

# **El Camino College**

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

### **January 2026**

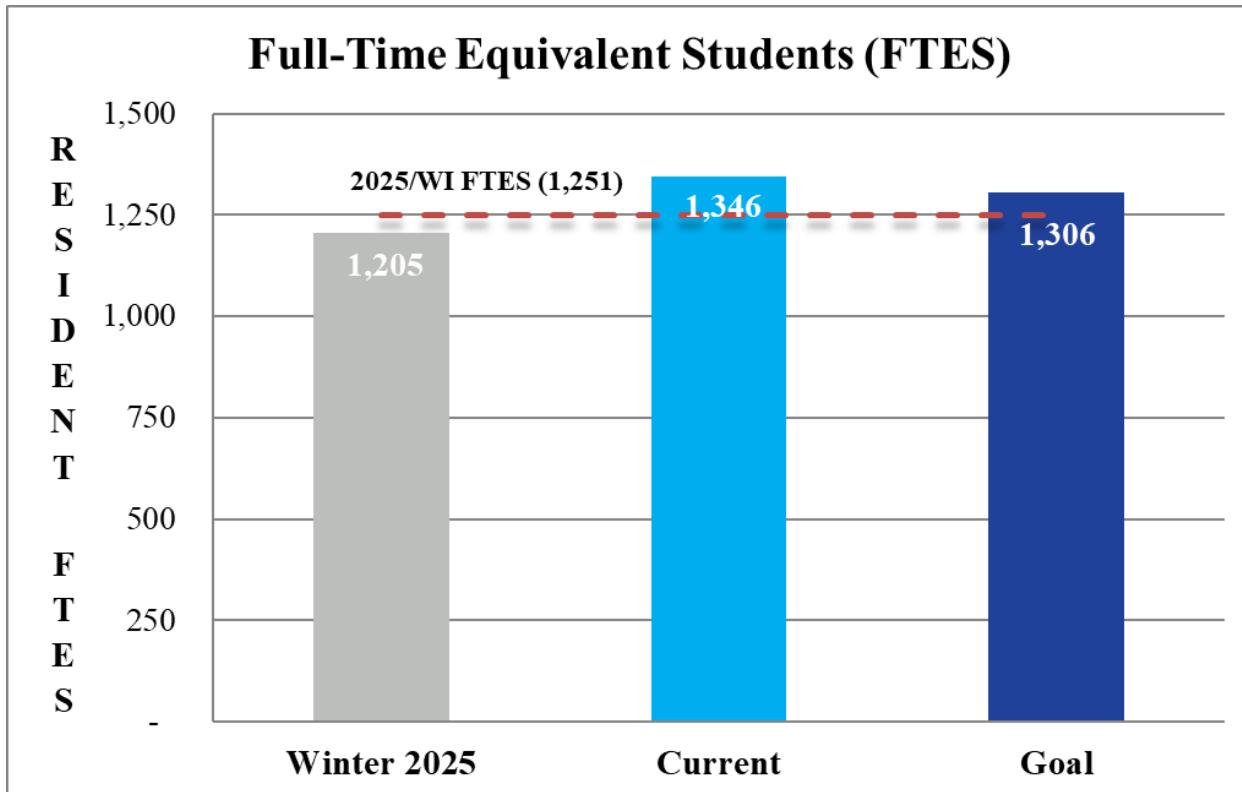
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Winter 2026, Spring 2026, 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 Fall 2025 Full-Time Equivalent Students (FTES) Projections

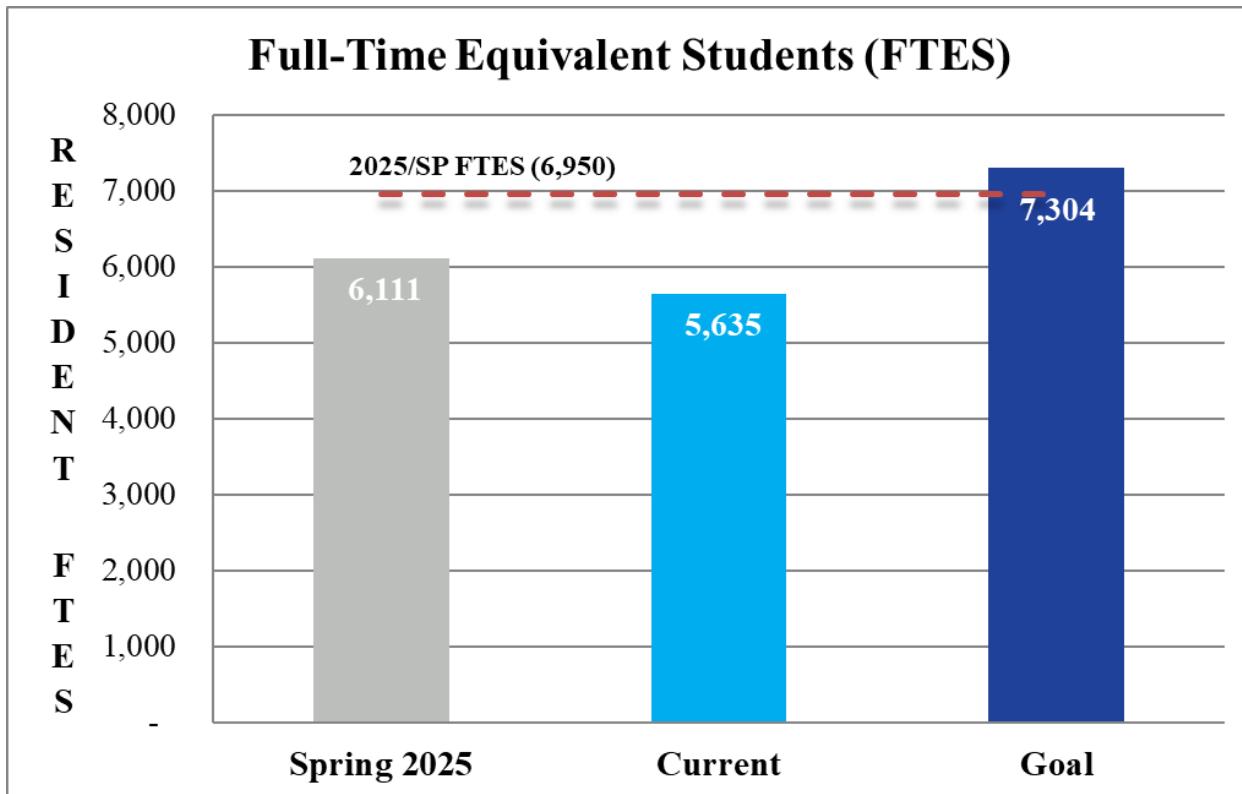
As of January 15, 2026

## Winter 2026 Resident Credit FTES



As of January 15, 2026, College FTES production for Winter 2026 is estimated to be 1346 FTES which is 141 FTES more than Winter 2025 (+11.7%) in day-to-day comparisons. In addition, the College is currently exceeding the Winter 2026 target by 40 FTES (+3.1%).

## Spring 2026 Resident Credit FTES



As of January 15, 2026, the College FTES production for Spring 2026 is estimated at 5635 FTES which is 476 FTES (-7.8%) lower than Spring 2025 in day-to-day comparison. Importantly, Spring 2025 included a significant amount of fraudulent enrollment that was manually addressed and adjusted multiple times in the lead up to the start of the term. Adjusting for fraudulent enrollments, Academic Affairs estimates that the true gap to Spring 2025 is between 200 FTES and 250 FTES (-3.3% to -4.1%). Given that the start of the Spring 2026 term is still nearly a month away, the gap to Spring 2025 and the Spring 2026 FTES goal will shrink.

