El Camino College
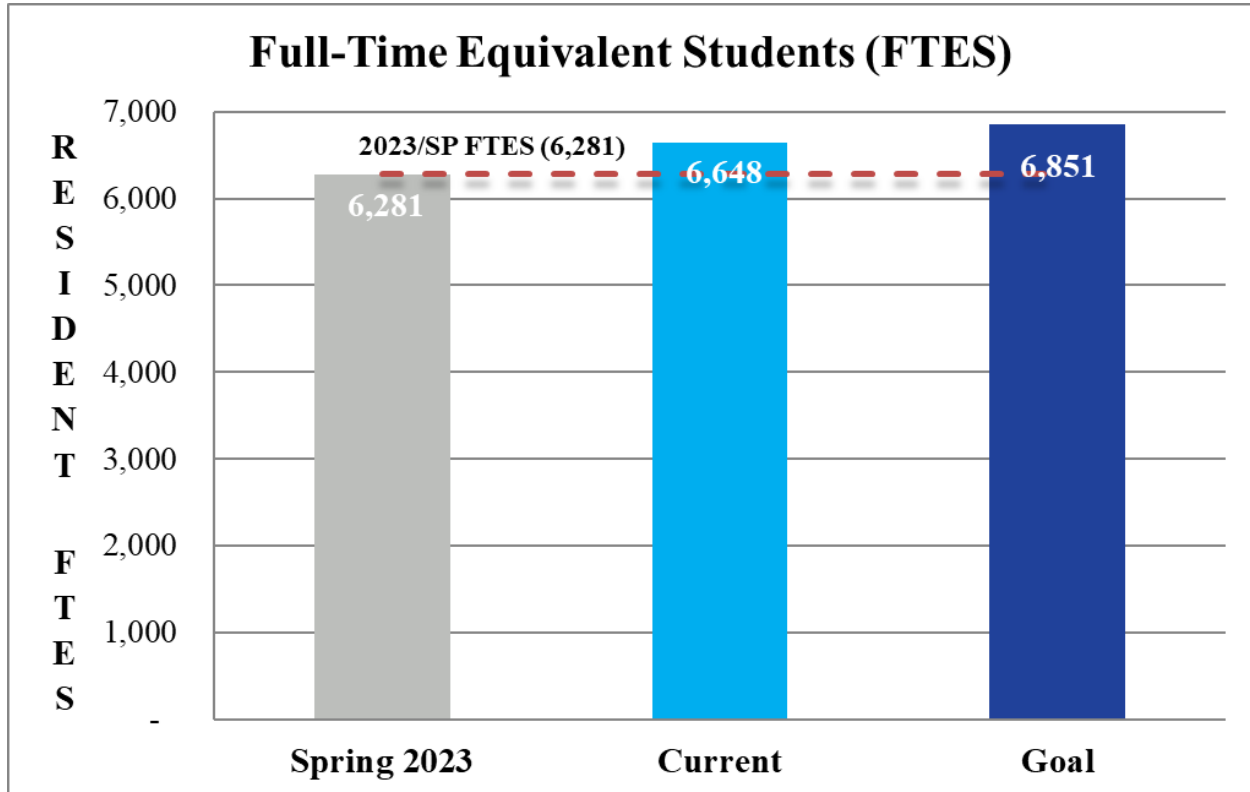# Strategic Enrollment Management (SEM) Plan Update
June 2024

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 (2023-2024) Enrollment Data
- Summer 2024 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 June 11, 2024

Spring 2024

Full-Time Equivalent Students (FTES)

Chart showing Resident FTES comparison:
- Spring 2023: 6,281
- 2023/SP FTES (6,281)
- Current: 6,648
- Goal: 6,851

As of June 11, 2024, El Camino College Spring 2024 enrollment outpaces Spring 2023 enrollment by 367 FTES (+5.8%). As of May 15, 2024, the College has enrolled students generating 6648 FTES for Spring 2024. However, the College lagged our Spring 2024 target by 203 FTES (-3.0%).

