

# **For El Camino College**

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

### **May 2025**

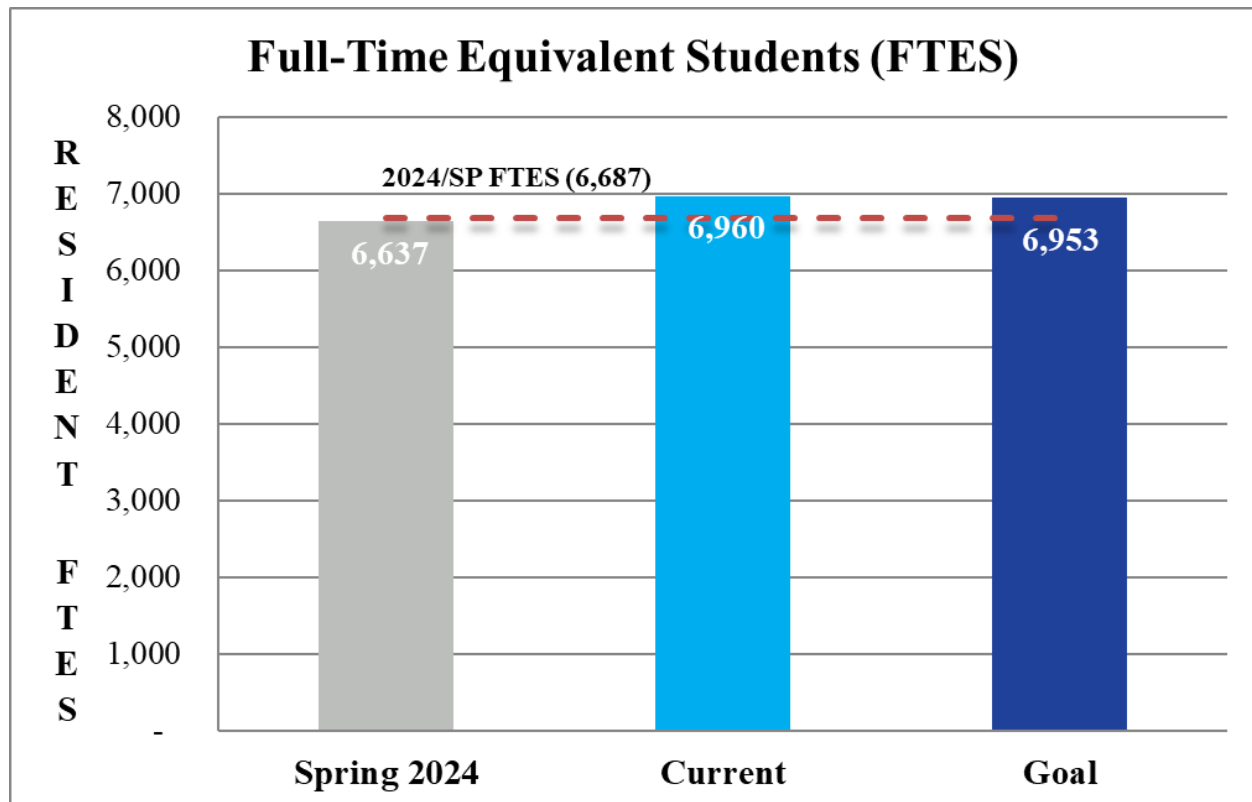
This report represents a monthly update related to enrollment management data and initiatives included on the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Spring 2025 Enrollment
- Year to Date Enrollment
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

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

As of May 21, 2025

## Spring 2025



As of May 21, 2025, El Camino College Spring 2025 enrollment is outperforming Spring 2024 by 273 FTES (+4.1%) and above our target by 7 FTES (+0.1%). 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)**

