

El Camino College

Strategic Enrollment Management (SEM) Plan Update

September 2024

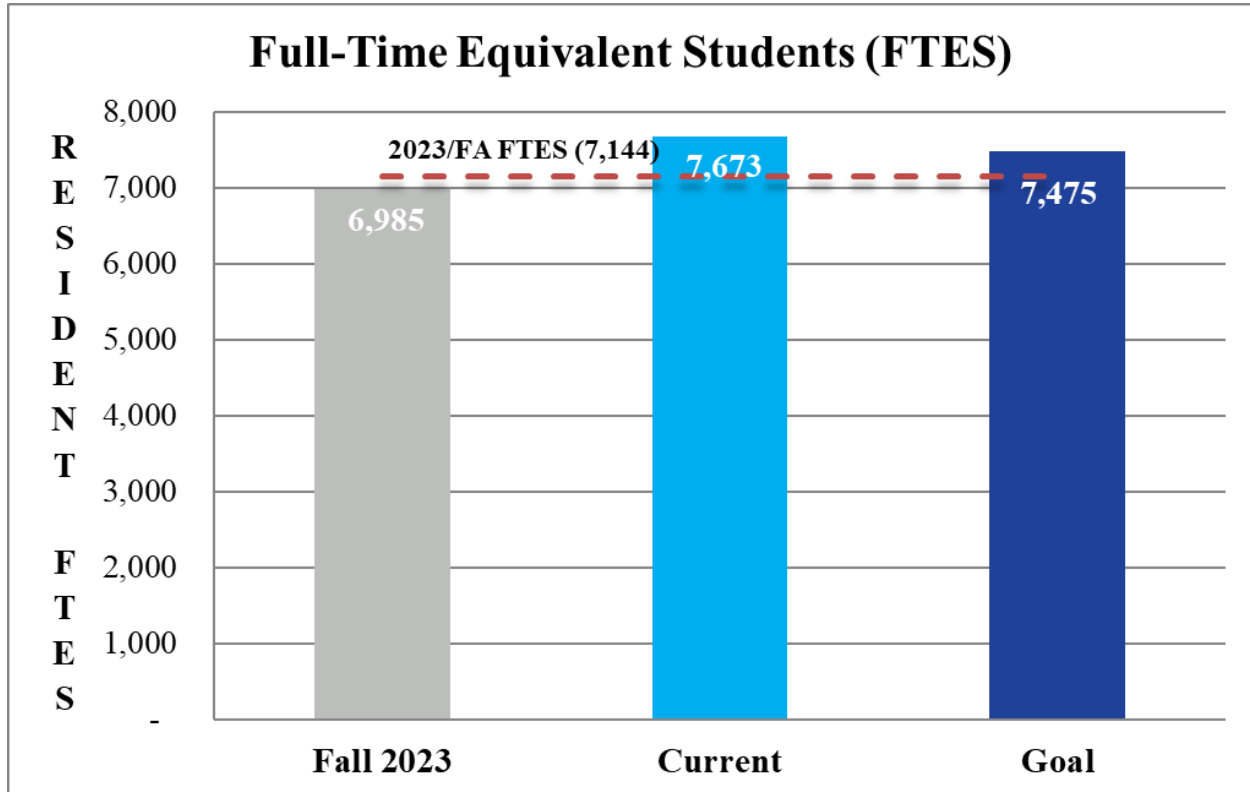
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- 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 August 29, 2024

Fall 2024



As of August 29, 2024, El Camino College Fall 2024 enrollment outpaced Fall 2023 enrollment by 688 FTES (+9.0%) generating 7,673 FTES in date-to-date comparison. The College experienced significant enrollment acceleration over the two weeks before the start of the Fall semester and into the first week of instruction. Notably, faculty are reporting an increase in possible fraudulent enrollment, and we will lose enrollment as those students are dropped from course sections. In addition, the college will also lose some enrollment heading into census week for actual non-fraudulent “no show” students. Overall, the College will likely experience a loss of approximately 3% in FTES Enrollment due to census and fraudulent enrollments. When coupled with late start and positive attendance FTES that will be reported later in the term, the College is projected to meet or exceed our Fall 2024 growth target.

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

Term	2023-2024	2024 - 2025 FTES Goal	2024-2025	2024-2025 FTES	2023 –2024 FTES vs FTES Goal (Δ)
	FTES Reported		FTES Projection	vs 2023-2024 Reported (Δ)	
Summer 24	1771	1790	1892	6.83%	5.67%
Fall 24	7144	7475	7673	7.41%	2.66%
YTD	8915	9265	9565	7.30%	3.24%

Based on current Summer and Fall 2024 enrollment projections, the College is projecting to earn 9,565 FTES for these two terms. Compared to Summer and Fall 2023, the College is projecting increased enrollment generating an additional 650 FTES (+7.30%). This growth over Summer and Fall of last year is projected to place the College ahead of our FTES target by 300 FTES (+3.24%). Overall, enrollment for the 2024-2025 is strong based on outreach, marketing, and scheduling efforts. Enrollment is expected to meet or exceed the current annual FTES enrollment target.