**Year-to-Date Projection:**

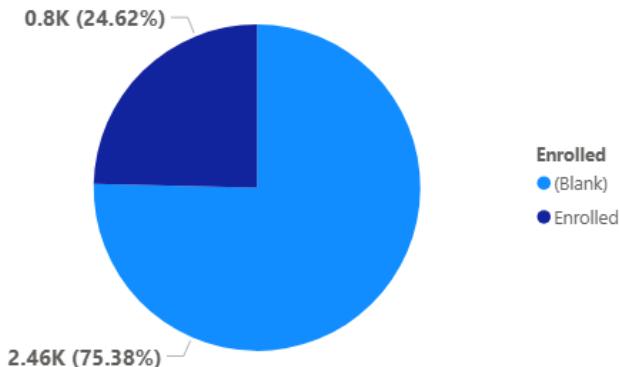
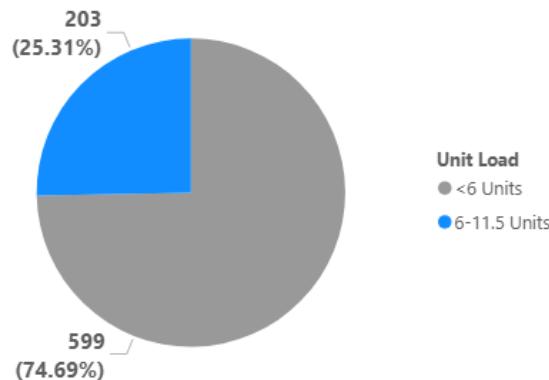
Term	Previous Year FTES Reported	Current FTES Goal	Current FTES Projection	Projection vs Previous Year Reported ( $\Delta$ )	Current FTES Projection vs Current Goal ( $\Delta$ )
Summer	<b>2,018</b>	<b>1,946</b>	<b>2,115</b>	<b>+4.8%</b>	<b>+8.7%</b>
Fall	<b>7,674</b>	<b>7,819</b>	<b>7,545</b>	<b>-1.3%</b>	<b>-3.5%</b>
Winter	<b>1,251</b>	<b>1,306</b>	<b>1,346</b>	<b>+7.6%</b>	<b>+3.1%</b>
<b>Total</b>	<b>10,942</b>	<b>11,071</b>	<b>11,006</b>	<b>0.06%</b>	<b>-0.06%</b>

Projected year-to-date enrollment data for the College indicates that we are currently ahead of total FTES production for Summer-Fall-Winter 2024-2025 by 64 FTES (+0.06%). In addition, the College is currently very slightly behind our year-to-date FTES production target by 65 FTES (-0.06%).

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

## **El Camino College Applicant Tracking Dashboard**

Winter and Spring applicant data is now added to the report. Enrollment for Winter term started on November 12<sup>th</sup> and Spring term enrollment started on Monday, November 17<sup>th</sup>.

**3,260**
**Count of Applicants**
**4.26**
**Average of Units Enrolled**
**Applicants Enrolled (Yield Rate)**

**Unit Load of Enrolled Students**

**Applicant Attributes**
**149**
**K-12 Applicants**
**78**
**Apps with Fees Hold**
**14**
**Apps with Verification Hold**

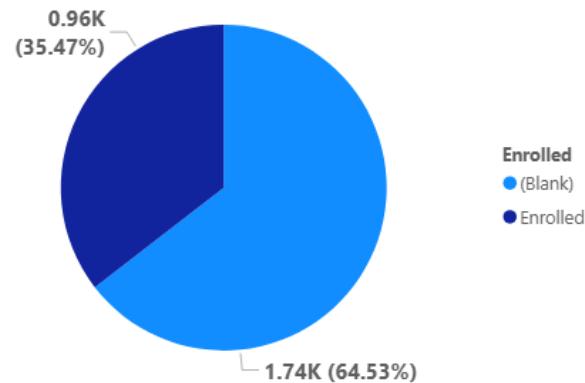
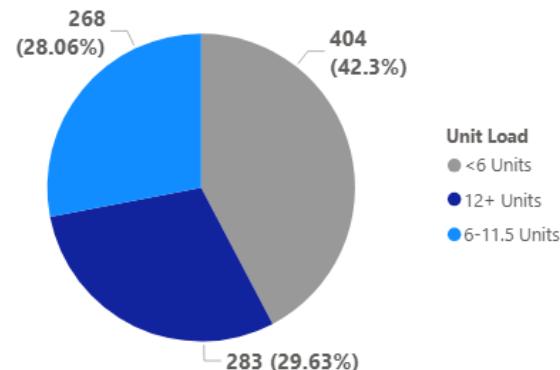
<b>Summary</b>	Admit Status, In District	High School	Age, Gender, Race	Priority Groups & Interest	Core Services, First Gen, MetaMajor	Core Services by Age	Core Services Enrollment
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**2,694**

