

# **El Camino College**

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

### **August 2025**

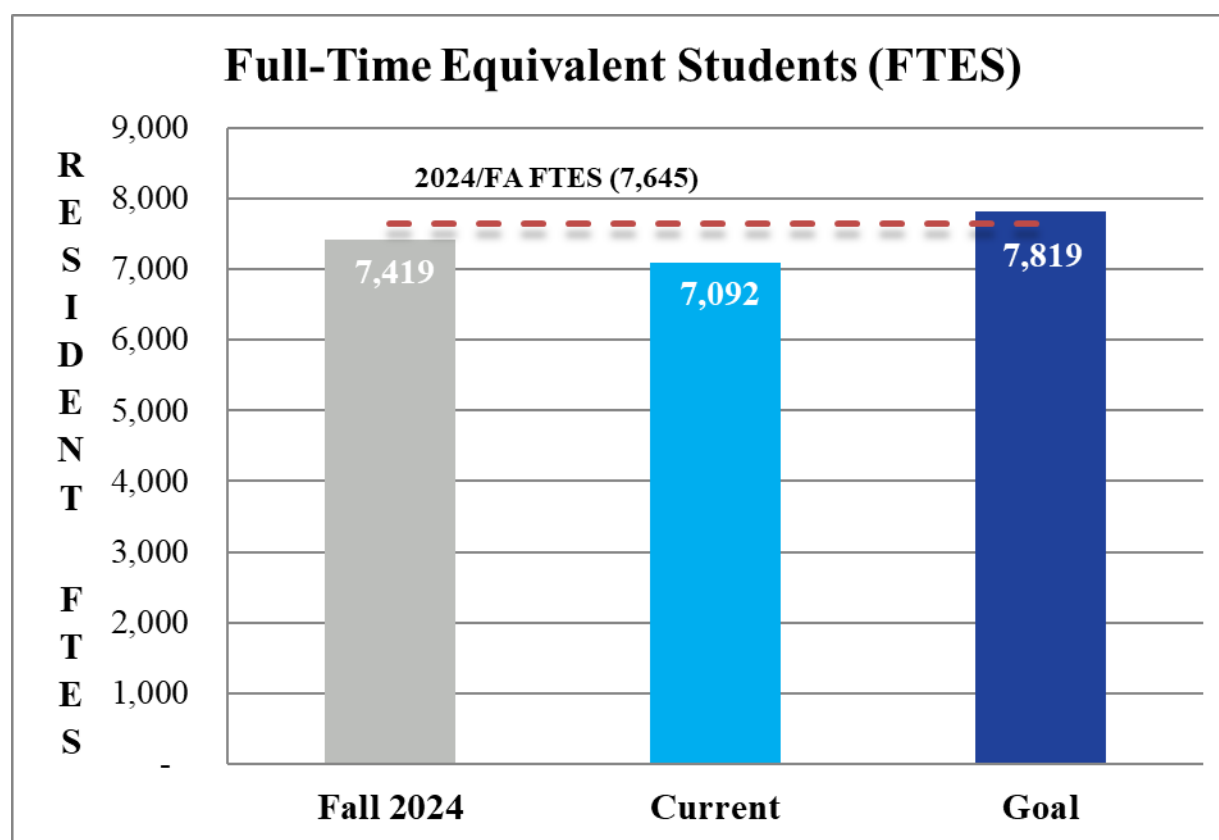
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Fall 2025 Enrollment and Year to Date Enrollment for 2025-2026
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

# El Camino College Summer 2025 Full-Time Equivalent Students (FTES) Projections

As of August 21, 2025

## Fall 2025 Resident Credit FTES



Current enrollment data indicates that El Camino College has fallen behind enrollment from Fall 2024 in day-to-day comparisons by 327 FTES. Review of Fall 2024 enrollment data indicates that the first major wave of fraudulent enrollment occurred during that term and the College expects to make up ground to both the previous year and toward the Fall 2024 through census and the rest of the semester. Based on current conservative projections the College expects to report 7270 FTES by the first day of instruction. Additional FTES for the term is planned to come from late-start course sections and positive attendance programs. Moreover, the current estimates do not include noncredit FTES which is expected to grow significantly in the 2025-2026 academic year.

\*Note that per the 5-year funding projection approximately 700 FTES from Summer 2025 will be reported in the 2024-2025 year and the remainder of the FTES will be reported in the 2025-2026 year. This is being done in order to establish the largest possible minimum revenue guarantee under the Student-Centered Funding Formula for the District moving forward.

**Year-to-Date Projection:**

Term	2024 FTES Reported	2025 FTES Goal	2025 FTES Projection	2025 FTES Projection vs 2024 Reported (Δ)		2025 FTES Projection vs 2025 Goal (Δ)
Summer	1,878	1,946	2,011	7.09%		3.34%
Fall	7,645	7,819	7,520	-1.63%		-3.83%
Total	9,523	9,765	9,531	0.09%		-2.40%

Estimated Fall 2025 Credit Resident FTES is projected to be 7520 FTES. At this level of enrollment for the Fall term is projected to generate 85 FTES less than Fall 2024 (-1.6%), and below our target by 299 FTES (-3.83%).

Projected year-to-date enrollment data for the College is better due to strong summer 2025 enrollment. Compared to total FTES for Summer 2024 and Fall 2024 the college is up by 8 FTES (+0.1%). However, the College is projected to be 234 FTES below target (-2.4%) for the combined terms.

# El Camino College Applicant Tracking Dashboard

Enrollment for Fall 2025 began in late May.



El Camino College

## Applicants Dashboard

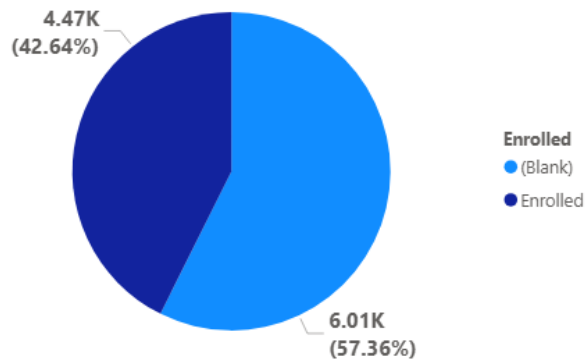
2025/FA	2025/SP	2025/SU	2025/WI
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Summary	Admit Status, In District, HS Grad Year	Age, Gender, Race	Priority Groups & Interest	Core Services, First Gen, MetaMajor	Core Services by Age	Core Services Enrollment
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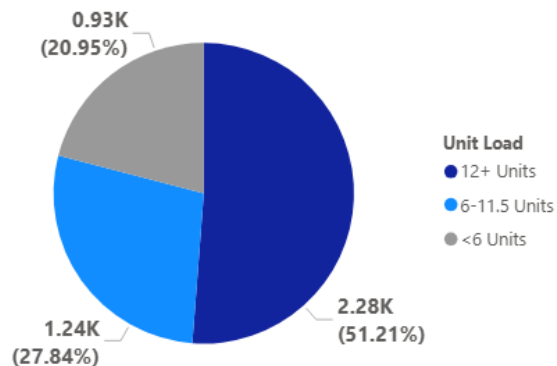
**10,463**  
Count of Applicants

**9.92**  
Average of Units Enrolled

Applicants Enrolled (Y)



Unit Load of Enrolled Students



Applicant Attributes

**941**

K-12 Applicants

**221**

Apps with Fees Hold

**36**

Apps with Verification Hold

# El Camino College

## Strategic Enrollment Management (SEM) Plan

### Initiative Updates

#### Marketing and Communications SEM Updates:

Activity	Status
Advertising / Media Buy / Email	<ul style="list-style-type: none"> <li>Running Fall Enrollment Drive digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>) Analytic Snapshot follows in next section. Also developed creative assets for campaigns in-house.</li> <li>Developed creative assets in-house for Digital Art &amp; Design Technology, Games and Playable Media running in August 4-25. Input received from Academic Deans on best programs to highlight.</li> <li>Finalized Applied Not Registered Email distributed weeks of August 4, 11 and 21.</li> <li>Developing Close to Completion (less than ten units) email campaign to capture remaining enrollment opportunities before Fall semester closes.</li> <li>Running YouTube VOs promoting resources and enrollment using Dean Barquero VO on YouTube Music weeks before each enrollment period beginning fall 2025..</li> <li>Running student-generated videos touting ECC on TikTok, IG and FB.</li> </ul>
Short-term Class Marketing Cataloging Underway/Areas of Study	<ul style="list-style-type: none"> <li>Distributed short-term class campaign emails August .19 and 23.</li> </ul>
Development of Non-credit Collateral	<ul style="list-style-type: none"> <li>Developed creative assets for Non-Credit advertising campaign and launched campaigns to run August 1-August 25 for final push for fall enrollment. Programs to highlight targeting ESL, Healthcare, GED/High School Diploma, and the value of CTE options.</li> </ul>
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	<ul style="list-style-type: none"> <li>Attending weekly CRM Recruit Meetings to launch use of platform in fall.</li> <li>Drafted communication templates (messaging) for funnel recruitment by enrollment steps for use in email and text campaigns.</li> <li>Progressing through Ellucian Recruit Platform training.</li> <li>Currently training in Recruit Sandbox environment.</li> <li>Developed new Interest Form in collaboration with Student Services and ITS.</li> <li>Testing Interest Form and identifying locations on website for placement.</li> <li>Participated in training on new text platform Twilio with CTO Carter.</li> </ul>

