

References for Strategic Enrollment Planning

- Bean, J. "Strategic Planning and Enrollment Management." In *The Strategic Management of College Enrollments*. San Francisco: Jossey-Bass, 1990.
- Bean, J. and D. Hossler. "Tailoring Enrollment Management to Institutional Needs: Advice to Campus Leaders." In *The Strategic Management of College Enrollments*. San Francisco: Jossey-Bass, 1990.
- Black, J. *The Strategic Enrollment Management Revolution*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 2001.
- _____. *Essentials of Enrollment Management: Cases in the Field*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 2004.
- Bontrager, B. (2004). "Enrollment Management: An Introduction to Concepts and Structures." *College and University Journal*, (Winter 2004): 11-16.
- _____. "Strategic Enrollment Management: Core Strategies and Best Practices." *College and University Journal*, (Spring 2004): 9-15.
- Bryson, J. M. *Strategic Planning for Public and Nonprofit Organizations: A Guide to Strengthening and Sustaining Organizational Achievement*. (Rev. ed.) San Francisco: Jossey-Bass, 1995.
- Dolence, M. G. *Strategic Enrollment Management: A Primer for Campus Administrators*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 1993.
- _____. *Strategic Enrollment Management: Cases from the Field*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 1996.
- _____. "Task Force Takes on Strategic Enrollment Management at California State University – Los Angeles." In *Strategic Enrollment Planning: Cases from the Field*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 1996.
- Dolence, M. G., and D. M. Norris. "Using Key Performance Indicators to Drive Strategic Decision Making." *Performance Indicators to Drive Strategic Decision Making*. Edited by V. Borden and T. Banta. New Directions for Institutional Research, no. 82. San Francisco: Jossey-Bass, 1994.
- Henderson, S. "Refocusing Enrollment Management: Losing Structure and Finding the Academic Context." *College and University Journal* (Winter 2005): 3-8.
- Hossler, D. *Enrollment Management – An Integrated Approach*. New York: College Entrance Examination Board, 1984.
- _____. "How Enrollment Management Transformed – or Ruined – Higher Education." *The Chronicle of Higher Education*, no. 34 (2004): B3.

- Hossler, D., J. P. Bean, and Associates. *The Strategic Management of College Enrollments*. San Francisco: Jossey-Bass, 1990.
- Kemerer, F., J. V. Baldrige, and K. Green. *Strategies for Effective Enrollment Management*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 1983.
- Kotler, P., and K. Fox. *Strategic Marketing for Educational Institutions*. Englewood Cliffs, N.J.: Prentice Hall, 1985.
- Noel-Levitz. *Connecting Enrollment and Fiscal Management – Taking the Financial Pulse of your Campus with the Fiscal Indicators Inventory*. Iowa City, Iowa: Noel-Levitz, Inc., 2005.
- Massey, R. “Developing a SEM Plan.” In *The Strategic Enrollment Management Revolution*, Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 2001.
- Rowley, D., and D. Bottenberg. “Strategic Enrollment Management at the University of Northern Colorado.” In *Strategic Enrollment Planning: Cases from the Field*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 1996.
- Rowley, D., H. Lujan, and M. Dolence. *Strategic Change in Colleges and Universities*. San Francisco: Jossey-Bass, 1997.
- Sevier, R. A. *Acting Strategically: A Handful of Breakthrough Strategic Moves That Will Strengthen Your Position in the Marketplace*. Cedar Rapids, Iowa: Stamats Communications, Inc., 2004.
- Westman, C., and P. Bouman. *AACRAO’s Basic Guide to Enrollment Management*. Washington, D.C.: American Association of Collegiate Registrars and Admissions Officers, 2005.
- Williams, T. “Enrollment Strategies to Serve Tomorrow’s Students.” *Priorities* 21 (Spring 2003): 18. Dialog, ERIC, ED 478293.