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

March 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 March 19, 2025

Spring 2025

Full-Time Equivalent Students (FTES)

2024/SP FTES (6,687)

Spring 2024: 6,557
Current: 6,878
Goal: 6,953
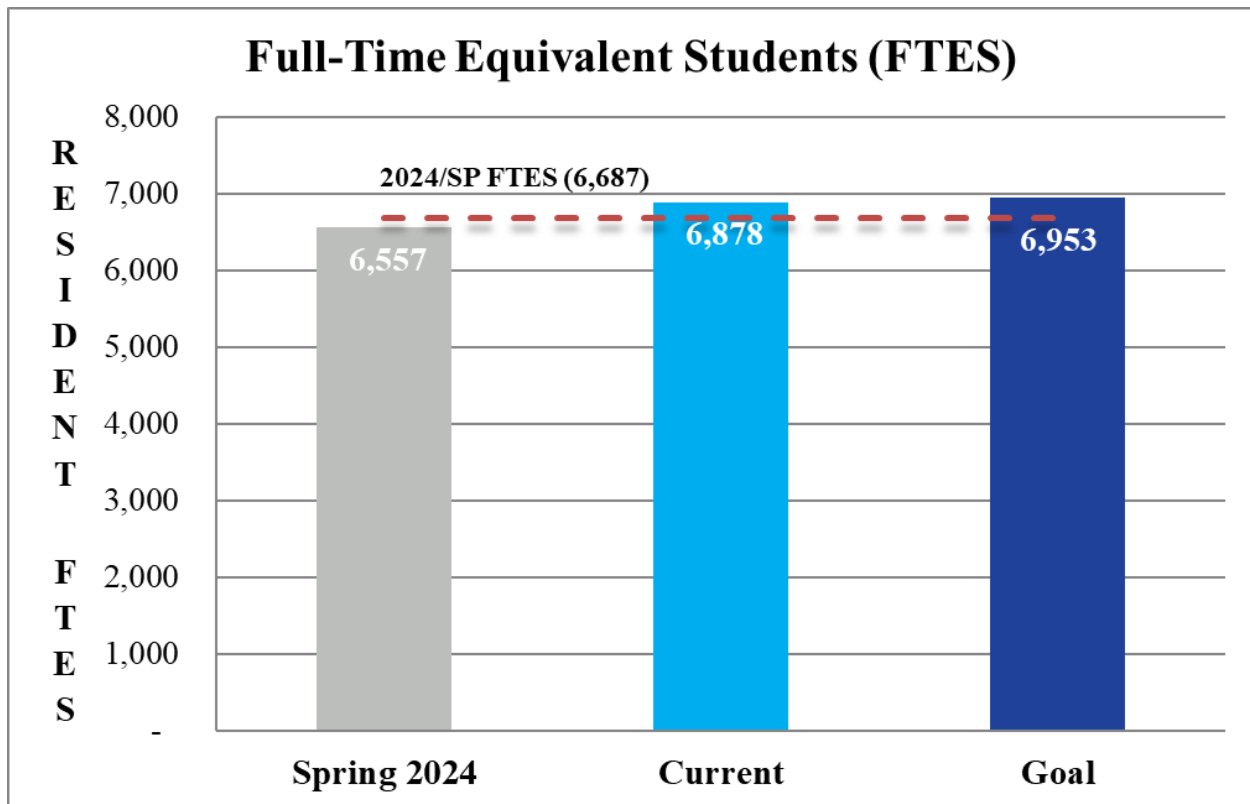
As of March 19, 2025, El Camino College Spring 2025 enrollment is performing better than Spring 2024 by 191 FTES (+2.9%) and below target by 75 FTES (-1.1%). Fraudulent enrollments remain a concern for our late-start classes and waitlists, and Academic Affairs Deans continue to partner with Student Services on flagging potential fraud in our classes. Based on current enrollment, the College expects to generate sufficient FTES with late-start and positive attendance courses the meet or exceed the target for the Spring 2025 term.

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	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	6878	2.86%	-1.08%
YTD (Estimated)	16719	17383	17393	4.03%	0.06%

Based on current enrollment projections, including current total Spring 2025 data, the College is projecting to earn 17,393 FTES for the 2024-2025 year. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 674 FTES (+4.03%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 10 FTES (+0.06%). 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.
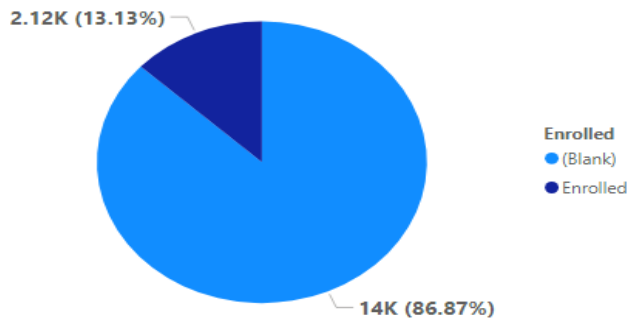
El Camino College — Applicants Dashboard

| 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
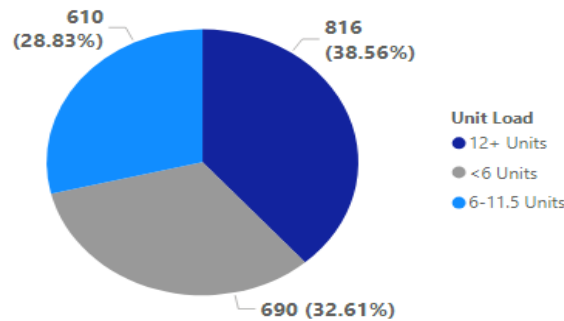
15,969
Count of Applicants

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:

- Our spring midterm email blast to StopOut and Applied Not Registered students will go out at the end of March with a reminder email at the beginning of April. This will allow time for students to reach out to advising before Spring Break. These emails are formatted with UTM strings, digital code attached to the email, which will provide data collection and tracking from the ECC website using Google Analytics. In addition to email, each digital ad carries these "strings" so we can track which ads were more successful in directing leads to our site.
- In January, the Facebook Leads campaign generated 159 leads. These are perspective students who requested to be contacted by the college for more information. Enrollment data from these leads has been requested from the Contact Center. Leads from these campaigns go directly to the Contact Center for follow-up.
- Our multi-cultural focus groups are scheduled for March 20th in person at the college. These focus groups, led by a professional facilitator, will seek to identify individual college drivers and media habits. The invited individuals are respondents from our Media Habits Survey that took place in late 2024.
- In January, the Cost Per Click digital advertising from the Pay Per Click campaign averaged at $0.21.
- Digital marketing efforts in January created a total of 536,251 impressions with 19,429 site visits and 46,363 video views.
- Digital Advertising Insight and Recommendations for next cycle:
  - Top performing keywords that were searched the most for search engine marketing were junior colleges, college degrees, GED, and associate degrees
  - Audiences with the highest Click Through Rate (CTR)/engagement in social media were Hispanic audiences, being served Spanish language ads
  - Audiences that saw the greatest conversion within social media and filled out an interest form were Hispanic audiences being served Spanish language ads, those searching "Adult Career Edu" and similar interests, and the "lookalike" audience (those social media prospects with similar social media attributes as ECC CRM lists of "Applied, Not Enrolled" prospects from the college's database.
  - Snapchat has the highest engagement for high schoolers and the parents of teens.
  - YouTube's audiences that have the highest engagement are targeting both household income under $70k and online gamers.

Student Services SEM Updates:

- El Camino College continues to see potential fraudulent applications. Verification Holds continue to be placed on records until an applicant proves their identity. Enrollment Services is working closely with IT to continue to improve the process in removing potentially fraudulent students from waitlists and course enrollments. Enrollment Services will also be working closely with IT on the implementation of Lightleap AI.

- A small Student Services team continues to meet to discuss Annual Enrollment. On March 10th the team met with the West Hills district to discuss how annual enrollment works at their institution. West Hills offered valuable insights and connections were made with department leads and other subject matter experts for continued collaboration and knowledge-sharing.
- Student Services has submitted an application and has been interviewed for the SEM Program 2.0: Supporting the Student Journey. The focus is on the creation of a one-stop model to allow students to receive services in one location. We will be notified by the end of the month if El Camino College has been selected to participate.

Academic Affairs SEM Updates:
- The Academic Affairs is focused on enrollment, including the identification of fraudulent enrollment, in our late-start courses for Spring 2025. The team is working closely with Student Services to identify fraudulent students on waitlists and enrolled in courses for verification holds. Clearing these fraudulent enrollments is critical in ensuring that seats are available in our late-start classes for actual students needing the courses to make progress toward their educational goals.

- The Academic Affairs management team continues to work on the annual scheduling project. We expect to have the Summer-Fall 2025 course schedules available by mid-April and the Winter-Spring 2026 schedules available by mid-June. In addition, a draft timeline has been developed for completion of the 2026-2027 course schedule by mid-April 2026. The deans are currently providing feedback on this timeline with input from the classified professionals who support schedule development.