



# **The Strategic Management of College Enrollments (Jossey Bass Higher and Adult Education)**

*Don Hossler, John P. Bean*

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"The Strategic Management of College Enrollments" is a complete guide to the principles and practice of enrollment management and presents a strategic approach to recruiting and retaining students by linking and coordinating the activities of recruitment, admissions, financial aid, orientation, career planning, retention, and other areas. It explains how to tailor an enrollment management system to the specific organizational needs of a college or university, and make it an integral part of the institution's strategic planning.

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