



Enrollment Update

Board of Trustees Meeting
March 2026

Winter and Spring 2026

As of March 3, 2026

Winter 2026

▶ Total Winter **HEADCOUNT** Down

▶ ↓ 5.26% from last Winter

▶ Winter **CREDIT FTES** Down

▶ ↓ 5.94% from last Winter

▶ Winter **NON-RESIDENT FTES** Down

▶ ↓ 14.88% from last Winter

Spring 2026

▶ Total Spring **HEADCOUNT** Down

▶ ↓ 1.03% from last Spring

▶ Spring **CREDIT FTES** Down

▶ ↓ 0.37% from last Spring

▶ Spring **NON-RESIDENT FTES** Down

▶ ↓ 9.40% 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 3/3/2026)</i>
Credit FTES	↑ 3% annual growth	↑ 2.50% growth	0.00% growth/decline	↓ 0.98%
Noncredit FTES	↑ 5% annual growth	↑ 3.00% growth	↑ 2.74% growth	↑ 2.11%
Non-Resident FTES	↑ 5% annual growth	↓ 6.99% decline	↓ 7.03% decline	↓ 9.47%

Back to School

Spring Semester

- Safety Walk: Conducted on all campuses
- TAP Codes: 3,938 (BBB & Public Transportation)
- Student Parking Passes: 3,994
- Information Tables: 5 set up on the main campus (welcome and provide resources)
- Bodega: 817 students served (food and/or clothing)
- Student Health Services: 87 students served (dermatologist and reproductive health)
- Student Health Resource Fair: scheduled for March 20 (20 community partners expected)



Call Campaign & Recruitment

January 6 - February 12

➤ 3-Call Outreach Model

- 2,101 Students
- 1,767 Calls (84%)

- 438 Enrolled from outreach list (20%)
- 106 Enrolled who we spoke with directly (24%)
- 153 Enrolled who received voicemails (35%)

- 423 In Progress (19%)

- 102 Not Attending
 - Attending Other Colleges/Schools
 - Changed Plans
 - Work Schedule Conflicts

➤ Recruitment Summer/Fall

- Landing Page for Adult Returning Students
- VIP Registration Form
- Two-Way Texting Pilot
- Faculty Customized Letters



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM