

# **El Camino College**

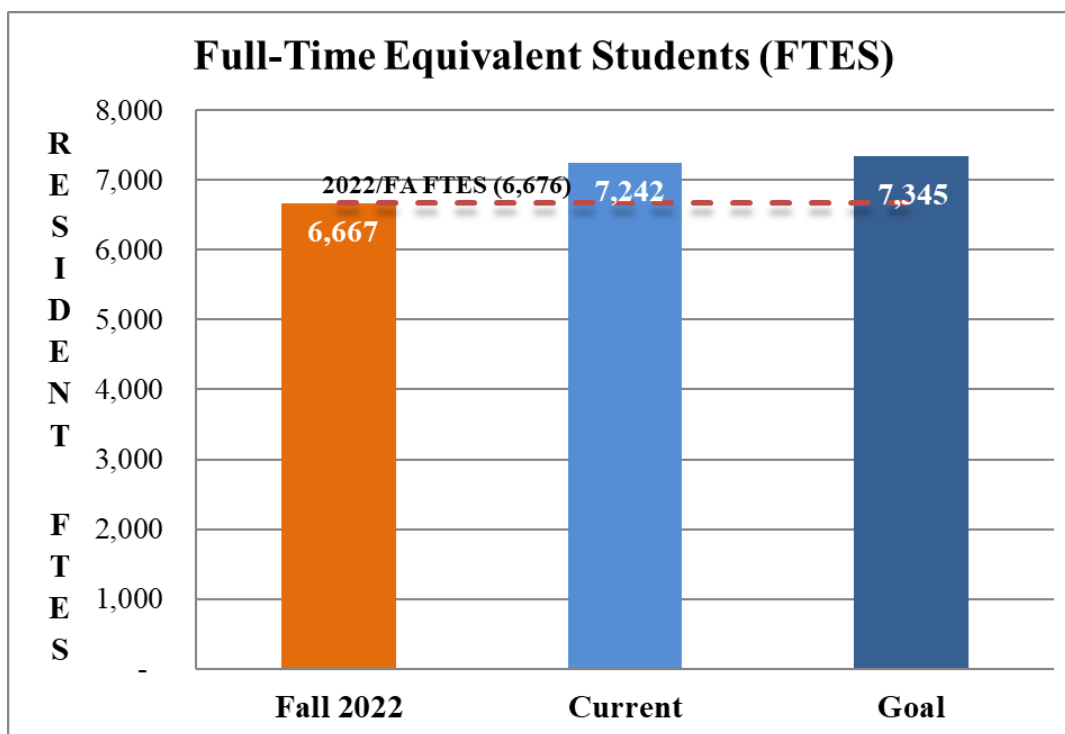
## **Strategic Enrollment Management (SEM) Plan Update**

### **November 2023**

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:

- Fall 2023 Current Enrollment Data
- Year to Date Enrollment Data
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communication

## El Camino College Fall 2023 and Year to Date FTES Projections



Fall

Term	2022 FTES Reported	2023 FTES Goal	2023 FTES Projection	2023 FTES Projection vs 2022 Reported (Δ)	2023 FTES Projection vs 2022 Goal (Δ)
Summer	1,589	1,687	1,805	13.62%	6.99%
Fall	6,729	7,345	7,242	7.63%	-1.40%
YTD	8,317	9,032	9,047	8.78%	0.20%

### 2023 (as of October 31, 2023):

El Camino College's current projected Fall 2023 FTES enrollment stands at 7242 FTES which is an increase of 515 FTES (+7.63%) compared to Fall 2022. This level of enrollment represents an unduplicated student headcount of 21,097. Overall, the enrollment trend for Fall 2023 remains strong even though the District is currently lagging the FTES target of 7345 FTES by 103 FTES (-1.40%). The gap to the Fall 2023 FTES target has decreased after 8-week classes started at this middle of the semester and the gap is expected to close further as positive attendance is reported at the end of the term

**Year to Date Enrollment (as of October 31, 2023):**

Year to date enrollment includes both the Summer and Fall 2023 terms. Currently, the District is projecting 9047 FTES combined for these two terms. Overall, the District is currently projecting to exceed the combined summer/fall target by 15 FTES (+0.2%). Enrollment for Winter/Spring is set to begin at the end of November for Winter 2024 and beginning of December for Spring 2024. The schedules that have been developed for Winter/Spring 2024 include efforts to generate enrollment in order to meet our targets while continuing to improve scheduling efficiency.

# El Camino College Applicant Tracking Dashboard



El Camino College

## Applicants Dashboard

2023/FA

2024/SP

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

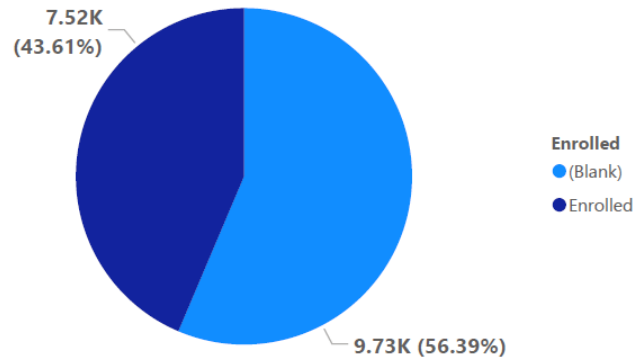
17,183

Count of Applicants

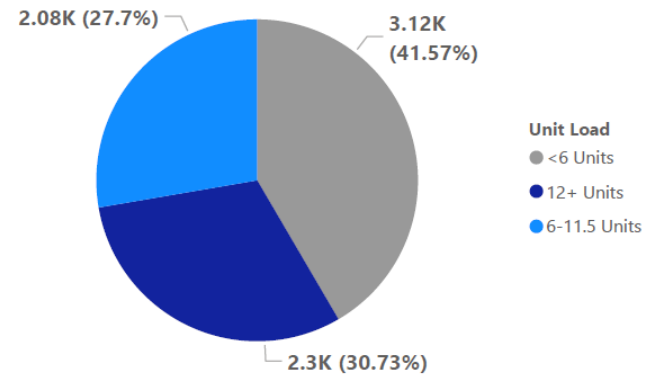
7.54

Average of Units Enrolled

Applicants Enrolled (Yield Rate)

