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

- Summer 2025 Enrollment
- Spring 2025 Enrollment
- Year to Date Enrollment
- 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 June 18, 2025

Summer 2025

Full-Time Equivalent Students (FTES)

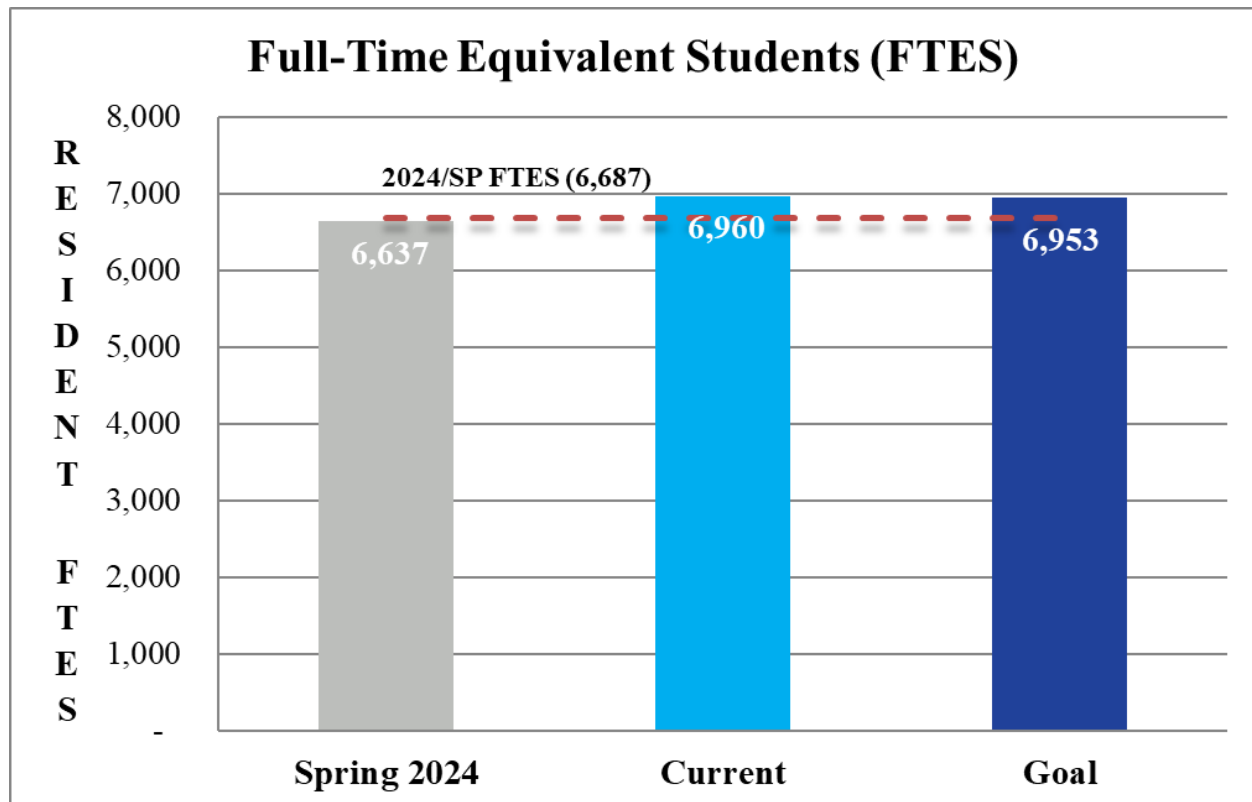|	Summer 2024	Current	Goal
RESIDENT FTES	1,950	1,999	1,946

2024/SU FTES (1,876)
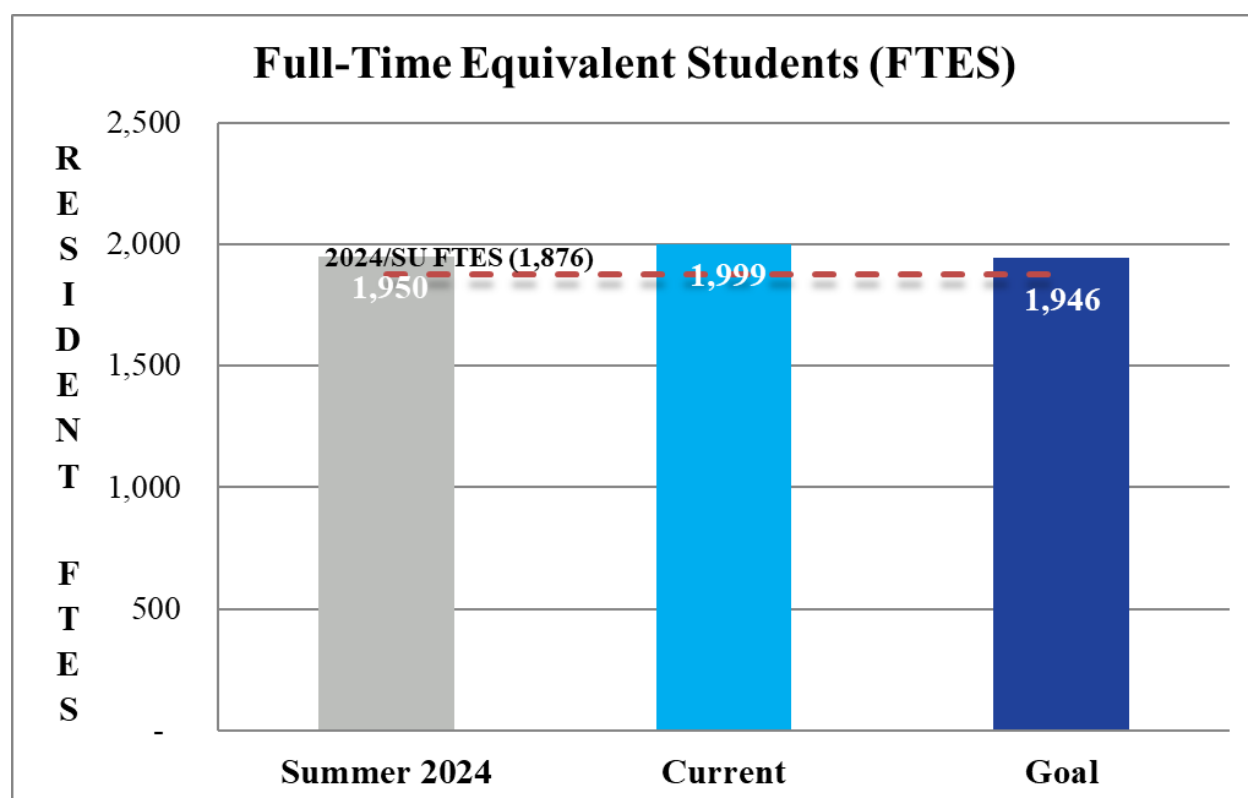
El Camino College is projecting to earn 1,999 FTES for Summer 2025 as of June 18, 2025 reports. This places the college 49 FTES (+2.5%) compared to Summer 2025 and 53 FTES (+2.7%) above our production target.

El Camino College Spring 2025, and Year to Date Full Time Equivalent Students (FTES) Projections

As of June 9, 2025

Spring 2025

Full-Time Equivalent Students (FTES)

(Chart description: Bar chart titled "Full-Time Equivalent Students (FTES)" with y-axis labeled "RESIDENT FTES" from 0 to 8,000. A dashed line labeled "2024/SP FTES (6,687)" crosses near the top. Bars: Spring 2024 = 6,637; Current = 6,960; Goal = 6,953.)

As of June 9, 2025, El Camino College Spring 2025 enrollment is outperforming Spring 2024 by 296 FTES (+4.4%) and above our target by 29 FTES (+0.42%). Currently we expect to report a little more than 7000 FTES in total for the Spring 2025 term once positive attendance enrollment is accounted for at the end of the semester. This represents a significant milestone for El Camino College because we have not surpassed the 7000 FTES mark during a spring term since before the COVID-19 pandemic.

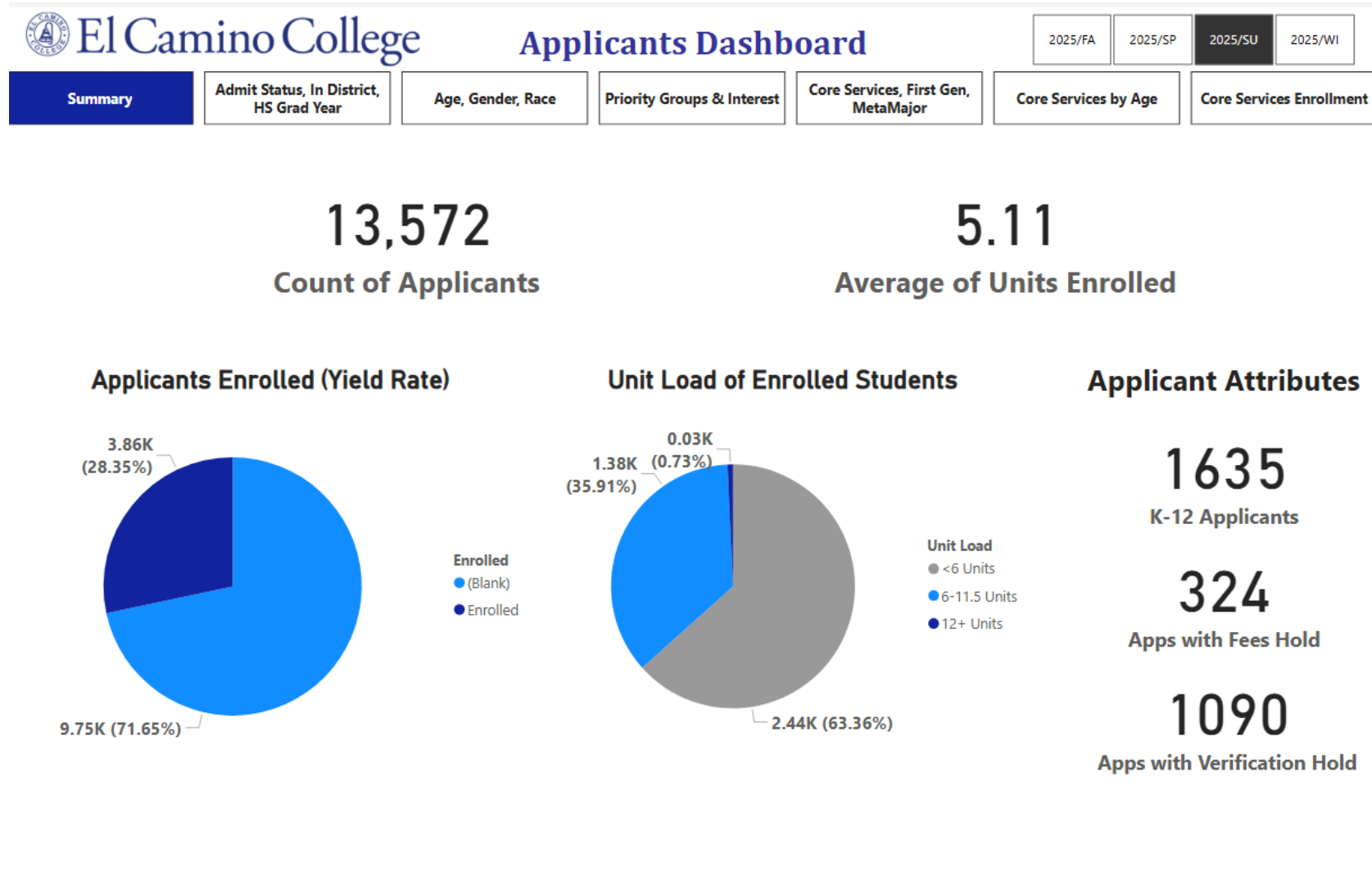# Year to Date Enrollment: Summer, Fall, Winter, and Spring (Estimated FTES)

