



Strategic Enrollment Management: Transforming Higher Education

Doris Ingersoll, Bob Bontrager, Ronald Ingersoll

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As external forces demand change in the delivery of postsecondary education and institutions seek to take advantage of new opportunities, the potential for achieving higher levels of student and institutional success is vast. New technologies, communication tools, data use, and organizational constructs present key factors in improving the delivery of higher education. *Strategic Enrollment Management: Transforming Higher Education* brings practitioners up to the present and into new territory by addressing the latest SEM emphases. This book provides a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.

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