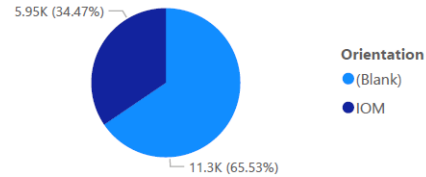


Unit Load of Enrolled Students

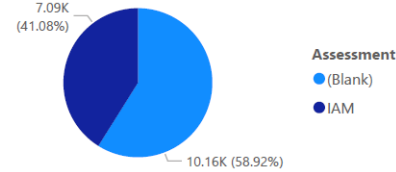




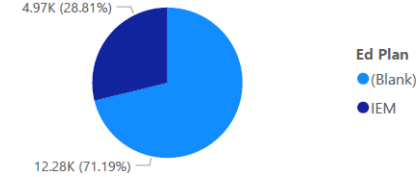
Applicants by Orientation



Applicants by Assessment

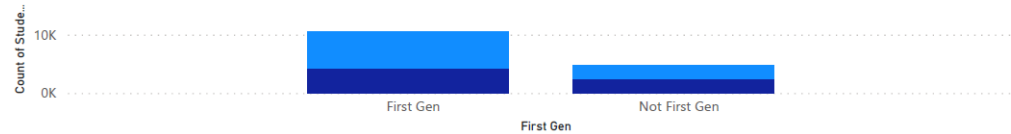


Applicants by Ed Plan



Count of Students by First Gen and Enrolled

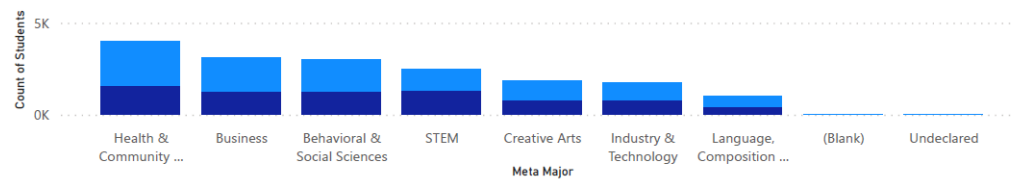
Enrolled ● Enrolled ● (Blank)



	First Gen	Enrolled
First Gen	59.39%	40.61%
Not First Gen	48.43%	51.57%
<b>Total</b>	<b>55.99%</b>	<b>44.01%</b>

Count of Students by Meta Major and Enrolled

Enrolled ● Enrolled ● (Blank)



Meta Major	Enrolled
	8.33%
Behavioral & Social Sciences	57.46%
Business	58.71%
Creative Arts	57.19%
Health & Community Wellness	60.08%
Industry & Technology	54.97%
Language, Composition & Journalism	57.75%
STEM	46.60%
<b>Total</b>	<b>56.39%</b>

Applicants Dashboard data is used by the Student Services Outreach and Call Center teams in order to assess the effectiveness of recruiting students to apply and enroll at El Camino College. This dashboard provides the teams real-time data on the number of applications, the enrollment yield rate of the applicants (43.61% for Fall 2023 as of October 15, 2023), the average enrolled units of these students (7.54 units per student on average and 30.73% of these are enrolled in 12+ units), Guided Pathways Meta-Major, including other metrics and demographic factors (age group, first generation status, etc.).

# **El Camino College**

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

### **Initiative Updates**

#### **Marketing and Communication SEM Updates:**

- Approximately 28,000 term-eligible students who applied and did not register for classes have been contacted via social media, digital display, email, and direct mail. In addition, the call center has contacted several hundred students who asked for additional assistance registering for classes.
- Using the CollegeAPP database, we have identified 600 African American males and 2,439 Hispanic males under 35 who live in our district and are “likely” to attend community college. Using themes discussed in recent focus groups with ECC students, we have mailed a postcard encouraging these residents to apply and enroll in fall classes.
- A draft annual marketing plan is complete and under review. The plan aligns paid marketing activities with the SEM plan. It identifies tactics to reach diverse audiences, including stop-out students, applied-not-registered students, traditional and nontraditional students, and more. The plan will be complete in the beginning of the fall semester.

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

- College Night occurred on Wednesday, November 8 from 5 to 7:30 p.m. in the Student Services Plaza. Over 1,100 individuals attended the event that was focused on prospective students, their families, and others interested in ECC courses, educational options, programs, and services.
- Winter 2024, Spring 2024, and Summer 2024 applications for admission are currently open and available at CCCApply
- Fall 2024 applications opened on November 1
- Three categorically funded Student Support Specialists focused on Outreach efforts are currently in the recruitment and hiring process. The positions will be focus on recruitment efforts in the Hawthorne, Lenox, and Inglewood communities, as well as, taking registration, enrollment, and support events into the communities we serve.

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

- The Winter/Spring 2024 class schedules were published online on October 15, 2023. This is one month earlier than we have published our schedules in the past. This was done in an effort to support students in planning their schedules for the two terms and to remain competitive with the other regional community colleges.