



April 2025 Brief Survey: Professional interest in and use of Enrollment Management

We appreciate your interest in completing this brief survey about your professional interest in and your institution's use of enrollment management. Depending on your institution's use of enrollment management and your professional interest in the topic, the survey should take between one and five minutes to complete.

The target audience for this survey is institutions in the United States that are *not* primarily bachelor's degree-granting and are *not* graduate and/or professional-only institutions (e.g., community and technical colleges, and colleges that offer certificates, associate's degrees, and a few bachelor's degrees).

The survey can be previewed in this PDF: [\(link\)](#)

AACRAO is partnering with Dr. John M. Braxton, Professor Emeritus of the Higher Education Leadership and Policy Program at Peabody College of Vanderbilt University, and his colleague Dr. Michael Sparrow, Assistant Professor in the Community College Leadership Program, Advanced Studies, Leadership & Policy at Morgan State University. AACRAO will use these data for a brief report, while Drs. Braxton and Sparrow will conduct more extensive research using these data to help shape that work.

Reminders:

All data is reported in the aggregate. No individual responses are identified.

Your open-ended responses may be used in their entirety in the report. Please do not include any institutional or personally identifying information.

The survey will be open through Friday, May 2nd, COB Pacific time.

Regards,

Wendy Kilgore, Ph.D.

Sr. Director of Research

AACRAO

wendyk@aacrao.org

Note: This preview of the survey does not include the survey question hide/show logic.

Q1.2 Since this survey is being shared with a generic URL through multiple organizations, the following information is required to support data analyses and to differentiate multiple responses from an institution. None of this information will be used to contact you about this survey or included in any report.

Name _____
Institution _____
State _____
IPEDS number _____

Q1.3 Does your institution engage in enrollment management, and are you familiar with the details?

- No.
- Yes, and I am familiar with the details.
- Yes. However, I am not familiar with the details.
- I don't know/unsure.

Q1.4 Does your institution have a strategic enrollment management (SEM) plan?

- No
- Yes
- I don't know/unsure

Q1.5 If you know why your institution does not have a SEM plan, please share the reason(s). Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q1.6 Do you have a personal or professional interest in enrollment management research?

- Yes
- Maybe
- No

Block 2 Institution does engage in EM

Q2.1 In your opinion, how often does your institution refer to its SEM plan when making student-centric policy and practice decisions?

- Never
- Sometimes
- About half the time
- Most of the time
- Always

Q2.2 What is the planning horizon (time span) of your SEM plan?

- There are no specific timelines in our SEM plan
- It is annual and plans only to the next year
- It sets goals for two years from the time it is approved
- It sets goals for three years from the time it is approved
- It sets goals for four years from the time it is approved
- It sets goals for five years from the time it is approved
- It sets goals for six - ten years from the time it is approved
- It sets goals for more than 10 years from the time it is approved
- Other. Please describe the length of your plan's goals. _____
- I don't know/unsure

Q2.3 What is included in your SEM plan? (check all that apply)

- Overall targets for institutional enrollment
- Specific recruitment goals
- Specific retention/graduation goals
- Specific strategies/major initiatives for recruitment
- Specific strategies/major initiatives for retention/graduation
- Tactical or operational plans for the implementation of recruitment goals/strategies
- Tactical or operational plans for the implementation of retention/completion goals/strategies
- Enrollment models that estimate the outcomes of the plan
- Environmental scan or SWOT analysis
- Other elements. Please describe _____
- I don't know/unsure

Q2.4 Who developed your SEM plan (please check the answer that most closely reflects the developer(s) of your SEM plan)?

- The plan was developed by one individual
- The plan was developed by a small team within the admissions/enrollment area
- The plan was developed by a small administrative/staff team that included individuals from enrollment/student affairs
- The plan was developed by a campus-wide group that included administrators/staff from multiple areas and faculty/academic representatives
- Other. Please describe. _____
- I don't know/unsure

Q2.5 In what ways are recent demographic and current higher educational trends affecting your institution's enrollment management strategy and planning processes? Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q2.6 In what ways are recent demographic and current higher educational trends affecting your institution's enrollment management approaches and tactics? Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q2.7 In what ways are recent demographic and current higher educational trends affecting your institution's strategy and approach to student retention efforts? Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Block 3 - Institution does not engage in EM

Q3.1 If you know why your institution does not engage in enrollment management, please share the reason(s). Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q3.2 From the reasons below, please select those that describe why your institution does NOT engage in enrollment management (check all that apply).

