Certificate in
*Leadership in Enrollment Management*
Webinar

Jerome A. Lucido
Wendy Marshall
La Reina Bates
Diane Hurley
Robert Mirable
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, 2015

• **Session 3** March 17-May 23, 2015
• 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 the 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
Alumni Perspectives

Dr. La Reina Bates: Research Analyst, Office of Enrollment Management at Rutgers

Deanne Hurley: Acting Vice President of Enrollment Management & Student Affairs at Ursuline College

Robert Mirable: Vice President for Enrollment at Beloit College
Alumni Perspectives

- Relevancy/Applicability of the program
- Workload
- Support and Flexibility
• The CERPP team and alumni will respond to your questions
Commentary and Questions

Visit USC CERPP at

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