

El Camino College

Strategic Enrollment Management (SEM) Plan Update

October 2025

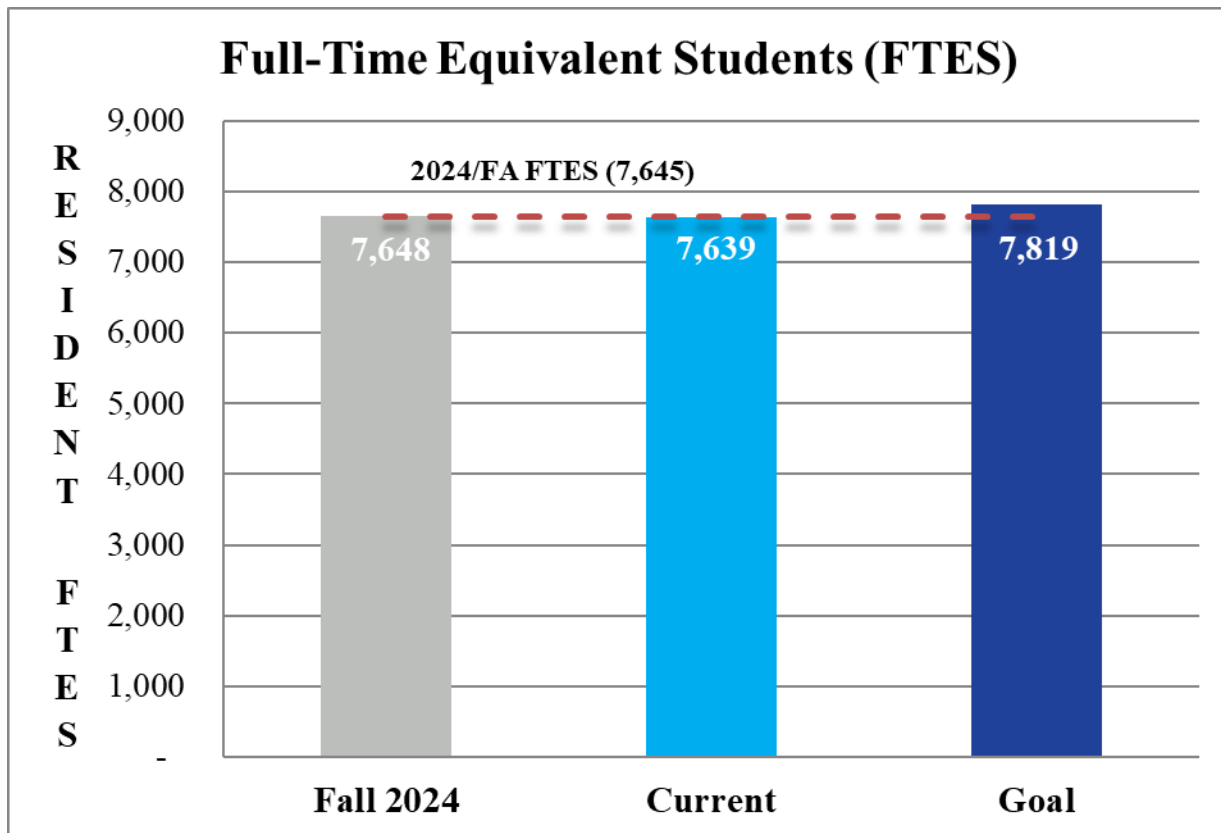
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- 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 October 21, 2025

Fall 2025 Resident Credit FTES



As of October 21st, College FTES production for Fall 2025 is estimated to be 7,639 FTES which is 9 FTES behind Fall 2024 (-0.08%). The gap to last Fall has fallen from over 350 FTES based on enrollment over the eight weeks of the term including late-start course section enrollment. Currently, the College remains below our Fall 2025 target by 180 FTES (-2.31%).

Year-to-Date Projection:

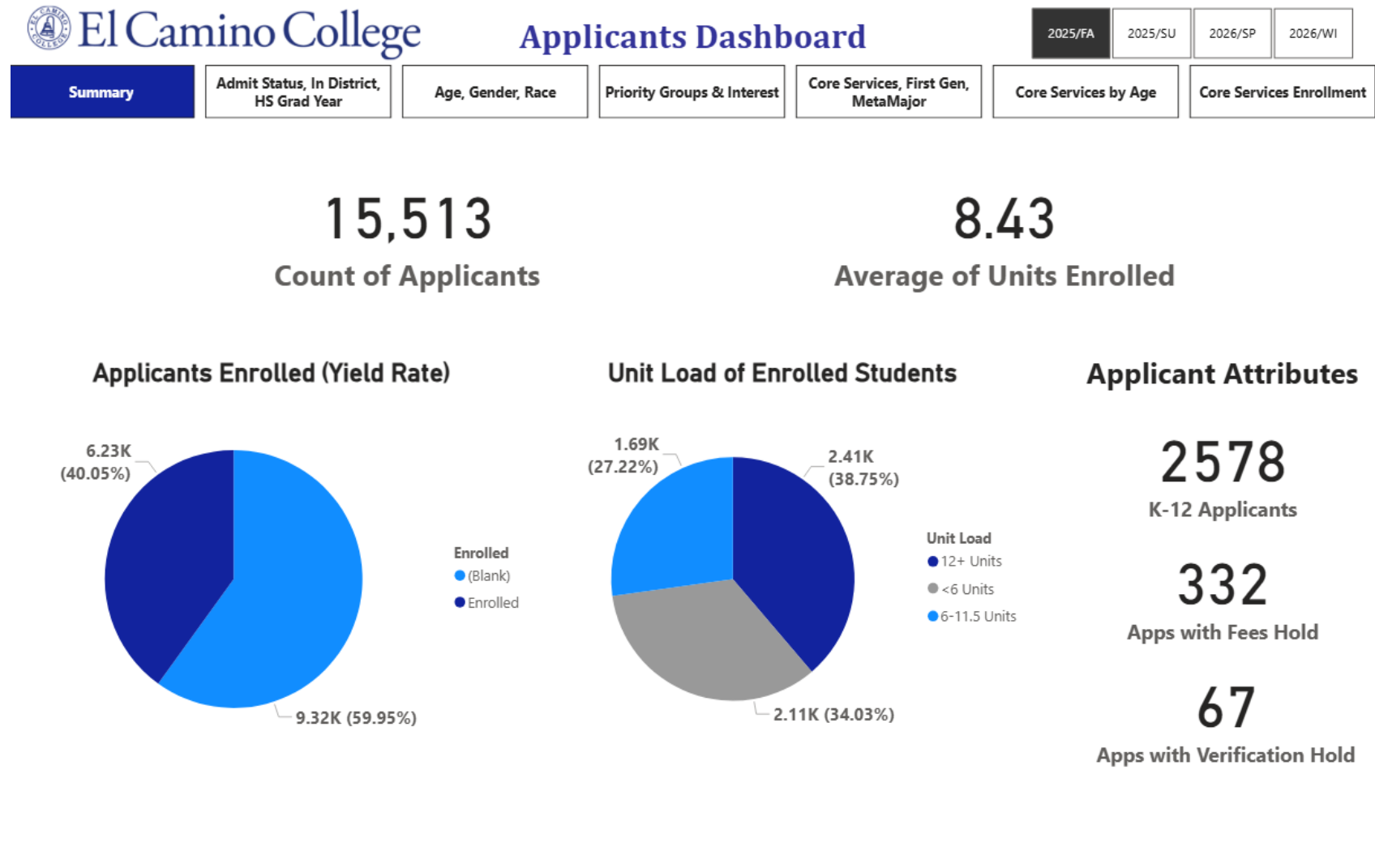
Term	2024 FTES Reported	2025 FTES Goal	2025 FTES Projection	2025 FTES Projection vs 2024 Reported (Δ)		2025 FTES Projection vs 2025 Goal (Δ)
Summer	1,878	1,946	2,011	7.09%		3.34%
Fall	7,645	7,819	7639	-0.08%		-2.31%
Total	9,523	9,765	9,650	1.33%		-1.18%

Projected year-to-date enrollment data for the College is better due to strong summer 2025 enrollment and improved fall 2025 enrollment. Compared to total FTES for Summer 2024 and Fall 2024 the college is up 127 FTES (1.33%). However, the College is projected to be 115 FTES below target (-1.18%) 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 is being 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

Enrollment for Fall 2025 began in late May. Winter and Spring 2026 applicant data will be included starting with November report.



El Camino College

Strategic Enrollment Management (SEM) Plan

Initiative Updates

Marketing and Communications SEM Updates:

Activity	Status
Advertising / Media Buy / Email	- Currently running Second 8-Week Enrollment digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>) through October 22. - Analytic Snapshot of platforms follows in next section. - Received "Close to Completion" (less than ten units) prospective list from Counseling. Coordinated communications before start of 2nd Eight Week Course with Student Services/Counseling to maximize impact on recruitment and Counseling. Launched October 6. - Continuing to run YouTube VOs promoting resources and enrollment using Dean Barquero VO on YouTube Music weeks before each enrollment period beginning fall 2025. - 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.
Development of Noncredit Collateral	Noncredit advertising campaigns continue to run and promote Second 8-week course start date. Highlighted programs are: ESL, Healthcare, GED/High School Diploma, and the value of CTE options.
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	- Initiated training on workflow and communication campaign development in Ellucian CRM Recruit in partnership with ITS and Student Services/Enrollment Management. - Continue to attend and participate in weekly CRM Recruit Meetings in preparation for launch.

