



Please dial in to
the conference:

- Call: [888-240-3210](tel:888-240-3210)
- Participant code: 721359
- **Please MUTE yourself!**
- Type questions in the chat box.

Thank you for joining! We will start shortly.

Macro Trends and the Institutional Future of Enrollment Management

Dr. Don Hossler

Dr. Wendy Marshall

- The Landscape of EM and its Challenges
- Intersection of Mission with Market
- Positioning Your Institution in the Landscape (External Trends and Federal and State Policy)
- USC Leadership in Enrollment Management Certificate Program



Macro Trends and Future of EM

Dr. Don Hossler

Senior Scholar

Center for Enrollment Research, Policy & Practice

Rossier School of Education

University of Southern California

hossler.cerpp@gmail.com

Forces We Confront

- External environment
 - Demographic trends
 - Public policy context
 - Federal
 - State
 - Institutional position
 - Endowment
 - Market position
 - Location
- Institutional agency



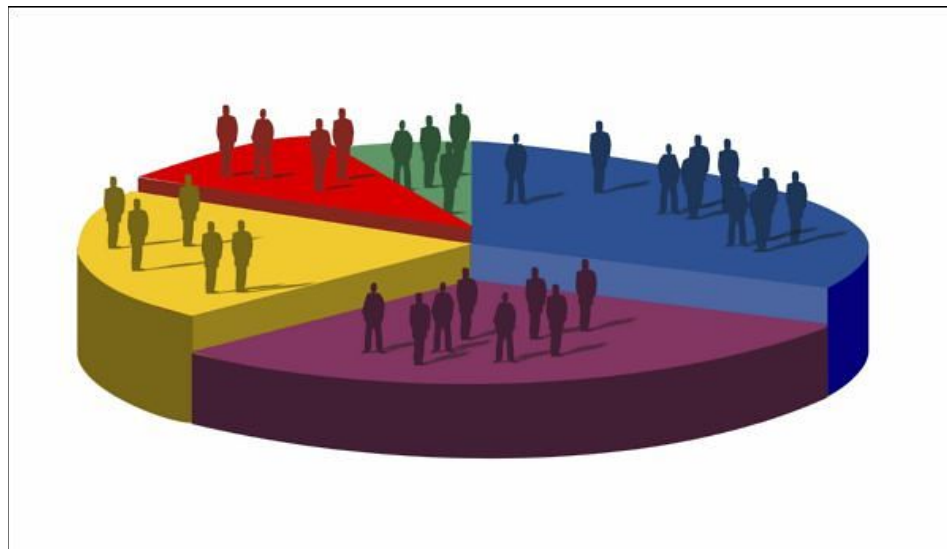
Mission and Market



- Does mission drive mission or funding and competition drive search for a mission that fits?
 - Don't tell me what your mission says. *Show me how you spend your money and I will tell you what your mission is!*
 - Is your mission central to the student experience in class and out of class?

External Trends

- Demographic and student migration trends
 - Region of the US
 - Urban vs rural



Federal Policy Environment



- Accountability
- Access
- Financial aid
- Student debt
- Increased for support for charter schools, vouchers, home schooling, and choice at K-12 level

- Financial aid
- Student debt
- Increased state accountability for private PSI's, charter schools, and voucher programs
- Varied levels of financial support of charter schools, vouchers, and home schooling



Institutional Agency

- Understanding market position
- Hard-nosed market and retention research
- Hard choices, different choices
- The elephant in the room – tuition discounting
- Mid-range enrollment strategy/strategies
- Patience
- Wise investments, no silver bullets



Program Highlights

- Nationally-recognized faculty and advisors
- Online and flexible
- Three 10-week sessions
- Emphasis on leading in the field
- Electronic portfolio to share and showcase work
- A national network of colleagues

Expected Participants

- Professionals in admissions, financial aid, registration and records, institutional research, enrollment management, and related fields
- Individuals or campus teams who want to gain a leadership and managerial perspective, hone their skills, and learn from like-minded colleagues

Expected Participants

- Higher Education Institutions
- Graduate Enrollment Management
- Independent Schools
 - Partnership with The Enrollment Management Association

Program Faculty

- Boston College
- DePaul University
- Florida State University
- Guilford College
- Harpeth Hall
- LeMoyne College
- MIT
- Rutgers University
- Stanford University
- UCLA
- University of Maryland,
College Park
- University of New Haven
- University of Washington
- USC

- **Session 1** October 2-December 15
- **Session 2** January 8-March 16, 2018
- **Session 3** March 19-May 25

- Tuition is \$10,000
- Priced to provide substance, value, and convenience
- One professional development conference may run up to \$2,000, a weeklong program may cost \$3,500 or more, and master's programs may cost up to \$50,000

From our Students & Alumni

I feel confident that blending this certificate program with **real experience** has **prepared me for the challenges ahead** along with **new career opportunities**. In the future, I fully expect to reach back into the **professional toolbox** that was created this past year.

The **professional network** as well as readings and resources will continue to **support me throughout my career**.

By participating in this class, I have learned or given greater thought to many **new/different perspectives**. I don't know of any other method by which one can gain as well rounded of a view of the enrollment management profession as students gain in this program. Truly, this program is providing a great service to our profession (and to students) by **training a new generation of enrollment management leaders** in this regard.

Questions or Comments?

Visit USC CERPP:

<http://www.usc.edu/programs/cerpp>

Email USC CERPP:

cerpp@usc.edu