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Autore	Hossler Don
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Nota di contenuto	Origins of strategic enrollment management / Don Hossler -- Understanding the context / Bob Bontrager and Don Hossler -- Successful strategic enrollment management organizations / Don Hossler, David H. Kalsbeek, and Bob Bontrager -- Understanding student college choice / Eunkyong Park and Don Hossler -- Markets and market niches / David H. Kalsbeek and Brian Zucker -- Admissions and recruitment marketing / Tom Hayes -- Understanding transfer and articulation : implications for enrolling transfer students / Bruce Clemetsen, Lee Furbeck, and Alicia Moore -- How admission decisions get made / Jerome A. Lucido -- Economic perspectives on pricing and what it means for SEM / Gabriel R. Serna and Matthew Birnbaum -- Understanding financial aid and its effects on student enrollments and institutional finance / Jacob P.K. Gross -- Using campus-based financial aid strategically / Stephen Brooks -- Budgets, aid, and enrollments / Guilbert L. Brown and Jacob P.K. Gross -- New context for retention and persistence / Doug Shapiro and Afet Dundar -- Models of student retention and persistence / Amy S. Hirschy -- Students at risk in residential and commuter colleges and universities /

John M. Braxton, Harold V. Hartley III, and Dawn Lyken-Segosebe -- The persistence of students of color / Willis A. Jones -- Nontraditional students and student persistence / Mary K. Hutchens -- The role of the institution in increasing college student persistence / Mary Ziskin, Jerome A. Lucido, Jacob P.K. Gross, Donald Hossler, Emily Chung, and Vasti Torres -- Delivering effective admissions operations / Jennifer DeHaemers and Michele Sandlin -- The registrar of the future / David M. Sauter and Howard E. Shanken -- The role of financial aid operations in fostering student and institutional success / Tom Green -- The role of technology in supporting SEM / Wendy Kilgore and Brent Gage -- Campus-based SEM research / Darin Wohlgemuth -- Tracking SEM policy trends / Mike Reilly and Michelle Mott -- Strategic thinking enrollment organizations / Adam J. Herman -- Emerging SEM organizations for graduate and international students / Jay Goff and Monique Snowden -- Strategic enrollment planning / Bob Bontrager and Tom Green -- Trends in strategic enrollment management / Don Hossler -- Ethics and strategic enrollment management / Marc M. Camille -- Summing up : the present and future tense for SEM / Don Hossler and Bob Bontrager.

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### Sommario/riassunto

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.

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