El Camino College
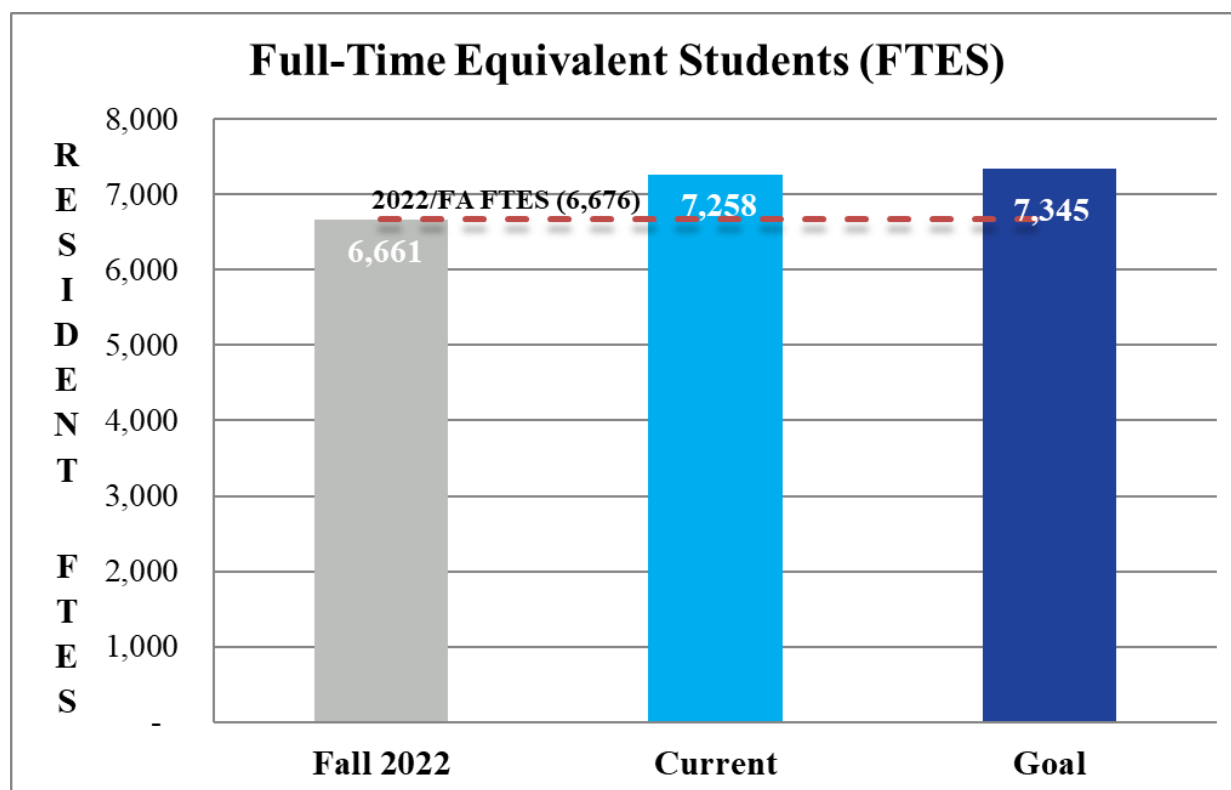# Strategic Enrollment Management (SEM) Plan Update
December 2023

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 2023 Current Enrollment Data
- Year to Date Enrollment Data
- Winter 2024 Early Enrollment Data
- Current Applicant Tracking Dashboard Data for Winter and Spring 2024
- Updates from Student Services, Academic Affairs, and Marketing and Communication

El Camino College Fall 2023 and Year to Date FTES Projections

As of December 10, 2023

Full-Time Equivalent Students (FTES)