Count of Applicants

**7.92**

Average of Units Enrolled

**Applicants Enrolled (Yield Rate)**

**Unit Load of Enrolled Students**

**Applicant Attributes**
**233**

K-12 Applicants

**57**

Apps with Fees Hold

**41**

Apps with Verification Hold

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

**Marketing and Communications SEM Updates:**

<b>Activity</b>	<b>Status</b>
<b>Main Enrollment Campaigns: Advertising / Media Buy / Email</b>	<ul style="list-style-type: none"> <li>Enrollment campaigns focused on open enrollment and upcoming semesters continue through digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>).</li> <li>Analytic Snapshot of platforms follows in the next section. Following the chart.</li> </ul>
<b>Specialized Advertising Campaigns: Short-term Certificate and Noncredit Advertising / Media Buy</b>	<p>Results of noncredit advertising campaigns: ESL, Healthcare, GED/High School Diploma, and the value of CTE options. This campaign will transition to new areas of focus in January.</p> <p>Total Impressions of both Traffic and Leads Campaigns</p> <ul style="list-style-type: none"> <li>Impressions - 198,607</li> <li>Total Visits – 3,300</li> </ul> <p>FB/IG Traffic Insights:</p> <ul style="list-style-type: none"> <li>Impressions: 107,326</li> <li>Highest Audience Engagement: 18+ Spanish Speaking, 18-55 Gamers, and 18-55 interested in education/adult education/vocations options.</li> </ul> <p>FB/IG Leads Insights:</p> <ul style="list-style-type: none"> <li>Impressions: 91,281</li> <li>Highest Engagement: 18-55 education/adult career edu/vocational and 18-55 interested in general education/adult education/vocational options and 18-55 gamers.</li> <li>170 Lead Forms submitted</li> </ul>
<b>Marketing Planning / Prep for CRM Usage in Support of SEM 2.0</b>	<ul style="list-style-type: none"> <li>Training on workflow and communication campaign development in Ellucian CRM Recruit in partnership with ITS and Student Services/Enrollment Management continues.</li> <li>Continue to attend and participate in weekly CRM Recruit meetings.</li> <li>Continuing to support technical implementation of text option SparkPost with vendor and ITS.</li> </ul>

**Digital Advertising and Search Engine Marketing Main Enrollment Campaigns (SEM) *Analytic Snapshot***

**Impressions:** 579,943

**Total Visits:** 23,745

**View Through Visits:** 5,175

**Completed Video/Audios:** 190,745

#### **Search Engine Marketing (Pay Per Click):**

Impressions: 79,639 (clicks on the text ad: 18,894)

Calls Generated: 395

Forms Submitted, Apply/Register Clicked or Live Chat Accessed: 3,125

**Top Ten Key Words and Page Visits:** *Environmental Technology Certificate, online junior college near me, Sign Language Interpreter Program, city college course, GED Program near me, business management college class, associate of science schools, real estate practice college class, El Camino College online programs, and Respiratory Care Program.*

**Top Ten Pages Clicked on:** Programs (5,634), Class Schedule (1,856), Start an Application/click CCCApply (1,266), and others include Admissions, Financial Aid, Enrollment Steps/Path to Enrollment, Visit, Calendar of Events, Chat Now Click and College Catalogue.

