



Manage enrollment to  
improve student diversity,  
access and success

Derek DuBose ME '20 is the Senior Associate Director of Undergraduate Admission at USC. Opportunities to mentor and serve students and their families drive his passion for enrollment management.

The online **Master of Education in Enrollment Management and Policy** (EMP online) 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. 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 learning management system's live classroom. Here, you will learn directly from our master faculty through interactive mini-lectures. The learning experience is bolstered by highly interactive, engaging and collaborative small-group discussions facilitated by faculty.

### PROGRAM FACULTY

#### DON HOSSLER, 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

Professor of Practice and Executive Director of the Center for Enrollment Research, Policy and Practice at USC Rossier

#### KEDRA ISHOP, PhD

Vice Provost for Enrollment Management, University of Michigan

#### ART COLEMAN, JD

Co-founder and managing partner of EducationCounsel, LLC

#### DeANGELA BURNS-WALLACE, EdD

Secretary of Administration for the state of Kansas

#### ROBERT MASSA, PhD

Senior Vice President for Enrollment and Institution 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.

### SAMPLE COURSES

- Admission Policy and Practice
- Role of Diversity in Admissions and Enrollment Management
- Financial Aid and Finance in Enrollment Management
- Equity and Diversity in Admissions and Enrollment Management
- Research, Planning and Accountability
- Institutional Positioning and Branding
- Enhancing Student Retention
- Capstone

### TUITION

Tuition for 2019–20 is \$1,928 per unit.

### SCHOLARSHIP SUPPORT

You will automatically be considered for scholarships ranging from \$10,000–\$20,000. There is no need 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
- Two letters of recommendation
- International applicants only:* TOEFL or IELTS scores
- \$90 nonrefundable application fee
- Timed writing assessment

### APPLICATION DEADLINES

	APPLICATION DEADLINE	NOTIFICATION DATE
Round 1*	November 1, 2019	January 10, 2020
Round 2*	January 15, 2020	March 9, 2020
Round 3	March 15, 2020	April 10, 2020

\*scholarship priority deadlines

