

El Camino College

Strategic Enrollment Management (SEM) Plan Update

May 2024

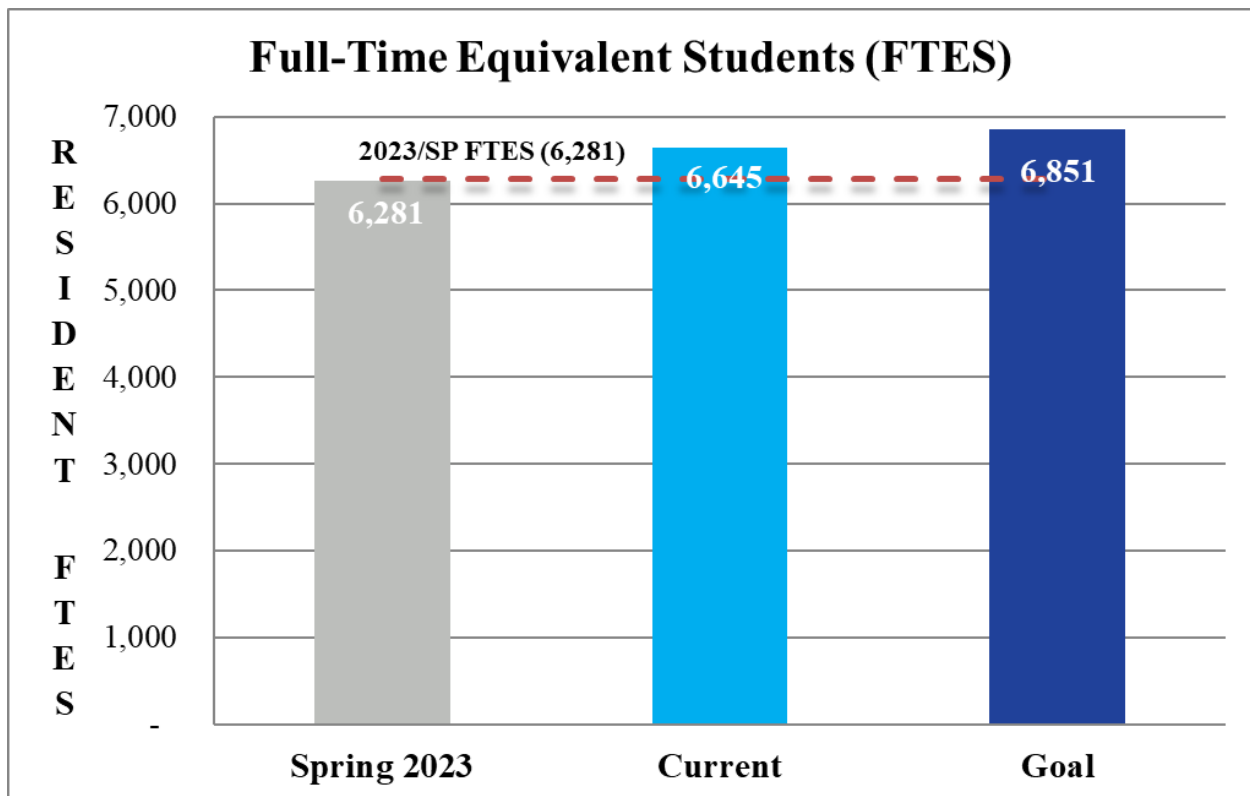
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Spring 2024 Enrollment Data
- Year to Date 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 May 15, 2024

Spring 2024



El Camino College Spring 2024 enrollment continues to outpace Spring 2023 in day-to-day enrollment comparisons. As of May 15, 2024, the College has enrolled students generating 6645 FTES for Spring 2024. This represents an increase of 386 FTES (+5.8%) over Spring 2023. However, the College currently lags our Spring 2024 target by 206 FTES (-3.0%). The gap to our enrollment target has increased as a result of an FTES adjustment the District has had to make due to over-reporting of FTES in some dual enrollment course sections.