- Size of the institution
- Not enough human resources to engage in enrollment management
- Mission of the institution (e.g., open enrollment)
- Lack of buy-in to the concept/value of enrollment management
- Other reason(s) not listed here
- None of the above
- I don't know/unsure

Block 4 - Professional Interest in EM

Q4.1 As you reflect on the types of decisions and actions you face in your practice, what are the most pressing topics or issues that you believe would benefit from a study conducted by researchers? Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q4.2 In addition to the most pressing topic/issue that you think would benefit from a study conducted by researchers, check the following issues/topics that you think would benefit from study by researchers? (check all that apply)

- Adequate research to inform use of social media in admissions
- Trends in the use of IT in enrollment management organizations
- Trends in changing roles in admissions skills that are most valuable for the changing and evolving roles in admissions
- Organizational structure for Enrollment Management (e.g. to whom does SEO report; do whom do offices of bursar, aid, registrar, advising, and orientation report; is retention assigned to a specific office with an administrator overseeing activities)
- Efficacy of various retention strategies
- Have recruitment markets changed in last 5 years
- Impact of need-based aid on matriculation and retention
- Impact of merit-based aid matriculation and retention
- Other. Please describe.
- None of the above

Q4.3 Which of the following possible sources of information do you use in your role as an enrollment management professional (check all that apply).

- AACRAO Connect
- AACRAO Strategic Enrollment Management Conference
- AACRAO Eye on Research blog
- AACRAO Eye on Washington blog
- AACRAO Research reports

- AACRAO SEM Quarterly
- AACRAO College and University
- Chronicle of Higher Education
- ETS Education Research Update
- Other strategic enrollment management conference
- Diverse Issues in Higher Education
- InsideHigherEd
- InsideHigherEd Admissions Insider
- NACAC Connect
- University Business Daily Newsletter
- Education Dive
- Community College Resource Center (CCRC)
- Other EM professionals
- A higher education-focused journal not listed here
- Other resource(s) not listed here
- None of the above

Q4.4 What other resources do you rely upon? Note: Your open-ended response may be used in its entirety in the report. Please do not include any institutional or personally identifying information.

Q4.5 Select the other higher education academic or professional publications that you use as a resource (check all that apply).

- Journal of College Admissions
- Journal of Student Financial Aid
- Innovative Higher Education
- Journal of Hispanic Higher Education
- Journal of Diversity in Higher Education
- Journal of College Student Development
- Journal of Student Affairs Research & Practice
- Journal of Higher Education
- Journal of Higher Education Management
- Journal of Marketing in Higher Education
- Research in Higher Education
- Review of Higher Education
- Other. Please describe.
- None of the above.

Block 5: Demographics

Q5.1 What is your highest earned degree?

- Ph.D.
- Ed.D.
- J.D.
- Masters
- Bachelors
- Associate
- Certificate
- Other. Please specify. _____

Q5.2 Select the position description/level that most closely matches yours. We are not seeking a full position title. For example, if you serve as Registrar, please select the equivalent position level within your institution from the list below.

- President/Chancellor
- Provost
- Vice President/Provost
- Associate Vice President/Provost
- Assistant Vice President/Provost

- Dean
- Associate Dean
- Assistant Dean
- Director
- Associate Director
- Assistant Director
- Coordinator
- Academic Advisor
- Other. Please describe. _____

Q5.3 What is your primary area of responsibility?

- Enrollment Management
- Admission and/or recruitment
- Registration and records
- Enrollment Services
- Financial Aid
- Academics
- Institutional Research
- Advising
- Faculty
- Information technology
- Other. Please describe.

Block 6: Closing

Q6.1 Thank you for completing the survey. Please click the right-facing arrow below to submit your response.