Term	2023-2024 FTES Reported	2024-2025 FTES Goal	2024-2025 FTES Projection	24-25 FTES vs 23-24 Reported (Δ)	24-25 FTES vs FTES Goal (Δ)
Summer 2024	1771	1790	1876	5.90%	4.76%
Fall 2024	7144	7475	7645	7.02%	2.28%
Winter 2025	1118	1165	1176	5.19%	0.96%
Spring 2025	6687	6953	6960	4.09%	0.10%
YTD (Estimated)	16,719	17,383	17,769	5.74%	1.71%
Summer 2025*	1200	1200	1200	*	0.00%

*Summer 2025 – Shift into 2024-2025: The college will use approximately 1200 FTES from Summer 2025 to shift into the 2024-2025 in order to maximize FTES reported for the yearl Not all Summer 2025 FTES will be reported in 2024-2025.

Based on current enrollment projections, including current total Spring 2025 data and preliminary Summer 2025 data, the College is projecting to earn 17,679 FTES for the 2024-2025 year. This includes adjusted FTES reporting for Summer 2024, Fall 2024, Winter 2025, Spring 2025. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 960 FTES (+5.74%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 297 FTES (+1.71%).

El Camino College Applicant Tracking Dashboard

Enrollment for the Summer and Fall 2025 began in late May.

El Camino College **Applicants Dashboard**

| 2025/FA | 2025/SP | 2025/SU | 2025/WI |

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

13,572
Count of Applicants

5.11
Average of Units Enrolled

Applicants Enrolled (Yield Rate)

3.86K (28.35%)
9.75K (71.65%)

Enrolled
- (Blank)
- Enrolled

Unit Load of Enrolled Students

0.03K (0.73%)
1.38K (35.91%)
2.44K (63.36%)

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

Applicant Attributes

1635
K-12 Applicants

324
Apps with Fees Hold

1090
Apps with Verification Hold

El Camino College

Applicants Dashboard

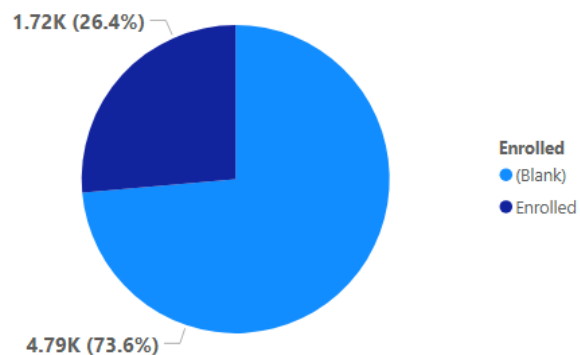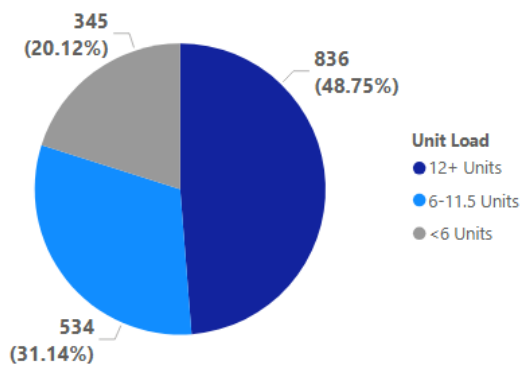| Summary	Admit Status, In District, HS Grad Year	Age, Gender, Race	Priority Groups & Interest	Core Services, First Gen, MetaMajor	Core Services by Age	Core Services Enrollment

6,497
Count of Applicants

9.77
Average of Units Enrolled

Applicants Enrolled (Yield Rate)

1.72K (26.4%)

4.79K (73.6%)

Enrolled
- (Blank)
- Enrolled

Unit Load of Enrolled Students

345 (20.12%)

836 (48.75%)

534 (31.14%)

