



STATE OF MARYLAND

OFFICE OF THE GOVERNOR
Wes Moore



November 1, 2026

Dear Friends:

On behalf of 6.3 million Marylanders, I am honored to welcome you to Baltimore for the American Association of Collegiate Registrars and Admissions Officers 36th Annual Conference on Strategic Enrollment Management.

This event brings together enrollment managers, admissions leaders, marketing and recruitment professionals, registrars, institutional researchers, and senior campus leaders from across the country in support of a single goal: Supporting student and institutional success. The discoveries and solutions that come from this conference will not just uplift higher education. They will help grow the economy, create pathways to work, wages, and wealth, and secure our future by ensuring colleges and universities have access to the resources needed to prepare students for today's workforce and tomorrow's careers.

Enrollment management is complex. As higher education leaders, you help determine how colleges and universities sustain their mission by removing systemic barriers to access and building institution-wide systems that impact who enrolls, how learners persist, and what their outcomes are post-graduation. I want to thank each of you for raising your hands to do this important and necessary work.

The Moore-Miller Administration is your proud partner in the work. Maryland is home to some of the best colleges and universities in the nation. It's why as Maryland's governor, I've been clear that our state will continue to ensure that those whose hands are in service to ensuring each of our institutions can thrive are seen and supported. The challenges are enormous, but together, we will prevail. So let's keep up the work, and let's leave no one behind.

Sincerely,

A blue ink signature of Wes Moore, written in a stylized, cursive script.

Wes Moore
Governor

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governor.maryland.gov