

# **El Camino College**

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

### **September 2025**

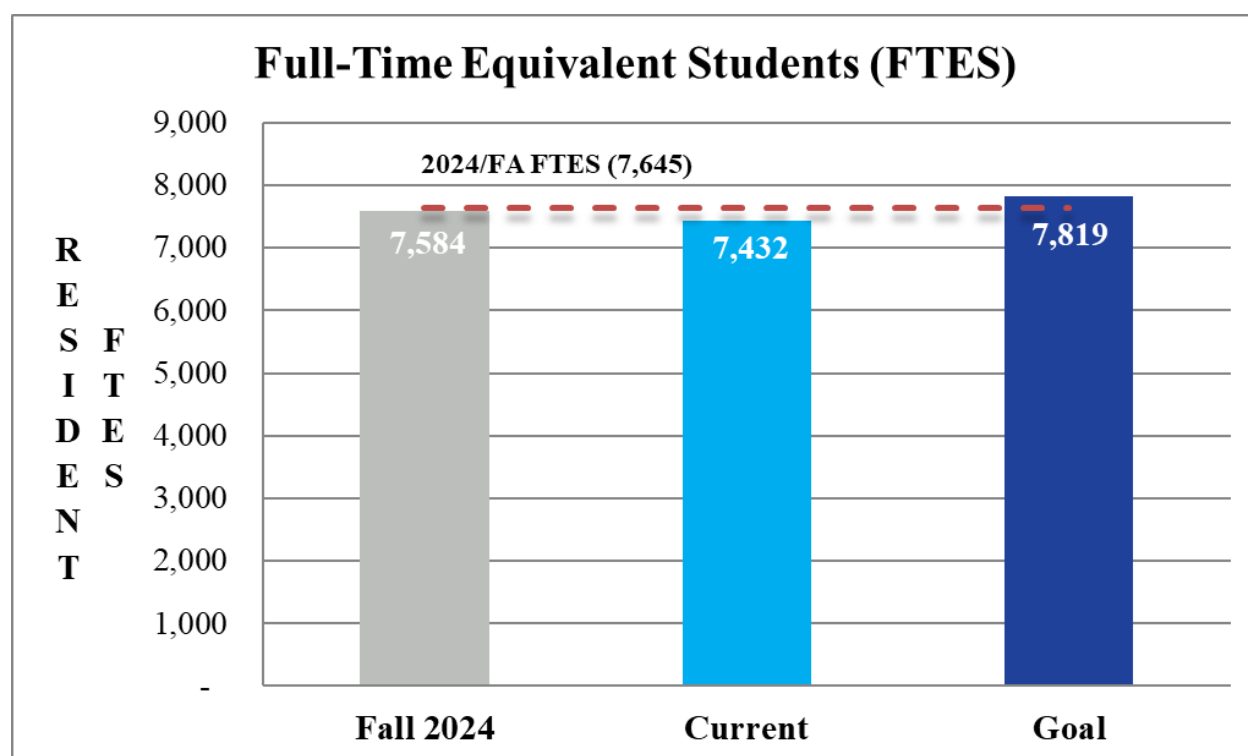
This report represents a monthly update related to enrollment management data and initiatives included in the El Camino College Strategic Enrollment Management Plan (SEM). Information and data in this update include:

- 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 Summer 2025 Full-Time Equivalent Students (FTES) Projections

As of September 5, 2025

## Fall 2025 Resident Credit FTES



As of September 5<sup>th</sup>, College FTES production for Fall 2025 is estimated to be 7,432 FTES or 152 FTES behind Fall 2024 (-2.79%). The gap to last Fall has fallen from over 300 FTES based on enrollment over the first two weeks of the term. The College expects to continue to make up ground when compared to Fall 2024 as late start course enrollment continues throughout the term, and positive attendance enrollment is reported at the end of the term.

\*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.

