The Master of Education in Enrollment Management and Policy (EMP) program will prepare you to lead efforts in admission, enrollment, financial aid, orientation, student retention and strategic enrollment planning at colleges, universities and private preparatory schools, while remaining fully employed. Taught by some of the most respected enrollment leaders in the field, the program is delivered in an interactive online format and includes two on-campus immersion experiences.
Through the EMP program, you will gain a deep understanding of enrollment policy and planning, including:

- Admission policy and practice
- Admission marketing strategies
- 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

**PROGRAM FACULTY**

**FACTOR SUBJECT TO CHANGE**

**DON HOSELER, PhD**
Senior Scholar at the Center for Enrollment Research Policy and Practice at USC Rossier and Emeritus Professor of Educational Leadership and Policy Studies at Indiana University

**JEROME LUCIDO, PhD**
Associate Dean for Strategic Enrollment Services, Professor of Practice and Executive Director of the Center for Enrollment Research, Policy and Practice at USC Rossier

**ART COLEMAN**
Co-Founder and managing partner of EducationCounsel, LLC

**KRISTAN VENEGAS, PhD**
Assistant Dean of Strategic Initiatives and Evaluation and Professor of Clinical Higher Education at USC Rossier

**KATHARINE HARRINGTON, PhD**
Vice President for Admissions and Planning at University of Southern California

**DEANGELA BURNS-WALLACE, EdD**
Vice Provost for Undergraduate Studies at University of Kansas

**ROBERT MASSA, PhD**
Senior Vice President for Enrollment and Institutional Planning at Drew University, former chief enrollment officer at Johns Hopkins University and Dickinson College and chief marketing officer at Lafayette College

**PAUL DIEKEN, EdD**
Senior Associate Director for Financial Aid at University of Southern California

**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 a university or school selected with assistance from program faculty.

**TUITION**

Tuition for 2017–18 is $1,800 per unit.

**SCHOLARSHIP SUPPORT**

You will automatically be considered for scholarships ranging from $5,000–$10,000. There is no need to submit a separate application. Recipients are selected based on academic achievement, leadership experience, dedication to the field of education and financial need.

**APPLICATION CHECKLIST**

- Online application
- Résumé/CV
- Statement of purpose
- Two letters of recommendation
- Short video response
- 30-minute timed writing assessment
- Official transcripts from all postsecondary institutions attended, regardless of credit or degree earned
- TOEFL or IELTS scores (international applicants only)
- $90 nonrefundable application fee

**APPLICATION DEADLINE**

The inaugural class is limited to 25 students. Admission and scholarship decisions will be made on a rolling basis, with priority given to early applicants. The final date to submit an application is June 1, 2018.
What sets the USC Rossier EMP program apart?

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 one to two courses per semester, supplemented by short immersion sessions on campus.

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 effect 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. Ranked as one of the nation’s premier education schools by U.S. News & World Report, 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 ADMISSIONS AND SCHOLARSHIPS

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