

El Camino College

Strategic Enrollment Management (SEM) Plan Update

November 2024

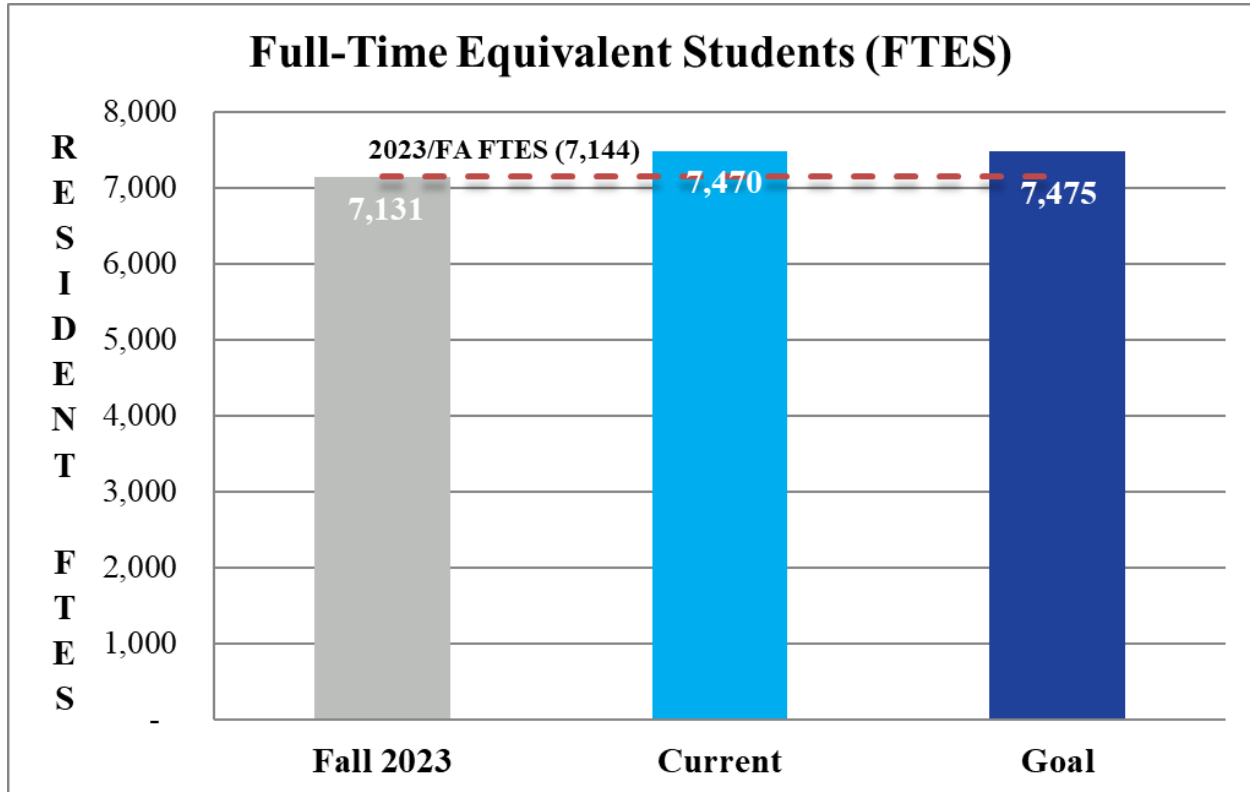
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Fall 2024 Enrollment
- Year to Date Enrollment
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

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

As of November 13, 2024

Fall 2024



As of November 13, 2024, El Camino College Fall 2024 enrollment continues to outpace Fall 2023 enrollment by 359 FTES (+5.1%) generating 7470 FTES in date-to-date comparison. The FTES projected has fallen off due to a significant number of students who were dropped as fraudulent enrollments or “no-show” for the second 8-week short term classes that started the week of October 21, 2024. Projected enrollment for late start and positive attendance FTES will improve our credit resident FTES for the term and remain ahead of our target of 7,475 FTES.

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

Term	2023-2024	2024 - 2025 FTES Goal	2024-2025	2024-2025 FTES	
	FTES Reported		FTES Projection	vs 2023-2024 Reported (Δ)	2023 –2024 FTES vs FTES Goal (Δ)
Summer 24	1771	1790	1892	6.83%	5.67%
Fall 24	7110	7475	7470	5.05%	-0.06%
YTD	8880	9265	9362	5.79%	1.05%

Based on current Summer and Fall 2024 enrollment projections, the College is projecting to earn 9,362 FTES for these two terms. Compared to Summer and Fall 2023, the College is projecting increased enrollment generating an additional 512 FTES (+5.70%). Enrollment growth during Summer and Fall this year is projected to place the College ahead of our FTES target by 97 FTES (+1.05%). Overall, enrollment for 2024-2025 is strong and the College is projecting to meet or exceed our annual FTES target once enrollment is completed for the Winter and Spring terms.

El Camino College Applicant Tracking Dashboard

Application yields are in the early process for Winter and Spring 2025 sessions. Enrollment for both terms will begin in late November and early December. Students can start submitting applications on October 1, 2024, for the 2025-2026 academic year.



El Camino College

Applicants Dashboard

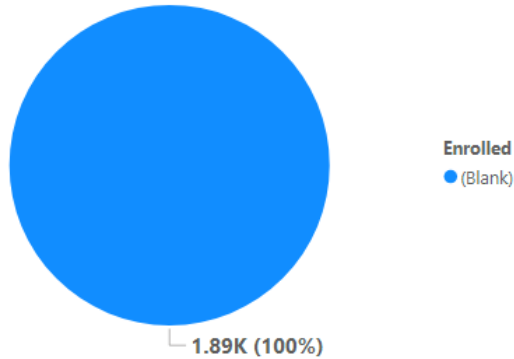
2025/FA | 2025/SP | 2025/SU | **2025/WI**

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
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1,890
Count of Applicants

(Blank)
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students

Applicant Attributes

91
K-12 Applicants

29
Apps with Fees Hold

1
Apps with Verification Hold

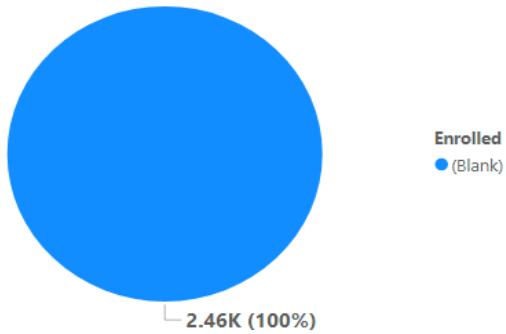


Summary	Admit Status, In District, HS Grad Year	Age, Gender, Race	Priority Groups & Interest	Core Services, First Gen, MetaMajor	Core Services by Age	Core Services Enrollment
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2,436
Count of Applicants

(Blank)
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students

Applicant Attributes

57
K-12 Applicants

18
Apps with Fees Hold

1
Apps with Verification Hold

El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Activity	Status
Media Buy	<ul style="list-style-type: none"> • Second Eight-Week Class Promotion concluded October 22. • Ongoing Apply & Register for Winter and Spring awareness and program specific ads running concurrently. <ul style="list-style-type: none"> - GED Prep Course - A Place for Student Success – Black Student Success Center - A Top 25 Community College for Hispanics - Career-focused, short-term certificate = get to work faster - Bigger Salaries. Better Careers – Get the Skills You Need to Succeed
Secret Shopper	Results of Secret Shopper presented to Cabinet.
8-Week Classes Email	<p>The results of the wait list email campaign delivered just after the start of the fall semester received from IRP. As a reminder, 5,068 emails sent, 565 emails opened, and 223 students clicked to our site to learn more about registering for a different under enrolled course, or a second, eight-week.</p> <ul style="list-style-type: none"> • 235 students enrolled in section they waitlisted for. • 20 students didn't enroll in the waitlisted class and instead enrolled in a different section of the same course.
Short-term Class Marketing Cataloging Underway/Areas of Study	<ul style="list-style-type: none"> • The short-term certificate courses catalogue list under review by Deans. • Non-credit courses verified and approved by M. Kline. • Dedicated landing page will be ready when campaign launches.
Development of Non-credit Collateral	<ul style="list-style-type: none"> • Top ten non-credit courses also confirmed by M. Kline and as a result campaign under development for launch in December to market the package of short-term courses. • Create collateral (emails, social, flyers)
Bilingual Media Habits Survey	<ul style="list-style-type: none"> • Bilingual media habits survey questions completed. • Student list has been requested from IRP. • Survey launch planned for first week of November.
Disproportionately impacted students marketing plan	<ul style="list-style-type: none"> • Two focus groups planned. Timing TBD. • Using MyECC to extract Black/AA and Hispanic students list not belonging to a support cohort to learn of viewpoints and needs that we may not be aware of. • Focus group format under development.

Digital Advertising and Search Engine Marketing (SEM) continued in the channels below. *Results represent data available in September (the most recent month available.)*

Performance Review & Recommendations:

Search Engine Marketing (SEM)

Search Engine Marketing continues to optimize and Sept did very well, with a lower cost per click/cost per lead and a higher click thru rate (CTR). Our average cost for Pay Per Click went from .15 cents to .09 cents from August to September. Obtained a CTR for text ads of 48 percent, far beating the industry average of 6 percent. In addition, 808 calls were received and 622 people clicked to start an application.

Facebook/IG Benchmarks

While it was reported last month that we received 138 interest form submissions from the leads campaign, this month the interest remains high at 135 leads. The average cost per lead is \$19, compared to the industry average benchmark of \$62. To further enhance the results, separate FB/IG campaign solely targeting the CRM lists and phone lists will be implemented. The Applied Not Registered impressions are excellent. Highly engaged audiences continue to be Spanish, career-centered adult males and those interested in online learning.

YouTube

Results on this platform remain the same month over month with the completed video view rate remaining high for English and Spanish campaigns at 60% compared to the industry benchmark of 35%. The cost remains low as well at .03 cents per completed video view.

Display

Display Cost Per Thousand (CPM) impressions continues to be low at \$9. Views for over-the-top (OTT) display advertising on connected TV video viewers with streaming at over 9,500 completed views, a slight dip from the previous month's report. This is attributed to the time of year.

Engagement is above average in this campaign and visits from both paid/view through visits are high despite a reduced budget. To ensure the budget goes further, the number of audiences has been reduced from 24 to 10.

Snapchat

While Snapchat has a higher Cost Per Thousand (CPM) impressions, engagement is higher. Spanish audience ads have been removed from this platform because they are very expensive and Spanish-language ads are running in YouTube, Display and Facebook/IG, where it is much more affordable.

Student Services SEM Updates:

- College Night is scheduled for Wednesday, November 13, 2024, in the Student Services Plaza.
- A small Student Services team met to begin discussion on Annualized Enrollment. This would 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.
- Student Services is currently working through its organizational structure to better serve students. Listening Sessions were held for the Student Services Division on Tuesday, October 22nd and Tuesday, October 29th.

Academic Affairs SEM Updates:

- The Academic Affairs finalized the Winter and Spring 2025 schedules. The schedules were available to students in electronic form on October 15, 2024. The production and availability of the schedule has been improved by nearly a month over the last two years in order to remain competitive with the community college districts in the Los Angeles region.
- The Strategic Enrollment Management Academy team within Academic Affairs is implementing an updated schedule development timeline in order to have the complete 2025-2026 schedule of classes available to students by mid-June. The summer-fall schedule will be available by mid-April and the winter-spring schedule will be available by mid-June. The goal is to improve student planning of their schedules for the entire academic year, increase enrollment, and improve student retention from term to term.