Digital Advertising and Search Engine Marketing (SEM) Analytic Snapshot

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

Total Impressions: 790,234

Total Visits: 23,325

Completed Video Views/Audio: 222,563

Facebook Lead Forms (only FB): 59

Search Engine Marketing (Pay Per Click):

Impressions: 68,740 (clicks on the text ad: 18,644)

Calls Generated: 935

Forms Submitted or Apply/Register Clicked: 1,568

Top Ten Key Words and Page Visits: *real estate investment college courses, associate of science, online associate degree, child development courses, machine tool technology college class, paralegal college class, real estate program, art college class, junior college class, city college class.*

Top Ten Pages Clicked on: Programs (3,145), Class Schedule (2,029), Start an Application/click CCCApply (1,342), and others include Admissions, Financial Aid, Enrollment Steps/Path to Enrollment, Visit, Calendar of Events, Chat Now Click.

- 5) **SEM:** Top performing keywords that were searched the most for search engine marketing were for *real estate investment college courses, associate of science, online associate degree, and child development courses*. (See full list above). Our average cost per engagement is \$1.16, far exceeding industry benchmark of \$56 and an average cost per click of just .16 cents.
- 5) **META:** Audiences with the highest CTR/engagement in social media continued to be the Adult Education/Career Development and the Hispanic audiences, being served Spanish language ads. We had 125 form submits from Facebook/IG in June with Spanish and Online Edu audiences filling out the majority of the forms.
- 5) **Snapchat:** Snapchat's highest engagement was the CRM list. The CPM is typically very high for this publisher; it's averaging across all industries an increase in CPM by 30%. However, CPM has increased over the last couple cycles. We will continue to monitor.
- 5) **YouTube:** 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 58% across both the English and Spanish campaigns.
- 5) **Display:** Display has a good CTR at .27%, above industry average and a very good CPM. Organic and paid clicks totaled over 1500+. All audiences had good engagement with above average CTRs. The highest engaged audience being the curated audience targeting HHI under \$70k.

International Student Program

Top Countries of Total International Enrollment

Country/Region	Count
Japan	50
South Vietnam	30
Korea/Republic South	25
Nigeria	25

Brazil	20
Philippines	20
Burma	15
Canada	8
Columbia	8
India	8
Mexico	8
Mongolia/Peoples Rep.	8
China/Mainland	7
Tanzania	5

Spring 2026 Applications:

- 26 Applications Received (14 -from out of the country, 8 transferring w/in US)
- Applicant countries of origin

- Australia
- Brazil
- Cameroon
- Canada
- Ecuador
- India
- Ireland
- Japan
- Kenya
- Korea
- Mexico
- Morocco
- Peru
- Philippines
- South Africa
- Sweden
- Switzerland
- Tajikistan
- Vietnam

ESL Workshops

- Collaborating with ESL Faculty to support incoming students with Guided Self-placement to ensure student enrollment in ESL classes

Student Health Insurance Fee Increase 25/26 year:

- \$34.64 per semester

Fraud Update

Admissions and Records:

We have turned on the verification process in Lightleap. If a student is selected as fraud and email is sent to them giving them the option to upload their ID and photo or come in with a photo ID to A&R

The ID that is used in Lightleap has to be government issued. If approved the student's application is processed. If not approved the staff in A&R can review the uploaded documentation to approve or have the student come in.

These are the number of application that we processed through Lightleap this academic year. I have included summer 2025 because we asked students to use that application in the months of October and November if they wanted to attend fall (until we opened the new application for fall 2025 in December)

	SUMMER 2025	FALL 2025	WINTER 2026	SPRING 2026
FRAUD	1620	880	33	17
NOT FRAUD	13871	15011	395	181
TOTAL	15491	15891	428	198

Financial Aid Fraud updates from July 2025 to September 2025:

85 financial aid students reported as potential fraud (significantly less than this time last year)

Student Services Updates:

- SEM 2.0 Project is moving forward. Logic Model has been submitted to the RP Group and the Action Plan is being developed.
- CRM Recruit has been launched starting October 1, 2025. Data is now being viewed in the system.
- Degree Audit workgroup has been formed and has met twice. Meetings are scheduled weekly as the project moves forward. This project will update Degree Audit, including curriculum and catalog updates being integrated into the system.

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.