



PRESENTATION HANDOUT

The Skills, Tools, and Capacities Most Important to Enrollment Management Success

The RNL Certificate in Enrollment Management

presented by

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Dr. John Baworowsky, RNL and Bay Path University



Introductions



BAY PATH

UNIVERSITY

FOR A CONSTANTLY CHANGING WORLD

Session Contents

- Key Knowledge, Skills, and Competencies for Enrollment Management Professionals
- The RNL Certificate in EM
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Key Knowledge, Skills, and Competencies of Effective EM Professionals



Areas

What are the six key areas of knowledge, skills, and competencies critical for effective enrollment management professionals to master?

The Six Areas:

- 1.) Principles and Practices of enrollment management
- 2.) Marketing and Communications for enrollment management
- 3.) Financial Aid
- 4.) Student Retention and Success
- 5.) Technology Applications
- 6.) Strategic Planning



Principles and Practices

Effective enrollment management professionals need fluency in and mastery of the basic principles and practices of enrollment management. These include

1. A comprehensive overview of the field of enrollment management with its related departments, systems, and processes
2. A deep understanding of the concepts, terminology, tools, and techniques used in successful higher education enrollment management
3. Understanding of the role of ethics in admissions and recruitment practices
4. Ability to examine how enrollment management strategies shape the recruitment & retention practices within educational institutions
5. The ability to analyze enrollment plans that include the integration of marketing, communication, recruitment, and retention strategies



Marketing and Communications

Effective enrollment management professionals need knowledge and skills in marketing and communications tools and techniques for EM. These include

1. An understanding of how targeted communications & marketing strategies support an institution's enrollment management goals
2. Knowledge of current, new and emerging marketing practices
3. Proficiency in the use of different technologies in marketing to prospective students
4. Ability to create communications goals and strategies, and apply marketing best practices & research to enrollment management
5. Ability to assess the effectiveness of communication plans
6. Ability to design and develop a unique enrollment communications strategy for a college or university



Financial Assistance

Effective enrollment management professionals must understand the role and use of financial aid in impacting the recruitment and retention of college students, and apply ethical practices. Core knowledge and skills include

1. A comprehensive understanding of the evolution, current status, and emerging trends of student financial aid in the United States
2. Knowledge of the “characteristics” of effectively administered financial assistance programs at colleges and universities
3. Understanding of the relationship of college costs and pricing strategies, and the role of financial aid in managing enrollments
4. An understanding of the ethical issues around financial aid, as well as policy, regulatory, and legal compliance
5. Ability to develop strategic financial aid recommendations for improved enrollment at a specific college or university



Student Retention and Success

Knowledge, skills, and competencies most needed by enrollment management professionals in college student success and retention include the following

1. A comprehensive understanding of the fundamentals of retention theory & research
2. Knowledge of the factors that may cause students to leave, but also of the factors that impact students' decision to stay
3. Ability to identify and use key performance indicators, and student success metrics
4. Proficiency using the tools and even the technology of college student retention
5. Ability to design and develop a comprehensive retention plan for a specific college or university



Technology Applications

Key knowledge and skills needed by enrollment management professionals with regard to technology and technology applications for enrollment management include

1. Critical knowledge of relational database management, communication systems, statistical modeling in recruitment and retention, enrollment data analysis, and web-based social media technologies
2. Ability to analyze the role technology plays in the effective management of enrollment at colleges and universities
3. Skills in current technology applications, but also understanding of emerging future technologies
4. Ability to integrate technology tools into communications, enrollment, and assessment plans
5. Ability to design a relevant strategic technology plan for a specific college or university



Strategic Planning

Finally, successful enrollment management professionals must have knowledge and skills in strategic enrollment planning and the creation of comprehensive enrollment plans. They need

1. An understanding of different types of enrollment strategies and goals, and how they differ by institution and need
2. Knowledge of the strategic enrollment planning process, and the players, departments, and functions necessary for its success
3. Ability to clarify the alignment of academic and co-curricular programs, understand enrollment data analyses, and key performance indicators
4. Ability to bring together the tools and strategies of the five prior areas to design a comprehensive and multi-faceted strategic enrollment management plan for a real institution



The Bay Path University - RNL

100% Online

**Graduate Certificate in
Enrollment Management
and Degree Programs**



The Content: All Six Areas

The Bay Path University RNL Certificate in Enrollment Management offers graduate level curriculum and certification in each of the six areas, including critical current issues and emerging practices.

Students can:

- Earn the Bay Path/RNL Graduate Certificate in Enrollment Management (6 courses)
- Earn the Bay Path Masters Degree in Higher Education Administration with EM Concentration and the RNL Certificate in Enrollment Management (12 courses)
- Graduates can apply to Bay Path's doctorate degree program in higher education leadership; certificate classes can apply or transfer to the EdD



RNL Graduate Certificate

To earn the RNL Enrollment Management Certificate alone, students complete these six courses:

- MHE 627 **Enrollment Management Principles and Practices, 3 credits**
- MHE 652 **Essentials of College Student Retention, 3 credits**
- MHE 654 **Technology Applications to Enrollment Management, 3 credits**
- MHE 656 **Financial Assistance in Higher Education, 3 credits**
- MHE 645 **Higher Education Marketing and Communications, 3 credits**
- MHE 658 **Strategic Planning for Enrollment Management, 3 credits**



Certificate with Masters

To earn the Enrollment Management Certificate in conjunction with the full masters degree in Higher Education Administration, students complete twelve courses:

- MHE 500** Foundations of Higher Education Administration
- MHE 620** Supporting Success of Diverse Students
- MHE 635** Student Services in Higher Education
- MHE 640** History and Economics of Higher Education
- MHE 627** Enrollment Management Principles and Practices
- MHE 645** Higher Education Marketing and Communications
- MHE 656** Financial Assistance in Higher Education
- MHE 654** Technology Applications to Enrollment Management
- MHE 652** Essentials of College Student Retention
- MHE 658** Strategic Planning for Enrollment Management
- MHE 650** Capstone Seminar I: Design of an Applied Research Project
- MHE 670** Capstone Seminar II: Conducting Applied Research in the Field



Educational Model



Bay Path University



Bay Path University

Founded in 1897, Bay Path University's main campus is located in Longmeadow, Massachusetts

Bay Path has on-campus residential programs and online programs for undergraduate women, and over 30 graduate programs for men and women

The online graduate programs feature

- State of the art technology
- No residency requirements
- Affordable and convenient
- No hidden fees, just tuition & books
- Career Advising and Academic Advisors
- Highly supportive online learning community



Bay Path Online

Bay Path uses the “Canvas” Learning Management System, known for its simple, intuitive, user-friendly online course rooms.

Courses include:

- Access to Bay Path University online library & web research
- Peer interaction inside and outside of the online course room
- Faculty facilitated discussions
- Access to faculty online and by zoom and phone for one-on-one help
- Asynchronous learning platform - no set meeting times
- Real-world challenges as part of course assignments



Relevancy

Students in Bay Path's higher education enrollment management courses report a high degree of satisfaction with the "relevancy" of the curriculum

- Course assignments with real-world application
- Readings & resources that illuminate current issues & hot topics in the field
- Exploration of current & emerging technologies and tools
- Know-how & insight into cutting-edge best practices

"I told my boss about the readings in one of my courses this week, and she asked me to share my new knowledge with our whole team at our next staff meeting!"

--Josh, MHE EM Graduate



Career Advancement

- The enrollment management curriculum provides a strong foundation for **career advancement, executive and senior-level positions**
- Prepares graduates for higher level work in administration, including **admissions, retention, financial aid, advising and student services**
- Prepares graduates to work in a variety of settings including **community college environments, public and private four-year colleges and universities**



Options & Schedules



Flexible Design

- All courses are **8-weeks long**, 3 graduate credits each, and all are 100% online
- **Three semesters per year** = Six 8-week sessions a year
- With a fall start, finish certificate program in **one year or 8 months**
- Or finish masters **degree** with certificate in **one year or 24 months**



Schedule

One-Year Certificate completion with a Fall 2022 start:

Fall Session 1 Oct 24 – Dec 17, 2022

MHE 627 Enrollment Management Principles & Practices

Fall Session 2 Jan 2 – Feb 25, 2023

MHE 654 Technology Applications to Enrollment Management

Spring Session 1 February 27 – Apr 22, 2023

MHE 645 Higher Education Marketing and Communications

Spring Session 2 May 1 – June 24, 2023

MHE 652 Essentials of College Student Retention

Summer Session 1 June – Aug 2023

MHE 656 Financial Assistance in Higher Education

Summer Session 2 Aug – Oct 2023

MHE 658 Strategic Planning for Enrollment Management



Schedule

Accelerated 8-month option for Certificate with a Fall 2022 start:

Fall Session 1 Oct 24 – Dec 17, 2022

MHE 656 Financial Assistance in Higher Education

Fall Session 2 Jan 2 – Feb 25, 2023

MHE 627 Enrollment Management Principles & Practices

MHE 654 Technology Applications to Enrollment Management

Spring Session 1 February 27 – Apr 22, 2023

MHE 645 Higher Education Marketing and Communications

Spring Session 2 May 1 – June 24, 2023

MHE 652 Essentials of College Student Retention

MHE 658 Strategic Planning for Enrollment Management



Faculty



Faculty

Faculty in the program are enrollment management professionals.

All have terminal degrees in the field, extensive teaching experience and extensive consulting experience in enrollment management.



Faculty

Dr. John Baworowsky

Vice President for Enrollment Management, Marquette University
Senior Associate Consultant for RNL



Dr. Kathleen Cross

Executive Vice President of Strategy and Marketing in educational communications and marketing firm
Former higher education Vice President of Enrollment, Chief Technology Officer, and Dean of Studies Abroad



Dr. Ron White

President of Emmanuel College
Former Vice President for Enrollment Management and Graduate School Faculty at Columbia College, and Consultant for RNL



Admission



Graduate Admissions

Admissions Requirements:

1. Undergraduate degree from an accredited college or university
2. A minimum GPA of 3.0 on a 4.0 scale

To Apply:

1. Application
2. Essay: 1-2 pages double spaced
3. Resume
4. Two professional letters of recommendation
5. Official Transcripts – undergraduate and graduate



Financial Aid

- **Stafford loans available for full- and part-time study**
- **To be eligible for financial aid, a student must be enrolled in the masters degree or the certificate program, taking at least one 3-credit course per session (= 2 per semester)**
- **No income limits – Up to \$20,500 per year for graduate study**
- **All graduate students encouraged to apply**
- **BPU School Code #002122**
- **Student Financial Services - 413.565.1256 or sfs@baypath.edu**



Student Reviews



Why Choose Bay Path's RNL Certificate?

Here are the Top 5 Reasons graduates say they chose Bay Path's RNL Certificate to study enrollment management:

- 1. Relevancy.** Content is immediately applicable with focus on current issues, practices, tools and strategies of higher education enrollment management
- 2. Return on Investment, ROI.** Graduates say their careers are “propelled” by this RNL credential, as the skills they build in the program result in significant career advancement
- 3. Quality.** Faculty are teaching practitioners, all have terminal degrees, with extensive experience in higher education administration, EM, and as RNL consultants
- 4. Interactivity.** Highly supportive, interactive learning culture encourages you to get to know professors and other students in your cohort
- 5. Credibility.** Bay Path is a well-established, NECHE certified university



Student Reviews

What do our graduates say?

“The information I learned has been most helpful. My College has seen a stabilization in enrollment since I’ve begun the program, and I’ve only just started to implement the strategies that I have been taught!”

*Michelle Levron Greco, Director of Enrollment Management,
Delgado Community College
Certificate in Enrollment Management*



Student Reviews

What do our graduates say?

“My success in the certificate program has led to me accepting a senior-level position in my field. I really believe this certificate helped give me an edge. I’m excited to be moving forward with the RNL credential!”

*Justin R. Hernandez, Vice President of Enrollment, Emeritus
Certificate in Enrollment Management*



Student Reviews

What do our graduates say?

“The program enabled me to me to define vision, goals, and ideas for the institution I work for. I am now taking the lead on several major projects in my unit, including the new strategic recruitment plan and a focus group.”

*Trina Schooley,
Office of Undergraduate Admissions and Outreach
Gallaudet University
Degree and Certificate in Enrollment Management*



Student Reviews

What do our graduates say?

“The RNL certification pushed me to think differently and with a new approach.

It has truly diversified my entire thought process of higher education functioning, from admission to graduation and alumni relations.”

*Michael D. Black
Texas A&M University
Degree and Certificate in Enrollment Management*



Questions and Discussion

Value Summary re-cap:

- *The Certificate is the premier EM credential*
- *All faculty with extensive EM experience*
- *All courses are for graduate level credit*
- *Courses are Stafford Loan eligible*
- *All courses online, no residency requirement*
- *Depending on start date, one year completion*





MS *in* HIGHER EDUCATION ADMINISTRATION

FOUR CONCENTRATIONS AVAILABLE

Enrollment Management
Online Teaching & Program Administration
General Administration
Institutional Advancement

WHY CHOOSE BAY PATH?

- 100% online, 12 Courses (36 credits)
- Classes start every October, February, & June
- Award-winning faculty
- No semester or annual fees
- Financial aid available
- No GMAT or GRE required

ENROLLING NOW! Apply Today at BAYPATH.EDU

Students who successfully complete Bay Path's six-course series in enrollment management can apply to receive the RNL Certificate in Enrollment Management.

To learn more about Gainful Employment visit our website.



**Learn more at
BAYPATH.EDU**

**Office of Graduate Admissions
413-216-6403 or graduate@baypath.edu**