	<ul style="list-style-type: none"> <li>Confirmed new and improved Recruit platform can accommodate tracking each digital media campaign on all social media platforms using code tied to each campaign. <i>Note: this is a <b>new</b> feature of CRM Recruit.</i></li> </ul>
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## Digital Advertising and Search Engine Marketing (SEM) *Analytic Snapshot*

*Facebook / Instagram / SnapChat / YouTube / Digital Display / Search*

**Total Impressions:** 618,292

**Total Visits:** 24,649

**Completed Video Views:** 25,753

Audiences with the highest click thru rate (engagement with ads): Adult Education/Career Development and Hispanic

**Facebook Lead Forms (only FB):** 136

### **Pay Per Click:**

Impressions: 74,240 (clicks on the text ad: 19,447)

Calls Generated: 747

Forms Submitted or Apply/Register Clicked: 1,432

**Top Ten Key Words and Page Visits:** el camino college programs, el camino college admissions, El Camino College Hawthorne, El Camino College Torrance, El Camino College Redondo Beach, El Camino College Carson, el camino college online programs, community college Torrance, ecc college, community college near me.

**Top Ten Pages Clicked on:** Programs (4,260), Class Schedule (2,293, Start an Application/click CCCApply (1,466), and others include Admissions, Financial Aid, Enrollment Steps, Visit, Calendar of Events, College Catalogue.

## Student Services SEM Updates:

- **International Student Update:**

### New Applications

- **116 new student applications** received for **Fall 2025**.
- Applicants represent **37 different countries**.

### Top 10 Countries by Application Volume

Rank	Country	Applications
1	Japan	21
2	Vietnam	10
3	Korea	9
4	Nigeria	9
5	Brazil	6
6	India	6
7	Philippines	6
8	Algeria	5
9	China	4

### Application Types

- **52 applications** from students **outside the United States**.
- **41 students** are **transferring** from another college or language school.
- **15 students** currently in the U.S. are applying for a **Change of Status (COS)** to an **F-1 Visa**.

### Enrollment Summary

- **289 F-1 Visa students** are **enrolled in units** for **Fall 2025**.

### Current OPT Students

- **38 students** are currently working in the U.S. under **Optional Practical Training (OPT)** with an active **ECC I-20**.

### Fraudulent Enrollments:

- The Admissions & Records team in partnership with the IT team has implemented Lightleap AI to help detect and prevent fraudulent applications.
- The system quickly flags suspicious submissions, strengthening the integrity of our admissions process to ensure our resources are dedicated to serving real students.
- Since implementing the technology, we have ran over 100,000 applications through the system starting with the 2023-2024 academic year, with the system flagging approximately 30% of applications as potentially fraudulent.
- Total Applications Processed: 103,914
- Not Identified as Fraud: 74,193
- Identified as Potential Fraud: 29,720

**Academic Affairs SEM Updates:**

- The deans in academic affairs continue to monitor enrollment on a daily basis and make adjustments to the schedule based on student enrollment demand (adding sections based on demand and cancelling low enrolled sections).
- Academic Affairs is currently reaching out to Student Services to highlight courses on core pathways in order to guide students to available seats in these classes. In addition, work is currently underway to strategically bolster the College's late start array of course sections.
- The noncredit program at the college is expected to grow significantly again during the 2025-2026 academic year. Additional entry level allied health pathways are expected to begin this year, and total noncredit FTES could double to over 400 FTES overall. Critically, much of the increase is expected to come from Career Development and College Preparatory (CDCP) courses that qualify for a higher level of funding and will likely allow the college to achieve its overall FTES target even with small declines in resident credit FTES generation.