



# ENROLLMENT MANAGEMENT

The following is a view of our organization  
and a glimpse into **who we are**

## **Connect with Enrollment Management**

**enrollment.umbc.edu**  
**enrollment@umbc.edu**

Revised July 2020

## **Welcome!**

Whether you are a new member of our Enrollment Management team, a colleague, a partner or simply interested in getting to know us better - I invite you to start here to get a glimpse into our organization and to learn all about who we are.

As our collective mission statements will attest, you will learn that we are an organization that puts students first. Students are not an interruption to our work, they are our work. You will learn that we are a diverse organization made up of people with different passions, likes and interests. These differences keep our work interesting and helps drive our creativity and innovation. Never a dull day. You will learn that we have shared values and these shared values define our work priorities and through inter-departmental workgroups we demonstrate our collective commitment to these priorities. You will learn that we understand that our human capital is the most important resource we have and investment (e.g. training and professional development) in our people is essential to our success. We understand the return on investment is exponential. Last, you will learn that we are an organization that believes hard work and lots of fun are not mutually exclusive but are, in fact, essential elements to promoting and ensuring a healthy, happy and productive work environment.

I thank you, in advance, for taking the time to get to know us. And, we certainly look forward to getting to know you!

## **Yvette Mozie-Ross**

**Vice Provost**

**Enrollment Management and Planning**



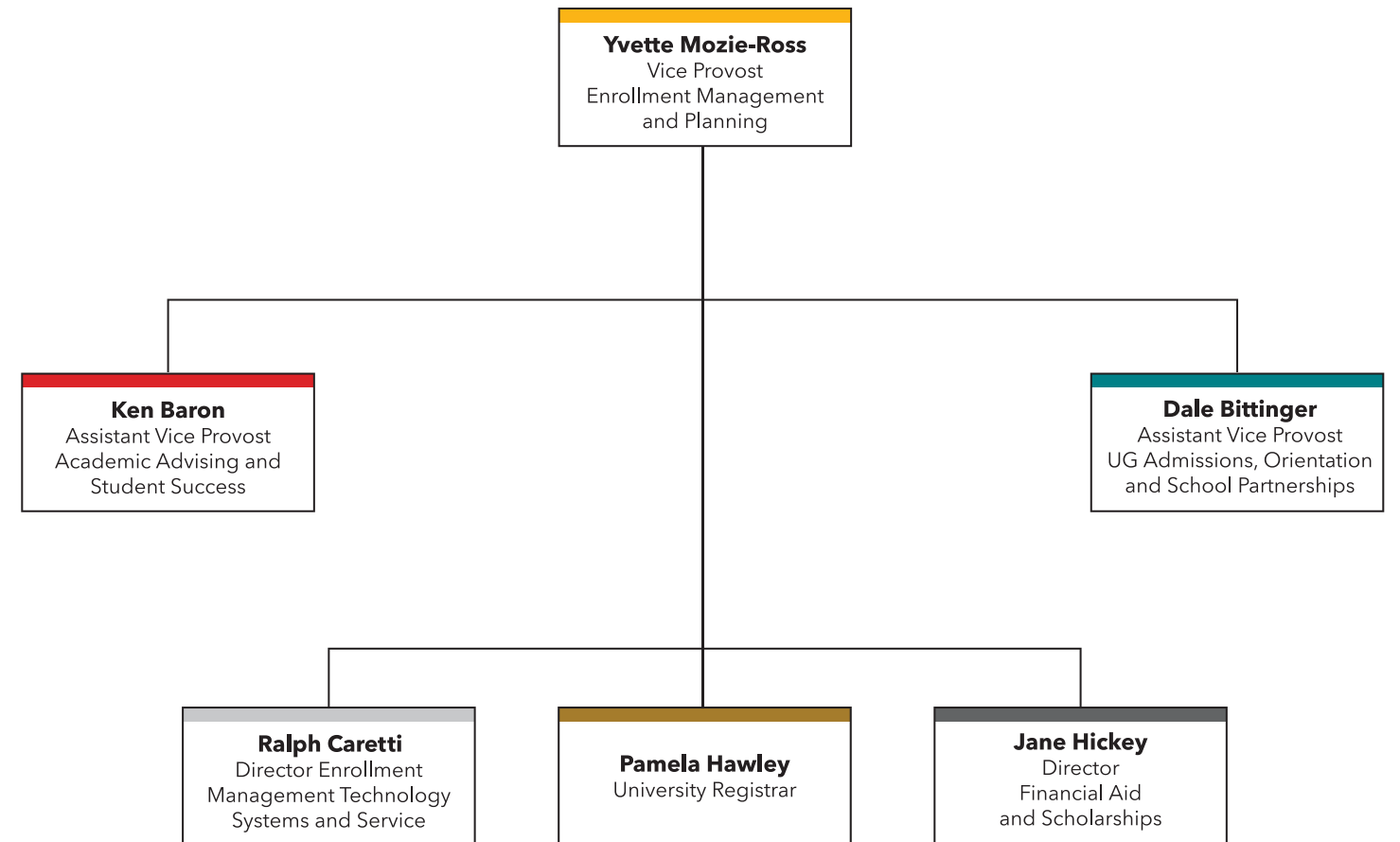


## Enrollment Management Mission Statement

**Enrollment Management is dedicated to providing our constituents the highest level of quality and innovative enrollment services. Our responsive and personable staff supports and engages our students from recruitment to graduation, promoting their academic and personal success.**

**[enrollment.umbc.edu](https://enrollment.umbc.edu)**

## LEADERSHIP TEAM



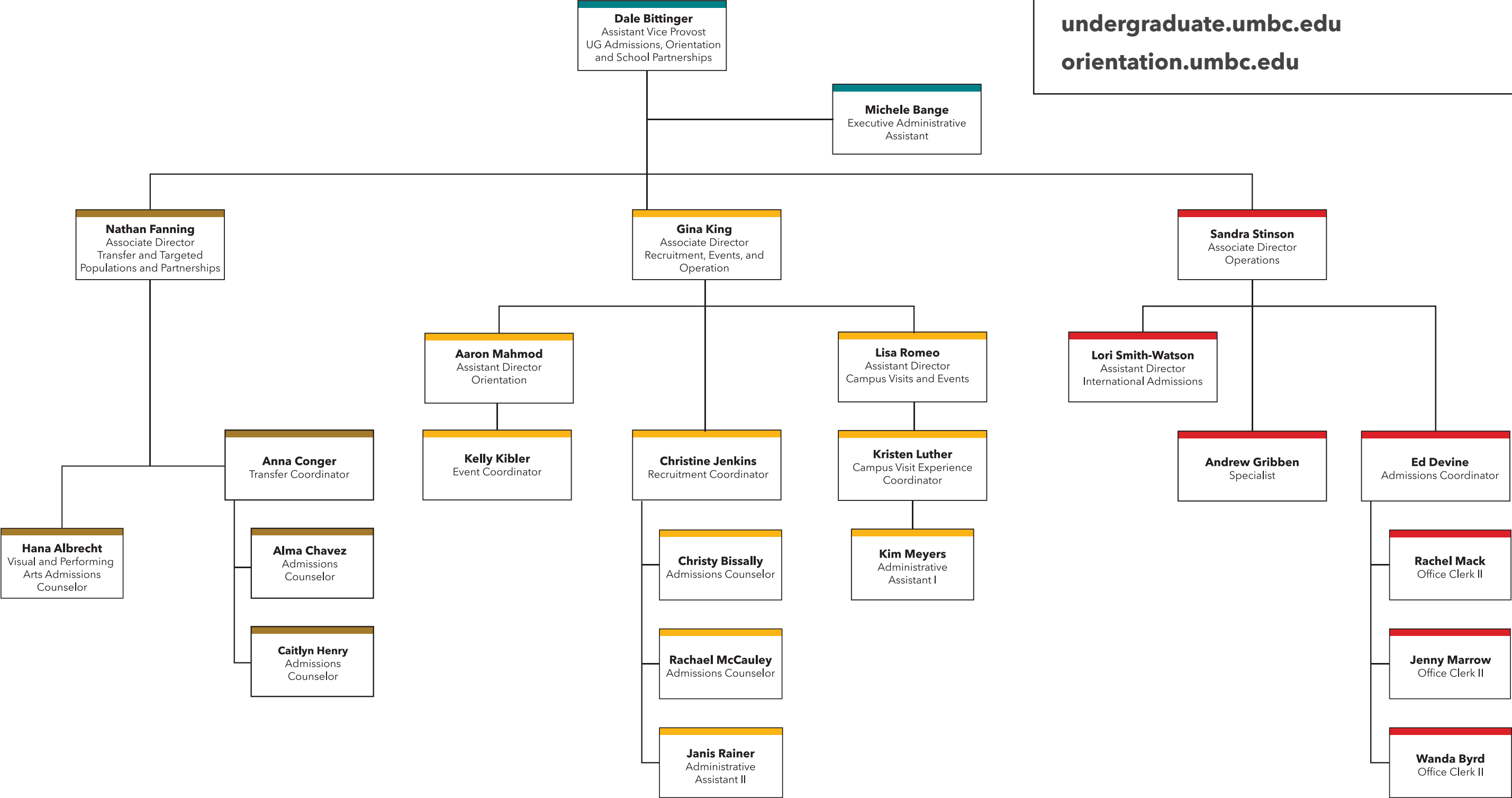
UNDERGRADUATE  
ADMISSIONS AND ORIENTATION

Undergraduate Admissions and Orientation Mission Statement

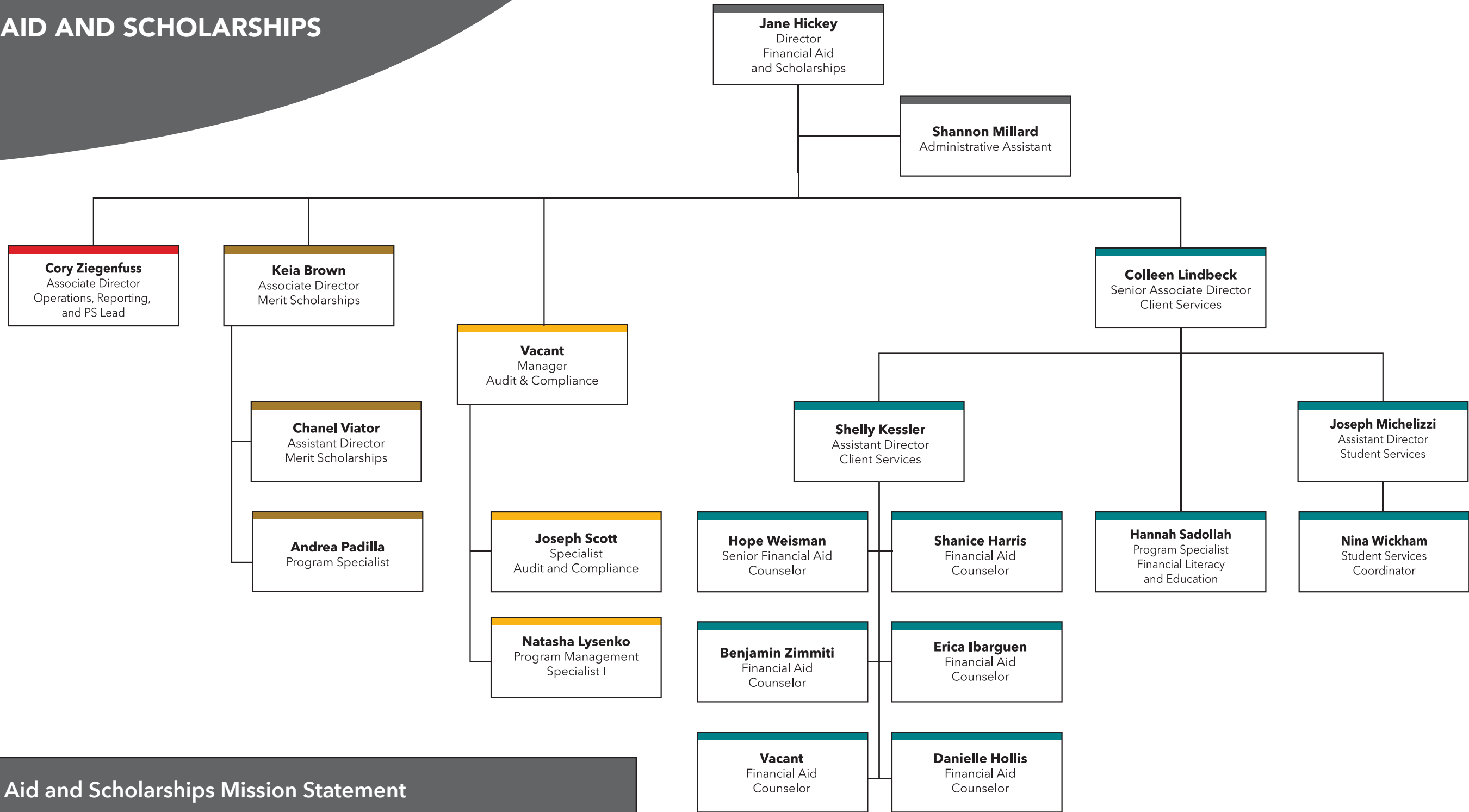
We will inspire successful college choice and facilitate a comprehensive transition to one of the world’s most innovative universities.

