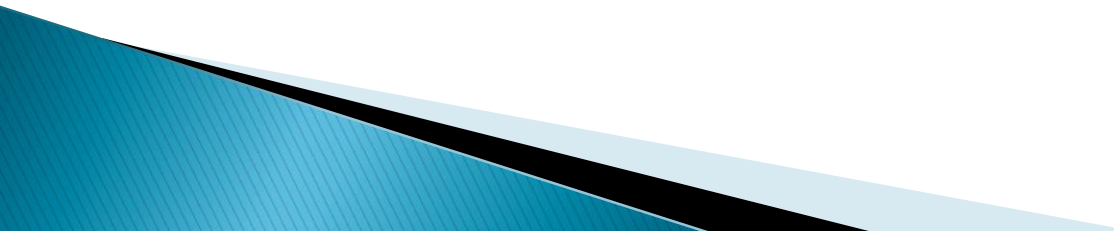


Enrollment Management Is it Necessary

Division of Student Affairs
History, Philosophy and Values
By
Dr Fay M. Butler

Enrollment Management

Is It Necessary?

- ▶ **What is the origin of Enrollment Management?**
 - ▶ **How do we define enrollment management?**
 - ▶ **Why does it matter?**
 - ▶ **What does Enrollment Management mean for student affairs?**
- 

Enrollment Management

What is the origin of EM?

- ▶ **To appreciate enrollment management as a profession, a quick examination of its roots is necessary.**

Enrollment Management

What is the origin of EM?

- ▶ **Enrollment Management as a profession began at Boston College in the 1970's when the Dean of Admissions and Executive Vice President realized that there was a need to direct admission resources, minimize student attrition, predict market demands and develop financial aid strategies (Black, 2001).**
- 

History of Enrollment Management

- ▶ **During this time period, Bradley University in Illinois also applied formal market research to admission strategies with great success. In the 1980's, Don Hossler, largely considered to be the chief guru of enrollment management, expanded the components of enrollment management beyond the Boston College model.**

Enrollment Management History

- ▶ **The components of the expanded model included student marketing and recruitment, along with pricing and financial aid.**

Enrollment Management History

- ▶ **Hossler also emphasized the idea that the enrollment management area would need to have a strong influence on the following areas: academic and career counseling, academic assistance programs, institutional research, orientation, retention programs and student services.**

Enrollment Management

- ▶ **Hossler's contribution to the field were invaluable especially since he challenged these new professionals to recognize the need for a new level of professionalism *vis-à-vis* a sound knowledge base and the need for strong research and planning efforts for enrollment managers (Black, 2001).**

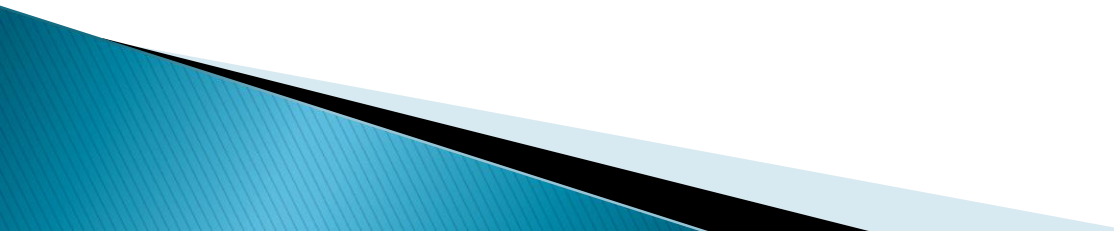
Enrollment Management Definition

Hossler and Bean (1990) have defined enrollment management as:

“An organizational concept and a systematic set of activities designed to enable education institutions to exert more influence over their student enrollments. Organized by strategic planning and supported by institutional research, enrollment management activities concern student college choice, transition to college, student attrition and retention, and student outcomes”.

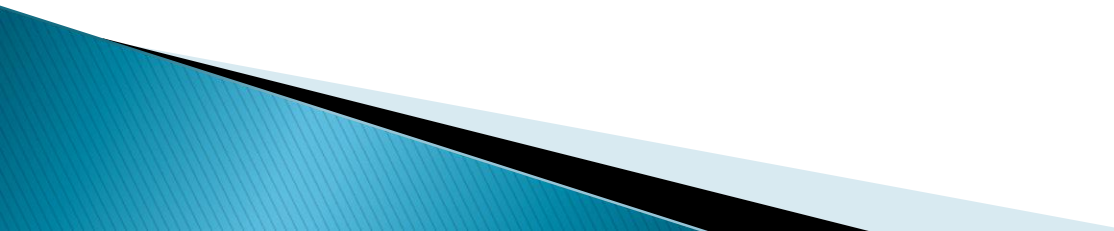
Enrollment Management

Why does it Matter?

- ▶ **It matters because** planning is important for future success especially with the rapidly changing economy. While we may not control external issues such as the economy and the environment, we can strategically plan to use our knowledge to maximize the control of outcomes.
- 

Enrollment Management

What does it mean for Student Affairs?

- ▶ **For student affairs, managing enrollment means:**
 - ▶ **Our strategies must be linked with the strategic plans of LaGuardia**
 - ▶ **Data driven, analytical, comprehensive engaging, collegial and technologically savvy**
- 

Essentials of Enrollment Management

- ▶ **The following are the essentials of an enrollment management plan:**
- ▶ **a) a shared vision statement by all enrollment services staff;**
- ▶ **b) marketing;**
- ▶ **c) recruitment;**
- ▶ **d) financial aid;**
- ▶ **e) student services with a student first philosophy and;**
- ▶ **f) retention.**

Essentials of Enrollment Management

- ▶ **The following are the essentials of an enrollment management plan:**
- ▶ **a) contact center, electronic recruiting, prospect management;**
- ▶ **b) demographic analysis, territory management, alumni support, parent to parent programs;**
- ▶ **c) community outreach, one stop centers, summer session and weekend programs;**
- ▶ **d) learning communities, mandatory orientation, comprehensive advising;**
- ▶ **e) academic warning programs, writing centers and career counseling;**

Enrollment Management

▶ **Discussion and Q and A?**

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