**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	7502	-1.87%		-4.05%
Total	9,523	9,765	9,513	-0.10%		-2.58%

A conservative estimated end of Fall 2025 Credit Resident enrollment is projected to be 7502 FTES. At this level of enrollment, the Fall term is projected to generate 143 FTES less than Fall 2024 (-1.87%), and below our target by 317 FTES (-4.05%).

Projected year-to-date enrollment data for the College is better due to strong summer 2025 enrollment. Compared to total FTES for Summer 2024 and Fall 2024 the college is down by 10 FTES (-0.1%). However, the College is projected to be 252 FTES below target (-2.58%) for the combined terms.

# El Camino College Applicant Tracking Dashboard

Enrollment for Fall 2025 began in late May.



El Camino College

## Applicants Dashboard

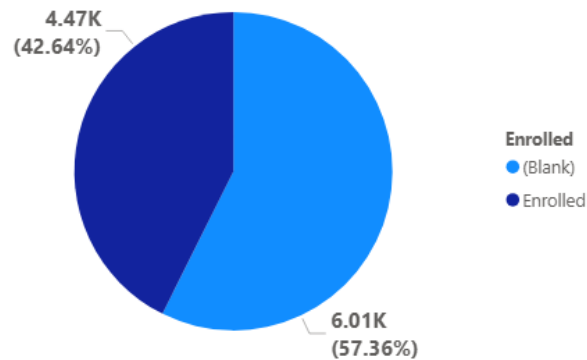
2025/FA	2025/SP	2025/SU	2025/WI
---------	---------	---------	---------

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
---------	---	-------------------	----------------------------	-------------------------------------	----------------------	--------------------------

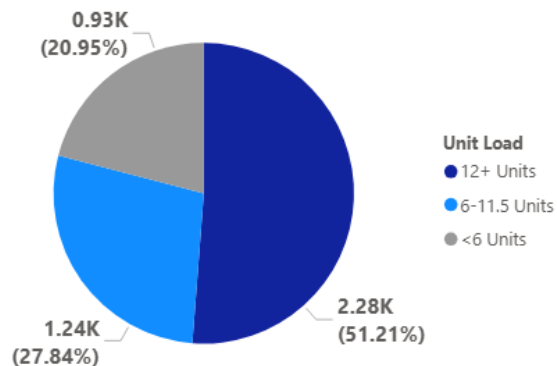
**10,463**  
Count of Applicants

**9.92**  
Average of Units Enrolled

Applicants Enrolled (Y)



Unit Load of Enrolled Students



Applicant Attributes

**941**

K-12 Applicants

**221**

Apps with Fees Hold

**36**

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	<ul style="list-style-type: none"> <li>Running Fall Enrollment Drive digital advertising campaigns on social platforms (<i>Facebook / Instagram / SnapChat / YouTube / Digital Display / Search</i>) Analytic Snapshot follows in next section. Also developed creative assets for campaigns in-house.</li> <li>Developed creative assets in-house for Digital Art &amp; Design Technology, Games and Playable Media running in August 4-25. Input received from Academic Deans on best programs to highlight.</li> <li>Finalized Applied Not Registered Email distributed weeks of August 4, 11 and 21.</li> <li>Developing Close to Completion (less than ten units) email campaign to capture remaining enrollment opportunities before Fall semester closes.</li> <li>Running YouTube VOs promoting resources and enrollment using Dean Barquero VO on YouTube Music weeks before each enrollment period beginning fall 2025..</li> <li>Running student-generated videos touting ECC on TikTok, IG and FB.</li> </ul>
Short-term Class Marketing Cataloging Underway/Areas of Study	<ul style="list-style-type: none"> <li>Distributed short-term class campaign emails August .19 and 23.</li> </ul>
Development of Non-credit Collateral	<ul style="list-style-type: none"> <li>Developed creative assets for Non-Credit advertising campaign and launched campaigns to run August 1-August 25 for final push for fall enrollment. Programs to highlight targeting ESL, Healthcare, GED/High School Diploma, and the value of CTE options.</li> </ul>
Marketing Planning / Prep for CRM Usage in Support of SEM 2.0	<ul style="list-style-type: none"> <li>Attending weekly CRM Recruit Meetings to launch use of platform in fall.</li> <li>Drafted communication templates (messaging) for funnel recruitment by enrollment steps for use in email and text campaigns.</li> <li>Progressing through Ellucian Recruit Platform training.</li> <li>Currently training in Recruit Sandbox environment.</li> <li>Developed new Interest Form in collaboration with Student Services and ITS.</li> <li>Testing Interest Form and identifying locations on website for placement.</li> <li>Participated in training on new text platform Twilio with CTO</li> </ul>