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

Term	2022-2023	2023 - 2024 FTES Goal	2023-2024	2023-2024 FTES	
	FTES Reported		FTES Projection	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	6,645	2.28%	-1.93%
YTD	15,529	17,041	16,660	7.28%	-2.24%

Based on current Spring 2024 enrollment projections, the College is projecting to earn 16,660 FTES for the 2023-2024 academic year. Compared to 2022-2023, the College is projecting increased enrollment generating an additional 1051 FTES (+7.28%). As spring semester enrollment has continued to develop, the College has closed our gap to target to -381 FTES (-2.2%). The gap to our target is a result of an adjustment that the District has made with over-reporting FTES for some dual enrollment courses. The adjustment to FTES has also caused the District to reduce reported FTES for the 2021 – 2022 year and 2022-2024 year. FTES for some dual enrollment sections in 2021-2022 was overreported by 109.9 FTES and in 2022-2023 was overreported by 289.4 FTES. These adjustments have been reported to the state Chancellor’s Office. The District does not expect any funding corrections as a result of these changes in FTES reporting because the District was on Emergency Conditions Funding in 2021-2022 and 2022-2023.

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

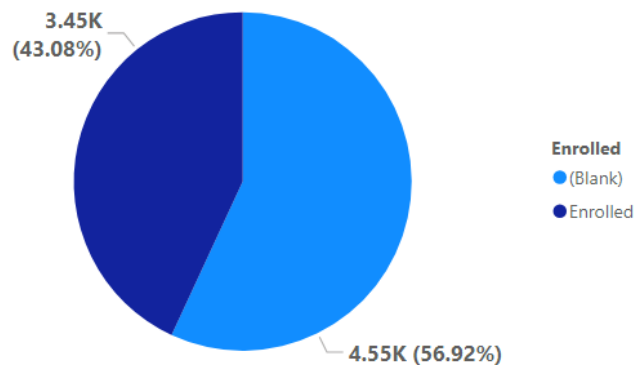
Core Services by Age

Core Services Enrollment

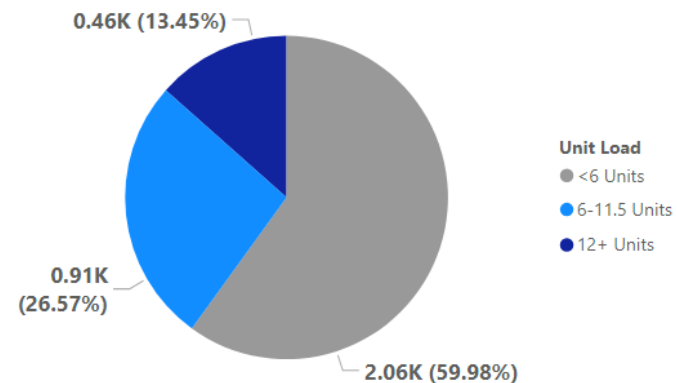
7,980
Count of Applicants

5.48
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates: **MAY 2024**

Goal 1: Marketing Strategy – SEM Updates

- The digital display ads, social media ads, and postcard developed to market GED offerings are completed and launching in May.
- SEM Marketing Plan results presentation is complete and under review for presentation at a future board meeting.
- A list of 30,000 African American and 65,000 Hispanic prospects mined through CollegeApp, a database of thousands of local residents identified through attributes such as ethnicity, income, college achieved, continues to be reached through digital advertising.
- Results from the secret shopper project completed and tracked the student experience across all engagement points identified by Marketing & Communications and the VP of Student Services. Results are being compiled and will be reviewed by the College in May.
- Continued digital media placement into platforms noted below.

Facebook/IG Benchmarks

We added in new audiences to reach young male audiences – targeting online gamers/gaming platforms. We also added specific male ads to be served to young males. The creative will undergo a refresh for the male specific audience as the Click Thru Rate (CTR) is .725, a little below average. The Facebook Leads campaign is performing well with the average cost per lead dropping from \$33 to \$23 with very high engagement, with the industry average at \$66.

YouTube

We continue to target young males in online gamers/gaming platforms and this audience has the highest engagement in both the English and Spanish campaigns. The completed video view rate increased month over month and is high at 63 percent, compared to the industry benchmark of 35 percent. The cost per completed video reached an all-time low of .03 cents. A creative refresh will be completed for Spanish & English videos.

