The enrollment management (EM) philosophy permeates our program, stressing data-based decision-making and collaboration across office lines. Our faculty of scholars and top administrators instill the knowledge today’s higher education arena demands, and their expert guidance ensures you meet your goals. Program fundamentals include higher education organization and administration, student diversity and development, and hands-on experience in a distinctive practicum.

‘The combination of practical experience and theory-based knowledge set me up for career success.’
Courtney Smith, M.S.Ed. UM, Ed.D.
Arizona State U
Director, ASUP Union Administration

‘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.’
José F. Rodríguez, M.S.Ed. UM, Ph.D.
Florida International U, Program Director & Assoc. Teaching Professor, FIU, & Independent Consultant

‘I’m grateful for the community I found in the program. My classmates were so supportive and helpful and so were faculty and staff.’
Rachel Williams, M.S.Ed., U of the Arts
Community Standards Coordinator

CONTACT US
Higher Education Administration Program
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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 a 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