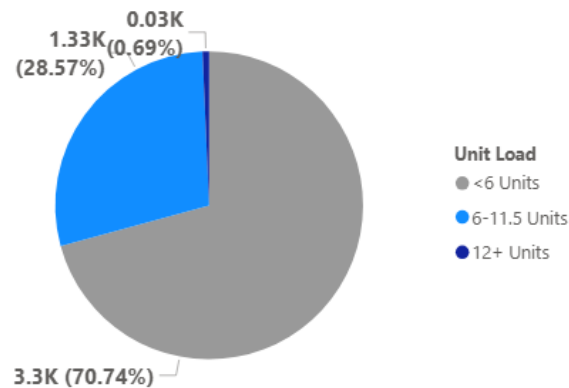| **Summary** | Admit Status, In District, HS Grad Year | Age, Gender, Race | Priority Groups & Interest | Core Services, First Gen, MetaMajor | Core Services by Age | Core Services Enrollment |

7,328
Count of Applicants

9.76
Average of Units Enrolled

Applicants Enrolled (Yield Rate)

2.68K (36.48%)

4.66K (63.52%)

Enrolled
- (Blank)
- Enrolled
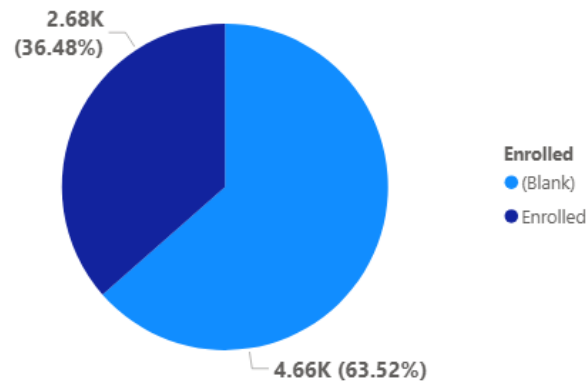
Unit Load of Enrolled Students

0.56K (20.92%)

1.31K (48.99%)

0.8K (30.09%)

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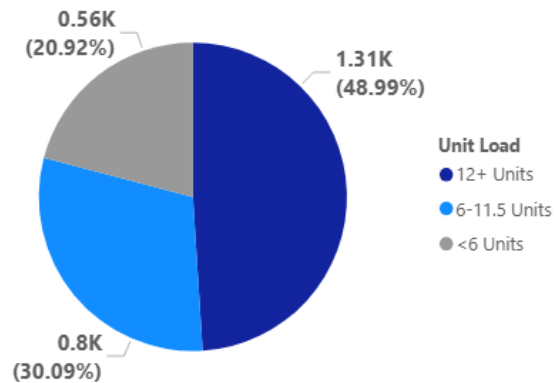
Applicant Attributes

626
K-12 Applicants

148
Apps with Fees Hold

33
Apps with Verification Hold

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

Marketing and Communications SEM Updates:

Activity	Status
Advertising / Media Buy / Email	• Summer campaign ran through June 23. • Distributed Summer Classes Email for stopped out, applied not registered students. • Spanish FB Carousel ads completed • Summer Classes Email sent June 17.
Short-term Class Marketing Cataloging Underway/Areas of Study	• Landing page for short-term class hub completed. • Short Term Certificates	El Camino College	Torrance, CA • Full Catalogue for Reference
Development of Non-credit Collateral	• Tracking results and progress of non-credit social media carousel ads to be put into rotation in June on Facebook and Instagram platforms for ESL, Healthcare, GED/High School Diploma, and the value of CTE options.
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	• The Marketing team has been participating in ITS and Enrollment Services meetings to develop the scope of needs for CRM Recruit and will continue as the platform comes into use. • The committee approved the new Prospect Form with questions removed for implementation. • Confirming that form link can be embedded into ECC website • ITS provided Marketing team access to CRM Recruit sandbox environment to begin developing branded messaging templates. • Confirmed with Recruit that social media paid campaigns will each have their own unique URLs for tracking engagement through the platform.

Digital Advertising and Search Engine Marketing (SEM) Highlights *(Most recent information available.)*

● Top performing keywords for June that were searched the most for search engine marketing were for junior colleges and city colleges and college degrees. Our average cost per engagement is $1.38, far exceeding the industry benchmark of $56 and an average cost per click of just .15 cents.

● In June, YouTube's audiences with the highest engagement target household incomes (HHI) under $70k and online gamers. The video view rate is more than double the industry average at 52% across both campaigns.

● Audiences with the highest Click Thru Rate (CTR)/engagement on social media were Adult Education/Career Development and Hispanic audiences, being served Spanish language ads. More than 130 forms were submitted from Facebook/IG in June with Spanish and Online Edu audiences filling out most of the forms.

- Snapchat continues to have the highest engagement for High Schoolers and Parents of Teens. The Cost Per Thousand Engagements (CPM) is typically very high for this publisher, but we saw a decreased CPM in June, which is positive.
- YouTube's audiences with the highest engagement are targeting Household Incomes (HHI) under $70k and online gamers. The video view rate is more than double the industry average at 52% across both campaigns.
- Creative development of flyers and social carousel ads for four noncredit program groupings completed.
- Purchased lists for email to promote our short-term certificates will be distributed in July. The email will link to the new short-term certificate landing page.
- Four organic-feeling student videos will be introduced into paid and organic social campaigns throughout the new fiscal year. These videos feature real students discussing their positive ECC experiences.

Student Services SEM Updates:

- **International Student Update:**
  Spring 2025 Enrollment Data & Application Data for Full-Time F1 Visa Students

  As of 7/7/2025

Spring 2025 Enrolled	Summer 2025 Applications	Fall 2025 Applications	Transferring Applications	Out of Country Apps.	Change of Visa Status Apps. (Currently in US)
356	20	132	68	62	15

Summer/Fall 2025 Applications

Country	Count
Japan	21
Vietnam	22
Brazil	14
Nigeria	13
South Korea	7
India	9
Algeria	5
China	4
Philippines	4
Myanmar	3
Colombia	3
Tajikistan	2

Tanzania	**4**
Argentina	**1**
El Salvador	**1**
Benin	**1**
Mongolia	**1**
Netherlands	**1**
Denmark	**1**
Australia	**1**
Algeria	**1**
Ecuador	**1**
Hong Kong	**1**
Cambodia	**1**
Canada	**1**
Germany	**1**
Ghana	**1**
Italy	**1**
Pakistan	**1**
Peru	**1**
Poland	**1**
Russia	**1**
Sierra Leone	**1**
Sweden	**1**
Switzerland	**1**

Academic Affairs SEM Updates:
- The Academic Affairs team completed the Winter and Spring 2026 schedule. This schedule was posted to the website during the week of June 9th, prior to the end of the semester. Students and the community have access to the entire schedule of classes for next year.