



Enrollment Update

September 2023 Board of Trustees Meeting



As of September 12, 2023
FIRST CENSUS SNAPSHOT

Fall 2023 Enrollment

- ▶ Total Fall **HEADCOUNT** Up
 - ▶ ↑ 4.89% from last fall
- ▶ Fall **CREDIT FTES** Up
 - ▶ ↑ 3.51% from last fall
- ▶ Fall **NON-RESIDENT FTES** Up
 - ▶ ↑ 10.85% from last fall



Growth by Enrollment Status

	New	Returning	Continuing	US Non-Resident	AB 540	F1 Visa	Total
Fall 2022	7780	2987	14205	2093	699	1509	24972
Fall 2023	8393	3157	14644	2394	659	1714	26194
Pct Change	7.88%	5.69%	3.09%	14.38%	-5.72%	13.59%	4.89%



Current Progress Toward SEM Goals

SEM 2022-2027 Enrollment Targets

	Current SEM Targets	2023-24 Growth/Decline <i>(trend as of 9/12/2023)</i>
Credit FTES	3% annual growth	↑ 3.21%
Noncredit FTES	5% annual growth	↑ 27.72%
Non-Resident FTES	5% annual growth	↑ 11.13%



Non-Resident Recruitment Plans

Out of State Recruitment

- Arizona
- Hawaii
- Colorado
- Illinois
- Florida
- Washington

International Recruitment

In Person		Virtual					
Sweden	China	Brazil	France	Kazakhstan	Myanmar	Sweden	Vietnam
Norway	Hong Kong	Cambodia	Hong Kong	Macau	Netherlands	Taiwan	
India	Singapore	Columbia	India	Malaysia	Russia	Turkey	
	Vietnam	China	Indonesia	Mexico	Singapore	Ukraine	
			Japan	Mongolia	So. Korea	UAE	

International Student Retention & Engagement Activities

Next up
Dodger Game
Sept. 19th



SANTA MONICA COLLEGE
Cultural Fusion
STARTS HERE

Discover Unforgettable Events for International Students!

- AUG 17** **Online VIP Welcome Day | Thu 9 a.m. - 2 p.m. | Campus Wide**
Join our virtual VIP Welcome Fair for workshops, student support, and connections! Discover endless opportunities and meet fellow SMC students, faculty, counselors, and staff!
- AUG 18** **On-Ground VIP Welcome Day | Fri 9 a.m. - 2 p.m. | Campus Wide**
Join our on-ground VIP Welcome Fair for workshops, support, tours, music, games, food, and swag! Connect with SMC students, faculty, counselors, and staff, and explore all SMC has to offer!
- AUG 21** **Campus Tour Bingo | Wed 2 p.m. | *Reserve your spot at the IEC after Aug 1st**
Embark on a thrilling campus exploration with a race against time to complete your bingo card. Claim fantastic prizes, experience laughter, camaraderie, and endless fun!
- AUG 23** **IKEA Day | Wed 9 a.m. - 3 p.m. | Burbank IKEA**
Take a trip to IKEA in Burbank! Discover inspiring designs and a wide range of home goods for your new place. Enjoy a delicious meal at the food court, featuring the renowned Swedish meatballs. This is the perfect chance to create a cozy living space before the Fall semester begins. *Note, please limit your purchases to fit in one IKEA shopping bag. Full-sized furniture can be ordered and delivered separately through IKEA's services.*
- AUG 25** **Beach Day Welcome Event | Fri 11:30 a.m. - 2 p.m. | *Reserve your spot at the IEC after Aug 1st**
F1 students only, join our IEC Beach Day Welcome Party to kick off the fall semester! Fun, food, games, and new friends await. Reserve your spot at the IEC now!
- AUG 28-29** **Welcome Table | Mon & Tue at 8 a.m. - 11 a.m.**
Visit the Student Services Center's 3rd floor lounge near the IEC for snacks before the 1st class of the semester! Connect with new friends, grab campus info, and enjoy coffee or tea!
- AUG 30** **Santa Monica Farmer's Market | Wed 9 a.m. - 1 p.m. | *Reserve your spot at the IEC after Aug 1st**
Hop on the Big Blue Bus (BBB) with us for an eventful day, enjoying a free ride with your SMC ID. Stroll through Santa Monica's renowned farmer's market, wander along 3rd street, and soak in the delights of the Santa Monica Pier. Lunch on your own or with new friends!
- AUG 31** **ISF Club Meeting | Thu 11:15 a.m. - 12:45 p.m. | Cayton Center**
Join us for the International Student Forum Club's first meeting this fall! Make new friends and have fun playing board games while enjoying snacks. It's the perfect way to kick off the semester!
- SEPT 01** **Speed Friending | Fri at 3 p.m. | *Reserve your spot at the IEC after Aug 1st**
Kick off the semester right at Speed Friending on the SMC Quad! Connect and hang out with people from all over the world.

 SANTA MONICA COMMUNITY COLLEGE DISTRICT BOARD OF TRUSTEES
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Strategic Enrollment Management (SEM) Plan

Resources and Updates

smc.edu/SEM