



Handbook of Strategic Enrollment Management (Jossey-Bass Higher and Adult Education (Hardcover))

Don Hossler, Bob Bontrager

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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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