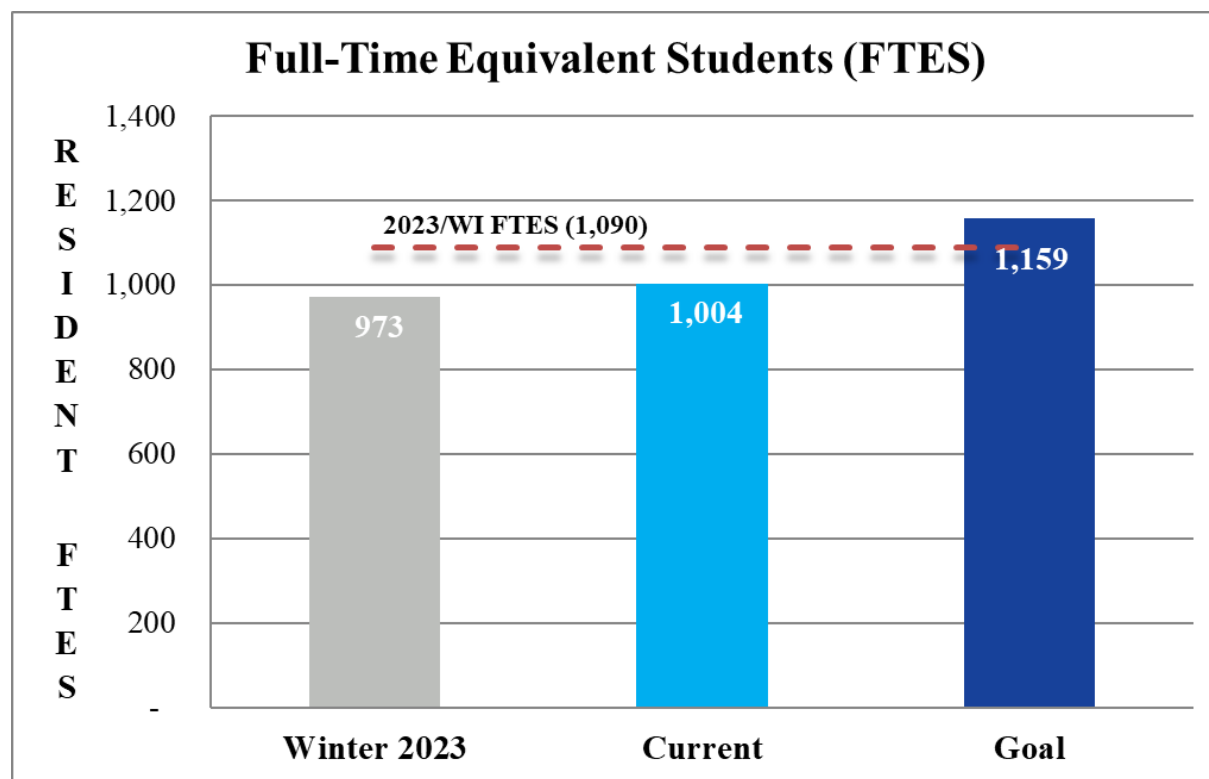| Term	2022 FTES Reported	2023 FTES Goal	2023 FTES Projection	2023 FTES Projection vs 2022 Reported (Δ)	2023 FTES Projection vs 2022 Goal (Δ)
Summer	1,589	1,687	1,805	13.62%	6.99%
Fall	6,729	7,345	7,258	7.86%	-1.19%
YTD	8,317	9,032	9,063	8.96%	0.34%

Fall 2023 (as of December 10, 2023):
El Camino College's current projected Fall 2023 FTES enrollment stands at 7258 FTES which is an increase of 529 FTES (+7.86%) compared to Fall 2022. This level of enrollment represents an unduplicated student headcount of 22,296. Overall, the enrollment trend for Fall 2023 remains strong even though the District is currently lagging the FTES target of 7345 FTES by 87 FTES (-1.19%). The gap to the Fall 2023 FTES target decreased after 8-week classes started at this middle of the semester and the gap is expected to close further as positive attendance is reported at the end of the term.

Year to Date Enrollment (as of December 10, 2023):
Year to date enrollment includes both the Summer and Fall 2023 terms. Currently, the District is projecting 9063 FTES combined for these two terms. Overall, the District is currently projecting to exceed the combined summer/fall target by 31 FTES (+0.3%).