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

Applicant Attributes

651
K-12 Applicants

142
Apps with Fees Hold

31
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	• Developed in-house new Summer campaign creative launched week of June 2. • Approved Summer Classes Email for stopped out, applied not registered students. Distributed week of June 2. • Prepared and presented report to board on SEM marketing strategies fall 2024-spring 2025 results.
Short-term Class Marketing Cataloging Underway/Areas of Study	• Finalized short-term certificate email. • List of courses in place for campaign. • Launch pending finalization of landing page for short-term class hub when landing page creative is complete. Tentative launch: June.
Development of Non-credit Collateral	• Approved non-credit content for marketing collateral and social media carousel ads to be put into rotation in June on Facebook and Instagram platforms for ESL, Healthcare, GED/High School Diploma, and the value of CTE options.
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	• The Marketing team has been participating in ITS and Enrollment Services meetings to develop the scope of needs for CRM Recruit and will continue as the platform comes into use.

Digital Advertising and Search Engine Marketing (SEM) Insights *(Most recent information available.)*

- Top performing keywords that were searched the most for search engine marketing were "junior colleges," "city colleges," and "associate's degrees."
- The average cost per engagement is under $2, far exceeding the industry benchmark of $56 and an average cost per click of just .25 cents. Additional keywords will be added to promote specific programs as a result of these costs.
- Audiences with the highest Click Thru Rate (CTR)/engagement in social media were Hispanic audiences being served Spanish language ads as well as the online gamer audience and low-income work industries. More than 200 forms were submitted from Facebook/IG in April with Spanish and Online Edu audiences filling out many of the forms. The Contact Center received these contacts for follow-up.
- Snapchat continues to have the highest engagement for high schoolers and parents of teens. The Cost Per Thousand Impressions (CPM) is also very high for this publisher, averaging across all industries an increase in CPM of 30%. We will most likely shift the budget to another, better performing publisher as the results are reviewed.
- YouTube audiences that have the highest engagement are households with an income under $70k in addition to online gamers. The video view rate is more than double the industry average at 56%.

Student Services SEM Updates:

- Student Services attended the 2025-2026 SEM Program 2.0: Supporting the Student Journey Kickoff Meeting in Irvine on June 6th and 7th. The focus of the ECC project is on the creation of a one-stop model to allow students to receive services in one location. The team will meet in the months of July and August to keep the work moving forward.
- Drop for Non Payment for Summer occurred on Monday, June 9, 2025. Students were notified at least 17 different ways (email, phone calls, and text messages) to remind them to pay their fees. Financial Aid, categorical programs, and Admissions and Records placed holds on student accounts who may have applied for financial aid.
- **International Student Update:**
  - Spring 2025 Enrollment Data & Application Data for Full-Time F1 Visa Students
    As of 6/5/2025

Spring 2025 Enrolled	Summer 2025 Applications	Fall 2025 Applications	Transferring Applications	Out of Country Apps.	Change of Visa Status Apps. (Currently in US)
356	18	86	23	44	13

- **Fraudulent Applications:**
  - The chart below provides information on the number of applications received and holds placed on the record to verify identification.

Semester	Applications	VERF Holds	Applications-VERF Holds
Fall 2025	6046	41	6005
Summer 2025	12944	1122	11822
Spring 2025	21748	13673	8075
Winter 2025	6439	2578	3861
2025 Totals	47177	17414	29763
Fall 2024	22446	4697	17749
Summer 2024	13127	238	12889
Spring 2024	8060	61	7999
Winter 2024	3082	13	3069
2024 Totals	46715	5009	41706
Fall 2023	17267	870	16397
Summer 2023	12824	679	12145
Spring 2023	7525	39	7486
Winter 2023	3584	12	3572
2023 Totals	41200	1600	39600

Academic Affairs SEM Updates:

- The Academic Affairs team completed the Winter and Spring 2026 schedule. This schedule was posted to the website during the week of June 9th, prior to the end of the semester. Students and the community have access to the entire schedule of classes for next year.