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Advanced Skill Certificate in Strategic Enrollment Management in Higher Education

# Policy and Legal Considerations in Enrollment Management

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Policy and Legal Considerations in Enrollment Management in Higher Education

Enrollment management is a critical function in higher education institutions that involves planning, coordinating, and managing the admissions, recruitment, and financial aid processes to achieve institutional goals. Effective enrollment management requires an understanding of various policies and legal considerations that impact these processes. This explanation will define and examine key terms and vocabulary related to policy and legal considerations in enrollment management in higher education.

**Affirmative Action:** Affirmative action is a policy that aims to increase the representation of historically underrepresented groups, such as racial minorities and women, in education and employment. In enrollment management, affirmative action may involve setting goals for the recruitment and admission of underrepresented students and implementing strategies to achieve these goals. Affirmative action is a controversial policy, with some arguing that it constitutes reverse discrimination, while others argue that it is necessary to address historical discrimination and promote diversity.

**Diversity:** Diversity refers to the presence of a wide range of backgrounds, experiences, and perspectives in a community or institution. In higher education, diversity is often discussed in terms of racial, ethnic, and socioeconomic diversity, as well as diversity of gender, sexual orientation, and ability. Enrollment management plays a critical role in promoting diversity by recruiting and admitting a diverse student body and creating an inclusive campus environment.

**FERPA:** The Family Educational Rights and Privacy Act (FERPA) is a federal law that protects the privacy of student education records. FERPA prohibits the disclosure of education records without the student's consent, except in certain circumstances, such as when the disclosure is necessary to protect the health or safety of the student or others. Enrollment management professionals must understand FERPA and its implications for the handling of student records, including transcripts, financial aid information, and disciplinary records.

**High-stakes testing:** High-stakes testing refers to standardized tests that have significant consequences for students, such as graduation requirements or eligibility for admission to college. High-stakes testing has been criticized for narrowing the curriculum, promoting teaching to the test, and exacerbating achievement gaps between racial and socioeconomic groups. Enrollment management professionals must understand the impact of high-stakes testing on the recruitment and admission of students and consider alternative measures of student achievement.

**Need-based financial aid:** Need-based financial aid is financial aid that is awarded based on a student's financial need, as determined by the student's financial aid application. Need-based financial aid may

include grants, loans, and work-study opportunities. Enrollment management professionals must understand the principles of need-based financial aid and be able to communicate these principles to students and families.

**Net price calculator:** A net price calculator is a tool that allows students and families to estimate the cost of attending a particular college or university, taking into account the student's financial aid eligibility. Net price calculators are required by law for all higher education institutions that participate in federal financial aid programs. Enrollment management professionals must ensure that their institution's net price calculator is accurate and user-friendly.

**Predictive analytics:** Predictive analytics refers to the use of data and statistical models to predict future outcomes. In enrollment management, predictive analytics may be used to identify students who are at risk of dropping out or to predict the likelihood of a student's acceptance to a particular program or institution. Predictive analytics raises ethical concerns about privacy, bias, and fairness, and enrollment management professionals must be mindful of these concerns when implementing predictive analytics tools.

**Reverse transfer:** Reverse transfer refers to the process of transferring credits earned at a four-year institution back to a two-year institution, often for the purpose of awarding an associate's degree. Reverse transfer is an important strategy for improving student success and promoting transfer pathways between institutions. Enrollment management professionals must understand the principles of reverse transfer and be able to communicate these principles to students and advisors.

**Title IX:** Title IX is a federal law that prohibits discrimination on the basis of sex in education programs and activities that receive federal funding. Title IX applies to all aspects of higher education, including enrollment management. Enrollment management professionals must understand the implications of Title IX for the recruitment and admission of students, as well as for the handling of sexual misconduct allegations.

**Undermatching:** Undermatching refers to the phenomenon of academically qualified students attending less selective institutions than their qualifications would suggest. Undermatching may result in students not reaching their full potential and may perpetuate achievement gaps between racial and socioeconomic groups. Enrollment management professionals must understand the impact of undermatching on student success and consider strategies for promoting more appropriate matches between students and institutions.

**Yield rate:** The yield rate is the percentage of students who accept an offer of admission to a particular institution. Yield rate is an important metric for enrollment management professionals, as it indicates the effectiveness of recruitment and admission strategies. Enrollment management professionals must understand the factors that influence yield rate and develop strategies to improve yield rate while maintaining academic quality and diversity.

In conclusion, enrollment management in higher education involves a complex set of policies and legal considerations that impact the recruitment, admission, and retention of students. Understanding these policies and considerations is critical for enrollment management professionals as they strive to promote access, equity, and success for all students. By understanding key terms and vocabulary related to policy

and legal considerations in enrollment management, professionals can better navigate this complex landscape and make informed decisions that benefit students and institutions.