



Enrollment Development

Enrollment Update

Board of Trustees Meeting
January 2024

Winter 2024 Enrollment

As of January 16, 2024

▶ Total Winter **HEADCOUNT** Down

▶ ↑ 2.20% from last winter

▶ Winter **CREDIT FTES** Down

▶ ↓ 0.74% from last winter

▶ Winter **NON-RESIDENT FTES** Up

▶ ↑ 12.68% from last winter



Spring 2024 Enrollment

As of January 16, 2024

- ▶ Total Spring **HEADCOUNT** Up
 - ▶ ↑ 5.21% from last spring
- ▶ Spring **CREDIT FTES** Up
 - ▶ ↑ 5.74% from last spring
- ▶ Spring **NON-RESIDENT FTES** Up
 - ▶ ↑ 11.66% from last spring



Current Progress Toward SEM Goals

	Current SEM Targets	2023-24 Growth/Decline <i>(trend as of 01/16/2024)</i>
Credit FTES	3% annual growth	↑ 4.11%
Noncredit FTES	5% annual growth	↑ 14.78%
Non-Resident FTES	5% annual growth	↑ 11.66%

Upcoming Outreach & Recruitment Events

Domestic Outreach

- January 30th - SAMO High School Presentation – ALL grades
- February 3rd - Cash for College @ SAMO
- February 10th - Black College Expo
- February 13th - Los Angeles NACAC Fair
- February & March - Discover SMC HS Visits

Out of State Recruitment

- March 3rd – Miami, FL
- March 10th – New York
- April 11th – Houston, TX
- April 12th - Hawaii
- April 23rd – Michigan

International Recruitment

- Taiwan
- Hong Kong
- Singapore
- India



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM