



Enrollment Update

Board of Trustees Meeting
August 2026

Summer and Fall 2026

As of August 4, 2026

Summer 2026

Total Summer **HEADCOUNT Down**

↓ 0.78% from last Summer

Summer **CREDIT FTES Up**

↑ 5.00% from last Summer

Summer **NON-RESIDENT FTES Down**

↓ 10.44% from last Summer

Fall 2026

Total Fall **HEADCOUNT Down**

↓ 0.07% from last Fall

Fall **CREDIT FTES Up**

↑ 2.42% from last Fall

Fall **NON-RESIDENT FTES Down**

↓ 8.01% from last Fall

International (F1 Visa) Student Challenges

New DHS Ruling

- From Open Ended to Fixed Admission Period
- Maximum of 4 years (Academic Programs) + 30 Day Grace Period
- Maximum of 2 years (English Language Training)
- Program Stay Extension via Application to USCIS

Mitigation Efforts

- Communications Plan
- Compliance Tracking/Early Warnings
- Letters of Support
- Prioritize On-Line Coursework
3rd Party Contracts
- Collaboration with Non-Resident Recruitment Team



Recruitment

Building College Success (BCS) – Los Angeles Sparks Community College Expo

- 8 Community Colleges
- 100 High School Students
- Engagement with students from target high schools within our established recruitment service area, including Venice High School, Hamilton High School, City Honors College Preparatory Academy, and others
- Great opportunity to build ongoing partnership with BCS and the LA Sparks for future outreach and recruitment events





Fall 2026 Enrollment Call Campaign

Campaign Goal

Move students from completed application to enrollment by providing personalized support with their next enrollment steps

Target Population

First-time college students admitted for Fall 2026
N: 588 students with an education plan on file

Call Focus

Identify and help resolve remaining barriers preventing students from enrolling in Fall 2026 courses

Fall 2026 Marketing: A Class For Every Dream

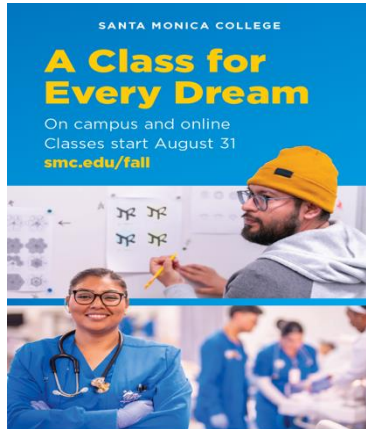
Campaign Dates:
July 6 – August 31

Advertising Channels:

- Digital
- Outdoor
- Print
- Radio

Key Messaging Points:

- Affordability
- Flexibility
- #1 in Transfers and Career
- Breadth of programs, including Bachelor's Degrees



Digital Ads



Postcard Mailer



Outdoor – Subway Wrap and Buses



Strategic Enrollment Management (SEM) Plan Resources and Updates

smc.edu/SEM