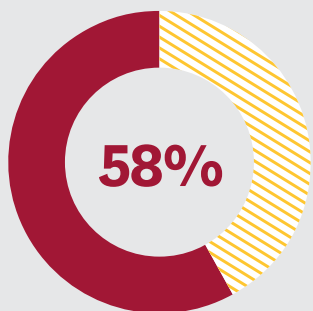
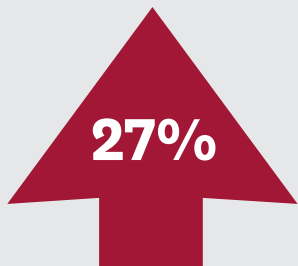


OUR MISSION

Established in 2007, the mission of the USC Rossier Center for Enrollment Research, Policy and Practice (CERPP) is to foster equity and expertise in college and school access, admissions and outcomes.



Only 58% of eligible LA County high school seniors enroll in college



Students that meet with a USC CAC adviser are 27% more likely to enroll in college

OUR WORK

» ADVISES UNDERSERVED STUDENTS

The USC College Advising Corps (USC CAC) trains and places full-time advisers in underserved high schools. USC CAC advisers expertly assist students with their entire college access process from search to application, financial aid, making the transition to postsecondary education and more.

» CONDUCTS RIGOROUS RESEARCH

To help guide national policy and practice, CERPP faculty research: nonacademic factors in college admissions, test-optional enrollment policies and institutional efforts to promote better retention and completion.

» SHAPES THE AGENDA

The Center convenes the annual CERPP Conference, a highly respected and thought-provoking event on college enrollment for the nation's leading policymakers, practitioners and scholars.

» PREPARES FUTURE LEADERS

CERPP provides professional education to admission and enrollment management leaders through the USC Leadership in Enrollment Management certificate program.

➤ [Visit cerpp.usc.edu](http://cerpp.usc.edu) for more information.

OUR IMPACT

» In 2016-17, USC CAC advisers helped 5,078 students submit 17,373 college applications, resulting in 4,332 students being accepted into four-year colleges.

» Over the past five years, CERPP certified over 100 leaders in enrollment management.

» With the convening of the annual CERPP Conference, the Center brought together over 1,300 policymakers, practitioners and scholars to address salient enrollment and admission issues.

» Jerry Lucido's work was cited extensively in an amicus brief to the U.S. Supreme Court, which helped uphold critically race-conscious admissions standards at the University of Texas (*Fisher v. University of Texas at Austin*, June 2015).



OUR FACULTY AND DIRECTORS



Professor of Practice, Associate Dean of Strategic Enrollment Services and CERPP Executive Director **Jerry Lucido** has extensive enrollment and admission leadership experience, including serving as USC's Vice Provost for Enrollment Policy and Management and overseeing enrollment policy at the University of North Carolina at Chapel Hill.



CERPP Senior Scholar **Don Hossler** is a widely recognized expert in college choice, student persistence, financial aid and enrollment management. He has served as Vice Chancellor for Student Enrollment Services and Executive Associate Dean of the School of Education at Indiana University Bloomington and as the Executive Director of the National Student Clearinghouse Research Center.



CERPP Associate Director **Emily Chung** has experience in the nonprofit and higher education sectors, including development, grantmaking and conducting research. She oversees CERPP's administrative operations and has grown USC CAC from three to 47 advisers.

USC Rossier

School of Education
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Policy and Practice

LEARN MORE

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