

# Enrollment Management & Financial Aid





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# Who are in EM positions?

Let's start with some data on the profession itself

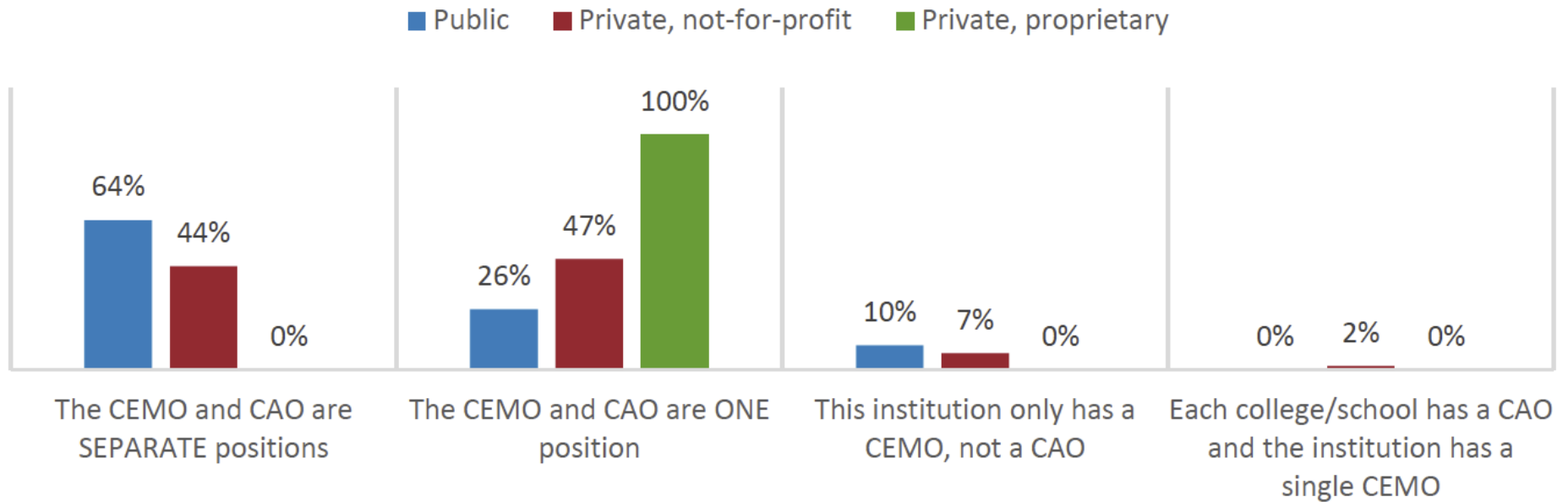


At your institution are the EM  
and Director of Admission the  
same position?



# At your institution are the EM and Director of Admission the same position?

Figure 1: Relationship Between CEMO and CAoD by Institutional Control



Source: [AACRAO Chief Enrollment Management Survey](#)



