



Enrollment Development

Enrollment Update

Board of Trustees Meeting
October 2024

Fall 2024 Enrollment

As of October 1, 2024

- ▶ Total Fall **HEADCOUNT** Up
 - ▶ ↑ 3.65% from last Fall
- ▶ Fall **CREDIT FTES** Up
 - ▶ ↑ 2.38% from last Fall
- ▶ Fall **NON-RESIDENT FTES** Down
 - ▶ ↓ 2.15% from last Fall



Current Progress Toward Annual SEM Target

	Original SEM Targets	Adopted 2024-2025 Targets	2024-25 Growth/Decline <i>(trend as of 10/01/2024)</i>
Credit FTES	3% annual growth	5.25% annual growth	↑ 3.32%
Noncredit FTES	5% annual growth	5.75% annual growth	↑ 6.83%
Non-Resident FTES	5% annual growth	3.15% annual growth	↓ 0.45%

NonResident Enrollment Decline

Now projected to be down 1-2% for 2024-2025

International (F1 Visa) Student Challenges

- Visa Appointment Delays
- Visa Denials
- Strength of dollar
- Limited availability of on ground classes
- Demographic declines across markets
- Economic downturn in various markets

Domestic/Other NonResident Student Challenges

- Taking less units
 - Fall headcount down 1.37%
 - Fall FTES down 6.35%
- Price Sensitivity
- Prioritizing work

2024-2025

ANNUAL STATEWIDE FINANCIAL AID WORKSHOPS

Free financial aid training for:

- high school counselors
- college outreach staff
- educational non-profits
- community partners

Oct.
22

8:00 am
to 12:00 pm



Join us at

Santa Monica College
1900 Pico Blvd
Santa Monica, CA 90405

Join us to receive free training on new and upcoming changes to financial aid

REGISTER TODAY! SPACE IS LIMITED



FAFSA & CA Dream Act
Application Updates



Financial Aid
Programs, Dates, & Deadlines



Best Practices for Schools

For more information, visit: csac.ca.gov/annual-statewide-financial-aid-workshops



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM