



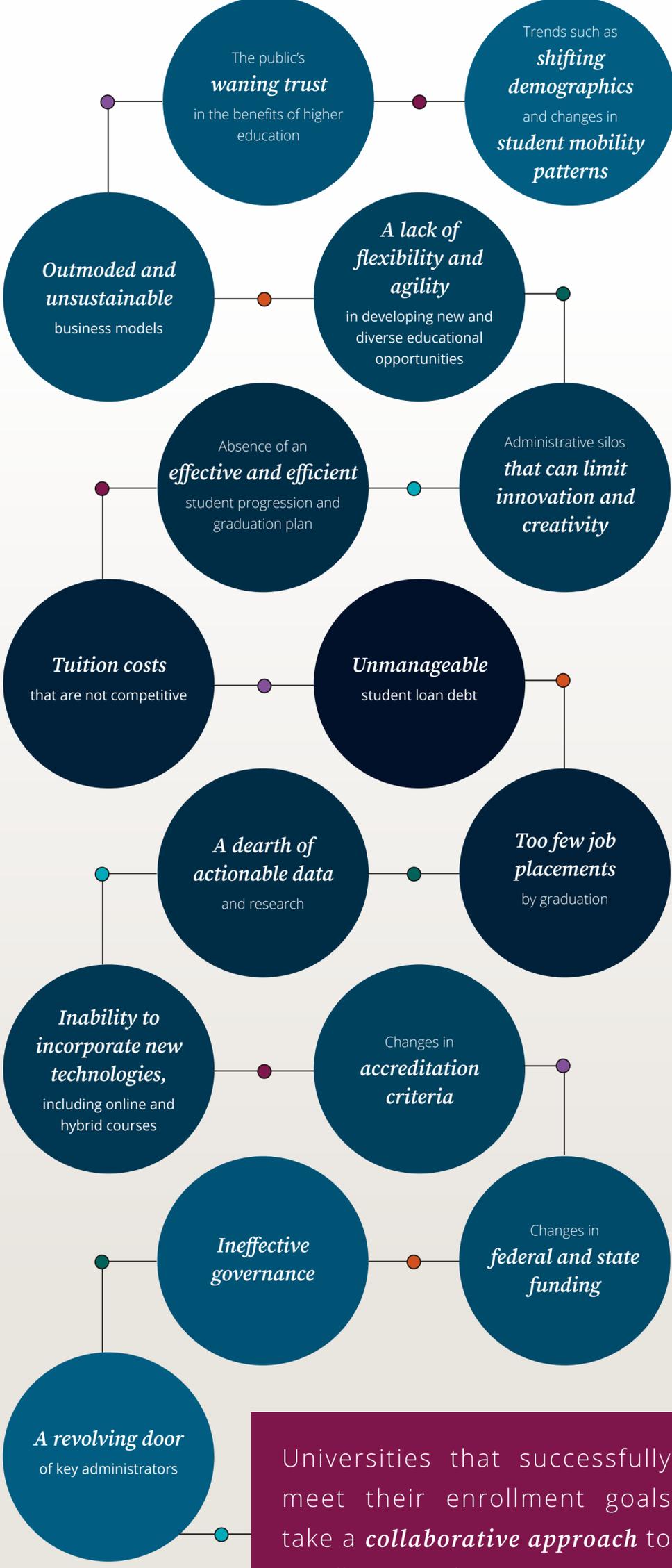
TOP CHALLENGES

Facing Enrollment Managers

What keeps your enrollment manager awake at night? According to *Inside Higher Ed's* 2018 Survey of College and University Admissions Directors, a majority of respondents expressed concern about meeting their school's enrollment goals for the coming academic year. Just 38 percent met their goals by the traditional May 1 end of the admission period, and less than half did so by June 1.

ONLY 38% met their May 1st goal

As outlined in the *Enrollment Management Report*, some of their enrollment worries might include:



Universities that successfully meet their enrollment goals take a **collaborative approach** to enrollment and retention, putting **systems in place** that allow the enrollment manager to **respond quickly to changes in trends and student preferences**.

Suggested Reading

These books might help higher education administrators struggling with how to create a culture and processes that embrace change and reflect a shared responsibility to enroll and graduate students.



Source: "What keeps enrollment managers up at night?," by Marguerite J. Dennis in *Enrollment Management Report*, 2016 (Vol. 19, Issue 12)

Wiley Education Services provides end-to-end student support services from application to graduation for our partner universities. We can help your institution implement and manage comprehensive support for enrollment as well as other areas to ensure that you meet your goals — and that your enrollment manager gets some rest.