



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

By 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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Handbook of Strategic Enrollment Management (Jossey-Bass Higher and Adult Education) By Don Hossler, Bob Bontrager Bibliography

- Sales Rank: #482612 in Books
- Published on: 2014-10-20
- Original language: English
- Number of items: 1

- Dimensions: 9.55" h x 2.00" w x 7.40" l, .0 pounds
- Binding: Hardcover
- 656 pages

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Editorial Review

From the Inside Flap

The *Handbook of Strategic Enrollment Management* is the comprehensive text on the policies, strategies, and practices that shape postsecondary enrollments. Published with the American Association of Collegiate Registrars and Admissions Officers (AACRAO) with contributions from leading academics, researchers, and practitioners in the field, 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 an all-inclusive guide to the complex world of strategic enrollment management (SEM). SEM focuses on achieving enrollment goals, sustaining institutional revenue, and serving the needs of students. The guide provides insights into the ways strategic enrollment management is practiced across four-year institutions, community colleges, and professional schools.

Offering more than an enhanced approach to admissions and financial aid, strategic enrollment management examines the student's entire educational cycle—from entry through graduation. This volume can help SEM professionals and graduate students interested in enrollment management to anticipate change as well as balance the goals of revenue, access, diversity, and prestige. The *Handbook of Strategic Enrollment Management* offers practical information on a wealth of topics including marketing, recruitment, and admissions; tuition pricing; financial aid; the registrar's role; academic advising; and retention.

The contributors also include up-to-date research on current issues such as college choice, financial aid, student persistence, and the effective use of technology. In addition, the handbook shows how to create a strategic enrollment organization that fits the unique history, culture, and policy context of an individual campus.

The *Handbook of Strategic Enrollment Management* is written for professionals charged with enrollment management, admissions, financial aid, registration and records, orientation, marketing, or institutional research and wish to enhance the health and vitality of their institutions. The handbook is also an excellent text for graduate programs in higher education and student affairs.

From the Back Cover

Praise for *Handbook of Strategic Enrollment Management*

"This incisive volume brings together the latest empirical research on student access and choice, coupled with lessons gleaned from experienced practitioners of college admissions and financial aid. The book is essential reading for those responsible for college budgets and enrollment management, and also for students and faculty in graduate programs of higher education administration."

—**David W. Breneman**, university professor and Newton and Rita Meyers Professor in Economics of Education and Public Policy, University of Virginia

"Strategic enrollment management is *the* hot-button topic right now. Hossler and Bontrager represent the best knowledge of this topic, both theoretically and practically, to provide synergy to this group of experts as they guide administrators through the SEM maze."

—**Nancy G. McDuff**, associate vice president for admissions and enrollment management, University of

Georgia

"Hossler and Bontrager—distinguished SEM researchers, practitioners, and thought leaders—team to provide an outstanding and comprehensive book that will benefit the entire field of strategic enrollment management."

—**William Serrata**, president, El Paso Community College

"Nowhere else could you find such a thorough and accurate introduction to one of higher education's newest professions. This *Handbook* draws lessons from the most recent and important research in the field to help SEM professionals enhance and advance their university's mission."

—**Nicholas Hillman**, assistant professor, University of Wisconsin-Madison

"I have no doubt that the *Handbook* will become the bible for chief enrollment officers—and those who want to become chief enrollment officers—around the country. Hossler and Bontrager provide all the tools needed to enroll, retain, and graduate a diverse student population at a wide range of institutions."

—**Michael Bastedo**, associate professor and director, Center for the Study of Higher and Postsecondary Education, University of Michigan School of Education

"The *Handbook* captures the full sweep of historical developments in enrollment management as a powerful driver in higher education and bridges the gap in practical knowledge between research and strategic decision-making."

—**Robert S. Lay**, dean for enrollment management, Boston College

About the Author

DON HOSSLER is a professor of educational leadership and policy studies at Indiana University at Bloomington.

BOB BONTRAGER is senior director of Consulting and Strategic Enrollment Management Initiatives for the American Association of Collegiate Registrars and Admissions Officers (AACRAO).

Users Review

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Marc Gaul:

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