Enrollment Development



# **Enrollment Update**

Board of Trustees Meeting December 2024

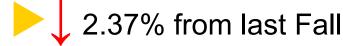
### Fall 2024 Enrollment As of December 12, 2024

Total Fall HEADCOUNT Up
2.71% from last Fall

Fall CREDIT FTES Up

▶ 1.54% from last Fall

Fall NON-RESIDENT FTES Down





# Winter and Spring 2025

As December 11, 2024

### **Winter 2025**

- Total Winter HEADCOUNT Up
  - ▶ ↑ 5.28% from last Winter

#### ► Winter CREDIT FTES Up

▶ 18.35% from last Winter

#### Winter NON-RESIDENT FTES Down

▶ 2.43% from last Winter

#### Spring 2025

- Total Spring HEADCOUNT Up
  - 17.54% from last Spring

Spring CREDIT FTES Up
23.85% from last Spring

Spring NON-RESIDENT FTES Up
2.84% from last Spring

### **Outreach Activities**

Enrollment Labs

- I Can Go to College Campaign Event
- SMC/Malibu Open House/ Parent Event
  - ▶ Thursday, January 20<sup>th</sup> 5pm 7pm
  - Financial Aid, DSPS, Career Services, Outreach, Transfer Services
- Discover SMC Days
- CMD Counselor Day
  - ► SaMo pilot March 2025



# Spring Outreach & Recruitment

#### **NACAC** Fairs

•	Atlanta, GA	January 26 <sup>th</sup>
•	Los Angeles, CA	February 3 <sup>rd</sup>
•	Hawaii	March 5 <sup>th</sup>
•	Miami, FL	March 9 <sup>th</sup>
•	Boston, MA	March 27 <sup>th</sup>
•	Detroit, MI	April 3 <sup>rd</sup>
•	New York City, NY	April 6 <sup>th</sup>
•	Houston, TX	April 10 <sup>th</sup>

#### **International Recruitment**

- February 2025
  - Mexico
- March 2025
  - Columbia
  - Indonesia
  - Malaysia
- April 2025
  - Brazil
  - Taiwan
  - Hong Kong
  - China
  - United Arab Emirates
  - India



Strategic Enrollment Management (SEM) Plan Resources and Updates smc.edu/SEM