



Enrollment Development

Enrollment Update

Board of Trustees Meeting
February 2024

Winter 2024 Enrollment

As of February 6, 2024

▶ Total Winter **HEADCOUNT** Down

▶ ↑ 2.14% from last winter

▶ Winter **CREDIT FTES** Down

▶ ↓ 1.24% from last winter

▶ Winter **NON-RESIDENT FTES** Up

▶ ↑ 13.23% from last winter



Spring 2024 Enrollment

As of February 6, 2024

- ▶ Total Spring **HEADCOUNT** Up
 - ▶ ↑ 6.32% from last spring
- ▶ Spring **CREDIT FTES** Up
 - ▶ ↑ 6.28% from last spring
- ▶ Spring **NON-RESIDENT FTES** Up
 - ▶ ↑ 10.85% from last spring



Upcoming Outreach & Recruitment Events

Domestic Outreach

- February 10th - Black College Expo
- February 13th - Los Angeles NACAC Fair
- February & March - Discover SMC HS Visits

International Recruitment

- Hong Kong
- Indonesia
- Vietnam

Out of State Recruitment

- March 3rd – Miami, FL
- March 10th – New York
- April 11th – Houston, TX
- April 12th - Hawaii
- April 23rd – Michigan



Strategic Enrollment Management (SEM) Plan
Resources and Updates

smc.edu/SEM