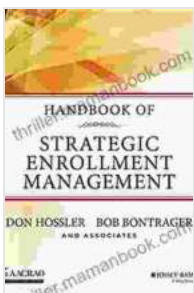


Handbook of Strategic Enrollment Management: A Comprehensive Guide for Higher Education Professionals

In the dynamic and competitive landscape of higher education, institutions face unprecedented challenges in attracting, retaining, and graduating students. Strategic enrollment management (SEM) has emerged as a critical discipline that empowers colleges and universities to navigate these challenges and achieve their enrollment goals. The Handbook of Strategic Enrollment Management provides a comprehensive guide to the theory and practice of SEM, offering a wealth of knowledge and insights for higher education professionals.



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

by Don Hossler

★★★★☆ 4.6 out of 5

Language : English
File size : 4467 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 632 pages
Lending : Enabled



Key Principles of Strategic Enrollment Management

The Handbook of Strategic Enrollment Management introduces readers to the fundamental principles underlying SEM, emphasizing the need for a holistic and data-driven approach. It explores the interconnectedness of recruitment, retention, and revenue generation, and highlights the importance of aligning enrollment strategies with institutional mission and goals. The book also emphasizes the role of technology, analytics, and collaboration in driving SEM success.

Emerging Trends in Enrollment Management

The Handbook of Strategic Enrollment Management delves into the latest trends shaping the field of enrollment management. It examines the impact of demographic shifts, globalization, and the rise of online learning on student enrollment patterns. The book also explores the increasing use of predictive analytics, artificial intelligence, and other technologies to improve recruitment and retention outcomes.

Best Practices in Strategic Enrollment Management

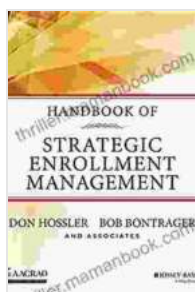
The Handbook of Strategic Enrollment Management offers a thorough examination of best practices in SEM, drawing on the experiences of leading institutions. It covers a wide range of topics, including:

- Market research and competitive analysis
- Student recruitment and marketing strategies
- Enrollment forecasting and planning
- Student financial aid and scholarships
- Retention strategies and student support services
- Revenue generation and tuition management

Case Studies and Success Stories

The Handbook of Strategic Enrollment Management includes numerous case studies and success stories from colleges and universities that have successfully implemented SEM principles. These examples provide valuable insights into the practical application of SEM and its potential impact on institutional performance. The case studies cover a diverse range of institutions, from small colleges to large research universities, demonstrating the adaptability of SEM to different contexts.

The Handbook of Strategic Enrollment Management is an indispensable resource for higher education professionals seeking to enhance their enrollment strategies. It provides a comprehensive overview of the theory and practice of SEM, equipping readers with the knowledge and skills needed to navigate the challenges of modern enrollment management. With its in-depth analysis of emerging trends, best practices, and case studies, the handbook serves as a valuable guide for institutions seeking to optimize their recruitment, retention, and revenue generation efforts.



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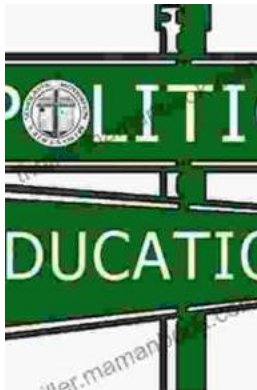
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