Enrollment Update

Board of Trustees Meeting
November 2026

Fall 2026

As of November 17, 2026

Total Fall **HEADCOUNT Up**

↑ 2.16% from last Fall

Fall **CREDIT FTES Up**

↑ 2.68% from last Fall

Fall **NON-RESIDENT FTES Down**

↓ 4.57% from last Fall

↓ 13.69% International

↑ 15.77% Domestic



Winter and Spring 2027

As November 17, 2026

Winter 2027

Total Winter **HEADCOUNT Down**

↓ 2.48% from last Winter

Winter **CREDIT FTES Up**

↑ 6.57% from last Winter

Winter **NON-RESIDENT FTES Down**

↓ 14.51% from last Winter

↓ 23.55% International

↓ 2.90% Domestic

Spring 2027

Total Spring **HEADCOUNT Down**

↓ 0.65% from last Spring

Spring **CREDIT FTES Up**

↑ 1.54% from last Spring

Spring **NON-RESIDENT FTES Down**

↓ 10.39% from last Spring

↓ 19.97% International

↑ 8.04% Domestic

Current Progress Toward Annual SEM Target

	SEM 2022-2027 Original Targets	Forecasted at Adopted for 2026-27	2026-27 Growth/Decline *(trend as of 11/17/2026)*
Credit FTES	↑ 3% annual growth	↑ 2.5% growth	↑ 2.94%
Noncredit FTES	↑ 5% annual growth	↓ 10% decline	↓ 2.12%
Non-Resident FTES	↑ 5% annual growth	↓ 9% decline	↓ 7.88%

Community Outreach

Taste of Soul: October 17, 2026

- Our 3rd year participating
- 300,000-350,000 people in attendance
- Approximately 1,500 touch points
- Over a dozen volunteers





Community Outreach

H.S. Community Partners Day: December 3, 2026



- Revised our previous Counselor's Day event to also incorporate our community outreach efforts
- Opportunity to highlight our B.A. Programs, and Promise Program
- Conduct campus tours at both the Main Campus and CMD
- Expected attendance between 80 - 100 people

Community Outreach

Young Adult Book Festival: Spring 2027

- 7,000 – 10,000 attendees
  - More than 20 busloads of students
- Representatives from the “Big Five” publishing houses
- Approximately 80 authors from across the country
- Festivities include:
  - Keynote speakers
  - Panels
  - Book signings





Strategic Enrollment Management (SEM) Plan Resources and Updates

smc.edu/SEM