**undergraduate.umbc.edu**

**orientation.umbc.edu**



FINANCIAL AID AND SCHOLARSHIPS

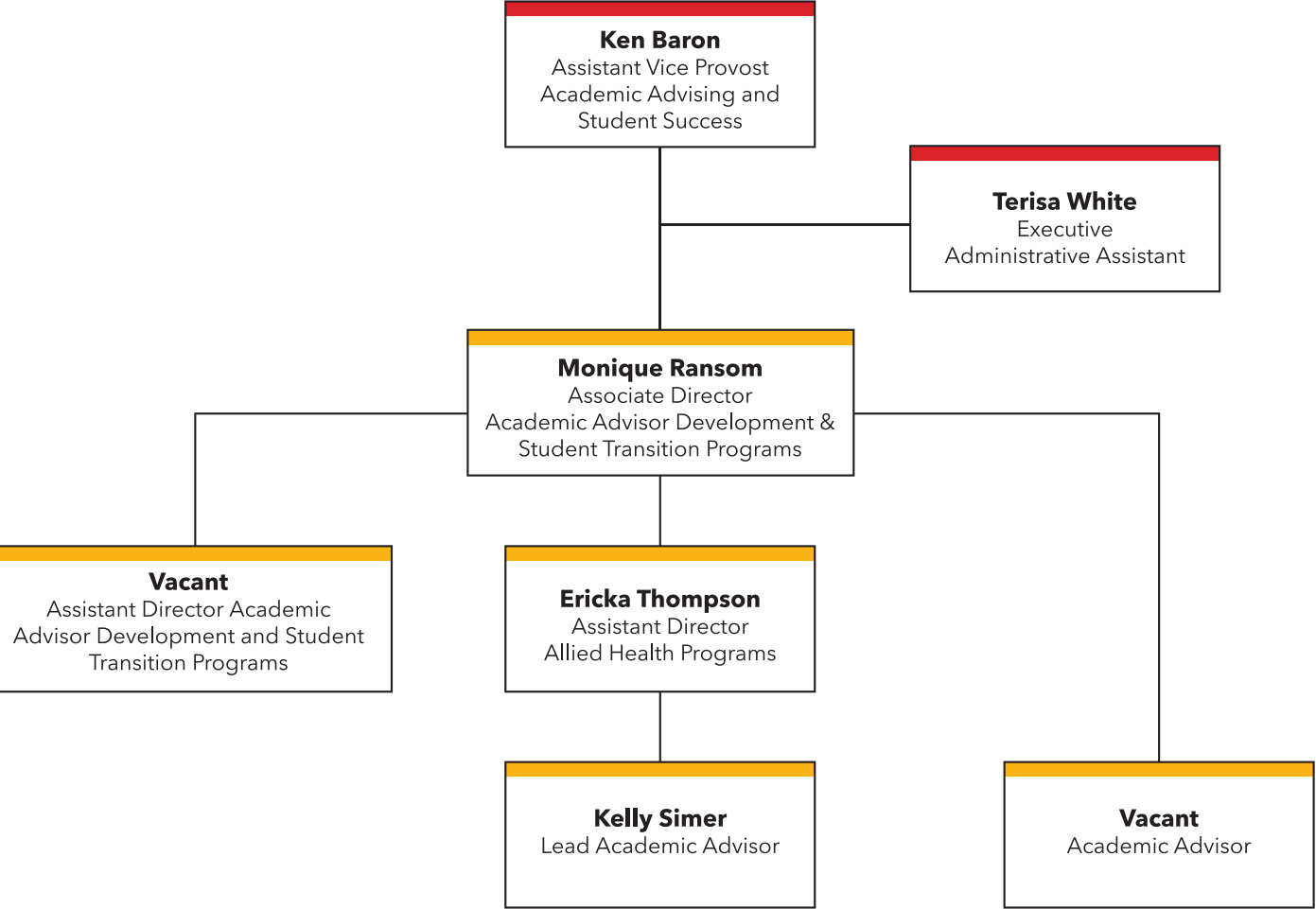


Financial Aid and Scholarships Mission Statement

It is the mission of the Office of Financial Aid and Scholarships to provide financial resources for students attending UMBC. In doing so, we exhibit the highest level of quality and expertise in the service provided. This mission adheres to and supports the UMBC mission including promoting and supporting social and economic diversity.

[financialaid.umbc.edu](http://financialaid.umbc.edu)

“The tremendous support and love of the EM community during challenging life events such as the loss of my mom, many years ago, taught me that my work family always has my back.”

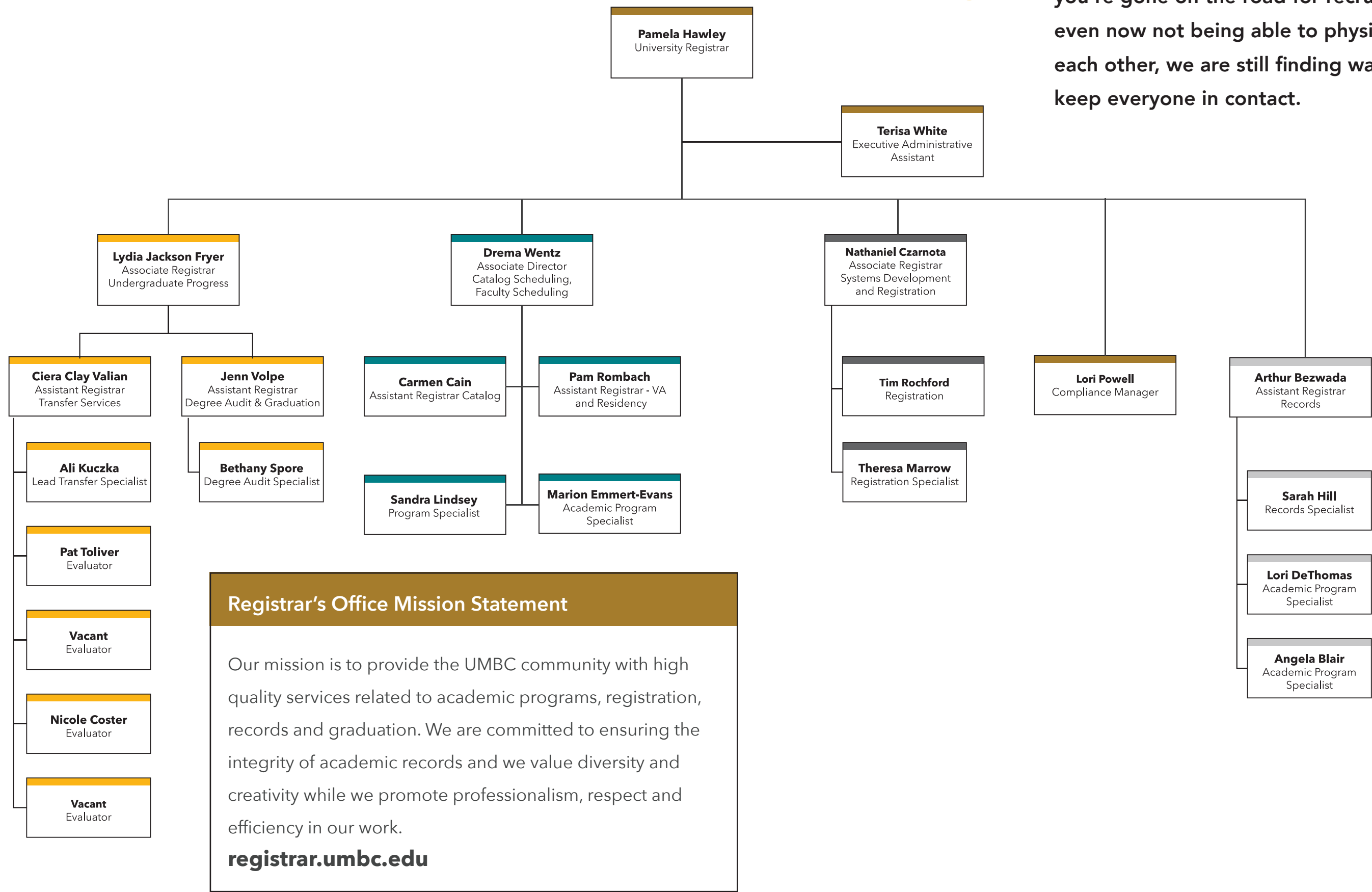


Academic and Pre-professional Advising Mission Statement

The Academic Advising Community aims to inspire students to become partners in on-going relationships, through graduation and beyond, by delivering holistic, accessible advising services performed by knowledgeable, competent advocates.

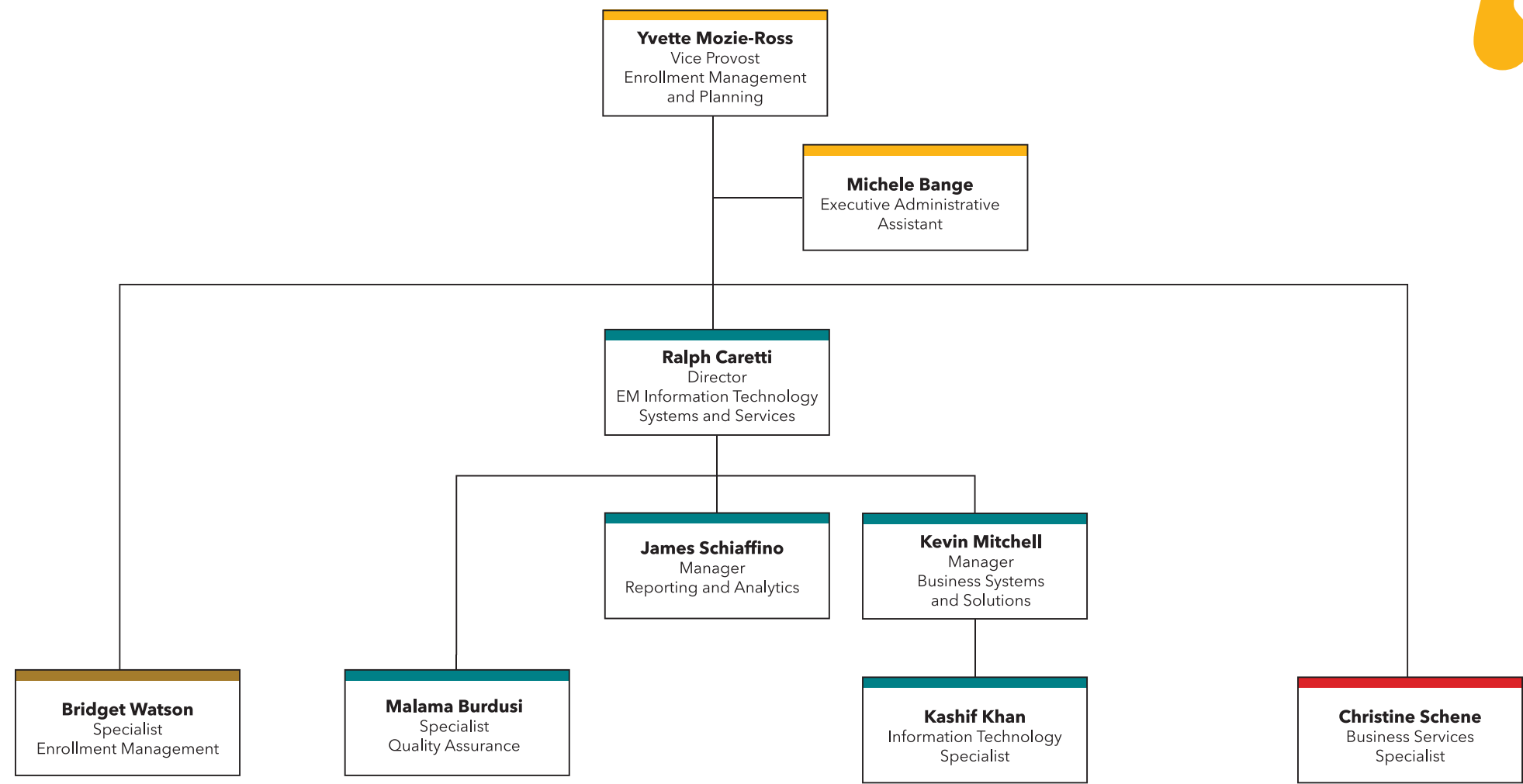
**[advising.umbc.edu](http://advising.umbc.edu)**

“ One of my favorite memories was the 2017 EM Opening Meeting - Club 701. Dale and Ralph were bodyguards to the Club and did a hilarious job jostling the incoming EM club attendees. It was surreal watching our directors dance towards the podium to speak about their departments and new staff members. Jane’s dance took the cake! ”



I like that we're like a mini family! When you're gone on the road for recruitment or even now not being able to physically see each other, we are still finding ways to help keep everyone in contact.





“ One of my fondest memories is when I had a parent call me and leave me a voicemail. I had many conversations previously with the parent as this was her first time going through the college process with her daughter. She left me a voicemail stating that she simply did not have any questions at that time, but she just wanted to reach out to me and say thank you very much for all I’ve done to help make this process a bit easier and relieve some of the uncertainty/ anxiety she was feeling. I appreciated her kind words and it truly brightened my day. ”

Office of Enrollment Management Mission Statement

Serving as the central hub of enrollment services at UMBC, the Office of Enrollment Management provides leadership and administrative and technical support to the EM departments and units, including personnel, payroll, communications, IT, planning and budgeting. Through a shared-services model, our operations and services promote efficiency, effectiveness and quality delivery of services while supporting the collective missions and goals of the EM departments and units including student recruitment, retention and student success.

**enrollment.umbc.edu**



“

I feel like we are really collaborative in EM which makes it easier to serve students holistically. It allows us to make sure that the students feel supported when they contact our offices. I appreciate that we're open minded about finding the best ways to work together and serve our students and the UMBC community as a whole!

”





# ENROLLMENT MANAGEMENT WORK GROUPS

## ***“The whole is greater than the sum of its parts.” – Aristotle***

Through our collective and collaborative efforts, Enrollment Management (EM) colleagues take our work to new heights, including raising critical questions, identifying solutions, addressing needs and improving overall efficiencies, to name a few. Here are just a few of the ways we bring our collective experiences and expertise together to make an impact:

### **Administrative Assistant Work Group**

The Administrative Assistants Work Group, comprised of administrative support staff across EM, promotes and facilitates collaboration, training and development and the sharing of best practices with regard to our administrative functions and operations including procurement, personnel and budget. The workgroup’s goals are to ensure consistency, effectiveness and efficiency in our work.

### **Assessment Planning Work Group**

The EM Assessment Planning Workgroup collaborates on the development, management and oversight of the EM Assessment Plan, a comprehensive document detailing the approach for regular review and evaluation of the efficacy of EM services and programs. In addition to ensuring that the plan supports EM goals and objectives, the group ensures the alignment of the plan with institutional goals and objectives, including student learning outcomes as well as with industry standards.

### **Associate Directors Work Group**

Representing the management of the functional and operational units within the EM departments, the Associate Directors Workgroup facilitates the coordination of day-to-day operations and planning across EM units in an effort to support the department, division and institutional goals. The Workgroup also collaborates on special projects and initiatives that advance the goals of EM such as providing customer service training, developing a document retention and disposal plan, and sponsoring the EM Fellows Program, a professional development initiative.

### **Audit and Compliance Work Group**

The EM Audit and Compliance Workgroup provides general oversight of audit and compliance activities within and across EM units. These activities ensure our accountability to various mandates, accreditation, regulations and standards. To facilitate its work, the Workgroup regularly:

- Reviews, tracks and monitors institutional, system, state, federal, professional and other standards, regulations, mandates and requirements for which UMBC and EM are held accountable.
- Reviews recent audit outcomes and findings and, where necessary, discuss and implement mitigation strategies and identify training needs.
- Review and monitor internal control processes in EM to ensure continuity and to identify potential risks.
- Review and identify interdependencies within EM and with other campus operations.
- Update business continuity, assessment and other planning documents to reflect mitigation strategies and other best practices

### **Business Continuity Work Group**

The Business Continuity Work Group collaborates to ensure that effective processes, practices and tools are in place to ensure continuity of operations and service delivery across EM in the event of circumstances that might disrupt normal business practices such as campus closures or staff transitions. The work group maintains and regularly evaluates and enhances EM business continuity plans, identifies and addresses the continuity needs of cross-functional processes, shares best practices and resources, explores technology to support core business continuity work such as process documentation tools, and promotes consistent practices and continuity standards across EM.

### **Community Care Committee**

EM's Community Care Committee is founded on the idea that active community involvement encourages teamwork, fosters positive action, contributes to a culture of social entrepreneurship and innovation and develops a deep sense of purpose in each of us.

The team's goal is to:

- Build relationships with university partners and external organizations that enable us to enrich our surrounding community.
- Promote service opportunities to EM staff which facilitate self growth.
- Serve communities by mobilizing EM staff to donate financial support, time, or skills

### **Innovation Work Group**

The Innovation Workgroup supports and promotes EM's commitment to new and innovative approaches to our work and to creative problem-solving. Specifically, the committee works to advance the following EM commitments:

- Commitment to Ensuring that our Physical Space Inspires Creativity and Innovation
- Commitment to Cultivating an Environment/Climate that Encourages Innovation
- Commitment to Facilitating the Exchange and Development of Innovative Ideas
- Commitment to Recognizing and Rewarding Innovation

The Enrollment Management Innovation Excellence (EMIE) Award, presented annually to EM staff that exemplifies the ideals and spirit of the award, was born out of the EM Innovation Workgroup.

### **Staff Development Committee**

The Staff Development Committee is represented by colleagues throughout EM in an effort to promote, support and encourage the personal and professional development of all staff. The committee regularly assesses the needs and interests of staff and plans and implements programs to address these needs and interests including, training and development activities and social and wellness events. Among its many activities are the annual EM Holiday Event, Staff Appreciation Week, and End of Year FunFest.

### **Student Supervisor Work Group**

The EM Student Supervisors Work Group is comprised of staff across the division that directly supervises student employees. Our goal is to support the professional development of our student staff and recognize the important work that they perform to support the university's mission. The workgroup assesses and identifies the needs of our student workers and plan professional development opportunities to address these needs. The workgroup also ensures consistency in student worker supervisory practices across EM. Among its many events is the Annual Student Appreciation Celebration.



Enrollment Management

# FAVORITES

Girl Scout cookie

**Thin Mint**

Tagalong  
Carmel deLites  
S'mores

Season

**FALL**



Breakfast Food

**PANCAKES**



Dessert

**ICE CREAM**



Pizza Topping  
**pepperoni**



Way to hear  
a story

**MOVIE**





## PROFESSIONAL AFFILIATIONS

While Enrollment Management's work is diverse and multifaceted, we share a common goal to serve the best interests of our students and other constituents. As such, our work is guided by the principles and standards of our higher education professional organizations, for which we hold institutional membership, including:

- ◆ American Association of Collegiate Registrars and Admissions Officers (AACRAO)
- ◆ Association of College and University Auditors (ACUA)
- ◆ Association for Orientation, Transition and Retention in Higher Education (NODA)
- ◆ Association of Veterans Education Certifying Officials (AVECO)
- ◆ Collegiate Information and Visitors Services Association (CIVSA)
- ◆ Educational Advisory Board (EAB)
- ◆ Higher Education Financial Wellness Alliance (HEFWA)
- ◆ Higher Education User Group (HEUG)
- ◆ National Academic Advising Association (NACADA)
- ◆ National Association for College Admission counseling (NACAC)
- ◆ National Association of Foreign Student Advisers (NAFSA)
- ◆ National Association of Student Financial Aid Administrators (NASFAA)
- ◆ National Student Employment Association (NSEA)
- ◆ National Scholarship Providers Association (NSPA)



**NEW STUDENT DAY 2019** UMBC



**ORIENTATION 2019** UMBC



**THE MAJOR EVENT**

