

# **El Camino College**

## **Strategic Enrollment Management (SEM) Plan Update**

### **April 2024**

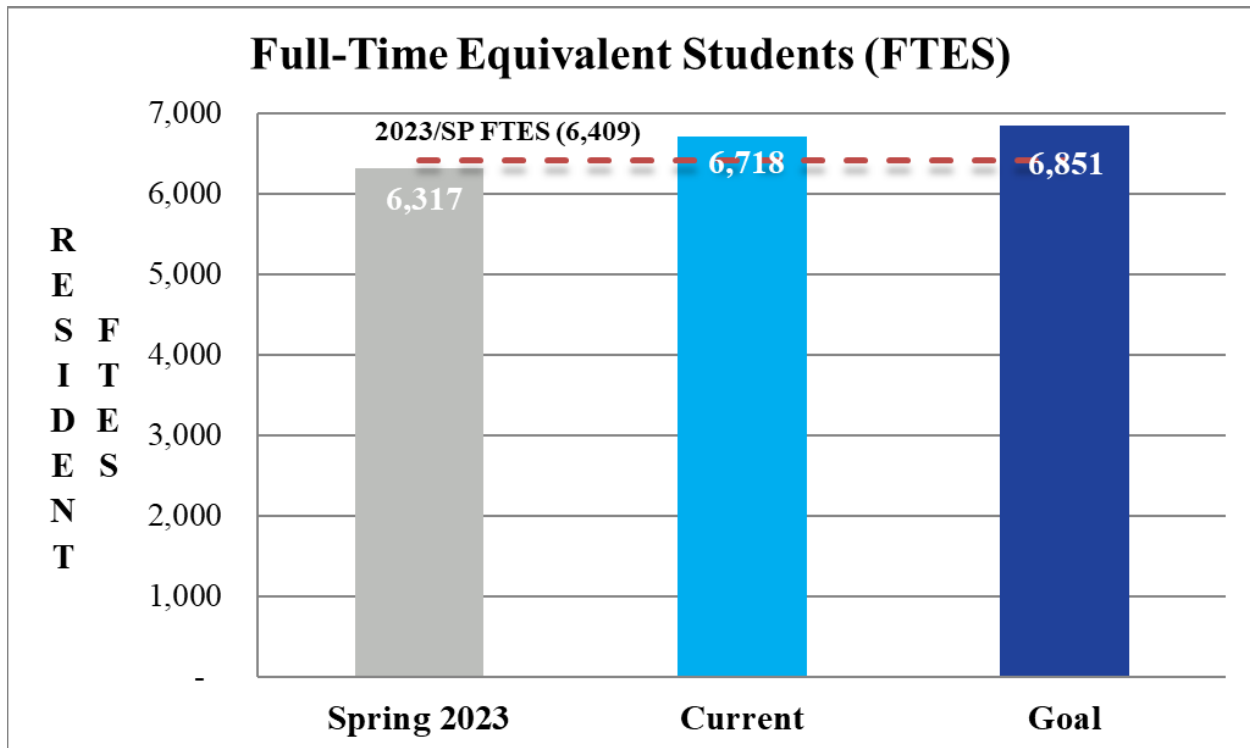
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

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

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

As of April 10,2024

## Spring 2024



El Camino College Spring 2024 enrollment continues to outpace Spring 2023 in day-to-day enrollment comparisons. As of April 10, 2024, the College has enrolled students generating 6718 FTES for Spring 2024. This represents an increase of 401 FTES (+6.35 %) over Spring 2023. However, the College currently lags our Spring 2024 target by 138 FTES (-1.94%). The gap to our target has decreased as a result of strong enrollment in our 8-week late start courses.


### Year to Date Enrollment Data Through Spring 2024 (Estimated FTES)

Term	2022-2023	2023 - 2024 FTES Goal	2023-2024	2023-2024 FTES	
	FTES Reported		FTES Projection	2022-2023 Reported (Δ)	2023 –2024 FTES vs FTES Goal (Δ)
<b>Summer 23</b>	1,589	1,687	1,751	<b>10.24%</b>	<b>3.80%</b>
<b>Fall 23</b>	6,729	7,345	7,254	<b>7.81%</b>	<b>-1.23%</b>
<b>Winter 24</b>	1,090	1,159	1,144	<b>4.97%</b>	<b>-1.28%</b>
<b>Spring 24</b>	6,409	6,851	6,718	<b>4.82%</b>	<b>-1.93%</b>
<b>YTD</b>	15,817	17,041	16,868	<b>6.65%</b>	<b>-1.02%</b>

Based on current Spring 2024 enrollment projections, the College is projecting to earn 16,868 FTES for the 2023-2024 academic year. Compared to 2022-2023, the College is projecting increased enrollment generating an additional 1051 FTES (+6.65%). As spring semester enrollment has continued to develop, the College has closed our gap to target down to 173 FTES (-1.02%).

# El Camino College Applicant Tracking Dashboard

Early application yields and registration numbers for Spring 2024 terms show increased enrollment compared to this time last year. Students are currently able to submit applications for admissions to all four 2024 terms including; Winter, Spring, Summer, and Fall 2024.