Initial Winter 2023 Enrollment Update (as of December 10, 2023):
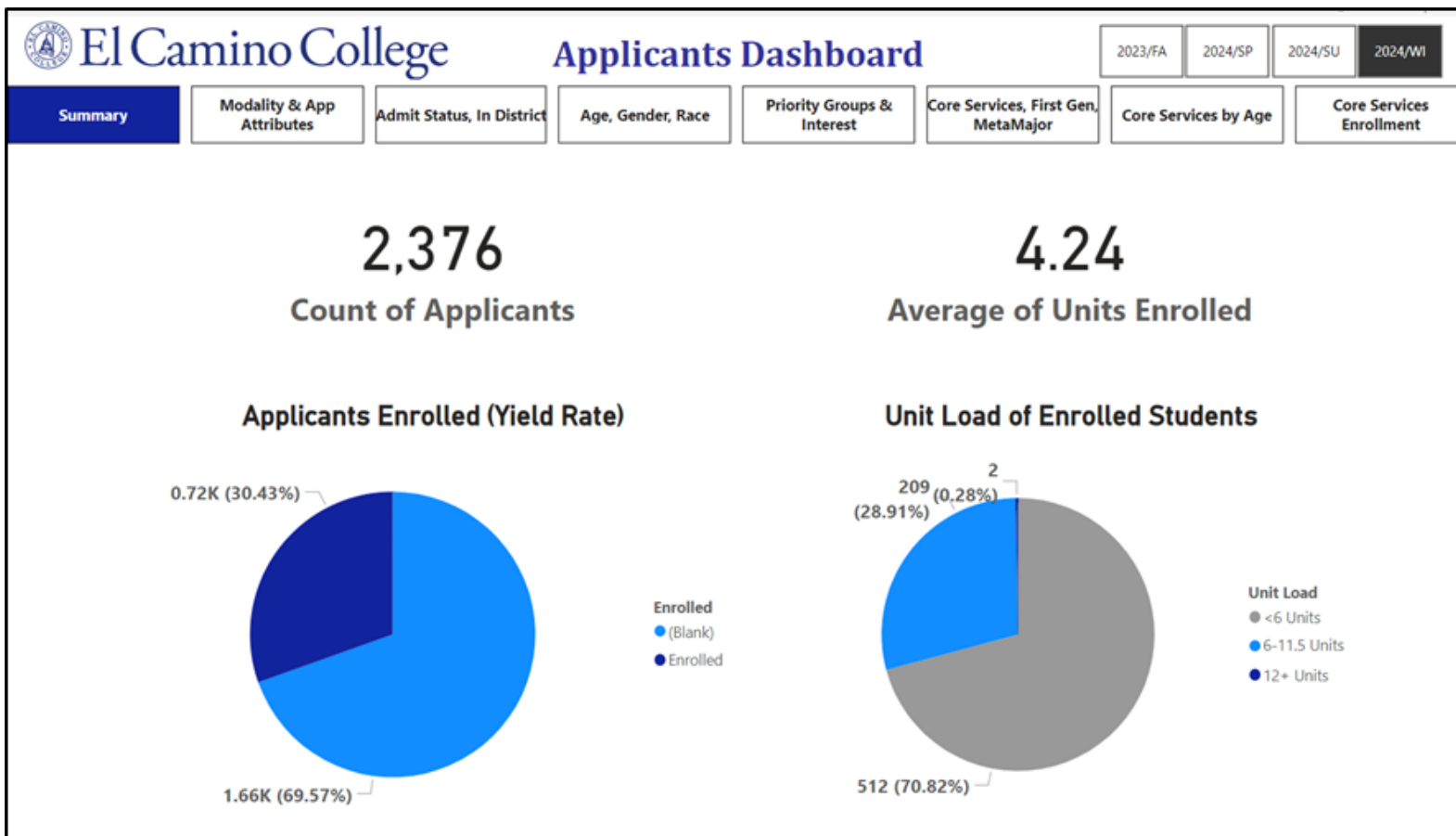

Current enrollment for Winter 2024 is projected to earn 1004 FTES for the District (+31 FTES over Winter 2023, +3.1%). The first day of the Winter 2024 term is January 4, 2024 and enrollment is expected to continue growing through the holiday break.
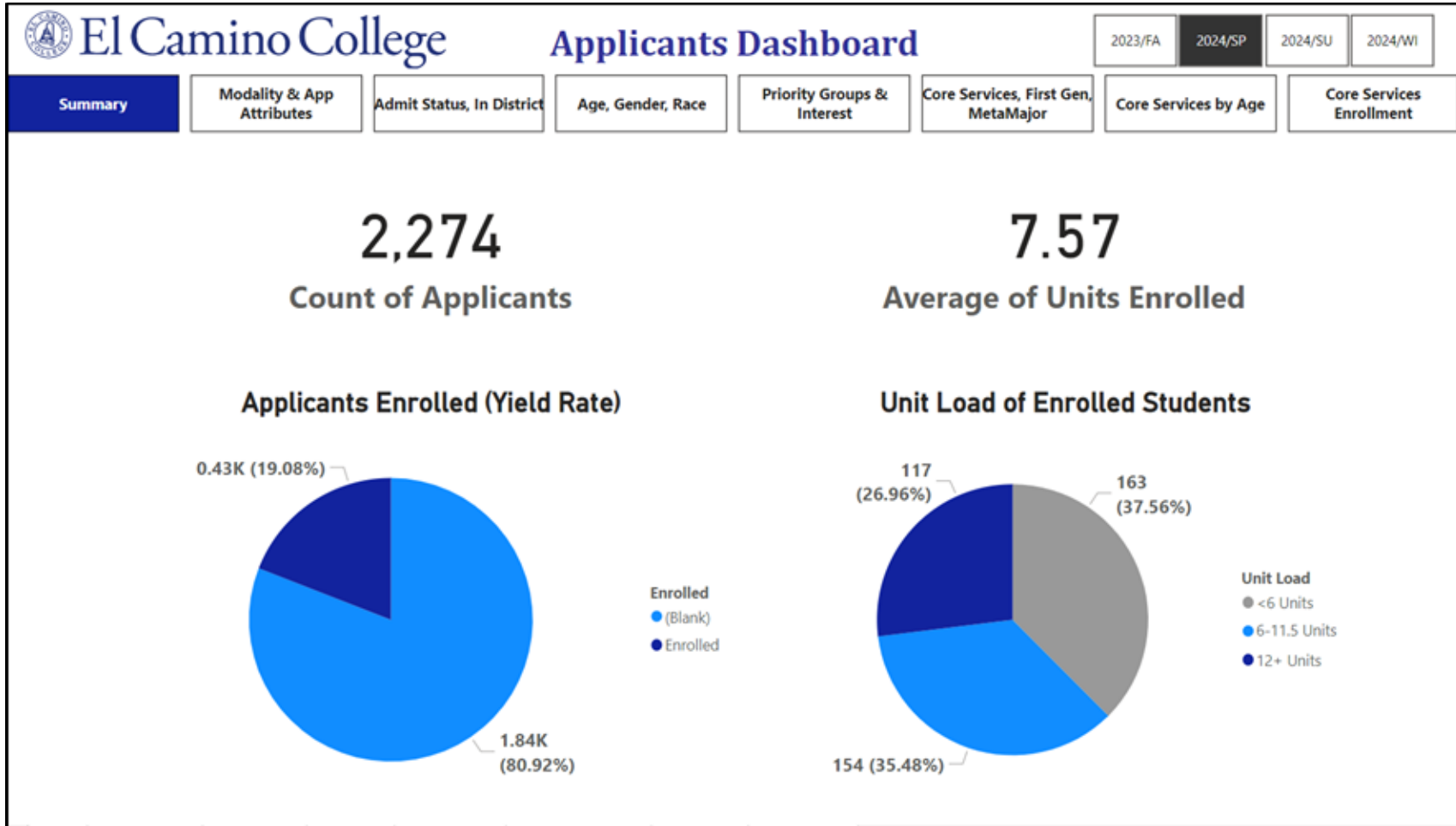
El Camino College Applicant Tracking Dashboard

Early application yields and registration numbers for Winter and Spring 2024 terms are showing increased enrollment compared to this time last year. As of 12/13/2023, Winter enrollment yield is up about 11% and Spring about 5% compared to same time last year. Students are currently registering for both Winter and Spring terms. And, students are currently able to submit applications for admissions to all four 2024 terms including; Winter, Spring, Summer, and Fall 2024.

Winter 2024

Spring 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 |

2,274
Count of Applicants

7.57
Average of Units Enrolled

Applicants Enrolled (Yield Rate)

0.43K (19.08%)

1.84K (80.92%)

Enrolled
- (Blank)
- Enrolled

Unit Load of Enrolled Students

117 (26.96%)

163 (37.56%)

154 (35.48%)

Unit Load
- <6 Units
- 6-11.5 Units
- 12+ Units

El Camino College
Strategic Enrollment Management (SEM) Plan
Initiative Updates

Marketing and Communication SEM Updates:

- PCC (pay per click) optimized well in just two cycles.
- The cost per click dropped from .76 cents to .32 cents, the cost per lead dropped from $6 to $3 and the click-through rate increased from 13% to 30%.
- Facebook/Instagram did well, with very high engagement. The cost per thousand (CPM) was low at $5 and the CRM list had the highest engagement, along with Spanish ads.
- The 2024 SEM Proposal was sent over a couple weeks ago for your review.
- 221 people have completed the Stop Out survey.
- Nearly 38% of Stop Out survey participants said they would consider returning if there were more online, convenient or flexible options for the class schedule.
- Almost 45% of survey participants said they would like to have someone reach out to them directly to help re-enroll. A list of those wanting follow-up is being prepared for Outreach.
- The Applied Not Registered email blast will go out in December.

Student Services SEM Updates:

- Student Support Specialist positions for Outreach are in the hiring process. The Department is currently working to identify metrics to increase application and enrollments in specific communities that we serve.
- Starting with the Spring 2024 semester, Student Services will offer on ground services from 8:00 am – 5:00 pm on Fridays. Historically, Student Services would go remote on Fridays starting at 1:00 pm.
- Student Services continues to assist students with application and enrollment activities as well as support them throughout their journey at ECC.

Academic Affairs SEM Updates:

- Academic Affairs deans are continuing to monitor early enrollment for both Winter 2024 and Spring 2024 for waitlists and opportunities to add course sections based on student demand. Classes are being added to both terms in order to meet enrollment demand and to achieve our enrollment targets for these terms.

- Our strategic initiative to expand non-credit course offerings and support for non-credit students is moving forward by creating the Community and Continuing Education Center in the Behavioral and Social Sciences building on the south side of the campus. Planning includes dedicating up to four classrooms for non-credit instruction in order to support expansion of the program.