



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



You're invited

Discover SMC

SANTA MONICA COLLEGE

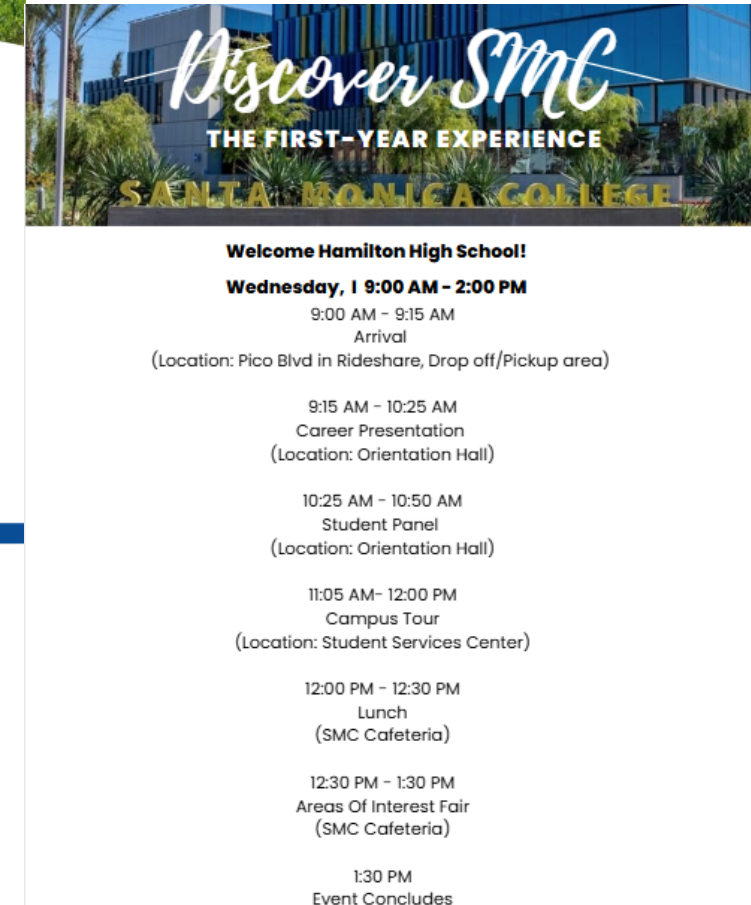
CAMPUS TOUR **EXPLORE CAREERS** **STUDENT PANEL**

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 6, 2026.**
- **School groups are expected to stay for the duration of the program from 10:00 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.



Discover SMC

THE FIRST-YEAR EXPERIENCE

SANTA MONICA COLLEGE

Welcome Hamilton High School!

Wednesday, 1 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

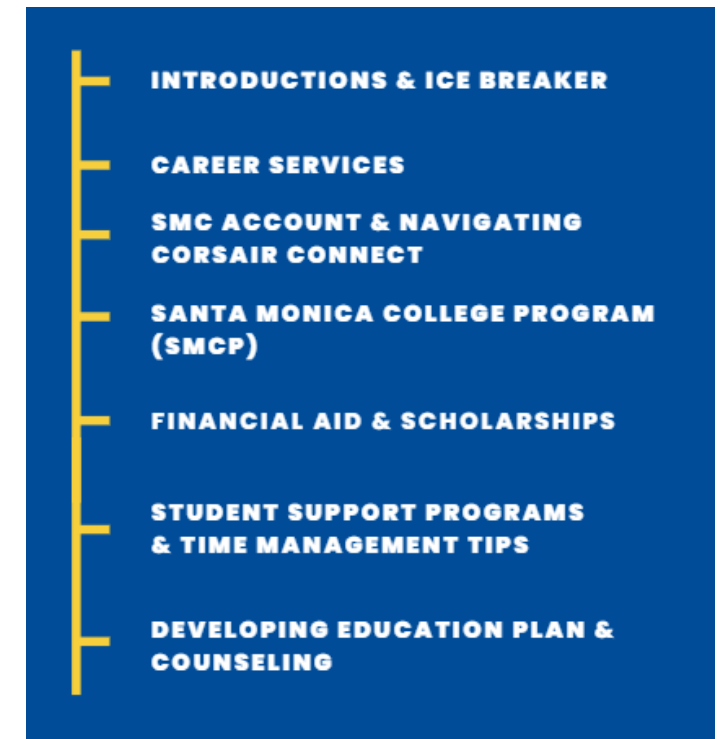
Outreach Activities

► 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