

El Camino College

Strategic Enrollment Management (SEM) Plan Update

November 2025

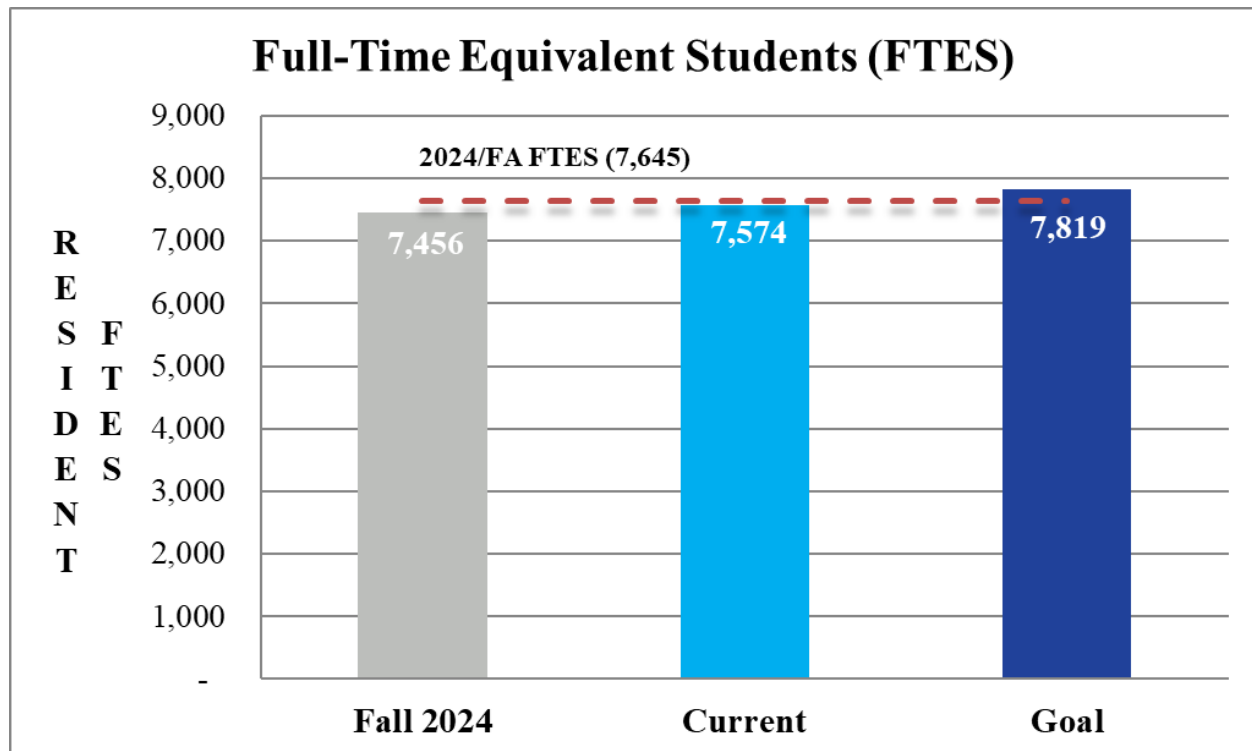
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- Fall 2025 Enrollment and Year to Date Enrollment for 2025-2026
- Current Applicant Tracking Dashboard Data
- Updates from Student Services, Academic Affairs, and Marketing and Communications

El Camino College Fall 2025 Full-Time Equivalent Students (FTES) Projections

As of November 14, 2025

Fall 2025 Resident Credit FTES



As of November 14, 2025 College FTES production for Fall 2025 is estimated to be 7,574 FTES which is 118 FTES ahead of Fall 2024 (+1.6%) in day-to-day comparisons. As a result of strong enrollment for College late start classes, enrollment for Fall 2025 has surpassed enrollment to Fall 2024. However, the College remains below our Fall 2025 target by 245 FTES (3.1%) in day-to-day comparisons.

Year-to-Date Projection:

Term	2024 FTES Reported	2025 FTES Goal	2025 FTES Projection	2025 FTES Projection vs 2024 Reported (Δ)		2025 FTES Projection vs 2025 Goal (Δ)
Summer	2,018	1,946	2,011	7.09%		3.34%
Fall	7,674	7,819	7774	1.31%		-0.58%
Total	9,692	9,765	9,785	1.00%		0.00%

Projected year-to-date enrollment data for the College is better due to strong summer 2025 enrollment and improved fall 2025 enrollment. In addition, the College expects to add 200 additional FTES at the end of the fall term due to public safety and other positive attendance courses. Compared to total FTES for Summer 2024 and Fall 2024 the college is up 129 FTES (1.31%). In addition, the College is projected to be 20 FTES above target (0.00%) for the combined terms.

*Note that per the 5-year funding projection approximately 700 FTES from Summer 2025 will be reported in the 2024-2025 year and the remainder of the FTES will be reported in the 2025-2026 year. This was done in order to establish the largest possible minimum revenue guarantee under the Student-Centered Funding Formula for the District moving forward.

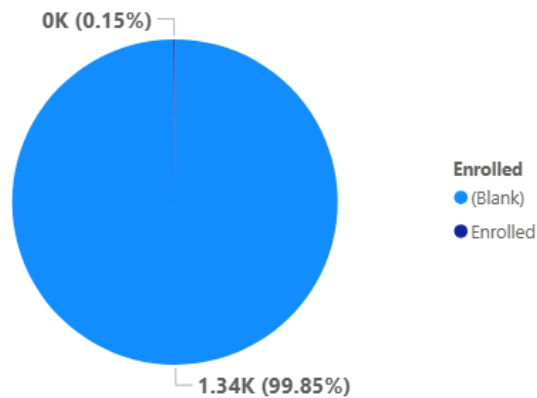
El Camino College Applicant Tracking Dashboard

Winter and Spring applicant data is now added to the report. Enrollment for Winter term started on November 12th and Spring term begins on Monday, November 17th.

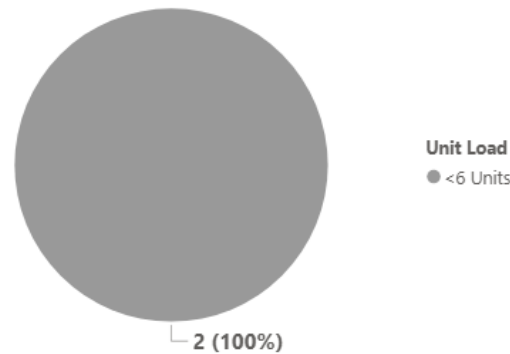
1,338
Count of Applicants

4.00
Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

94
K-12 Applicants

34
Apps with Fees Hold

4
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](#)

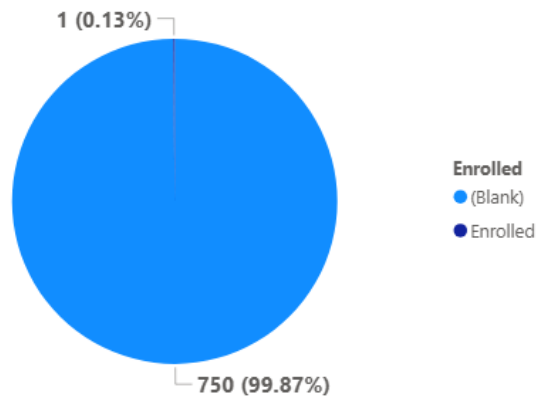
751

Count of Applicants

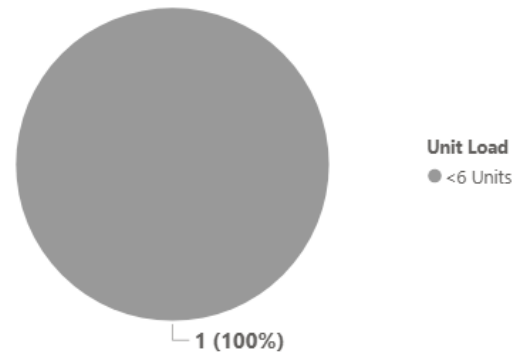
3.00

Average of Units Enrolled

Applicants Enrolled (Yield Rate)