<b><u>Term</u></b>	<b><u>2023-2024 FTES Reported</u></b>	<b><u>2024-2025 FTES Goal</u></b>	<b><u>2024-2025 FTES Projection</u></b>	<b><u>24-25 FTES vs 23-24 Reported (Δ)</u></b>	<b><u>24-25 FTES vs FTES Goal (Δ)</u></b>
<b>Summer 2024</b>	<b>1771</b>	<b>1790</b>	<b>1876</b>	<b>5.90%</b>	<b>4.76%</b>
<b>Fall 2024</b>	<b>7144</b>	<b>7475</b>	<b>7645</b>	<b>7.02%</b>	<b>2.28%</b>
<b>Winter 2025</b>	<b>1118</b>	<b>1165</b>	<b>1176</b>	<b>5.19%</b>	<b>0.96%</b>
<b>Spring 2025</b>	<b>6687</b>	<b>6953</b>	<b>6960</b>	<b>4.09%</b>	<b>0.10%</b>
<b>YTD (Estimated)</b>	<b>16,719</b>	<b>17,383</b>	<b>17,657</b>	<b>5.61%</b>	<b>1.58%</b>

Based on current enrollment projections, including current total Spring 2025 data, the College is projecting to earn 17,657 FTES for the 2024-2025 year. This includes adjusted FTES reporting for Summer 2024, Fall 2024, and Winter 2025. Compared to 2023-2024 FTES, the College is projecting increased enrollment generating an additional 938 FTES (+5.61%). Enrollment growth during the year is projected to place the College ahead of our FTES target by 274 FTES (+1.58%).

# El Camino College Applicant Tracking Dashboard

Application yields are Spring 2025 session. Enrollment for the Summer 2025 will begin for Teir 1 students on Monday, May 19, 2025, with Fall 2025 enrollment beginning on Tuesday, May 27, 2025. 2025-2026 academic year.



El Camino College

## Applicants Dashboard

2025/FA	2025/SP	2025/SU	2025/WI
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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
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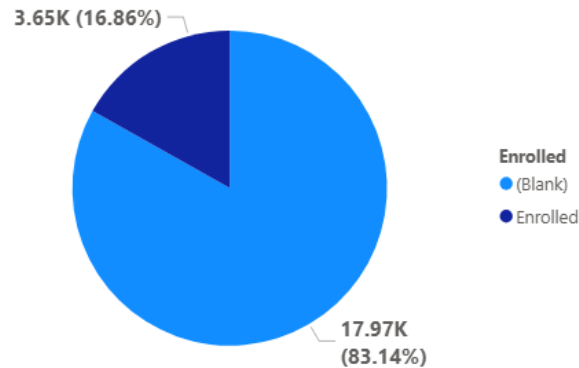
21,407

Count of Applicants

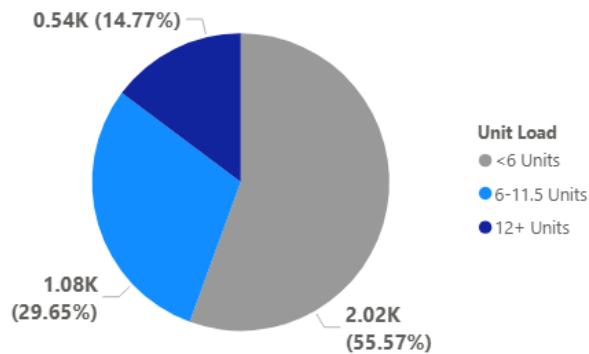
5.88

Average of Units Enrolled

### Applicants Enrolled (Yield Rate)



### Unit Load of Enrolled Students



### Applicant Attributes

789

K-12 Applicants

174

Apps with Fees Hold

13.28K

Apps with Verification Hold



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

8,695

Count of Applicants

(Blank)

Average of Units Enrolled

Applicants Enrolled (Yield Rate)

Unit Load of Enrolled

Applicant Attributes



Enrolled  
● (Blank)

8.72K (100%)

1617

K-12 Applicants

104

Apps with Fees Hold

95

Apps with Verification Hold



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

4,272

Count of Applicants

(Blank)

Average of Units Enrolled

Applicants Enrolled (Yield Rate)

Unit Load of Enrolled Students

Applicant Attributes



4.28K (100%)

Enrolled  
● (Blank)

455

K-12 Applicants

46

Apps with Fees Hold

16

Apps with Verification Hold

# El Camino College

## Strategic Enrollment Management (SEM) Plan

### Initiative Updates

#### Marketing and Communications SEM Updates:

Activity	Status
<b>Advertising / Media Buy / Email</b>	<ul style="list-style-type: none"> <li>Developed new messaging for summer and fall campaigns.</li> <li>In-progress of developing new creative for all social media platforms.</li> <li>Developing new video content for campaigns.</li> <li>Prepared stop-out and applied not registered email survey released May 7 to ECC CRM lists.</li> </ul>
<b>Short-term Class Marketing Cataloging Underway/Areas of Study</b>	<ul style="list-style-type: none"> <li>Finalizing landing page for short-term class hub.</li> </ul>
<b>Development of Non-credit Collateral</b>	<ul style="list-style-type: none"> <li>Developed non-credit content for marketing collateral and social media carousel ads (used to promote multiple programs in rotation in social media platforms such as FB and Instagram) for ESL, Healthcare, GED/High School Diploma, Construction Tech, and the value of CTE options at ECC in changing lives and careers.</li> </ul>
<b>Disproportionately impacted students marketing plan</b>	<ul style="list-style-type: none"> <li>Focus groups completed.</li> <li>Report reviewed and themes informing fall email messaging.</li> </ul>
<b>Marketing Planning / Prep for CRM Usage in Support of SEM 2.0</b>	<ul style="list-style-type: none"> <li>Held two meetings with CRM Recruit Ellucian representatives and ITS to understand benefit of Recruit in tracking prospective leads through the funnel to converted.</li> <li>Presented results of Secret Shopper report with Acting Enrollment Services Director at April Board of Trustees meeting.</li> </ul>

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

- Facebook Leads campaign brought in 191 leads during the month of March.

- Top performing keywords that were searched the most for search engine marketing were for junior colleges, city colleges and associates degrees. Our average cost per engagement is under \$2, far exceeding the industry benchmark of \$56.
- Audiences with the highest CTR/engagement in social media were Hispanic audiences, being served Spanish language ads as well as online gamer audience and low-income work industries.
- We added two new audiences to social last month and this helped our Click Through Rate (CTR) increase from 1% to 1.30% and we increased leads from 141 to 190 in March. We will continue to think of affinity audiences to target demographics (dating, outdoors/hiking, sports, football, etc)
- Snapchat continues to have the highest engagement for High Schoolers and Parents of Teens
- YouTube's audiences that have the highest engagement are targeting HHI under \$70k and online Gamers. Our video view rate is double the industry average.

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

- Student Services submitted an application and was accepted into the 2025-2026 SEM Program 2.0: Supporting the Student Journey. The focus is on the creation of a one-stop model to allow students to receive services in one location. The first meeting will be held in Irvine during the first week of June.
- **International Student Update:**
  - We currently have 356 "active" students in our SEVIS database; out of these numbers, 37 students are currently on Optional Practical Training (OPT) and therefore are not taking classes.
  - For Fall 2025, we currently have 103 applicants who have been accepted and fully processed.
  - We have 15 more pending applications (most of them are change of status applicants), who are expecting to be approved before the fall semester.
  - We are expecting about 50 new applications between now and our deadline in mid-August.
  - 16 Fall 2025 semester applicants will take summer classes
- **Fraudulent Applications:**
  - We continue to work on implementing the automation of Lightleap AI.
  - This week we identified an additional 880 fraudulent applications for Summer 2025.



**Academic Affairs SEM Updates:**

- The Academic Affairs team shifted focus in mid-April to the production of the Winter-Spring 2026 Schedule of Classes. As one part of our annual schedule development project, we are on pace to post the Winter-Spring schedules for next year by mid-June 2025. This will be the first time our entire schedule for the upcoming academic year will be available this early, and students will have this information so they can plan their schedules for the entire year.
- As noted in the enrollment report for Spring 2025, the District will generate more than 7000 FTES during a Spring term for the first time since the pandemic. This milestone is critical for the District's enrollment recovery and multi-year revenue generation strategies.