



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
 - ▶ ↓ 2.37% from last Fall



Winter and Spring 2025

As December 11, 2024

Winter 2025

- ▶ Total Winter **HEADCOUNT** Up
 - ▶ ↑ 5.28% from last Winter
- ▶ Winter **CREDIT FTES** Up
 - ▶ ↑ 8.35% 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 20th 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 26th
- Los Angeles, CA February 3rd
- Hawaii March 5th
- Miami, FL March 9th
- Boston, MA March 27th
- Detroit, MI April 3rd
- New York City, NY April 6th
- Houston, TX April 10th

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