



Enrollment Update

Board of Trustees Meeting
September 2026

Fall 2026

As of September 8, 2026

Total Fall **HEADCOUNT** Up

↑ 0.96% from last Fall

Fall **CREDIT FTES** Up

↑ 2.03% from last Fall

Fall **NON-RESIDENT FTES** Down

↓ 3.68% from last Fall



Current Progress Toward Annual SEM Target

	SEM 2022-2027 Original Targets	Forecasted at Adopted for 2026-27	2026-27 Growth/Decline <i>(trend as of 9/8/2026)</i>
Credit FTES	↑ 3% annual growth	↑ 2.5% growth	↑ 2.60%
Noncredit FTES	↑ 5% annual growth	↓ 10.00% decline	↓ 6.71%
Non-Resident FTES	↑ 5% annual growth	↓ 9.00% decline	↓ 4.64%

Back to School

Fall Semester

Student Support & Engagement Highlights

- **4,021 Tap Cards distributed** for BBB and Public Transit
- **3,879 Parking Passes issued** to support student access to campus
- **1,007 Served through the Bodega** which anticipates its relocation grand opening in late Fall
- **114 Served through Health Services** from first aid to health consultations
- **56 Engaged with Wellness and Wellbeing services** on wide range of needs
- **4 Information Tables hosted**, providing welcome services, resource awareness, and direct student support



Call Campaign & Recruitment

August 4-21, 2026

2-Call Outreach Model

- **584** Students identified for outreach
- **996** Calls completed
- **234** Students reached (40% contact rate)
- **213** Students enrolled (36% of all students contacted)
- **128** Enrolled students registered for 12 or more units (60% of enrolled students)

Reasons Not Attending

- Enrolling other colleges/schools
- Distance, relocation, or commuting
- Plans to attend in a future term
- Limited course/program availability

➤ Recruitment Winter/Spring

- College App (Marketing)
- Call Campaign (SCFF)
- Addressing some of the barriers experienced by students (Support Services, Course Availability, and Financial Aid)



Strategic Enrollment Management (SEM) Plan Resources and Updates

smc.edu/SEM