Certificate in

Leadership in Enrollment Management

Webinar

Jerome A. Lucido

Youlonda Copeland-Morgan
A rigorous program designed to nurture current and emerging leaders through:

• concentrated engagement with the critical issues, trade-offs, responsibilities, and opportunities in the field
Certificate Program Highlights

- Nationally known and highly skilled faculty
- Curriculum that is fast-paced, comprehensive, and emphasizes leading in the field
- Achievable, interactive program for busy professionals with the flexibility to meet your schedule
- Electronic portfolio to share and showcase work
- Powerful network of colleagues and leaders
- Opportunity to meet peers and participate in USC CERPP annual conference
• 30-week program divided into 3 sessions
  
  • **Session 1** September 29-December 12, 2014  
    *(Thanksgiving break: November 24-28)*
  
  • **Session 2** January 6-March 14, 2014
  
  • **Session 3** March 17-May 23, 2014
Robert Lay (Boston College)
David Kalsbeek (DePaul)
Stephanie Balmer (Harpeth Hall)
John Barnhill (Florida State)
Donald Hossler (Indiana)
Stuart Schmill (MIT)
Courtney McAnuff (Rutgers)
Arlene Wesley Cash (formerly Spelman)
Richard Shaw (Stanford)
Donald Saleh (Syracuse)
Youlonda Copeland-Morgan (UCLA)
Barbara Gill (UMCP)
James McCoy (New Haven)
Bruce Walker (formerly UT)
Phil Ballinger (Washington)
Jerome Lucido (USC)
Admission & Ideal Candidates

• Applications are online and application period is now
• An application and a recommendation from an enrollment leader, preferably a supervisor in the work setting, are required
• Current enrollment leaders who wish to expand their knowledge, skill, and network
• Aspiring directors in admissions, financial aid, registration and records, institutional research, and related areas
• Emerging leaders in mid-level enrollment positions and offices
• Individuals or campus teams who want to gain a leadership and managerial perspective, hone their skills, and learn from like-minded colleagues.
Time Commitment and Cost

- Our students find that, on average, they will spend five hours per week in the program.
- The program runs for 30 weeks, with three distinct sessions.
- Program cost is $10,000 plus a small amount for materials (no more than $200).
- There is a $500 deposit that is credited in its entirety to the program cost.
Tips: Completing and Funding

- Many institutions will fund all or part of tuition
- Optional three step payment plan that runs over the course of the program
- One conference can cost over $2500, and a week-long institute can be up to $5,000. Master’s programs can cost over $50,000. The comprehensive program delivers a great deal for the tuition
- Time management is the key to a satisfying learning experience and program completion
- Staying networked with fellow program participants drives you along
Youlonda Copeland-Morgan

Associate Vice Chancellor for Enrollment Management

University of California at Los Angeles
• Tell us about your role at UCLA

• Why do you recommend professional education in enrollment management?

• What are your on the program design and role as a certificate faculty member?
• What do you see as the contemporary challenges facing enrollment leaders?
• What advice would you give those who are in and who seek leadership roles?
• How can the certificate program help?
• Youlonda and Jerry respond to your questions
Commentary and Questions

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