

# Millersville University

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## MEMORANDUM

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**TO:** FACULTY & STAFF  
**FROM:** STUDENT AFFAIRS & ENROLLMENT MANAGEMENT  
**SUBJECT:** ENROLLMENT MANAGEMENT STATE OF THE UNION BY EAB  
**DATE:** APRIL 19, 2019  
**CC:**

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Please join us for an upcoming presentation by EAB (Educational Advisory Board) on Thursday, April 25. The event will take place in Gordinier's McIlwaine MPR from 12:00 p.m. to 1:30 p.m. with a light lunch provided, and will focus on the following topics:

**The Enrollment Management State of the Union:**

*Identifying the Trends Shaping Enrollment Management's Competitive Landscape*

- How is the increasing cost-consciousness of students and families changing college selection behavior?
- How are employment outcomes impacting students' enrollment decisions?
- What is the landscape of recruiting and retaining underrepresented students by income and race/ethnicity?

We look forward to seeing you at the presentation.

If you plan to attend, please [RSVP here](#).