Please dial in to the conference:

• Call: **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
Agenda

• 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
State Policy

• 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
• 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
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