	<ul style="list-style-type: none"> <li>Confirmed new and improved Recruit platform can accommodate tracking each digital media campaign on all social media platforms using code tied to each campaign. <i>Note: this is a <b>new</b> feature of CRM Recruit.</i></li> </ul>
--	--

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

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

**Total Impressions:** 618,292

**Total Visits:** 24,649

**Completed Video Views:** 25,753

Audiences with the highest click thru rate (engagement with ads): Adult Education/Career Development and Hispanic

**Facebook Lead Forms (only FB):** 136

### **Pay Per Click:**

Impressions: 74,240 (clicks on the text ad: 19,447)

Calls Generated: 747

Forms Submitted or Apply/Register Clicked: 1,432

**Top Ten Key Words and Page Visits:** el camino college programs, el camino college admissions, El Camino College Hawthorne, El Camino College Torrance, El Camino College Redondo Beach, El Camino College Carson, el camino college online programs, community college Torrance, ecc college, community college near me.

**Top Ten Pages Clicked on:** Programs (4,260), Class Schedule (2,293, Start an Application/click CCCApply (1,466), and others include Admissions, Financial Aid, Enrollment Steps, Visit, Calendar of Events, College Catalogue.

## Student Services SEM Updates:

- **International Student Update:**

### New Applications

- **116 new student applications** received for **Fall 2025**.
- Applicants represent **37 different countries**.

### Top 10 Countries by Application Volume

Rank	Country	Applications
1	Japan	21
2	Vietnam	10
3	Korea	9
4	Nigeria	9
5	Brazil	6
6	India	6
7	Philippines	6
8	Algeria	5
9	China	4

### Application Types

- **52 applications** from students **outside the United States**.
- **41 students** are **transferring** from another college or language school.
- **15 students** currently in the U.S. are applying for a **Change of Status (COS)** to an **F-1 Visa**.

### Enrollment Summary

- **289 F-1 Visa students** are **enrolled in units** for **Fall 2025**.

### Current OPT Students

- **38 students** are currently working in the U.S. under **Optional Practical Training (OPT)** with an active **ECC I-20**.

### Fraudulent Enrollments:

- The Admissions & Records team in partnership with the IT team has implemented Lightleap AI to help detect and prevent fraudulent applications.
- The system quickly flags suspicious submissions, strengthening the integrity of our admissions process to ensure our resources are dedicated to serving real students.
- Since implementing the technology, we have ran over 100,000 applications through the system starting with the 2023-2024 academic year, with the system flagging approximately 30% of applications as potentially fraudulent.
- Total Applications Processed: 103,914
- Not Identified as Fraud: 74,193
- Identified as Potential Fraud: 29,720

**Academic Affairs SEM Updates:**

- Academic Affairs deans are currently reviewing enrollment trends at the start of the Fall 2025 and identifying opportunities to add late start course sections based on student demand. These additional sections will be scheduled within the existing budget and represent opportunities for students to add an extra class during the term and generate additional FTES for the College.
- 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. Additional entry level allied health pathways are expected to begin this year, and total noncredit FTES could double to over 400 FTES overall. Critically, much of the increase is expected to come from Career Development and College Preparatory (CDCP) courses that qualify for a higher level of funding and will likely allow the college to achieve its overall FTES target even with small declines in resident credit FTES generation.