Unit Load of Enrolled Students



Applicant Attributes

81

K-12 Applicants

10

Apps with Fees Hold

1

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	- Completed Second 8-Week Enrollment digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>). - Analytic Snapshot of platforms follows in next section. - Launched "Close to Completion" (less than ten units) prospective list from Counseling, October 6. Sent 24,729 emails, with a 14 percent open rate. - Continuing to run student-generated videos touting ECC on TikTok, IG and FB.
Short-term Class Marketing Cataloging Underway/Areas of Study	Running in above outlined digital platforms.
Noncredit Advertising	- Results of noncredit advertising campaigns: E SL, Healthcare, GED/High School Diploma, and the value of CTE options. - Impressions - 213,985 - Total Visits - 3,941 - View Through Visits - n/a - Completed Video/Audios - n/a Additional results available in the campaign analysis included in the following section.
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	- Training on workflow and communication campaign development in Ellucian CRM Recruit in partnership with ITS and Student Services/Enrollment Management continues. - Continue to attend and participate in weekly CRM Recruit Meetings. - Coordinating technical implementation of text option SparkPost with vendor and ITS.

Digital Advertising and Search Engine Marketing (SEM) *Analytic Snapshot*

Facebook / Instagram / SnapChat / YouTube / Digital Display / Search

Impressions: 989,806

Total Visits: 24,857

View Through Visits: 3,509

Completed Video/Audios: 282,881

Search Engine Marketing (Pay Per Click):

Impressions: 81,804 (clicks on the text ad: 18,358)

Calls Generated: 410

Forms Submitted or Apply/Register Clicked: 940

Top Ten Key Words and Page Visits: *Environmental Technology Certificate, noncredit certificate programs, computer science certificate, GED classes, online city college, Respiratory Care college course, short-term certificate programs, associate of art degrees, junior college classes, and GED online.*

Top Ten Pages Clicked on: Programs (5,632), Class Schedule (1,501), Start an Application/click CCCApply (920), and others include Admissions, Financial Aid, Enrollment Steps/Path to Enrollment, Visit, Calendar of Events, Chat Now Click.

Campaign Analysis

1. **SEM** top performing keywords that were searched the most for search engine marketing were environmental technology certificate, noncredit certificate programs, computer science certificate, and GED classes. The average cost per engagement is \$2.15, far exceeding industry benchmark of \$56 and an average cost per click of .16 cents.
2. **META** audiences with the highest CTR/engagement in social media are the Adult Education/Career Development and the Education Online audiences, being served English language ads. Eighty-eight forms were submitted from Facebook/IG with Adult Edu/Career Dev and Online Edu audiences with highest engagement.
3. **SNAPCHAT**'s highest engagement was again the CRM list followed by the parents of teens audience.
4. **YouTube's** audiences that have the highest engagement are targeting HHI under \$70k and online Gamers. Our video view rate is more than double the industry average at 59% across both the English and Spanish campaigns. Recommendation: adding in new video creative, and running more than 1 video at a time for A/B testing.
5. **Display** has a good CTR at .37%, an increase from the previous month and above industry average and a very good CPM. Organic and paid clicks totaled over 4,200+. All audiences had good engagement with above average CTRs. The highest engaged audience being the Lookalike audience.
6. **TikTok** CTR slightly increased, but still below industry average. The campaign is still optimizing over the next couple of cycles. We will continue to monitor.

Academic Affairs SEM Updates:

- Academic Affairs is beginning the annual schedule development process for the 2026-2027 academic year. The full schedule for next will be developed between November 2025 and April 2026, with an expected publication date of mid-April. This work is a critical component of our

efforts to create an opportunity for El Camino College students to enroll and reserve seats in courses a year at a time.

- The expansion of the noncredit program remains a priority for Academic Affairs. The program is expected to grow significantly again during the 2025-2026 academic year. Development of programs ranging from expansion of ESL to new noncredit programs in the health care fields is expected to roll out over the next 12 months. In addition, the College is expanding our support of students who need to complete high school requirements through GED, Hi-SET, credit recovery, and adult high school diploma programming.