



Enrollment Development

Enrollment Update

Board of Trustees Meeting
March 2025

Spring 2025 Enrollment

As of March 4, 2025

- ▶ Total Spring **HEADCOUNT** Up
 - ▶ ↑ 2.56% from last Spring
- ▶ Spring **CREDIT FTES** Up
 - ▶ ↑ 3.97% from last Spring
- ▶ Spring **NON-RESIDENT FTES** Down
 - ▶ ↓ 6.13% from last Spring



Current Progress Toward Annual SEM Target

	SEM 2022-2027 Original Targets	Adopted 2025-2026 Targets	2025-26 Growth/Decline <i>(trend as of 3/4/2025)</i>
Credit FTES	3% annual growth	5.25% annual growth	↑ 3.71%
Noncredit FTES	5% annual growth	5.75% annual growth	↑ 4.82%
Non-Resident FTES	5% annual growth	3.15% annual growth	↓ 2.83%

Outreach Activities

▶ Discover SMC

- ▶ Tuesday, 3/4 –SAMO HS, Olympic HS & Stella High Charter HS
- ▶ Thursday, 3/6 – University HS
- ▶ Wednesday, 3/12 – LACES & Animo Jackie Robinson Charter HS
- ▶ Thursday, 3/13 – West Adams Prep & RFK Community Schools
- ▶ Tuesday, 3/18 – Venice HS & LA Senior HS
- ▶ Wednesday, 3/19 – Animo Venice 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.



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

Upcoming Outreach & Recruitment

NACAC Fairs

- Atlanta, GA January 26th
- Los Angeles, CA February 3rd (am and pm)
- Las Vegas, NV February 6th & 7th
- 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