

El Camino College

Strategic Enrollment Management (SEM) Plan Update

October 2024

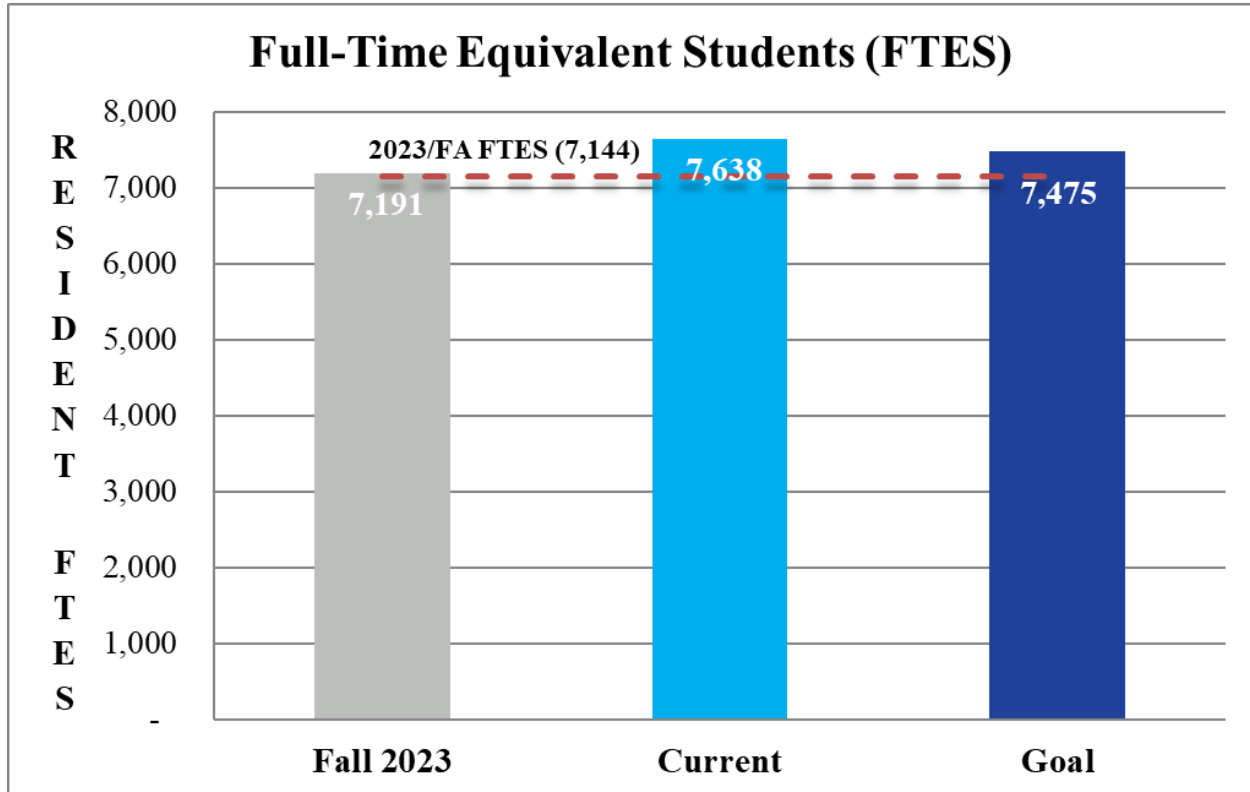
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

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

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

As of October 9, 2024

Fall 2024



As of October 9, 2024, El Camino College Fall 2024 enrollment continues to outpace Fall 2023 enrollment by 447 FTES (+6.2%) generating 7,638 FTES in date-to-date comparison. 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		2024-2025 FTES	
	FTES Reported	2024 - 2025 FTES Goal	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	7144	7475	7638	6.92%	2.19%	
YTD	8915	9265	9530	6.90%	2.86%	

Based on current Summer and Fall 2024 enrollment projections, the College is projecting to earn 9,530 FTES for these two terms. Compared to Summer and Fall 2023, the College is projecting increased enrollment generating an additional 615 FTES (+6.90%). Enrollment growth during Summer and Fall this year is projected to place the College ahead of our FTES target by 265 FTES (+2.86%). 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 November. Students can start submitting applications on October 1, 2024, for the 2025-2026 academic year.



El Camino College

Applicants Dashboard

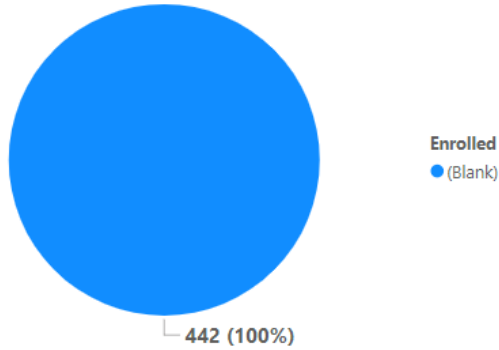
2024/FA 2024/SU 2025/SP 2025/WI

- 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

441
Count of Applicants

(Blank)
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students

Applicant Attributes

15
K-12 Applicants

12
Apps with Fees Hold

1
Apps with Verification Hold

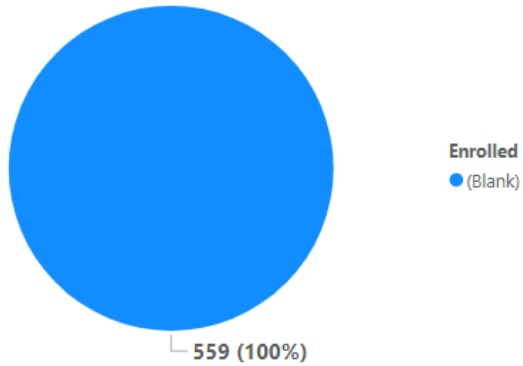


- Summary
- Admit Status, In District, HS Grad Year
- Age, Gender, Race
- Priority Groups & Interest
- Core Services, First Gen, MetaMajor
- Core Services by Age
- Core Services Enrollment

554
Count of Applicants

(Blank)
Average of Units Enrolled

Applicants Enrolled (Yi)



Unit Load of Enrolled Students

Applicant Attributes

6
K-12 Applicants

6
Apps with Fees Hold

(Blank)
Apps with Verification Hold

El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Activity	Status
Media Buy	Second Eight-Week Class Promotion
8-Week Classes Email	<u>Results</u> <ul style="list-style-type: none"> ▪ Sent : 5,068 ▪ Opens : 565 ▪ Clicks : 223 ▪ 235 enrolled in the section they were waitlisted for. ▪ 20 students didn't enroll in the section they were waitlisted for. They enrolled for a different section for the same course.
Short-term Class Marketing Cataloging Underway/Areas of Study	<ul style="list-style-type: none"> • Reviewing short term certificates with Deans to verify information. • Building dedicated landing page in preparation for marketing campaign.
Bilingual Media Habits Survey	<ul style="list-style-type: none"> • GradComm preparing ECC with bilingual media habits survey in preparation for October launch.
Disproportionately impacted students marketing plan	<ul style="list-style-type: none"> • Two focus groups • Need to decide on participants + dates • Once dates are decided, GradComm will create event-brite invitations. • GradComm to develop questions for ECC review.
Development of Non-credit Collateral	<ul style="list-style-type: none"> • Create robust non-credit landing page in preparation for marketing campaign. • Choose top ten choices of programs to market • Create collateral (emails, social, flyers)

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

Performance Review & Recommendations:

Due to the reduction in advertising budget experienced at the beginning on the fiscal year, digital advertising impressions, video views and website visits continue to decrease. Ads are still performing above average. To compensate for a lower budget, audiences have been reduced.

Search Engine Marketing (SEM)

Due to the reduced budget, impressions/visits in August experienced a decrease. However, SEM is doing well and beating all industry benchmarks. Our average cost per click is .19 cents. The Click Thru Rate is strong on the text ads at 28 percent, beating the industry average of 6 percent.

Facebook/IG Benchmarks

Lead campaigns generated 138 form submissions with an average cost per lead of \$18, compared to the industry average benchmark of \$62. New audiences, targeting a phone and CRM list, were added and both lists received minimal exposure as they are competing against all other audiences with a reduced budget. As a result, and as noted above, audiences have been reduced. Some of the most engaged audiences are Spanish, adult males interested in career education and online learning.

YouTube

The completed video view rate is high for both campaigns at 60 percent compared to the industry benchmark of 35 percent with a record low cost of .03 cents per completed video view. Running in both English and Spanish.

Display

Display Cost Per Thousand (CPM) impressions is low at \$9. Views for over-the-top (OTT) display advertising on connected TV video viewers continues to be high with streaming at over 10,000 completed views. New audiences were also added including geofencing high schools and ECC Customer Relationship Management (CRM) lists. Engagement is above average in this campaign with visits from both paid/view through up despite a lower than usual budget. Audiences will be reduced from 24 targets to 10. The best performing audiences are low income work industries, website remarketing and lookalike audiences developed from website traffic.

Snapchat

Snapchat has a higher Cost Per Thousand (CPM) impressions, but engagement is higher. Unfortunately, Spanish language ads in this platform are of the most expensive digital ads. As a result, Snapchat Spanish ads will be removed from this platform and focus will continue on YouTube, Display and Facebook/IG in Spanish, 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 will be meeting to start the 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 will be held for the Student Services Division on Tuesday, October 22nd and Tuesday, October 29th.

Academic Affairs SEM Updates:

- Academic Affairs is currently finalizing the schedules for the Winter 2025 and Spring 2025 terms. Our goal is to create a schedule similar to last year and continue to improve our fill rates to the low 90 percent range.
- The College has adopted a new block schedule with fixed start and end times for our classes that will be used across all Divisions at the College. The goal of the common block schedule is to reduce the number of scheduling time conflicts students have experienced, make it easier for students to enroll in back-to-back classes, and maximize their time on campus.
- The Strategic Enrollment Management Academy team within Academic Affairs has developed an initial schedule development timeline that will allow the entire 2025-2026 academic year schedule to be completed no later than June 2025. Students will be better able to plan their schedule for the year. This work is a required preliminary step towards allowing students to register for an entire of classes.