



Manage enrollment to
improve student diversity,
access and success

Derek DuBose ME '20 is the Associate Vice Chancellor of Enrollment at the University of Denver. Opportunities to mentor and serve students and their families drive his passion for enrollment management.

The **Master of Education in Enrollment Management and Policy** online (EMP online) program will prepare you to lead efforts in early outreach, recruitment, admission, enrollment, financial aid, orientation, student retention and strategic enrollment planning at colleges, universities and private preparatory schools, while remaining fully employed. The program is taught by some of the most respected enrollment leaders in the field and delivered in an interactive online format.

30
UNITS

21
MONTH TO
COMPLETE
(6 UNITS
PER SEMESTER)

Through the EMP online program, you will gain a deep understanding of enrollment policy and planning, including:

- Admission policy and practice
- Institutional positioning and branding
- Equity and diversity in admission and enrollment management
- Data management and institutional enrollment research
- Strategic finance and financial aid
- Institutional and student factors in student progress to graduation
- Organizational leadership
- Enrollment policy and planning

ONLINE LEARNING ENVIRONMENT

In the virtual classroom environment, you will interact with student colleagues and faculty both synchronously (classes occurring in real time) and asynchronously (projects that can be completed any time of day). Synchronous discussions occur in the online classroom. Here, you will learn directly from our master faculty through interactive mini-lectures. The learning experience is bolstered by engaging and collaborative small-group discussions facilitated by faculty.

PROGRAM FACULTY



DeANGELA BURNS-WALLACE, EdD
Secretary of Administration for the state of Kansas and former Vice Provost of Undergraduate Studies at the University of Kansas



ART COLEMAN, JD
Co-founder and managing partner of EducationCounsel, LLC



PAUL DIEKEN, EdD
Director of Financial Aid at Pomona College



ZINA L. EVANS, PhD
Senior Vice President of Enrollment and Student Success Initiatives at the Education Finance Institute



KEDRA ISHOP, PhD
Vice President for Enrollment Management at the University of Southern California



ROBERT MASSA, PhD
Vice President Emeritus, Enrollment and College Relations at Dickinson College; held enrollment and marketing roles at Drew University, Dickinson and Johns Hopkins.



JULIE POSSELT, PhD
Associate Professor of Education, Rossier School of Education

CAPSTONE

As a culmination of what you have learned in the program, you will prepare a five-year strategic enrollment management plan for the institution at which you are currently employed or one selected with assistance from program faculty.

SAMPLE COURSES

- Admission Policy and Practice
- Role of Diversity in Admissions: Context, Construct and Counter-Narrative
- Legal Issues in Enrollment Management
- Financial Aid in Enrollment Management
- Research, Planning and Accountability
- Institutional Positioning in Student Recruitment
- Enhancing Student Retention
- Organizations and Leadership in Education

TUITION

Tuition for 2022–23 is \$2,137 per unit.

SCHOLARSHIP SUPPORT

You will automatically be considered for scholarships ranging from \$10,000–\$20,000. There is no need to submit a separate application. Recipients are selected based on academic achievement, leadership experience and dedication to the field of education. Applicants who complete an application by rounds one or two will receive primary consideration.

APPLICATION CHECKLIST

- Online application
- Transcripts for application review from each postsecondary institution attended
- Official transcripts from each postsecondary institution attended
- Résumé/CV
- Personal statement and essays
- Two letters of recommendation
- Timed writing assessment
- *International applicants only:* TOEFL or IELTS scores
- \$90 nonrefundable application fee

APPLICATION DEADLINES

	APPLICATION DEADLINE	NOTIFICATION DATE
Round 1*	November 1, 2022	January 6, 2023
Round 2*	January 15, 2023	February 24, 2023
Round 3	March 15, 2023	April 17, 2023
Round 4†	June 12, 2023	Every two weeks

*scholarship priority deadlines

†rolling admission, based on available space

What sets the USC Rossier EMP online program apart?

Co-founded by Jerry Lucido and Don Hossler, both distinguished scholars and practitioners in the field, the EMP program was designed with direct input from enrollment leaders across the nation. The knowledge, skills and learning experiences imparted in the program specifically address the competencies required to create a new generation of effective and equity-minded leaders in the field.

FOCUSED MASTER'S PROGRAM: Become one of few professionals in the marketplace with formal expertise and a degree in enrollment management and policy.

FLEXIBILITY FOR BUSY PROFESSIONALS: Remain fully employed while taking online coursework at a pace of two courses per semester.

BEST-IN-THE-FIELD FACULTY: Study with nationally renowned faculty who bring experience and deep connections across the full spectrum of enrollment management in education.

RESEARCH TO POLICY AND PRACTICE MODEL: Learn firsthand from research and policy work conducted at the USC Rossier Center for Enrollment Research, Policy and Practice and other key centers of higher learning.

EMPHASIS ON EQUITY AND ACCESS: Learn how to affect change that breaks down barriers, promotes entry and facilitates progress in education.

PRACTICAL EXPERIENCE: Create a five-year strategic enrollment management plan for your own institution or one selected with assistance from program faculty.

UNPARALLELED NETWORK: Join USC's renowned Trojan Alumni Network of academic leaders at notable educational institutions.

YOUR MISSION AND OUR MISSION ALIGNED

The USC Rossier School of Education prepares leaders to advance educational equity in urban settings and beyond. USC Rossier draws on innovative thinking and collaborative research to improve learning opportunities and outcomes, address disparities, challenge inequitable systems of power and solve the most intractable problems in education.

LEARN MORE USC ROSSIER OFFICE OF ADMISSION AND SCHOLARSHIPS

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