



EM = Strategy

We are based in enrollment management, an institution-wide process and point of view from first contact to graduation and beyond, and the first such graduate program in the nation. Our faculty of scholars and top administrators instill the knowledge and versatility today's higher education arena demands – including a firm grasp of predictive modeling, data-driven decision-making, student diversity and development, hands-on experience, and strong communication skills.

'The combination of practical experience and theory-based knowledge set me up for career success.'

*Courtney Spivak, M.S.Ed.
Assistant Director
Campus Recreation
Arizona State University*

'Indispensable. My philosophy of higher ed administration was formed in this program, and I wouldn't be where I am today without it. The M.S.Ed. is more than a credential: It's been a life-altering experience.'

*Jose F. Rodriguez, M.S.Ed.
Assistant Dean, Honors College
Florida International University*

'The program built my confidence as a supervisor in challenging and supporting my staff to grow professionally.'

*Monica Crissman, M.S.Ed.
Assistant Director, Residential Life
NYU Shanghai*

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The M.S.Ed. in Higher Education Administration



Enrollment Management
Student Life & Development
Institutional Research
& Policy Analysis



Consider the Choice: 3 Tracks

Enrollment Management

Strategic EM is for working professionals seeking career advancement or for college graduates drawn to the dynamic world of college and university administration. Studies include research, business, predictive modeling, strategic planning, and higher education's history and foundations. A strategic plan is developed in our demanding capstone.

Curriculum

33 semester hours, 11 courses

EM (6 credits): Theory & practice; advanced seminar with capstone project

Research (6): From statistics to survey research & program evaluation

Higher Ed (12): Governance & today's issues; college's effect on students; student diversity & development

Business (3): From teams to marketing & budgets

Electives (6): Many choices

Student Life & Development

SL&D focuses on working successfully with diverse undergraduates, aiding their transition and involvement in college to promote academic achievement, personal development, and retention. Studies extend beyond student development and diversity to include counseling, programming, research, and crisis management. A hands-on practicum in student affairs caps the experience.

Curriculum

36 semester hours, 12 courses

SL&D (9 credits): Student diversity; how college affects students in psychosocial, cognitive, moral & other indices; the practice of student affairs

Research (3): From statistics to survey research & program evaluation

Higher Ed (12): Higher education organization, history, today's issues; theory & practice of enrollment management

Counseling & Advising (3): Group dynamics; communication skills

Practicum (6): Student affairs-based administration in offices on or off campus

Elective (3): Many choices across education, research, counseling

Institutional Research & Policy Analysis

IR&PA focuses on the knowledge and skills needed to conduct applied research that helps promote success in postsecondary institutions. Study areas extend beyond integrating research into effective administrative and policy initiatives to include an understanding of state & federal policies, higher education foundations, statistics, and data analytics. This track culminates in a field experience in institutional research on or off campus.

Curriculum

33 semester hours, 11 courses

Higher Ed (12 credits): Institutional research; higher education policy analysis; EM; student diversity; organization & administration

Applied Statistics (12): From statistics to computer applications, general linear modeling & applied multivariate statistics

Field Experience (3): Hands-on work in offices or centers related to institutional research & policy analysis

Electives (6): Many choices across education, research, business, and counseling