#### **Campaign Analysis**

1. **SEM** Top performing keywords searched most often were environmental technology certificate, online junior colleges, community and sign language interpreter program. The average cost per engagement is \$0.87, far exceeding industry benchmark of \$56 and an average cost per click of just .16 cents.
2. **META** Audiences with the highest CTR/engagement in social media are the Adult Education/Career Development and the Education Online audiences, being served English language ads. Work industries Spanish had low impressions, however, CTR was at 3.26%. Forty-three forms were submitted from Facebook/IG.
3. **SNAPCHAT**'s highest engagement was again the CRM list. The CPM is typically very high for this publisher; it's averaging across all industries an increase in CPM by 30%. We saw a slight decrease this cycle from last month.
4. **YouTube** audiences with the highest engagement are targeting HHI under \$70k and online Gamers. Our video view rate is double the industry average at 61% across both the English and Spanish campaigns.
5. **Display** has a good CTR at .23%, an above industry average and a very good CPM. Organic and paid clicks totaled over 5,100+. Audiences with good engagement with above average CTRs were again HHI under 75K and Lookalikes. The highest engaged audience being the Lookalike audience.
6. **TikTok** CTR slightly decreased from the previous cycle and still below industry average. The campaign is still optimizing over the next couple of cycles. Adjustments will be made to address the decrease.

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

- Academic Affairs is beginning the annual schedule development process for the 2026-2027 academic year. The full schedule for next will be developed between November 2025 and April 2026, with an expected publication date of mid-April. This work is a critical component of our efforts to create an opportunity for El Camino College students to enroll and reserve seats in courses a year at a time.
- The expansion of the noncredit program remains a priority for Academic Affairs. The program is expected to grow significantly again during the 2025-2026 academic year. Development of programs ranging from expansion of ESL to new noncredit programs in the health care fields is expected to roll out over the next 12 months. In addition, the College is expanding our support of students who need to complete high school requirements through GED, Hi-SET, credit recovery, and adult high school diploma programming.

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

- **Fraud Report:**
  - El Camino continues to partner with Lightleap for fraud mitigation. There has been an uptick in fraudulent applicants so the Acting Dean of Enrollment Services is also monitoring enrollment reports.
    - ***Fall 2025:***
      - 16,492 Total Applications
      - 15,445 Not Identified as Fraud
      - 1,047 Identified as Potential Fraud
    - ***Winter 2026:***
      - 5,066 Total Applications
      - 3,323 Not Identified as Fraud
      - 1,743 Identified as Potential Fraud
    - ***Spring 2026:***
      - 5,880 Total Applications
      - 2,913 Not Identified as Fraud
      - 2,967 Identified as Potential Fraud
    - ***Summer 2026:***
      - 1,994 Total Applications
      - 1,894 Not Identified as Fraud
      - 100 Identified as Potential Fraud
- **International Student Report:**
  - Active (attending classes) - 255
  - Students on OPT - 47
  - New International students Accepted for Spring 2026: 63 new students
  - Out of 63, 25 are transfer students from other schools in the US
  - There are 15 potential students awaiting a change of status.

- SEM 2.0 Project Midpoint Convening in San Jose, CA on January 15<sup>th</sup> and 16<sup>th</sup>. After the meeting, the SEM 2.0 project will be presented throughout the college.
- Degree Audit workgroup continues to meet with a focus on cleanup of data. The team is now working through various layouts of Degree Audit. This project will update Degree Audit, including curriculum and catalog updates being integrated into the system. The Team is also looking at front-end transcription evaluations.
- CRM Recruit is now focusing on the use of the system and also developing and launching the International Student Application.

**Academic Affairs SEM Updates:**

- Academic Affairs deans are currently reviewing enrollment data for the Spring 2026 term on a daily basis to find course sections that can be added to the schedule based on student demand and cancelling sections that are low enrolled. This work is intended to increase the College's overall productivity as measured by FTES/FTEF in order to maximize SCFF revenue while minimizing schedule costs. Part of this work is identifying an array of short-term courses that will be added to the schedule at 12-, 10-, and 8-week short-term courses.
- The Annual Scheduling and Enrollment project continues to move forward. The deans are working with their staff and based on faculty requests for classes to develop the schedule the Summer 2026, Fall 2026, Winter 2027, and Spring 2027 schedule that will be available for students to review by mid-April 2026.