

Millersville University

MEMORANDUM

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

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](#) by Monday, April 22.