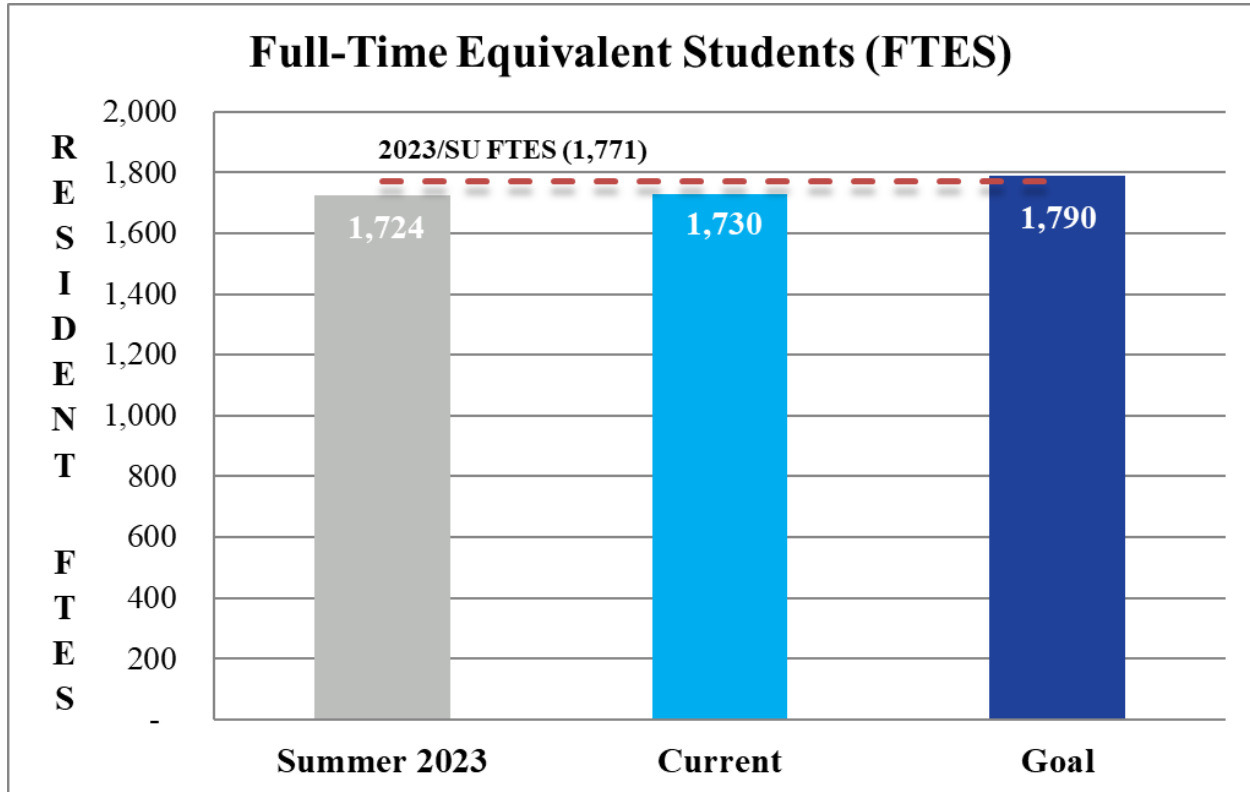## Year to Date Enrollment Data Through Spring 2024 (Estimated FTES)

Term	2022-2023 FTES Reported	2023 - 2024 FTES Goal	2023-2024 FTES Projection	2023-2024 FTES 2022-2023 Reported (Δ)	2023 –2024 FTES vs FTES Goal (Δ)
Summer 23	1,587	1,687	1771	**11.31%**	**4.98%**
Fall 23	6,571	7,345	7129	**8.49%**	**-2.93%**
Winter 24	1,090	1,159	1,144	**2.28%**	**-3.84%**
Spring 24	6,281	6,851	6,648	**5.83%**	**-2.96%**
YTD	15,529	17,041	16,663	**7.30%**	**-2.22%**

Based on current Spring 2024 enrollment projections, the College is projecting to earn 16,663 FTES for the 2023-2024 academic year. Compared to 2022-2023, the College is projecting increased enrollment generating an additional 1054 FTES (+7.3%). The College lagged the overall enrollment target by 378 FTES (-2.22%). Overall, the College made significant enrollment gains through the 2023-2024 academic year, and this momentum must be continued over the next two academic years in order to move the District onto Student Centered Formula Funding after the new funding baseline is set at the end of the 2024-2025 year.

