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Improve student enrollment outcomes and meet institutional goals through the effective management of student enrollments. Published with the American Association for Collegiate Registrars and Admissions Officers (AACRAO), the Handbook of Strategic Enrollment Management is the comprehensive text on the policies, strategies, practices that shape postsecondary enrollments. This volume combines relevant theories and research, with applied chapters on the management of offices such as admissions, financial aid, and the registrar to provide a comprehensive guide to the complex world of Strategic Enrollment Management (SEM). SEM focuses on achieving enrollment goals, and sustaining institutional revenue and serving the needs of students. It provides insights into the ways SEM is practiced across four-year institutions, community colleges, and professional schools. More than just an enhanced approach to admissions and financial aid, SEM examines the student's entire educational cycle. From entry through graduation, this volume helps SEM professionals and graduate students interested in enrollment management to anticipate change and balancing the goals of revenue, access, diversity, and prestige. The Handbook of Strategic Enrollment Management: Provides an overview of the thinking of leading practitioners that comprise SEM organizations, including marketing, recruitment, and admissions; tuition pricing; financial aid; the registrar's role, academic advising; and, retention Includes up-to-date research on current issues in SEM including college choice, financial aid, student persistence, and the effective use of technology Guides readers creating strategic enrollment organizations that fit the unique history, culture, and policy context of your campus Strategic enrollment management has become one of the most important administrative areas in postsecondary education, and it is being adopted in countries around the globe. The Handbook of Strategic Enrollment Management is for anyone in enrollment management, admissions, financial aid, registration and records, orientation, marketing, and institutional research who wish to enhance the health and vitality of his or her institution. It is also an excellent text for graduate programs in higher education and student affairs.

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American higher education faces a challenging environment. Decreasing state appropriations, rising costs, and tightening budgets have left American colleges and universities scrambling to achieve their missions with ever more limited resources. Campus leaders have therefore increasingly relied upon institutional research and strategic planning departments to make transparent and rational decisions and to promote good stewardship of critical but finite resources. Institutional Research Initiatives in Higher Education illustrates the wealth of institutional research activities occurring in American higher education. Featuring chapters by a prominent mix of authors representing community colleges, traditional undergraduate institutions, land grant institutions, research and flagship universities, and state agencies, this book provides numerous insights into the contemporary challenges, innovative programs, and best practices in institutional research. With contributors from a variety of regions and types of institutions, each chapter provides rigorous analysis of campus-based research activities in areas such as strategic planning, admissions and enrollment management, assessment and compliance, and financial planning and budgeting. Like the departments it studies, Institutional Research Initiatives in Higher Education is an invaluable resource for university administrators, researchers, and policymakers alike.

Measuring Noncognitive Variables: Improving Admissions, Success, and Retention for Underrepresented Students is written for admissions professionals, counselors, faculty and advisers who admit, teach, or work with students during the admissions process and post-enrollment period. It brings together theory, research and practice related to noncognitive variables in a practical way by using assessment methods provided at no cost. Noncognitive variables have been shown to correlate with the academic success of students of all races, cultures, and backgrounds. Noncognitive variables include personal and social dimensions, adjustment, motivation, and student perceptions, rather than the traditional verbal and quantitative areas (often called cognitive) typically measured by standardized tests. Key Features include: * Models that raise concepts related to innovation, diversity and racism in proactive ways * Examples of admission and post-enrollment applications that show how schools and programs can use noncognitive variables in a variety of ways * Additional examples from foundations, professional associations, and K-12 programs * An overview of the limitations of traditional assessment methods such as admission tests, grades, and courses taken Education professionals involved in the admissions process will find this guide effectively informs their practice. This guide is also appropriate as a textbook in a range of courses offered in Higher Education and Student Affairs Masters and PhD programs.

"Higher education is in the midst of an extraordinary moment of demographic, economic, and cultural transition that has significant implications for how colleges and universities understand their mission, their market, and their management. This book is aimed at creating a practical understanding of key forces changing higher education, but it goes further. It describes those trends, discusses the real life impact of those trends on campuses, and then lays out concrete steps required to address them. Taking a page from George Keller's classic Academic Strategy, management consultant and college administrator Jon McGee uses these economic and demographic trends to inform his strategic approach to managing schools"--

"The economics of American higher education are driven by one key factor--the availability of students willing to pay tuition--and many related factors that determine what schools they attend. By digging into the data, economist Nathan Grawe has created probability models for predicting college attendance. What he sees are alarming events on the horizon that every college and university needs to understand. Overall, he spots demographic patterns that are tilting the US population toward the Hispanic southwest. Moreover, since 2007, fertility rates have fallen by 12 percent. Higher education analysts recognize the destabilizing potential of these trends. However, existing work fails to adjust headcounts for college attendance probabilities and makes no systematic attempt to distinguish demand by institution type. This book analyzes demand forecasts by institution type and rank, disaggregating by demographic groups. Its findings often contradict the dominant narrative: while many schools face painful contractions, demand for elite schools is expected to grow by 15+ percent. Geographic and racial profiles will shift only slightly--and attendance by Asians, not Hispanics, will grow most. Grawe also use the model to consider possible changes in institutional recruitment strategies and government policies. These "what if" analyses show that even aggressive innovation is unlikely to overcome trends toward larger gaps across racial, family income, and parent education groups. Aimed at administrators and trustees with responsibility for decisions ranging from admissions to student support to tenure practices to facilities construction, this book offers data to inform decision-making--decisions that will determine institutional success in meeting demographic challenges"--

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