



Enrollment Update

Board of Trustees Meeting
January 2026

Winter and Spring 2026

As January 20, 2026

Winter 2026

► Total Winter **HEADCOUNT** Down

► ↓ 5.33% from last Winter

► Winter **CREDIT FTES** Down

► ↓ 5.93% from last Winter

► Winter **NON-RESIDENT FTES** Down

► ↓ 14.81% from last Winter

Spring 2026

► Total Spring **HEADCOUNT** Down

► ↓ 6.29% from last Spring

► Spring **CREDIT FTES** Down

► ↓ 9.93% from last Spring

► Spring **NON-RESIDENT FTES** Down

► ↓ 6.90% from last Spring

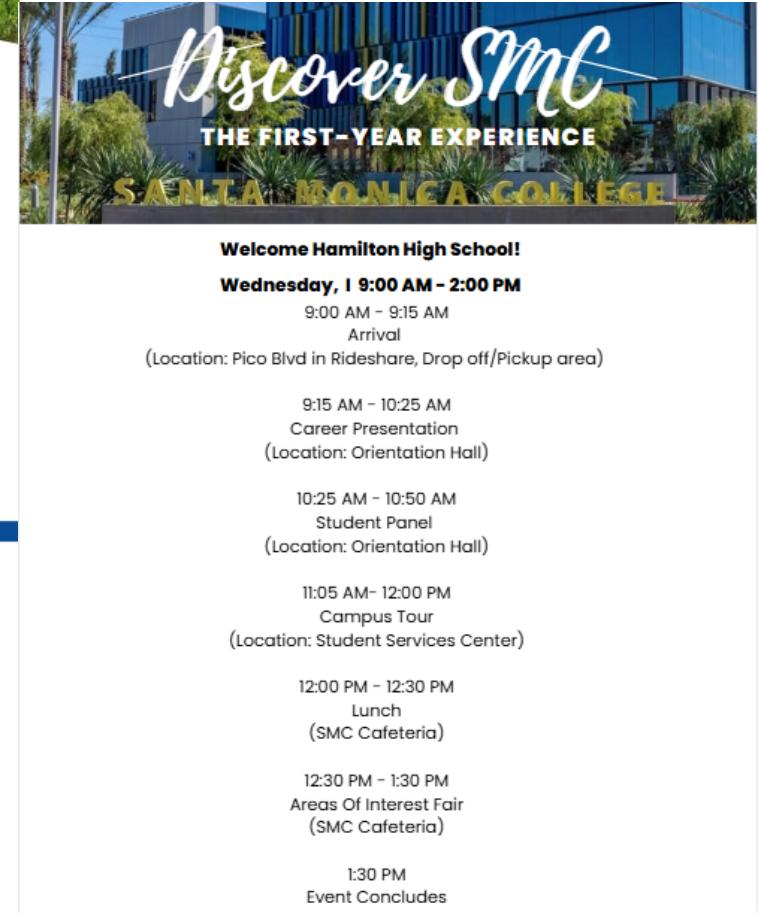
Current Progress Toward Annual SEM Target

| | SEM 2022-2027 Original Targets | Forecasted at Tentative for 2025-26 | Forecasted at Adopted for 2025-26 | 2025-26 Growth/Decline <i>(trend as of 1/20/2026)</i> |
|----------------------|-----------------------------------|---|---|---|
| Credit FTES | ↑ 3% annual growth | ↑ 2.50% growth | 0.00% growth/decline | ↓ 4.89% |
| Noncredit FTES | ↑ 5% annual growth | ↑ 3.00% growth | ↑ 2.74% growth | ↓ 0.75% |
| Non-Resident FTES | ↑ 5% annual growth | ↓ 6.99% decline | ↓ 7.03% decline | ↓ 8.46% |

Outreach Activities

► Discover SMC (RSVPs close 2/6)

- Tuesday, 2/24 – Hamilton HS, Culver City HS
- Thursday, 2/26 – (still open)
- Tuesday, 3/03 – (still open)
- Thursday, 3/05 – Alliance Patti & Peter Neuwirth Leadership Academy
- Tuesday, 3/10 – (still open)
- Thursday, 3/12 – SAMO HI
- Tuesday, 3/19 – Palisades HS, University HS
- Tuesday, 3/24 – Animo Venice HS
- Thursday 3/24 – RFK Schools, Venice HS



Outreach Activities

► Based on Data Coaching Experience in Spring '25:

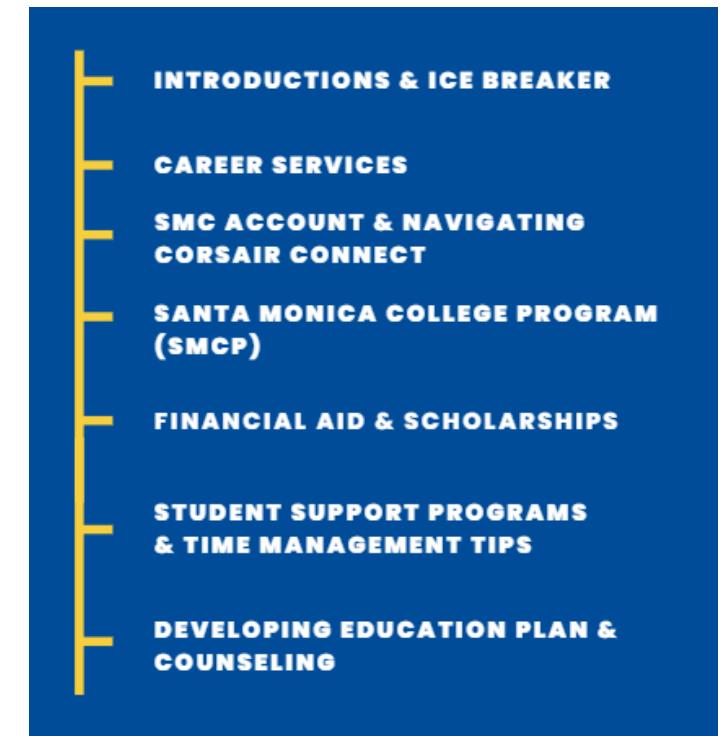
- Intentional work with Black Collegians to create programming and onboarding efforts to recruit, enroll, and retain Black students

- FAFSA/CADAA Open Support Labs: (New!) Open lab with Financial Aid staff support 1/27 from 2-5 pm and 2/11 from 3-6 pm

- Working with Marketing to create targeted "Affinity" print pieces for our Black and Latinx communities

► Work with ESL Department Leadership

- Translating key onboarding and recruitment pieces into up to 8 languages (in the works for spring-summer 2026)



Spring Outreach & Recruitment

Fairs

- NACAC- Atlanta, GA 01/26
- NACAC- Atlanta, GA 02/07 (am and pm)
- NACAC- Los Angeles, CA 02/10 (am and pm)
- WACAC- Los Angeles, CA 03/21
- NACAC- Houston, TX 04/02
- NACAC- New York, NY 04/19
- NACAC- Boston, MA 04/27 & 04/28

International Recruitment

March 2026

- Vietnam
- Taiwan
- Brazil
- Turkey

April 2026

- China
- Hong Kong
- Dubai
- Abu Dhabi

Call Campaign & Extended Hours

➤ Outreach List

➤ 3-Call Outreach Model

- 1,762 Students
- 981 Calls (55%)
- 236 Answered (24%)
- 195 Enrolled (20%)
- 191 In Progress (19%)

➤ 51 Not Attending

- Attending Another College
- Out of State/Future Term Only
- Changed Plans
- Work Schedule Conflicts

➤ Extended Hours

- Student Services Core Departments will be open extended hours during peak enrollment times
 - Tuesday & Wednesday nights until 6:00 pm
 - Fridays until 2:30 pm
- (New!) Campus Tours offered later (4:00 pm)



Strategic Enrollment Management (SEM) Plan Resources and Updates

smc.edu/SEM