El Camino College Summer 2024, and Year to Date Full Time Equivalent Students (FTES) Projections
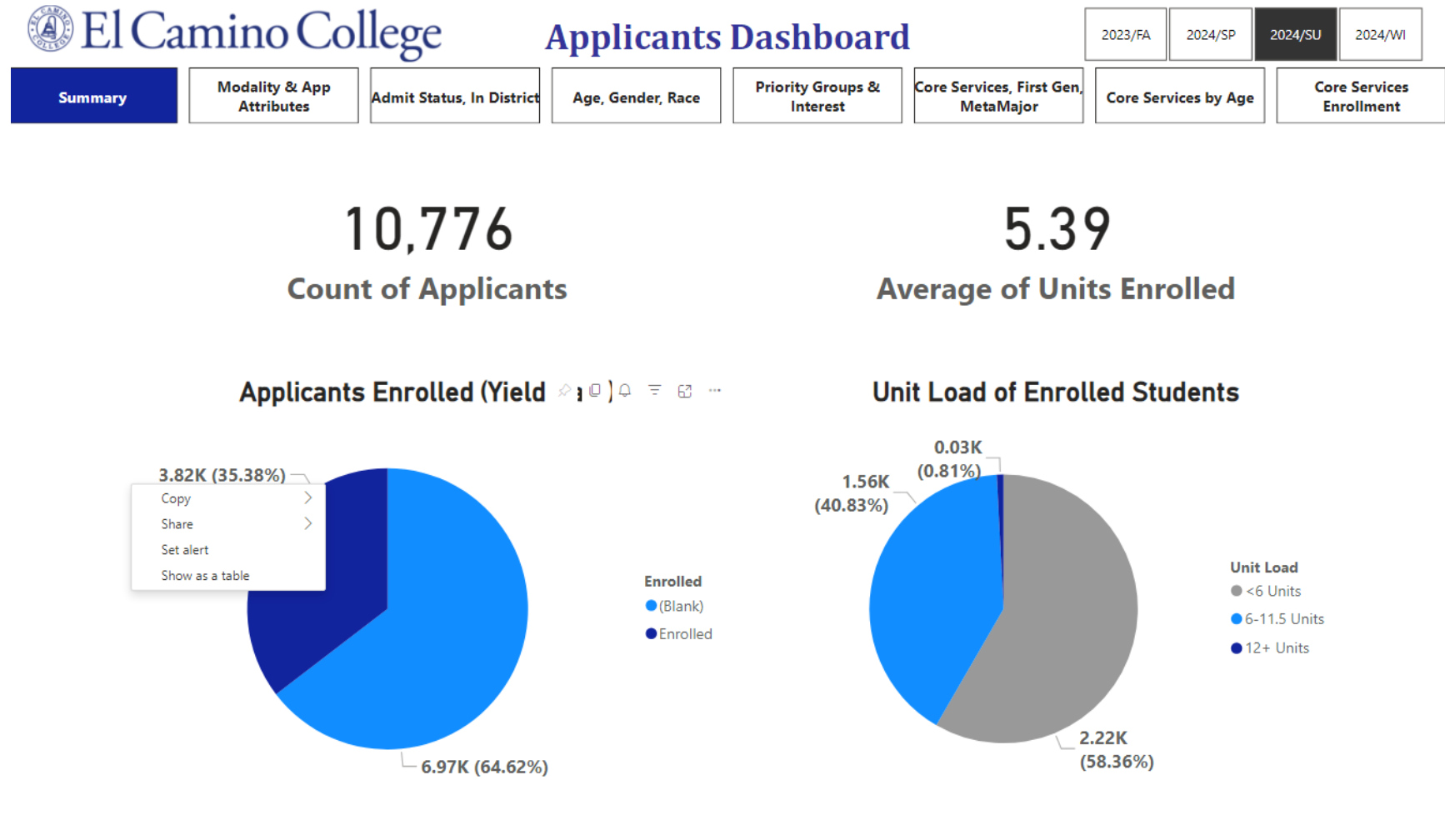
As of June 11, 2024

Summer 2024

Full-Time Equivalent Students (FTES)

2023/SU FTES (1,771)

Summer 2023	Current	Goal
1,724	1,730	1,790

(Y-axis: RESIDENT FTES, 2,000 down to -)

As of June 11, 2024, El Camino College Summer 2024 enrollment is slightly ahead of Summer 2024 enrollment by 6 FTES (+0.3%). Target growth for the Summer 2024 session is 1790 FTES (+3.8%). The summer session begins on Monday, June 17, 2024.