El Camino College Applicant Tracking Dashboard

Application yields for Fall 2024 terms show applicant enroll at an approximate 42.8% rate. Students can start submitting applications on October 1, 2024 for the next academic year.



El Camino College

Applicants Dashboard

2024/FA

2024/SP

2024/SU

2024/WI

Summary

Modality & App Attributes

Admit Status, In District

Age, Gender, Race

Priority Groups & Interest

Core Services, First Gen, MetaMajor

Core Services by Age

Core Services Enrollment

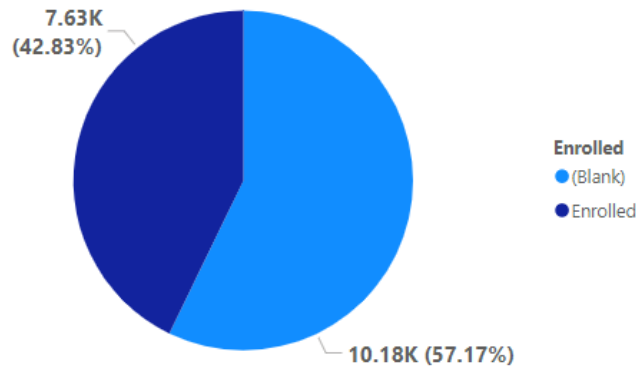
17,726

Count of Applicants

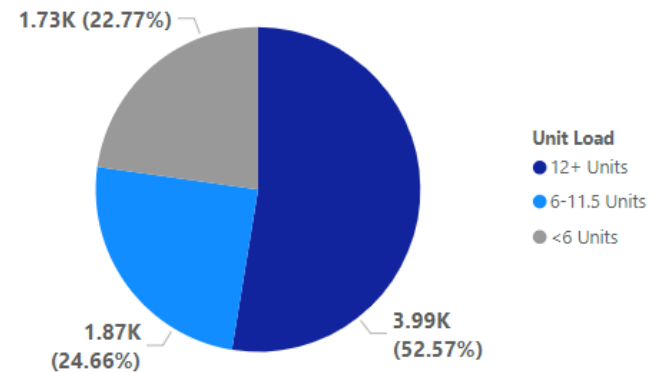
10.00

Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Activities completed August 12-29 since the time of the last report (August 19 Board Meeting).

- August 13 -- General Enrollment and 8-week Classes Email
 - o Audience - African American and Hispanic Households: 70,310
 - o Views: 15,468
 - o Clicks: 2,006
- August 15 – Applied-not-registered Email
 - o Audience - Applied not Registered and Stop Out Students (those who dropped out) from past three semesters: 43,592
 - o Opens: 25,238
 - o Clicks: 967
- August 22 -- Last Push Fall Enrollment Email
 - o Opens: 97.8%
 - o Clicks: 4,296.
- Applied-not-Registered Survey
 - o We surveyed students who applied and did not register for a course.
 - o 261 people completed the survey.
 - o The top two reasons for not enrolling included concerns about tuition costs and courses not being available. We have adjusted our campaign messaging and are reaching all applied-not-registered students via email and social media.

Digital Advertising and Search Engine Marketing (SEM) continued in the channels below through the same period as above. Due to when these new campaigns began, reporting will be available in the October Board report.

Facebook/Instagram

YouTube

TikTok

Display

Snapchat

Student Services SEM Updates:

- Two Registration Fests were held on August 20th and 21st with over 600 students in attendance.
- Outreach and School Relations has been busy with many events throughout the South Bay area connecting with community partners and recruiting new students.
- The first week of the semester has been filled with many activities including Welcome Tables to help direct students to classrooms and services.
- The Contact Center completed several calling opportunities including reminding students to register and pay for their classes.

Academic Affairs SEM Updates:

- The Academic Affairs deans continue working closely with teaching faculty and counseling faculty to adjust the Fall 2024 schedule. They are working to meet as much student demand as we can with the available scheduling resources. As of today, the current course section fill rate for the College has exceeded 90% of seats filled. This is a significant increase compared to Fall 2023 when the fill rate was 70.7%. Moreover, the College needs this level of enrollment to run an efficient schedule. Lastly, the level of enrollment the College is now experiencing represents a return to enrollments similar to the pre-COVID environment, and students will experience larger waitlists and more difficulty getting their perfect or preferred schedules.