 **El Camino College**

**Applicants Dashboard**

2023/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

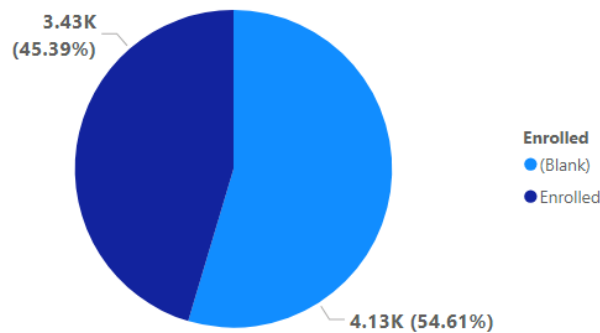
Core Services by Age

Core Services Enrollment

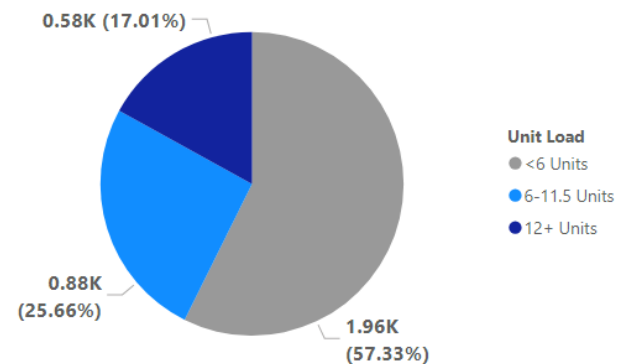
**7,539**  
Count of Applicants

**5.82**  
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:** **APRIL 2024**

##### **Email Marketing**

- The ads for GED are in progress and are set to be delivered in early May. The GED program was identified as a priority by Marketing & Communications and Academic Affairs over ESL, although identified in the SEM plan, due to its opportunity for enrollment.
- SEM Marketing Plan results presentation is complete and under review for presentation at a future board meeting.
- CollegeApp, a database of thousands of local residents identified through attributes such as ethnicity, income, college achieved, has provided a list of 30,000 African American and 65,000 prospects which are being targeted through digital advertising.
- A secret shopper to track the student experience across all engagement points identified by Marketing & Communications and the VP of Student Services.

Continued digital media placement into platforms noted below.

##### **Facebook/IG Benchmarks**

The new audiences – reaching a male audience – targeting online gamers/gaming platforms continues to outperform last month's metrics for engagement. The Facebook Leads campaign is performing well and the average cost per lead dropped from \$33 to \$21 with very high engagement, with the industry average at \$66.

##### **YouTube**

A new audience to target young males in online gamers/gaming platforms was added and has the highest engagement in both the English and Spanish campaigns. The completed video view rate is high at 61 percent, compared to the industry benchmark of 35 percent, and the cost is at a low of .03 cents per completed video view.

##### **TikTok**

New audiences to reach young male audiences – targeting online gamers/gaming platforms were added. The cost per impression is low at \$11, compared to the industry benchmark of \$15. The cost of this platform is excellent.

##### **Display**

The campaign cost per impression is low at \$9, compared to the industry benchmark of \$10-\$15. New audiences targeting male online gamers/gaming platforms was also added to this platform. This audience had the highest engagement at a 27 per center click through rate. An audience targeting

HHI of \$70k and under with ethnicity targeting of Hispanics, African America and Asian is also included in this platform.

### **Snapchat**

Bars/nightclubs and entertainment venues were added to this platform. This audience had a click through rate of over 3 percent, compared to the industry benchmark of 1 percent. Other high performing audiences are HHI under \$70k, Spanish parents, and parents of 16–18-year-olds.

### **Search Engine Marketing**

SEM is hitting peak performance after running consistently with the click through rate increasing from 19 percent to 26 percent. The cost per click and cost per lead are steady at an all-time low and perform well. Recommendations for the new fiscal year include breaking the current campaign into two campaigns, separating general keyword searches from program/career specific searches. This will allow a dedicated budget to be spent for both focuses and have more exposure for program specific searches.

### **Student Services SEM Updates:**

- The three-grant funded Student Support Advisor positions will begin after approval of the Board meeting. The positions will focus on the retention of students who may be at risk of dropping out or leaving the institution.
- Outreach, the Warrior Welcome Center and Admissions continues to assist students with application and enrollment activities and support them throughout their journey at ECC (El Camino College).
- We are currently in the hiring process for the Dean of Workforce Programs and Career Pathways. This position will be instrumental in helping to bring a career focus to the front end of the application process.

### **Academic Affairs SEM Updates:**

- Currently, the College has added over 50 late start sections to the schedule in high enrollment disciplines to increase access to students and close the current gap to our FTES target. The Deans in Academic Affairs are continuing to search for additional course sections to add to the schedule based on waitlist demand.
- The development of Summer and Fall 2024 schedules will begin in February 2024. As a reminder, the State will set the new District baseline budget based on the Student-Centered Funding Formula results from 2024-2025. Academic Affairs is cognizant that the enrollment targets for the 2024-2025 are critical in making sure the College remains fiscally stable and grows after the new baselines are set.
- Longer term, the College has been accepted to participate in the California Community College Chancellors Office Strategic Enrollment Management Academy that begins in

June 2024. This year-long academy will focus on supporting El Camino College in the development of an annualized schedule and enrollment process with an eye towards creating multi-year schedules.