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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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Although the advancement of educational technologies is often discussed in a teaching capacity, the administration aspect of this research area is often overlooked. Studying the impact technology has on education administration not only allows us to become familiar with the most current trends and techniques in this area, but also allows us to discover the best way forward in all aspects of education. The Handbook of Research on Technology-Centric Strategies for Higher Education Administration is a pivotal resource covering the latest scholarly information on the application of digital media among aspects of tertiary education administration such as policy, governance, marketing, leadership, and development. Featuring extensive coverage on a broad range of topics and perspectives including virtual training, blogging, and e-learning, this book is ideally designed for policy makers, researchers, and educators seeking current research on administrative-based technology applications within higher education.

"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"--

Co-published with img alt="" src="https://styluspub.presswarehouse.com/uploads/30375c484a455a6f1bcf87a2c803ba1523e087dc.jpg" At last there is a handbook that everyone in higher education can use to help increase transfer student success. This comprehensive resource has been brought together to meet the need for a truly holistic approach to the transfer experience. The book brings together research, theory, practical applications, programmatic illustrations, case studies, encouragement, and inspiration, and is supplemented by an online compendium for continual updates of resources, case studies, and new developments in the world of transfer. Based on a totally different way of thinking about, understanding, and acting to increase transfer student success, The Transfer Experience goes far beyond the traditional, limited view of transfer as a technical process simply about articulating credits, a stage of student development, or a novel enrollment management strategy. Rather, the book introduces a stimulating array of new perspectives, resources, options, models, and recommendations for addressing the many needs of this huge cohort -- making the academic, civic, and social justice cases for improving transfer at both transfer-sending and transfer-receiving institutions.

"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 complexity of the decisions that today 's higher education leaders face--as they engage with a diversifying student body, globalization and technological advances--requires embracing new ways of thinking about leadership. This book examines the new theories and concepts of leadership that are described in the multidisciplinary literature on leadership, and are being applied in other sectors--from government to the non-profit and business communities--to explore the implications for leaders and leadership programs in higher education. At a time when the heroic, controlling, and distant leader of the past has given way to a focus on teams, collectives and social change, the contributors to this book ask: What new skills and competencies should leaders and programs be addressing? The recognition of the interdependence of groups within organizations, and between organizations; of cultural and social differences; and of how technology has sped up decision time and connected people across the globe, have changed the nature of leadership as well as made the process more complex and diffuse. This book is addressed to anyone developing institutional, regional or national leadership development programs; to aspiring leaders planning to participate in such programs; and to campus leaders concerned with the development and pipeline of emerging leaders. It will be particularly useful for administrators in faculty development offices who are planning and creating workshops in leadership training, and for staff in human resource offices who offer similar training. Contributors: Laurel Beesemyer; Rozana Carducci; Pamela Eddy; Tricia Bertram Gallant; Lynn Gangone; Cheryl Getz; Jeni Hart; Jerlando F. L. Jackson; Lara Jaime; Adrianna Kezar; Bridget R. McCurtis; Sharon McDade; Robert J. Nash; Elizabeth M. O ' Callahan; Sue V. Rosser; Lara Scott.

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