



Enrollment Update

Board of Trustees Meeting
October 2026

Fall 2026

As of October 6, 2026

Total Fall **HEADCOUNT** Up

↑ 1.60% from last Fall

Fall **CREDIT FTES** Up

↑ 2.33% from last Fall

Fall **NON-RESIDENT FTES** Down

↓ 4.98% from last Fall



Current Progress Toward Annual SEM Target

	SEM 2022-2027 Original Targets	Forecasted at Adopted for 2026-27	2026-27 Growth/Decline <i>(trend as of 10/6/2026)</i>
Credit FTES	↑ 3% annual growth	↑ 2.5% growth	↑ 2.85%
Noncredit FTES	↑ 5% annual growth	↓ 10.00% decline	↓ 1.02%
Non-Resident FTES	↑ 5% annual growth	↓ 9.00% decline	↓ 5.74%

Non-Resident Recruitment



Fall 2026

Honolulu, HI
Chicago, IL
Las Vegas, NV
New York, NY
Dallas, TX
Seattle, WA



Spring 2027

Miami, FL
Atlanta, GA
Boston, MA
Baltimore, MD
New York, NY
Columbus, OH
Houston, TX

International Recruitment



Fall 2026

Shanghai, China
Nice, France
Paris, France
Düsseldorf, Germany
Frankfurt, Germany
Jakarta, Indonesia
Gothenburg, Sweden
Malmö, Sweden
Stockholm, Sweden



Spring 2027

China
Taiwan
Ankara, Turkey
Istanbul, Turkey
Izmir, Turkey
Vietnam

ICC Club Awareness Event

- Approximately 65 SMC Clubs
- Legacy Clubs (Alpha Gamma Sigma Honor Society, Black Collegians, Adelante, Chabad Student Jewish Club, International Students Forum, Chemistry Club, Engineering Club, Club Grow, & Rotaract Business Club) installed and creating community this fall
- Some Upcoming Club Activities:
 - NOMAS Club attending the 2026 NOMAS Competition
 - Eco Action Club co-hosting Sustainability Week 2026
 - Open Dance Club scheduling a Dance Pop-Up
 - AGS hosting a conference
 - Pre-Law Society scheduling a Fall Welcome Event
- [Event Video](#)





Strategic Enrollment Management (SEM) Plan Resources and Updates

smc.edu/SEM