



Enrollment Update

Board of Trustees Meeting
June 2026

Spring 2026

As of June 9, 2026

Spring 2026

- ▶ Total Spring **HEADCOUNT** Down
 - ▶ ↓ 0.25% from last Spring
- ▶ Spring **CREDIT FTES** Up
 - ▶ ↑ 2.03% from last Spring
- ▶ Spring **NON-RESIDENT FTES** Down
 - ▶ ↓ 9.83% from last Spring



Current Progress Toward Annual SEM Target

	SEM 2022-2027 Original Targets	Forecasted at Tentative for 2025-26	Forecasted at Adopted for 2025-26	2025-26 Growth/Decline <i>(trend as of 6/9/2026)</i>
Credit FTES	↑ 3% annual growth	↑ 2.50% growth	0.00% growth/decline	↓ 0.06%
Noncredit FTES	↑ 5% annual growth	↑ 3.00% growth	↑ 2.74% growth	↑ 4.91%
Non-Resident FTES	↑ 5% annual growth	↓ 6.99% decline	↓ 7.03% decline	↓ 9.65%

Summer and Fall 2026

As of June 9, 2026

Summer 2026

▶ Total Summer **HEADCOUNT** Down

▶ ↓ 0.23% from last Summer

▶ Summer **CREDIT FTES** Up

▶ ↑ 6.74% from last Summer

▶ Summer **NON-RESIDENT FTES** Down

▶ ↓ 6.61% from last Summer

Fall 2026

▶ Total Fall **HEADCOUNT** Down

▶ ↓ 3.69% from last Fall

▶ Fall **CREDIT FTES** Down

▶ ↓ 0.38% from last Fall

▶ Fall **NON-RESIDENT FTES** Down

▶ ↓ 15.18% from last Fall

Technology-Driven Strategies

Returning Adult Students Campaign



smc.edu/returning

The screenshot shows the landing page for Santa Monica College's Returning Adult Students Campaign. At the top left is the Santa Monica College logo. In the top right corner, there is a blue button that says "GET IN TOUCH TODAY!". The main headline reads "Your progress still matters. You do, too." Below this, a paragraph states: "Life gets busy. Work, family, and priorities change. Santa Monica College provides flexibility and support to help you take the next step toward your goals." A yellow button below the text says "Talk to a counselor about returning". To the right of the text is a circular image of a man in a purple hoodie and a baseball cap, sitting at a desk and looking thoughtful. At the bottom of the page, there is a dark blue banner with the text "Stepping Away Happens. Coming Back is Common." on the left. On the right side of the banner, there is a quote from Victoria Salazar, a 2025 Student Commencement Speaker, which reads: "My journey to this [commencement] stage didn't follow a straight line. I left. I doubted myself. I became a mother. And for a long time, I thought that was the end of my college story. But I learned this truth: detours are not failures. Sometime the long way home is the way home." Below the quote is a small video player icon and the text "Victoria Salazar 2025 Student Commencement Speaker".

Partners

- Communications Workgroup
- Enrollment Services
- Counseling
- Outreach
- Marketing

Features

- Landing Page
- Email, Print, and Social Campaign
- Counseling Support

Targeting

- Former SMC Students with No Degrees
- Returning College Students

Auto-Enrollment Waitlist

Enrollment & Access



- Students join waitlist once a class is full
- Eligibility checks: no holds, zero balance, prerequisites met, no time conflicts, unit limits
- No more notification lists

Auto-Enrollment Logic



- Chronological — seat goes to #1 on waitlist if eligible
- Ineligible students skipped but notified of reasons
- Email confirmations when joining and when auto-enrolled
- Auto-enrolled students have until the next day to pay

launched April 2026

Local Events and Programming



Super Saturday

One-stop shop for all onboarding needs from application through enrollment (9 a.m. – 4:30 p.m.)

- 270 prospective students visited Enrollment Lab
- 39 students visited Admissions & Records
- 62 students visited Financial Aid

Application and Onboarding Workshops

- Education Planning Workshops: 6
- Dual Enrollment Workshops: 3
- Next Step Workshops: 10
- Orientations: 6

Upcoming Recruitment Efforts

- "Something for Everyone"
- Graduation Insert/Landing Page
- Welcome to SMC Mailers
- Fall Semester Call Campaign

Non-Resident Recruitment



Spring 2026 Travel

Atlanta, GA
Boston, MA
Houston, TX
Las Vegas, NV
Maryland, DC
Miami, FL
New York, NY



Fall 2026 Travel

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

International Recruitment



September 2026

Copenhagen, Denmark
Stockholm, Sweden
Oslo, Norway
Seoul, South Korea
Busan, South Korea
Daegu, South Korea
Daejeon, South Korea
Tokyo, Japan
Osaka, Japan



October 2026

Vancouver, Canada
Toronto, Canada
Montréal, Canada
Shanghai, China
Hangzhou, China
Shenzhen China
Beijing, China
Jakarta, Indonesia
Yogyakarta, Indonesia
Surabaya, Indonesia
Singapore



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM