

# Enrollment and Retention Strategies for 21st Century Higher Education

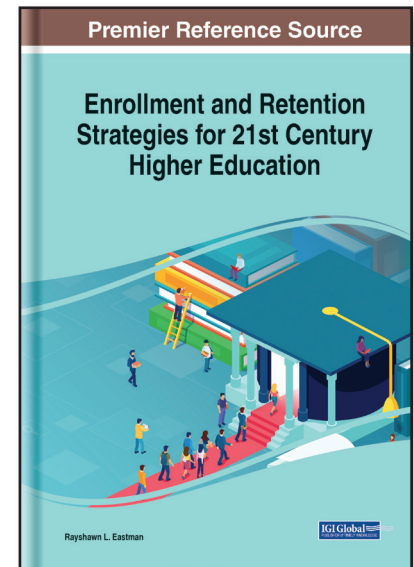
Part of the Advances in Educational Marketing, Administration, and Leadership Book Series

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## Description:

Many higher education institutions are dependent on student enrollment as a means to be financially stable. Institutions' dependence on enrollment is not just pertinent to private institutions; public institutions face the same enrollment concerns as government funding for higher education has decreased. To meet this concern, college and university leaders must act with innovation, strategy, and intentionality to lessen the impact of the enrollment cliff on their institutions. Leaders in higher education must consider the integration of retention into enrollment practices.

**Enrollment and Retention Strategies for 21st Century Higher Education** addresses the looming enrollment cliff in higher education. It examines theories, practices, strategies, and innovations around enrollment and retention institutions can implement to prepare for a decline in traditional college-age individuals. Covering topics such as DEI coordination, programming education, and tuition pricing policies, this premier reference source is an excellent resource for admissions advisors, board of trustee members, college presidents, directors of admissions, enrollment management teams, higher education administrators, provosts, retention teams, student affairs professionals, students and educators of higher education, librarians, researchers, and academicians.



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DEI Coordination  
Enrollment Management  
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Fixed Mindsets

Higher Education  
Programming Education  
Retention Strategies  
Student Retention  
Tuition Pricing Policies

**Subject:** Education

**Classification:** Edited Reference

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(Research Recommended)

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