

El Camino College

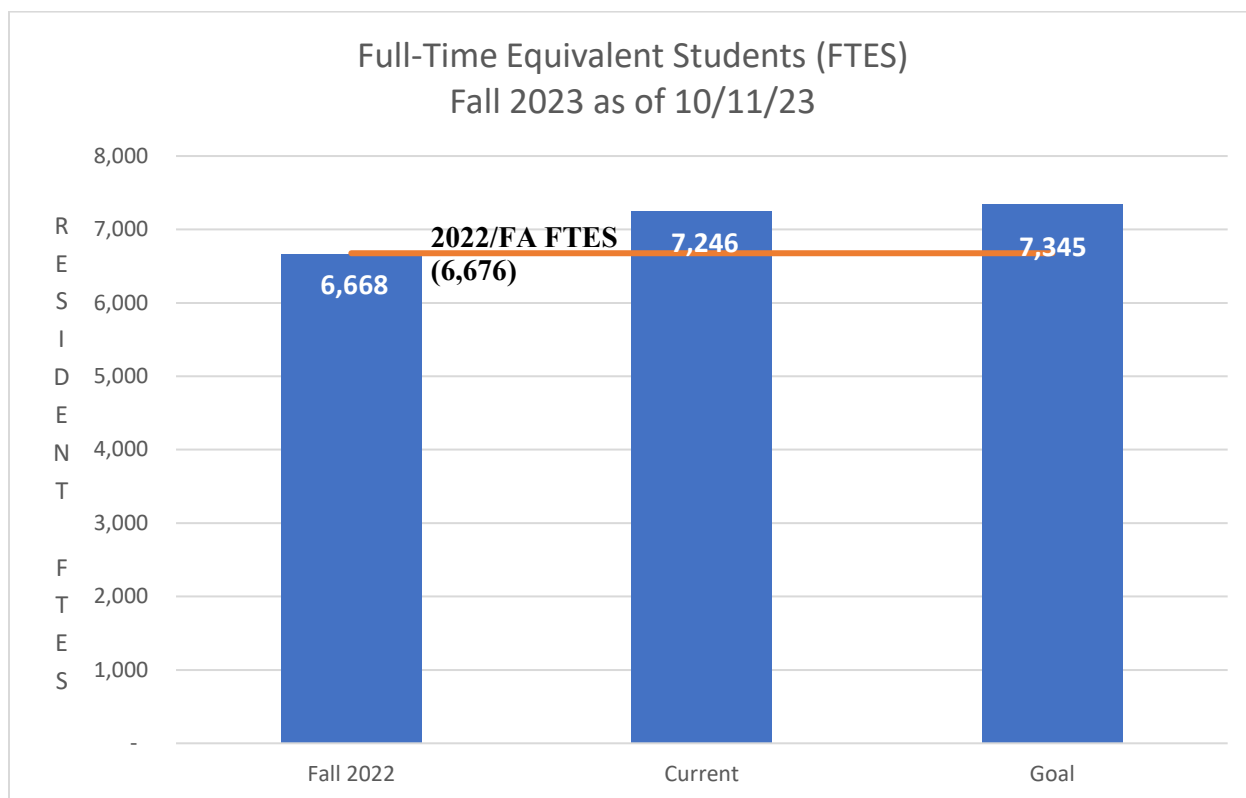
Strategic Enrollment Management (SEM) Plan Update

September 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



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	7,246	7.68%	-1.35%

Fall 2023 (as of October 11, 2023):

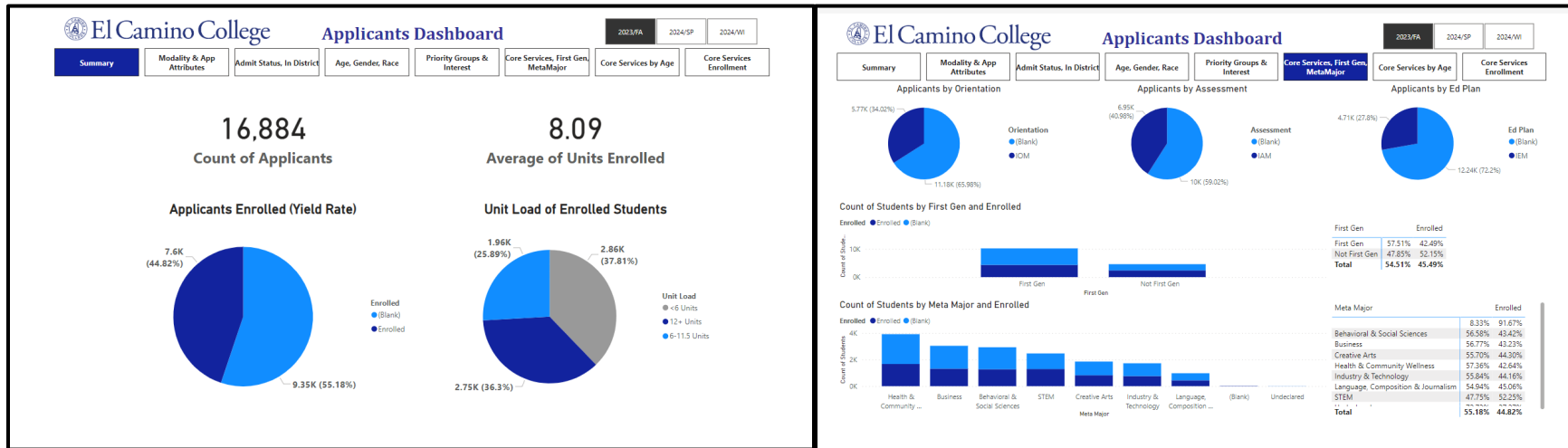
El Camino College's current projected Fall 2023 FTES enrollment stands at 7246 FTES which is an increase of 517 FTES (+7.68%) compared to Fall 2022. This level of enrollment represents an unduplicated student headcount of 21,097. Overall, the enrollment trend for Fall 2023 remains strong even though the District is currently lagging the FTES target of 7345 FTES by 99 FTES (-1.35%). The gap to the Fall 2023 FTES target has dropped as our short-term courses have filled. In addition, we expect some additional FTES at the end of term to be reported as positive attendance from our public safety courses.

Year to Date Enrollment (as of October 11, 2023):

Year to date enrollment includes both the Summer and Fall 2023 terms. Currently, the District is

projecting 9051 FTES combined for these two terms. Overall, the District is now slightly ahead of our annual target by 19 FTES (+0.2%). The development of the Winter 2024 and Spring 2024 schedules is ongoing and our efforts to increase enrollment and schedule effectiveness are underway.

El Camino College Applicant Tracking Dashboard



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 (44.82% for Fall 2023 as of October 12, 2023), the average enrolled units of these students (8.09 units per student on average and 36.3% 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:

Fall semester 2023 specific marketing has concluded. We have analyzed the efficacy of the campaigns and tactics run. Highlights include:

- Our targeted Applied Not Registered (ANR) campaigns were tremendously successful, with 54% of ANR students opening our emails and thousands of website visits driven from our targeted digital advertisements and postcards. Over a two-month period, we tracked **9,512 enrollments**.
- We also targeted Stop-Out Students and tracked 693 enrollments amongst this group.
- Direct marketing to African-American and Hispanic males in our district occurred in August, with 141 confirmed enrollments.
- We are now focusing on driving enrollments in our late-start classes via our Gr8 campaign. We are running Google, Facebook and Instagram ads and will be supplementing those with an email blast in early October.
- Digital marketing also continues to all populations highlighted in the SEM plan.

Student Services SEM Updates:

- **Student Support Expo – After Hours!** Student Development Office is hosting this event on Tuesday, October 24th, 5 to 8 p.m., East Dining, for evening students to engage with, and learn about, programs, organizations, and student services and resources
- **College Night** – Wednesday, November 8, 5 to 7:30 p.m., Student Services Plaza, for prospective students, their families, and others interested in ECC courses, educational options, programs, and services. Hundreds of prospects have already registered.
- Winter 2024, Spring 2024, and Summer 2024 applications for admission are currently open and available at CCCApply
- Fall 2024 applications available after November 1

Academic Affairs SEM Updates:

- Development of the Winter and Spring 2024 schedules is underway. The direction for developing schedules is shifting to generating the FTES needed in order to continue recovering in a post-COVID environment while improving the effectiveness and efficiency of the schedule. The Division Deans are working with faculty to

develop schedules to meet enrollment targets, meet effectiveness/efficiency targets, and stay within a scheduling budget.