

CUI 627--Enrollment Management

Instructor: Bert A. Goldman

Text: Navigating Change in the New Millenium: Enrollment Leadership Strategies. Jim Black. Washington, DC: AACRAO, 1999.

Strategic Enrollment Management: A Primer for Campus Administrators. Michael Dolence. Washington, DC: AACRAO, 1996.

TOPICS

1. An overview of the profession of enrollment management: considerations leading to its inception, elements of its scope, relationships to the institutional structure, the importance of information systems.
2. Definition of terms: enrollment management; enrollment services; drop-out, attrition, retention; marketing concept; positioning.
3. Factors affecting college enrollment: a view of demand and demographic trends, considerations relative to student choice and strategies for influencing, institutional attributes, competitor attributes, effects of tuition and financial need, financial aid trends and interactions, research considerations.
4. Considerations in attracting students and systems for improving: recruitment and admissions under the enrollment management model; understanding student characteristics; understanding qualities and characteristics of the institution including image building; elements of marketing plan and implications for small colleges, community colleges, public universities; pricing including measures used and implications.
5. Factors affecting student retention and systems for improving: attrition vs. retention; academic considerations; student-institution fit concept; social interactions; assistance programs including cooperative education, special services; student planning model; advising and its link to enrollment management.
6. A description and discussion of college impact upon students including such changes within the student as intellectual, social, personal, and vocational.
7. A review of the benefits students and society derive from higher education and their value in recruitment efforts.
8. A summary of enrollment influencing strategy.

BOOKS ON RESERVE

Amada, G. (1994). Coping with the disruptive college student: A practical model.

Audley, T. J. (1991). Interviewing methods for enrolling, guiding, and retaining students: For counseling, guidance personnel, financial aid, and admissions counselors.

Baier, J. L. (Ed.). (1994). Technology in student affairs: Issues, applications, and trends.

Beatty, P. (1996). Connecting with older adults: Educational responses and approaches.

Bowser, B. P. (1993). Confronting diversity issues on campus.

Calder, J. (Ed.). (1993). Disaffection and diversity: Overcoming barriers for adult learners.

Cornesky, R. (1992). Implementing total quality measurement in higher education.

DiSalvo, J. (1993). College admission for the high school athlete.

Evans, T. (Ed.). (1996). Opening education: Policies and practices from open and distance education.

Feagin, J. R. (1996). The agony of education: Black students at white colleges and universities.

Field, M. (1993). APL: Developing more flexible colleges.

Fitzpatrick, A. (1999). The university in overalls: A plea for part-time study.

Footlick, J. K. (1997). Truth and consequences: How colleges and universities meet public crises.

Gardner, J. Your college experience: Strategies for success.

Halstead, K. (1991). Higher education revenues and expenditures: A study of institutional costs.

Hashway, R. M. (1999). An evolutionary approach to formula finding, fiscal and program management in higher education: An application of developmentalism to fiscal . . .

Healy, S. F. (1991). School-college articulation.

Hirsch, W. Z. (1999). Challenges facing higher education at the millennium.

- Hossler, D. (1984). Enrollment management: An integrated approach.
- Hossler, D. (1990). The strategic management of college enrollment.
- Ingersoll, R. J. (1988). The enrollment problem: Proven management techniques.
- Keegan, D. (1996). Foundations of distance education.
- Kemerer, F. R., et al. (1982). Strategies for effective enrollment management.
- Lang, Marrel, & Ford, C. A. (1988). Black student retention in higher education.
- Martinson, L. (1992). New directions in financial computing: Integrated administrative data processing in higher education.
- McPherson, M. S. (1990). Selective admission and the public interest.
- Messick, S. J. (1998). Assessment in higher education: Issues of access, quality, student development and public policy.
- Needle, S. (1991). The other route into college: Alternative admission.
- Nordquist, J. (1992). The multicultural education debate in the university: A bibliography.
- Northrup, D. A. (1993). Response effects: Variations in university students' satisfaction by method of data collection.
- O'Banion, T. (1997). A learning college for the 21st century.
- Padilla, R. V. (1998). Debatable diversity: Critical dialogues on change in American universities.
- Paulsen, M. B. College choice: Understanding student enrollment behavior.
- Pascarella, E. T., & Terenzini, P. T. (1991). How college affects students: Findings and insights from twenty years of research.
- Preece, J. (1999). Combating social exclusion in university adult education.
- Quinnan, T. W. (1997). Adult students "at risk:" Culture bias in higher education.
- Santovec, M. L. (Ed.). (1992). Building diversity: Recruitment and retention in the '90s.
- Sparks, L. (1993). College admissions: A selected annotated bibliography.
- Terrell, M. C. (Ed.). (1992). Diversity, disunity, and campus community.

Valverde, L. A. (1998). The multicultural campus: Strategies for transforming higher education.

VanPatten, J. J. (1993). Understanding the many faces of the culture of higher education.

Weil, S. (1994). Introducing change from the top in universities and colleges: 10 personal accounts.

(1994). Dialogues for diversity: Community and ethnicity on campus: The project on campus community and division of the accrediting community for senior colleges and universities of the Western Association of Schools and Colleges.

JOURNALS AND PERIODICALS

AAHE Bulletin

American Economic Review

American Journal of Sociology

Change

College and University

Community and Junior College Journal

Education Digest

Executive Summary, ASHE-ERIC

Higher Education Reports

Interchange

Journal of College Admissions

Journal of Contemporary Studies

Journal of Counseling Psychology

Journal of Educational Psychology

Journal of Higher Education

Journal of Human Resources

Journal of Political Economy

Journal of Student Financial Aid

Monthly Labor Review

New Directions for Higher Education

Research in Higher Education

Review of Higher Education

Sociology of Education

The Chronicle of Higher Education

The College Board Review

REQUIREMENTS

1. One annotated article with class presentation for weeks 2 through 14.
2. Class presentation relative to one of the course topics.
3. Paper dealing with an issue on which you take a stand based upon your readings.
4. Overview--Final Examination.
5. Three unexcused absences will result in a grade of "F."