



PREPARE TO LEAD

USC Center for Enrollment Research, Policy and Practice

USC Leadership in Enrollment Management Certificate Program

AMBITIOUS, MISSION-DRIVEN LEADERS NEEDED

More than ever, educational institutions need flexible leaders with the knowledge, skills, and confidence to navigate challenges, work collaboratively, and think creatively. Prepare for the next steps in your career and build a national network with specialized learning.

ARE YOU...

- A mid-advanced career individual aiming to build the skills to lead?
- A team of professionals in admissions, financial aid, institutional research, enrollment management and related fields aiming to grow together?
- Ready to extend your professional network and mentor group to support the advancement of your career?
- Currently working in an Independent School or Higher Education setting?

HIGHLIGHTS

- Nationally-recognized leaders and scholars
- Online-asynchronous, with synchronous opportunities for professional discussions
- 25 topics over 30 weeks enables deep and meaningful learning and connections
- 5 hours per week workload
- Capstone project showcases learning
- Proven program in our 12th year of developing leaders

Tuition

- \$8,000 for individuals
- \$2,000 discount per team (2+ individuals)
- EMA and NAGAP scholarships available



Next session begins
September 23, 2024

USC Leadership in EM Certificate



TOPICS INCLUDE

- Leading institutional change
- Data-informed decision making
- Setting enrollment goals and targets
- Marketing and recruitment
- Evaluating ROI
- Pricing and financial aid strategy
- Securing institutional support
- Selecting and serving students from historically marginalized groups
- Holistic review in admissions
- Navigating organizational politics;
- Organizing campus resources for retention
- Rethinking systems and structures

The USC Leadership in Enrollment Management program will prepare you with the knowledge, skills, and tools to bring mission-driven leadership to admissions, financial aid, and other enrollment management activities.

ALUMNI PERSPECTIVES

Proven invaluable in my new leadership role. - Vanderbilt University

Challenged me to reflect on my ethical practices and think from a new viewpoint. -Mulgrave School

Emboldened me to a greater champion of student needs at my campus - -Drexel University

The breadth of expertise brought to the table by both faculty and participants has enriched my understanding by balancing theoretical constructs with practical applications. - USC

CONTACT US

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**FIGHT
ON!** A yellow hand icon with the index and middle fingers extended, representing a "V" for victory.