TikTok

New audiences to reach young male audiences – targeting online gamers/gaming platforms were added. The cost per impression has dropped to \$10, compared to last month's \$11, and is excellent when compared to the industry benchmark of \$15.

Display

The re-optimization of this campaign has brought the cost per impression down further \$9 to \$6, when compared to the industry benchmark of \$10-\$15. The campaign continues to reach young male audiences – targeting online gamers/gaming platforms. This audience had the highest engagement at a

.27 percent click through rate. Targeting continues to reach household income (HHI) of \$70K and under with ethnicities of Hispanics, African America and Asian.

Snapchat

Campaigns continue to target bars/nightclubs and entertainment venues. Parents of teens 16-18 and Spanish audiences have the highest click thru rates (CTR), at over 3 percent. We will be adding video to this publisher to further increase engagement.

Search Engine Marketing

Search Engine Marketing (also known as SEM) is hitting peak performance after running consistently with the click through rate increasing from 19 percent to 26 percent. The cost per click and cost per lead are steady at an all-time low and perform well. Recommendations for the new fiscal year include breaking the current campaign into two campaigns, separating general keyword searches from program/career specific searches. This will allow a dedicated budget to be spent for both focuses and have more exposure for program specific searches.

Additional Marketing/or Collateral Activities

- Built Black Student Success Week marketing materials and promoted events
- Completed the design of the New Student Welcome Letter, Envelope and webpage for distribution to more than 7,100 applied students congratulating them on attending ECC. This communication reinforces our brand, the value of the college, and providing support to get to the finish line and enroll. A Welcome Letter specific landing page was developed. This project was completed in collaboration with Outreach and the Warrior Welcome Center.
- Completed new Viewbook design for use my Outreach at community events.
- Completed Neighborhood News May/June issue. This vehicle is used as an engagement tool with neighborhoods to the north and south of the college.
- Wrapped up lamp post banner photography. This project highlights the dozens of support programs available on campus and the real students of these programs to reinforce the Strategic Enrollment Management goal of retention. Installation to take place in June/July.

Student Services SEM Updates:

- Summer registration begins May 13, Fall registration begins May 20.
- Primary campaigns for the Contact Center for May 2024 include:
 - Enrollment Reminders – new applicants, continuing students
 - Enrollment Step Reminders – new applicants
 - In-Progress Applications – in progress but not submitted applicants in CCCApply
 - Follow Up with Prospects – invite to apply
- Outreach continues to support prospective students with admissions applications, create new community contacts and build outreach calendar through summer 2025.

- Kick-off our 2024-2025 awarding process for FAFSA records only as we do not have the system functionality to download CADA (CA Dream Act application) for 2024-2025; ETA for CADA processing is end of May.
- 5/6 (overnight): Packaging of Pell and CCPG
- 5/7: Offer and No Award notices
- 5/7: Checklisting – messaging to students requiring corrections on FAFSA application only**
- 5/8: Self-Service – students will be able to see via Self-Service portal
- Once we “turn on” these processes, then the system will run automatically on a weekly basis.
- **Students who are selected for verification and/or comment codes and need to submit supplemental documents will be notified at a later date due to the current work with the ProVerifier+ system implementation; ETA is beginning of June.
- Total of 9,036 records for 2024-2025 as of this writing. This number is not bad given the FAFSA Simplification delays and inaccuracies. However, we should be at 17,000 compared to 2023-2024 FAFSA same time last year. Now that we are confident in the FAFSA records received from ED, we will begin to query and outreach to our continuing students for whom we do not have 2024-2025 FAFSA record.

Academic Affairs SEM Updates:

- Enrollment has started for Summer and Fall 2024. The deans within Academic Affairs are monitoring early enrollment to identify early waitlists and adding sections in high demand areas where the District has the resources available (space, support, and staffing).
- The District Strategic Enrollment Management Academy (SEM Academy) is meeting to complete a required self-assessment focused on the current state of enrollment management practices and data at the College.