

MISSION STATEMENT

The University of Miami is committed to meeting the great obligations outlined in its mission statement which focuses on educating and nurturing students, creating knowledge, and providing service to our community and beyond.

Likewise, the Division of Enrollment Management exists to support the university in meeting these obligations. The division is composed of several areas – admission, international admission, financial assistance, student employment, the registrar, market research, market communication, and technical operations – that are guided by the Office of the Vice President. All are committed to the following obligations:

- That the students who are identified, attracted, and subsequently enrolled exhibit academic abilities to successfully meet the intellectual challenges presented by the University of Miami and that each entering class of freshman and transfer students shall represent diversity in every respect;
- That students – those entering the university, those already enrolled, and those who have graduated – shall receive professional, efficient, service from staff who are highly trained;
- That students shall benefit from the most innovative technologies with regard to enrollment activities;
- That students will receive timely and accurate processing of admission credentials, financial aid applications, employment, and registration documents, as well as all other information pertaining to enrollment activities;
- That the university community will be given leadership on enrollment issues, budget development, student advocacy, enrollment modeling and testing, and retention;
- That the Office of the Vice President and each of its component areas shall maintain open lines of communication with university offices, both administrative and academic, so students will be provided services that will encourage and enable them to persist to graduation.

STRATEGIC PLAN

The Division of Enrollment Management's Strategic Plan considers the university's current market position, including the internal and external environmental forces that influence enrollment patterns. Emphasis on retention and market research, including comparisons to our competitors, sets the stage for what the division's goals should be, and what strategies are needed to maintain a competitive edge. The division must address all environmental influences, technological challenges, and any problems and constraints. We must continually examine how we recruit and retain students, test new ways of recruiting and retaining them, and be flexible and open to change.

ORGANIZATIONAL CHART