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

10,776
Count of Applicants

5.39
Average of Units Enrolled

Applicants Enrolled (Yield)

3.82K (35.38%)

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6.97K (64.62%)

Enrolled
- (Blank)
- Enrolled

Unit Load of Enrolled Students

0.03K (0.81%)

1.56K (40.83%)

2.22K (58.36%)

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

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

Marketing and Communications SEM Updates:
JUNE 2024

Marketing Strategy – SEM Updates

- With Fiscal Services' assistance, it was calculated that the Strategic Enrollment Management Marketing Plan can generate $5,238 per FTES.
- A June 2024 Board of Trustees presentation will share revenue generated from the annual marketing campaigns implemented in direct support of the SEM 2023/2024 enrollment goals. This report will present a return on investment of more than 26,000 duplicated enrollments. Enrollment achieved per campaign to show unduplicated headcount will be included in the presentation by El Camino Marketing and GradComm.
- **The Spring Midterm 2024 Secret Shopper project is complete.** The objective was to assess the college's responsiveness, clarity, and inclusivity in accommodating the needs of a perspective student, thereby identifying areas for improvement and providing actionable recommendations to enhance the overall admission experience.
- The Secret Shopper project identified many areas of improvement and specific obstacles for prospective students applying without their social security number.
- The Secret Shopper project also identified areas of improvement for phone and email communication during enrollment periods.

SEM (Search Engine Marketing) campaign has been holding steady and fully optimized with all-time high results the past four cycles. However, we were able to get an additional cost savings on keywords in May, resulting in even better results resulting in a lower cost per click, lower cost per contact and higher click thru rate, with close to 4,000 more in monthly visits with pay per click. ECC's average pay per click is 0.22 cents, with an average click through rate of 28 percent, and an average cost per contact of $3.45. The industry average is $58. Top search terms include: 1) El Camino Programs, 2) El Camino Redondo Beach, Torrance, Carson, and Hawthorne, as well as programs such as nursing college, radiologic technology program, cosmetology, and welding, to name a few.

Facebook/Instagram: May was a very strong month with over 8,000 in post engagement, 117 leads from the lead campaign and an above average click through rate. Some of the most engaged audiences are Spanish, male career development interests and a lookalike audience developed from website traffic. Engagement is up compared to April.

YouTube: Completed video view rate is between 50 and 60 percent, which is high for industry averages, for both campaigns. Th industry benchmark of 35 percent. We are also at an all-time low of .03 cents per completed video view.

TikTok: The cost per Impression is low at $13, compared to the industry benchmark of $15 with a high click through rate of 1.20 percent, compared to the industry benchmark of 1 percent.

Display: Display cost per thousand impressions (CPM) increased from $6 to $8 due to a higher OTT video streaming views in May. This cost remains lower than the industry average CPM of $15, and we had a high click through rate .20 percent as well, which was better than April.

Snpachat: Targeting users while at bars/nightclubs and entertainment venues continues. The parents of teens 16-18 and Spanish audiences have the highest click thru rate at over 3 percent.

Additional Marketing/or Collateral Activities

- Completed and posted the Summer and Fall 2024 class schedule PDFs.
- Completed designs of lamp post banners.
- Released two new episodes of ElCo Chats podcast (https://www.elcamino.edu/podcast/).

Student Services SEM Updates:

- Summer registration and Fall registration has started.
- Outreach and School Relations has been busy with many events throughout the South Bay area connecting with community partners and recruiting new students.
- Financial Aid has continued the Cash for College event throughout the spring term on Wednesday afternoons.
- The Contact Center completed several calling opportunities including reminding students to register, pay for their classes, and attend various events including Commencement.

Academic Affairs SEM Updates:
- Enrollment has started for Summer and Fall 2024. With the Summer 2024 session set to begin on Monday, June 17th, the deans within Academic Affairs are closely monitoring enrollment to identify course sections with waitlists and adding sections in high demand areas where the District has the resources available (space, support, and staffing). The deans are also cancelling low enrolled sections and working with Student Services staff to redirect students to available seats in other courses.
- The District Strategic Enrollment Management Academy team (SEM Academy) is traveling to Costa Mesa on June 14th and 15th for the SEM Academy kickoff event. As a reminder, the team is working to plan and implement annualized scheduling of courses and allow students to register up to a year at a time. The goal of this work is to improve student retention from term to term with a focus on decreasing equity gaps in student retention for African American students.