



Enrollment Development

# Enrollment Update

Board of Trustees Meeting  
January 2025

# Winter and Spring 2025

As January 21, 2025

## Winter 2025

- ▶ Total Winter **HEADCOUNT** Up
  - ▶ ↑ 4.63% from last Winter
- ▶ Winter **CREDIT FTES** Up
  - ▶ ↑ 8.84% from last Winter
- ▶ Winter **NON-RESIDENT FTES** Up
  - ▶ ↑ 0.72% from last Winter

## Spring 2025

- ▶ Total Spring **HEADCOUNT** Up
  - ▶ ↑ 19.25% from last Spring
- ▶ Spring **CREDIT FTES** Up
  - ▶ ↑ 18.76% from last Spring
- ▶ Spring **NON-RESIDENT FTES** Down
  - ▶ ↓ 3.13% from last Spring

# Outreach Activities

- ▶ Enrollment Lab

- ▶ Saturday, February 1, 2025

- ▶ Black College Expo

- ▶ SOFI Stadium; HBCU Battle of the Bands

- ▶ Saturday, February 1, 2025

- ▶ SMC/Malibu Open House/ Parent Event

- ▶ Financial Aid, DSPS, Career Services, Outreach, Transfer Services

- ▶ **Postponed** (originally scheduled for Thursday, January 30<sup>th</sup>)

- ▶ CMD Counselor Day

- ▶ SaMo pilot – March 7, 2025



# Outreach Activities cont.

## ► Discover SMC

- Tuesday, 2/25 – Da Vinci Schools
- Thursday, 2/27 – Culver City HS & El Segundo HS
- Tuesday, 3/4 – Stella High Charter HS & SAMO HI
- Thursday, 3/6 – University HS & Hollywood HS
- Wednesday, 3/12 – LACES
- Thursday, 3/13 – West Adams Prep & RFK Community Schools
- Tuesday, 3/18 – Venice HS
- Wednesday, 3/19 – Animo Charter High School



You're invited

# Discover SMC

SANTA MONICA COLLEGE

CAMPUS TOUR   EXPLORE CAREERS   STUDENT PANEL

The Outreach and Recruitment team at Santa Monica College (SMC) is excited to invite your school to participate in the Discover SMC experience in February and March. The one-day program will provide potential students insight into the new student experience and choosing a college major or career path.

**Registration:**

- To register, click [HERE](#) or Scan QR Code.
- Registration is first come, first served.
- RSVP by Friday, February 10, 2025.
- School groups are expected to stay for the duration of the program from 9:00 AM - 1:00 PM.



**If you have any questions or concerns, please contact the Welcome Center at 310-434-8101 or email [outreach@smc.edu](mailto:outreach@smc.edu).**



### Welcome Hamilton High School!

**Wednesday, March 15, 2023 | 9:00 AM - 2:00 PM**

9:00 AM - 9:15 AM

Arrival

(Location: Pico Blvd in Rideshare, Drop off/Pickup area)

9:15 AM - 10:25 AM

Career Presentation

(Location: Orientation Hall)

10:25 AM - 10:50 AM

Student Panel

(Location: Orientation Hall)

11:05 AM - 12:00 PM

Campus Tour

(Location: Student Services Center)

12:00 PM - 12:30 PM

Lunch

(SMC Cafeteria)

12:30 PM - 1:30 PM

Areas Of Interest Fair

(SMC Cafeteria)

1:30 PM

Event Concludes

# Spring Outreach & Recruitment

## NACAC Fairs

- Atlanta, GA January 26<sup>th</sup>
- Los Angeles, CA February 3<sup>rd</sup> (am and pm)
- Las Vegas, NV February 6<sup>th</sup> & 7<sup>th</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](https://smc.edu/SEM)