

El Camino College

Strategic Enrollment Management (SEM) Plan Update

April 2025

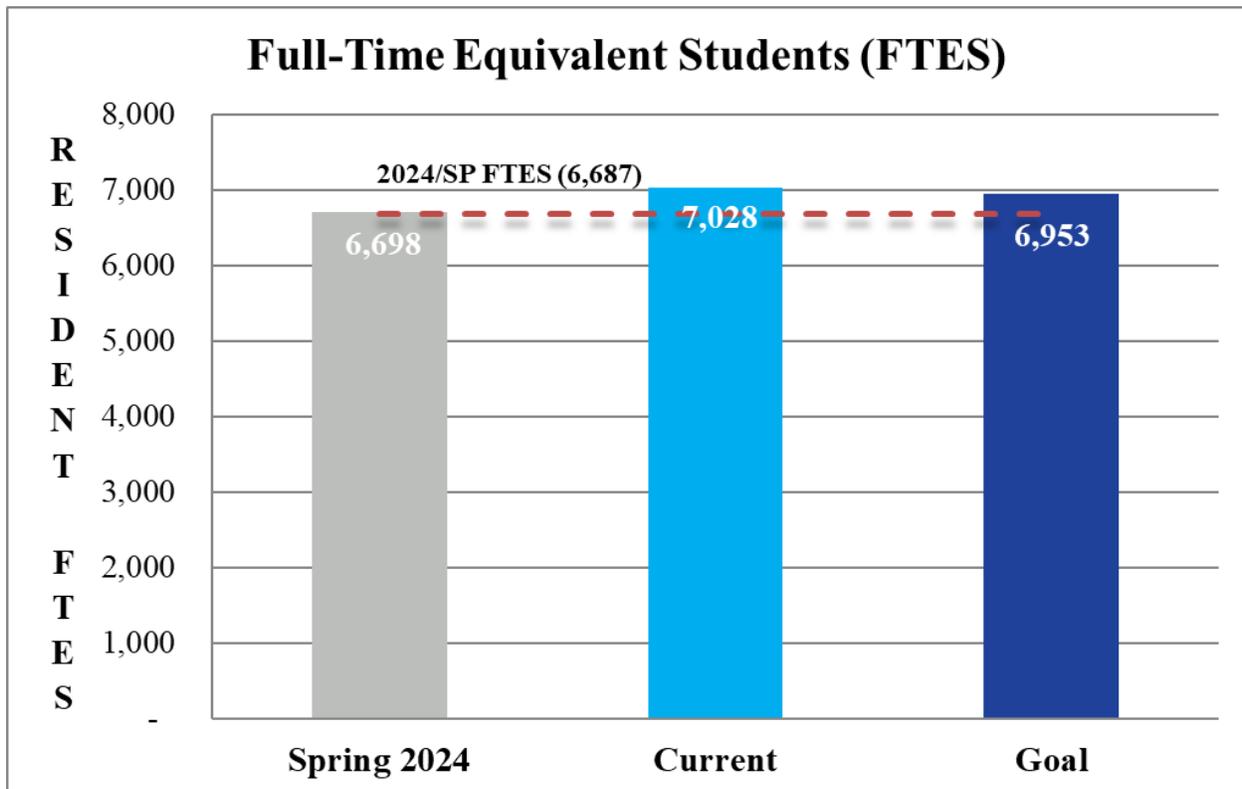
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- 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 April 23, 2025

Spring 2025



As of April 23, 2025, El Camino College Spring 2025 enrollment is performing better than Spring 2024 by 341 FTES (+5.1%) and above target by 75 FTES (+1.1%) based on strong second 8-week enrollment. Student Services and Academic Affairs continue to focus on reducing/eliminating fraudulent enrollment. This work is now being aided by software that is in it's trial phase at El Camino College this Spring.

Year to Date Enrollment: Summer, Fall, Winter, and Spring (Estimated FTES)

Term	<u>2023-2024</u> FTES Reported	<u>2024-2025</u> FTES Goal	<u>2024-2025</u> FTES Projection	<u>24-25 FTES vs</u> <u>23-24 Reported</u> (Δ)	<u>24-25 FTES vs</u> <u>FTES Goal (Δ)</u>
Summer 2024	1771	1790	1876	5.90%	4.76%
Fall 2024	7144	7475	7651	7.02%	2.28%
Winter 2025	1118	1165	1176	5.19%	0.96%
Spring 2025	6687	6953	7028	5.11%	1.08%
YTD (Estimated)	16,719	17,383	17,725	6.01%	1.97%

Based on current enrollment projections, including current total Spring 2025 data, the College is projecting to earn 17,725 FTES for the 2024-2025 year. This includes adjusted FTES reporting for Summer 2024, Fall 2024, and Winter 2025. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 1006 FTES (+6.01%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 342 FTES (+1.97%).

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

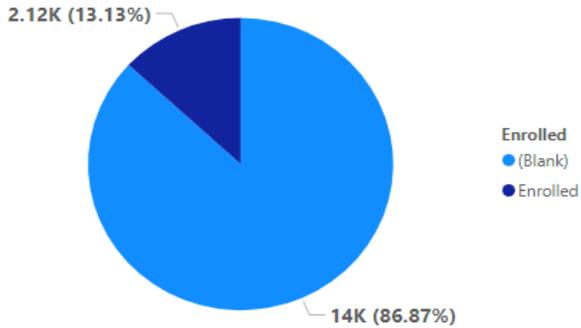
2025/FA 2025/SP 2025/SU 2025/WI

- 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

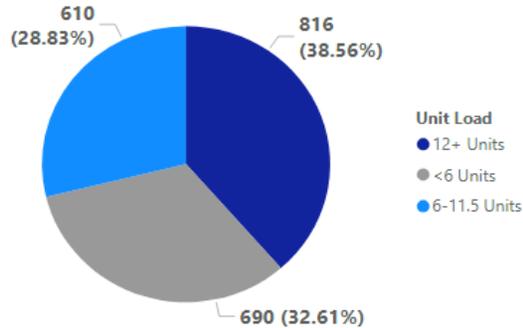
15,969
Count of Applicants

9.03
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



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:

- Eight-week, also referred to as short-term, course promotion began mid-March and included the distribution of an email to an El Camino Customer Relationship Management (CRM) list of students who stopped attending El Camino (Stop-outs), and Applied Not Registered (ANR) prospects. A follow-up email will be sent to this database in late April/early May promoting summer enrollment. These emails also included links to student support services. Surveys of this population of students indicated they need support services. Due to this content, engagement on the email was high with a 22 percent open rate and nearly 800 visits to the website. This email reached 15,000 potential students.
- GR8 Week (campaign for eight-week courses) digital advertising on all social media platforms was also activated to coincide with the campaign launch.
- The GR8 Week launch also includes promotion on all internal campus platforms including map kiosks, digital monitors, and internal emails to current students.
- Communication planning continues and will target “cold,” applied, former students, and continuing students beginning May 1 to coincide with the May 19 summer registration opening period and the May 27 fall registration opening period.
- Focus groups were held March 20 and insights from these students as well as from the media habits survey were combined to create a document to inform messaging and media buying strategies for summer and fall 2025 enrollment campaign seasons. In addition, a marketing plan, informed by insights from the focus groups, and dedicated to disproportionately impacted students is also underway and will be launched in time for summer and fall registration campaign periods.
- The campaign to generate new leads brought in 140 prospective student leads forms in February, the most recent report available as of this report’s deadline. These are prospective students who requested to be contacted by the college for more information. These leads are provided to the Contact Center and followed and tracked through conversion to determine enrollment. The average cost per lead is \$31, well under the industry benchmark of \$62 for the education sector.
- Engagement with Over-the-Top (OTT) advertising on streaming platforms such as Hulu remains strong, with 225,203 completed video views across all platforms.
- YouTube video performance continues to exceed industry benchmarks, with a 54 percent completed video view rate (compared to the 35 percent industry average) and an average cost per completed view of \$0.03 (industry average: \$0.20). YouTube video performance for the Spanish-language version exceeded the English language equivalent with a 60 percent view rate.
- New marketing materials for noncredit programs are being developed. These will bring awareness and drive enrollment to noncredit programs.
- Work is also underway to prepare a landing page to enhance the user experience and provide clear program information for short-term certificates.

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 has focused on generating enrollment through late-start course sections and working closely with Student Services to mitigate/eliminate fraudulent enrollment. Our fraud work is focused on opening seats in class sections so that actual students can enrollment and complete classes with the College.
- The Academic Affairs management team continues to work on the annual scheduling project. The Summer and Fall 2025 schedules were made available via the College webpage on Monday, April 21st. The Deans, Division Office staff, and faculty have now shifted their work to the Winter-Spring 2026 schedules in order to have them available by mid-June.