

ENROLLMENT MANAGEMENT

M.S.Ed.
University
of Miami



National leaders in enrollment management, we launched the first graduate program in EM, a collaborative approach based on data-driven decision-making and strategic planning to effect student and institutional success.

Develop Strategy. Versatility. Confidence.

Our faculty of scholars and top administrators are from the schools of Education & Human Development and Business and divisions of Enrollment Management and Student Affairs.

They instill command of the theory, research, applications to practice and higher education foundations needed by an effective manager *or* a Ph.D. candidate. In addition:

- Ours is the only program focusing on predictive modeling, and 2 core courses in EM provide full context and depth;
- Fundamentals include exploring and understanding complex organizations, student diversity, contemporary problems and potential solutions, and strong communication skills.

In the challenging capstone project, students create data-driven strategic plans to address real problems of interest in the higher education workplace.

Among the results for our graduates:

- 100% have careers in higher education or are in doctoral programs the semester after earning the M.S.Ed.;
- The average time to degree is a little more than 2 years;
- A great majority in 2012-2017 reported that in the program, they gained in-depth knowledge (96%); improved their skills, including research ability (86%), and effective writing, speaking and presenting (97%); and developed new confidence (96%).

“The critical thinking and problem-solving [in the program] was amazing, and I teach my staff to approach everything in the same manner. I owe much of what I do today to the experiences gained at the University of Miami.”

-- David Henry, M.S.Ed., Director of Admissions, University of South Florida

“The school’s top leaders trust me with important projects because they know I have a very good understanding of the higher education landscape. Having a master’s specializing in enrollment management got my foot in the door.”

-- Christina DeCario, M.S.Ed., Associate Director of Admissions & Scholar Programs, College of Charleston

Application Information

education.miami.edu/ma-application-process

Admissions Coordinator

Lois Heffernan
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Meet Our Program Director

Carol-Anne Phekoo, Ph.D., is the talented professor and guide for all 3 tracks in the Higher Education Administration Program, which she helped found. Her focus is college student development, and she loves answering questions about the program and helping students navigate their majors.

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