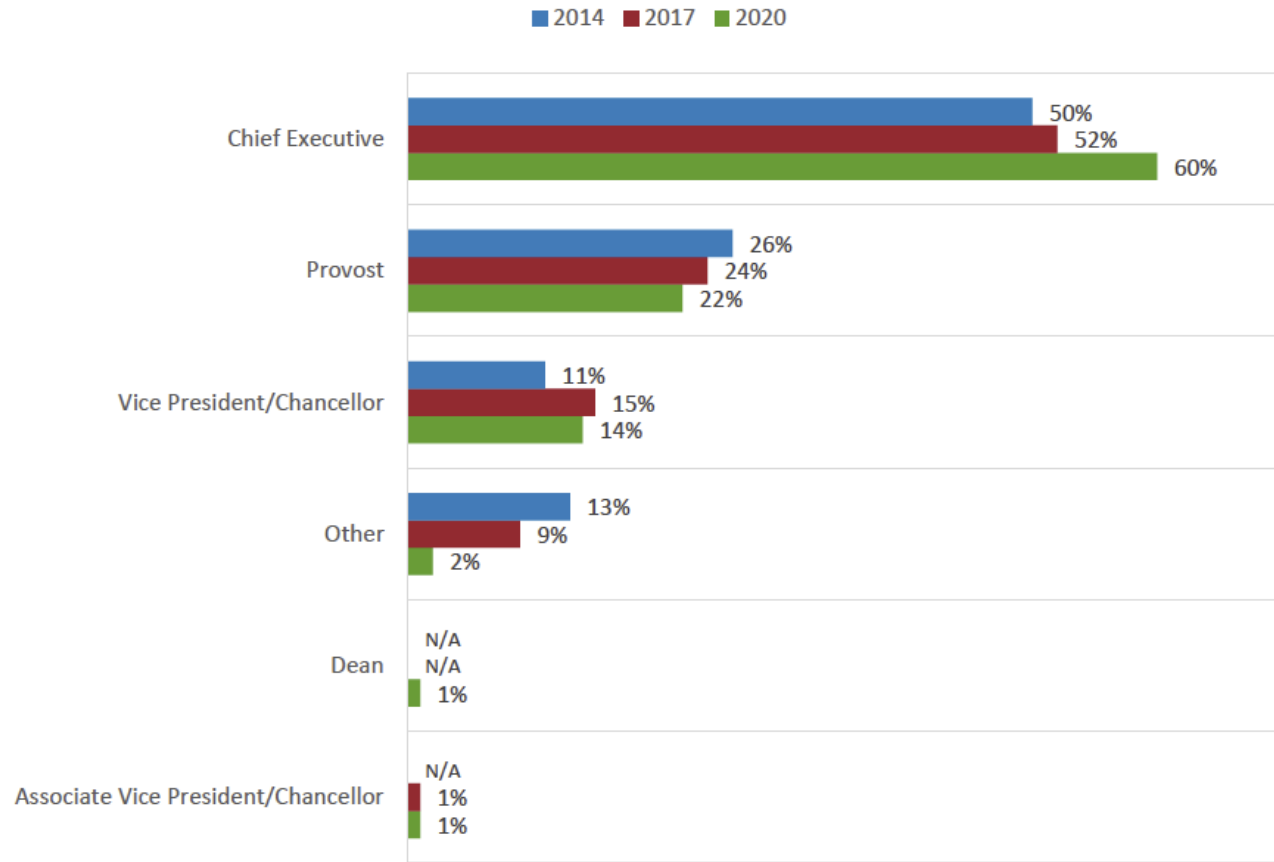
To what office / individual does  
your Enrollment Manager  
report?





# Where do we report?

Figure 2: CEMO's Supervisor 2014, 2017 and 2020



Source: [AACRAO Chief Enrollment Management Survey](#)



# Where do we report?

Figure 4: CEMO Reporting Division 2014, 2017 and 2020

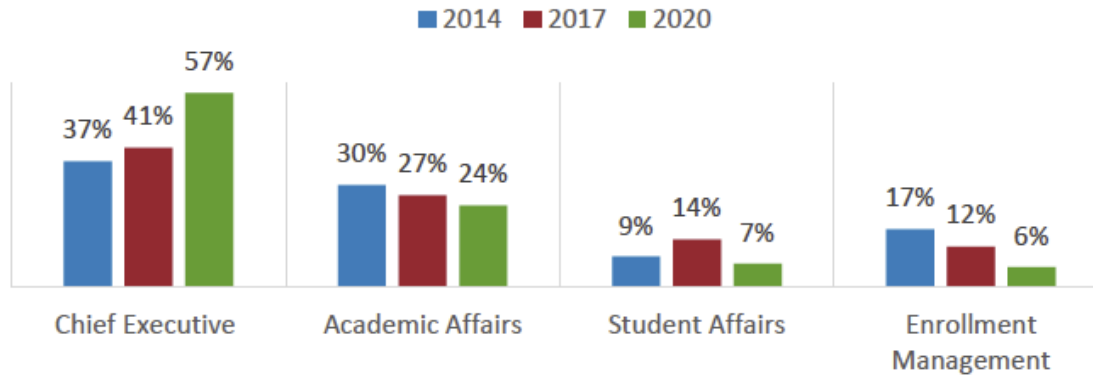
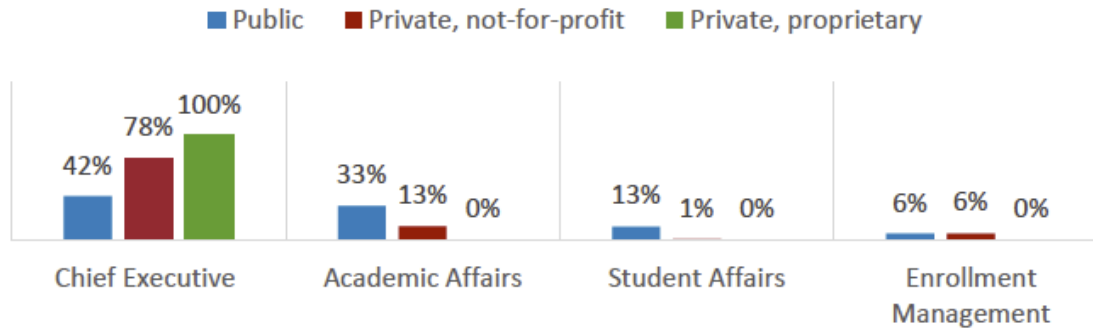


Figure 5: 2020 Division to which the CEMO Reports by Institutional Control



Source: [AACRAO Chief Enrollment Management Survey](#)



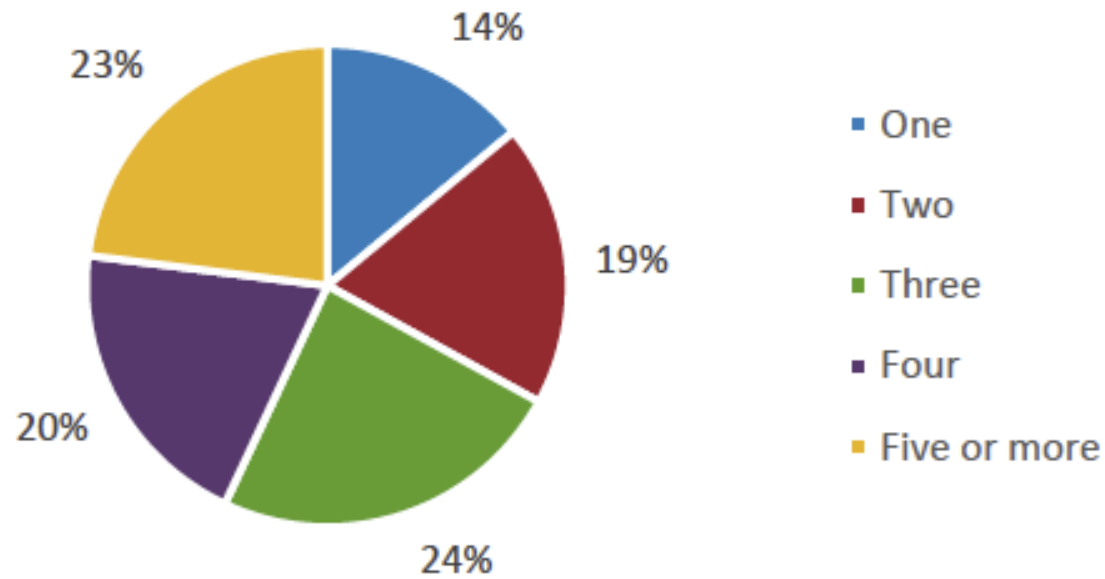
How many institutions has  
your Enrollment Manager  
worked for?





# Do we move around a lot?

Figure 6: Number of Institutions in Career



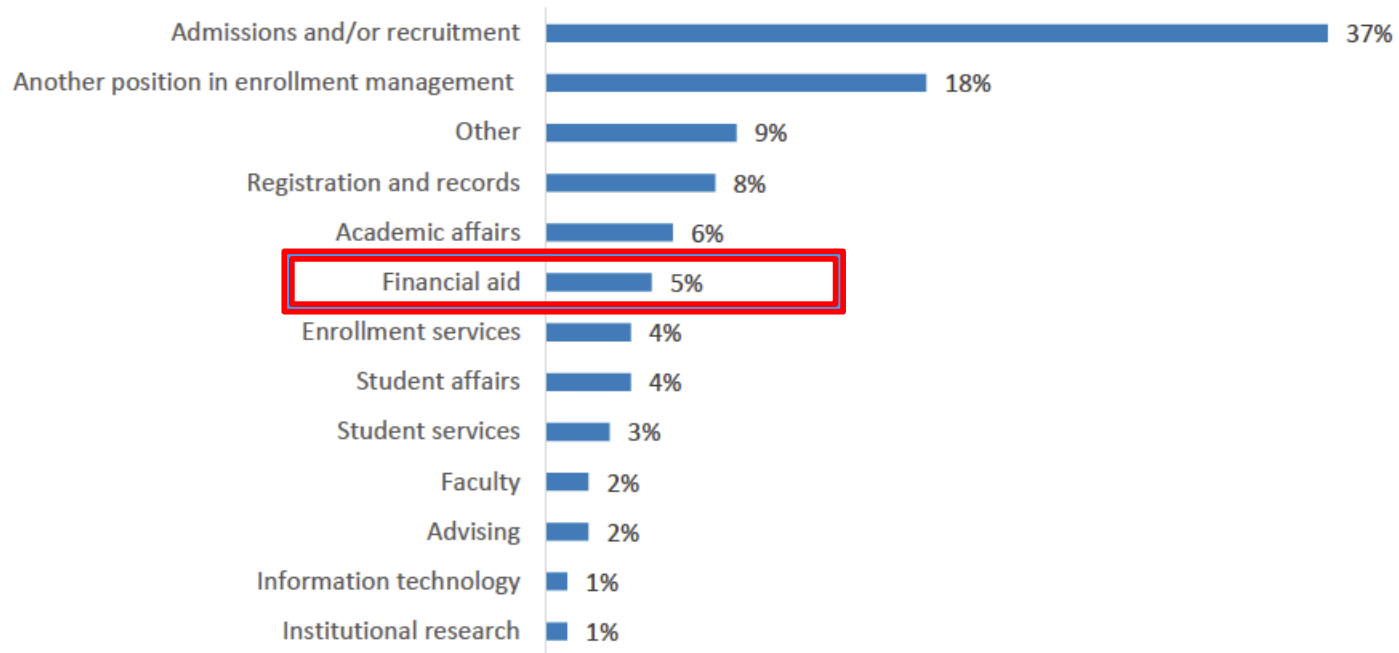
Source: [AACRAO Chief Enrollment Management Survey](#)

What was the most recent position your Enrollment Manager held before moving into their current role?



# Where were we before?

Figure 8: Previous Area of Employment in Higher Education if not a CEMO



Source: [AACRAO Chief Enrollment Management Survey](#)

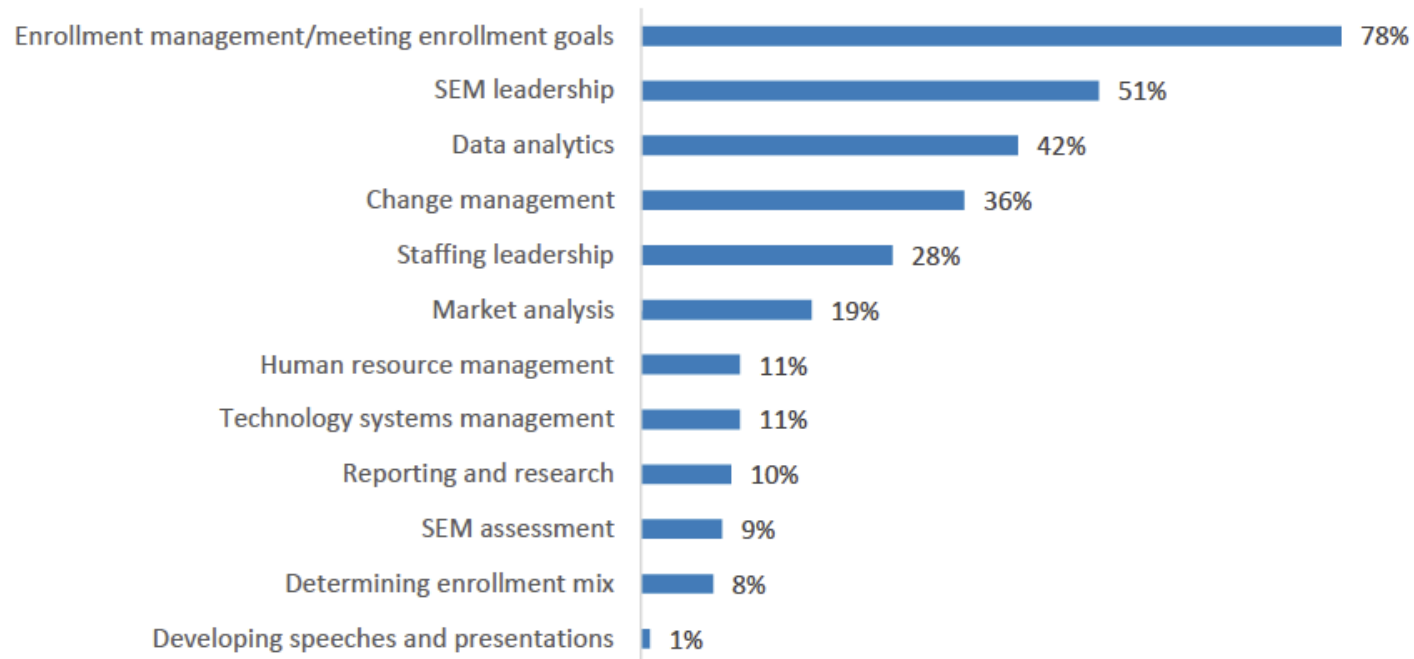


Where do Enrollment  
Managers spend most of their  
time?



# What do we do each day?

Figure 11: Most Important Roles and Responsibilities



Source: [AACRAO Chief Enrollment Management Survey](#)



What skill sets does the Enrollment Manager position require?



# What skill sets do we need?

Figure 12: Most Important Skills and Attributes



Source: [AACRAO Chief Enrollment Management Survey](#)





# Dialogue



# Every EM job is different!

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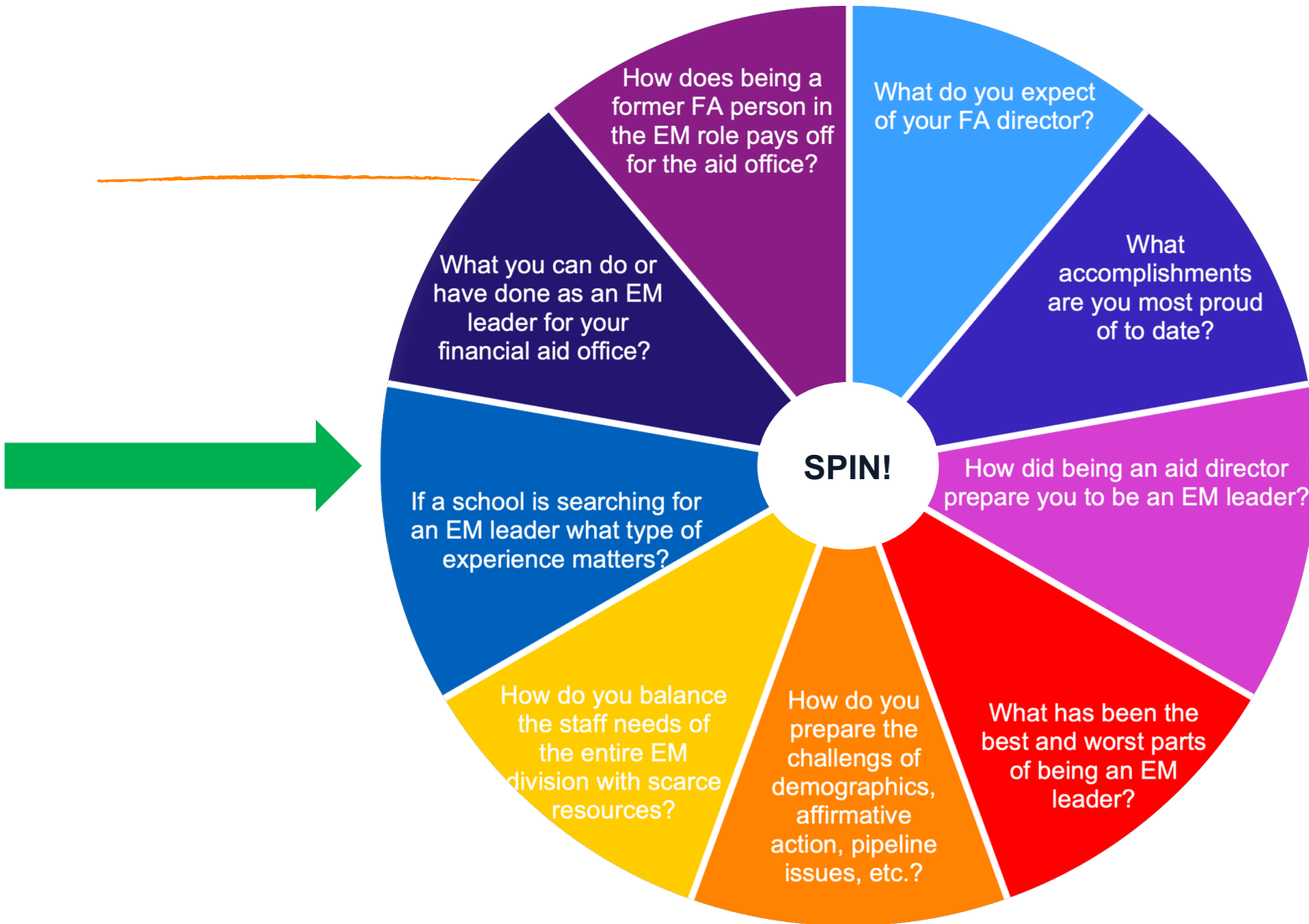
## UNC Top EM priorities:

- X Enrollment – correct mix and growth planning
- X Relationship with governing boards
- X Convening to support student success
- X Meeting full financial need
- X Comms and media relations

## PSU top EM priorities:

- X Overall enrollments – numbers
- X Serving the Portland metro area
- X Pell Grant student success
- X Reducing housing/food insecurity
- X First-year / Transfer mix





Thank you!

