



Enrollment Development

Enrollment Update

Board of Trustees Meeting
September 2024

Fall 2024 Enrollment

As of September 10, 2024

- ▶ Total Fall **HEADCOUNT** Up
 - ▶ ↑ 4.93% from last Fall
- ▶ Fall **CREDIT FTES** Up
 - ▶ ↑ 4.92% from last Fall
- ▶ Fall **NON-RESIDENT FTES** Down
 - ▶ ↓ 0.91% from last Fall



Current Progress Toward Annual SEM Target

	Original SEM Targets	Adopted 2024-2025 Targets	2024-25 Growth/Decline <i>(trend as of 9/10/2024)</i>
Credit FTES	3% annual growth	5.25% annual growth	↑ 5.48%
Noncredit FTES	5% annual growth	5.75% annual growth	↑ 6.80%
Non-Resident FTES	5% annual growth	3.15% annual growth	↑ 0.64%

Upcoming Outreach & Recruitment Events

Local College & Career Fairs

- Culver City HS Sept. 17
- Beverly Hills HS Sept. 18
- Westchester HS Sept. 19
- **Santa Monica HS Sept. 21**
- Animo Leadership Charter HS Sept. 24
- Venice HS Sept. 24
- Palisades Charter HS Sept. 24
- **Los Angeles NACAC Sept. 25**
- Alliance Ouchi-O'Donovan 6-12 Complex Sept. 27
- El Segundo HS Oct. 1
- Santee Education Complex Oct. 2
- Alliance College-Ready Public Schools Oct. 5
- South HS Oct. 8
- A Place Called Home Oct. 9
- **Santa Monica HS Oct. 10**
- SELA College & Career Fair Oct. 15
- Community Coalition of South LA Oct. 16
- Technology Prep Academy @ Cesar E. Chavez Learning Academies Oct. 16
- North HS Oct. 17
- Metropolitan HS Oct. 17
- Alliance Cindy & Bill Simon Tech Acad. Oct. 17
- Cleveland Charter HS Oct. 18
- LA's Best Afterschool Enrichment Oct. 19
- Pasadena Unified School District Oct. 21
- Venice HS Oct. 23
- Huntington Park HS Oct. 30
- Stella High Charter Academy Oct. 30

Upcoming Outreach & Recruitment Events

Out of State Recruitment

- New York September 13-16
- Phoenix, AZ September 15
- Orlando, FL September 22
- Denver, CO September 29
- Honolulu, HI October 4
- Chicago, IL October 5
- Seattle, WA October 25-26
- Portland, OR October 27-28

International Recruitment

- **Japan and South Korea**
 - 6 Cities
 - September 16 – 30
- **France, Norway, Sweden, Denmark**
 - 12 cities
 - September 18 - October 5
- **Vancouver & Victoria, Canada**
 - Transfer Pathways co-presenting with UC Berkeley
 - October 6 – 11
- **Canada Fairs**
 - Toronto - October 19 – 21
 - Vancouver – October 25 - 28



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM