



ENROLLMENT MANAGEMENT QUARTERLY

Welcome

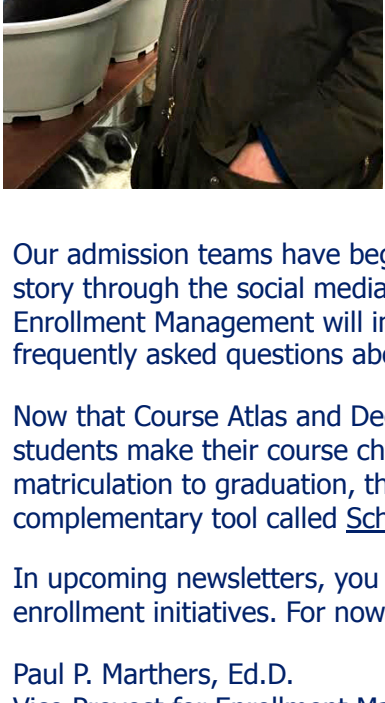
As a recent hire of Emory University, I have had the pleasure of meeting many of you and learning about the important work of each of your departments. Although I am new to Enrollment Management, I bring to Emory 15+ years of experience in higher education at Georgia State University. In the short time since my first day, I can already see each area's vital role in setting Emory students up for success. What I have seen so far is impressive and offers a variety of opportunities for support from my role in communications.

The Enrollment Management e-newsletter aims to highlight the wealth of projects and programs being created within each area, all of which help shape the Emory student experience and enhance their transition to becoming essential members of their communities. As with its predecessors, this third installment of the e-newsletter aims to share the Enrollment Management stories amongst ourselves *and* the Emory community.

Knowledge is power, and the more we know, the better we can support the needs of our students.

I look forward to meeting all of you and sharing your successes, and if any of you have a suggestion for what we should call this newsletter (Enrollment Management Quarterly is too generic), please send it to me.

A Message from Paul



One of the goals of this newsletter is to highlight the excellent work of the units that comprise the Enrollment Management division. Shining the spotlight on our newest efforts provides an opportunity to raise awareness among everyone who works in Enrollment Management about how we work collectively to support and elevate the student experience at Emory. There is much going on, always. What follows is a brief summary.

In January and February, the Oxford Enrollment team hosted campus open house events for the students admitted through Early Decision Round 1 and Early Decision Round 2.

The Emory and Oxford admission offices will soon release new self-guided tour options for visitors who show up when those offices are closed, or tours are full.

Our admission teams have begun utilizing student media ambassadors who tell the Emory story through the social media channels most frequently utilized by prospective students. Enrollment Management will implement [Chatbot](#) technology in April to help address the most frequently asked questions about admission, financial aid, and student accounts.

Now that Course Atlas and Degree Tracker have been added to the suite of tools that help students make their course choices and construct possible academic pathways from matriculation to graduation, the Registrar's Office has turned toward implementing a complementary tool called [Schedule Builder](#).

In upcoming newsletters, you will hear more about Schedule Builder and other exciting new enrollment initiatives. For now, I hope you enjoy this issue.

Paul P. Marthers, Ed.D.
Vice Provost for Enrollment Management
Emory University

UNIT UPDATES

Office of Admission



Student Employees Make a Difference

It is often said that it takes a village to raise a child. Well, it also takes a village to support the needs and success of the Office of Undergraduate Admission. We are proud to recognize the contributions of our student employees. They are valuable in helping our team achieve our recruitment and selection goals. Due to the increased demand for public and virtual engagement, our student employment program has grown significantly, and we now employ 180 students.

Student Employment Program Highlights:

The Fellows Program is a professional opportunity for current students. Fellows learn the inner workings of college admission and hone leadership skills through the Emory Student Ambassador Program, Marketing & Communications, Outreach, and the Office of Admission. Fellows gain a wide range of practical skills relevant to various industries and career paths while strengthening the services and programs offered by the Office of Admission.

Communications Center Representatives work in our call center. These students aim to be a friendly, professional, and efficient wealth of information between the Office of Undergraduate Admission and the public. Each day the team provides quality customer service on the phone and email to build on the solid reputation of Emory University and ensure each phone call or email inquiring about the application process gets a friendly and informative response.

Student Videographers and Photographers help tell the story of Emory University through the lens of the Office of Undergraduate Admission. They experience filming, editing footage, recording audio, developing storyboards and scripts, and operating equipment. This team uses its strong technical skills and genuine affinity for Emory to create authentic student-centered marketing materials highlighting the Office of Admission.

Emory Student Ambassadors are comprised of roughly 150 students, providing a warm welcome to campus visitors in the admission lobby, conducting campus tours, serving on student panels, and acting as the student representatives of the Office of Admission. Each visitor who interacts with Ambassadors gains a solid understanding of student life at Emory while feeling welcome on campus and a part of our community.

Our staff appreciates our student employees and is committed to their growth. Students are well-trained and obtain invaluable knowledge and transferable skills for their future careers. Many have excelled and received accolades, such as the Bobby Jones Scholar and 100 Senior Honorary.

Oxford College



Kelley Lips Volunteering to Help Others

As an extension of Kelley Lips' work with The Women's Resource Center to End Domestic Violence, she has been accepted into the Inspire Atlanta 2023 program sponsored by the Atlanta Women's Foundation. Read more about Kelley's efforts to bring awareness to issues facing women and girls: [#awfinspireatlanta](#).

"Success isn't just about what you accomplish in life; it's what you inspire others to do!"

Student Accounts and Billing Office

Student Accounts and Billing Office (SABO) is hiring! We currently have an open position for Student Accounts Advisor. If you know anyone who would be a good fit, please send them our way! Glenda Brisard, who previously held the role, has moved to a position in OUE.

SABO recently turned on the Cashiering module in OPUS, so we are posting all student account payments internally. Previously, Treasury handled this responsibility, but internal processing has led to faster and more efficient account updates. On average, students can see their mailed payments up to 48 hours sooner than the previous process.

Office of the University Registrar

Testing and Evaluation Services Ending

After May 31, 2023, Scantrons, the service for scanning and reporting optical-mark answer sheets, will no longer be offered by the Office of the University Registrar. Since the pandemic, client involvement in the Testing & Evaluation unit's services has dramatically decreased. The product is no longer generating enough demand to cover the support and maintenance required. Emory instructors have turned to Canvas, which provides a modern, efficient, and robust platform for testing.

History of Testing and Evaluation



Testing and Evaluation (T&E) services started at Emory University in the early 1990s. Carter Rhodes was hired in 1996 and ran the service until he passed away in 2016. T&E has had a few locations on campus that it has called home. Testing and Evaluation started in a house on Clifton Road; it then moved to The Rock House (Fig 1) on Haygood Avenue.

In the summer of 2007, T&E moved out of The Rock House and into the basement of 1599 Clifton Road. T&E's final move was to the Registrar's Office in 2010, where Carter continued to run the services with the assistance of Bryan Falgout. It became the Carter Rhodes Memorial Testing Center to honor Carter Rhode's commitment to this service. T&E continued to be run by Bryan Falgout, Kaitlyn Tracy, and Jessica Ortiz Torres.

STAFF UPDATES

Welcome Aboard!

Kierra Adams (Registrar)

Kierra joined the Student Support Services team in the Office of the University Registrar on November 12, 2022. As an Academic Records Specialist, she assists with the responsibilities of the front counter, enrollment/degree verifications, change of student information, transcripts, grade and enrollment changes, diplomas, and other student support functions. She is a 2019 graduate of Point University with a Bachelor of Science in Counseling and Human Services. Kierra brings experience in the areas of Customer Service and Student Recruitment.

Roderick Ford (Financial Aid)

Roderick, Senior Director of Financial Operations, started in the Financial Aid Office in January, coming to us from the Atlanta Public School System.

Hooshang Foroudastan (Registrar)

Hooshang joined the Office of the University Registrar as Director of Technology and System Support on October 31, 2022. His primary responsibilities include overseeing the TSS team, which provides technical and analytical support to the OUR. Hooshang brings over 40 years of experience providing management over information technology departments at several institutions. He has also been an assistant professor and director of the computer science program at Voorhes College.

Kelly King (Registrar)

Kelly joined the Degree Tracker team as the Degree Audit Analyst on February 27, 2023. Her primary responsibilities include configuring and maintaining the degree audits, supporting and fulfilling Degree Tracker-related requests, and expanding to branding the tool through communications and training users on Degree Tracker. Kelly impressively brings nearly 20 years of experience in advising and curriculum management from the University of Georgia.

Danielle Marganoff (Admission)

Danielle joined Admission in Oct 2022 as Senior Data Analyst on the IT team. She has several years of experience working in Vanderbilt's Institutional Research office and as a data consultant. She supports the admission office by collecting and analyzing data, making recommendations for process improvements, and ensuring data accuracy through reports and queries.

Erin Miles(Enrollment, Oxford)

Erin recently graduated from the University of Georgia, earning her BS in Psychology with a minor in International Affairs. She is passionate about education access and student mental health. Armed with notable work in student mentorship and leadership development, Erin brings a fresh perspective to the Enrollment Services team. She is now responsible for our large and ever-evolving student workforce, campus visits, and student recruitment. She empathizes with how overwhelming the college search and selection process can be for students and is happy to be in a position to help. Her hobbies include thrifting, sewing, and upcycling second-hand clothing. She also enjoys lifting weights, watching documentaries, and eating dessert after every meal. Erin is excited to begin a new chapter of her life and looks forward to discoveries and opportunities to explore her travel interests. If Erin could have a superpower, she would be fluent in every language!

William Segura (Admission)

William rejoined Admission in October 2022 as Associate Dean on the counseling team. In addition to his strong recruitment and selection experience, he brings consultant experience in strategic enrollment management.

Yuki Wang (Admission)

Yuki joined Admission in January 2023 as Associate Dean on the counseling team. Yuki is also an adjunct professor in the Economics department. Over the years, she has developed an interest in admission, enrollment management, and student support alongside her coursework in Economics. Over time, she will focus on faculty relations work and international admission.

Chandler West (Enrollment, Oxford)

Chandler joins us from Vanderbilt University, where he served as a Graduate Assistant for the Master of Public Health Program while working to earn his M.Ed. in Higher Education Administration. Before attending Vanderbilt for his master's, Chandler earned his BA in History from Auburn University in his home state of Alabama. Chandler enjoys reading, the arts, card games, and hanging out with his cat Rao when he isn't cheering for the Lakers or the Auburn Tigers. Chandler is a fierce Quiz Bowl competitor. He competed through high school and college, placing 6th in the country. Chandler desires to understand the admission profession and is passionate about working with diverse populations. He is taking on a new role within our office, serving in a dual capacity with our operations and admission teams.

Additional Staff Highlights

Wendy Crank, OFA, is celebrating 20 years at Emory in April. Congratulations Wendy!

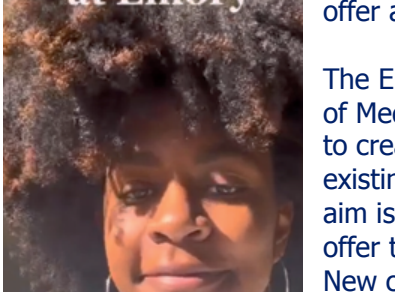
Lou Ocasio completed the Essentials of Leadership Program on February 10, 2023. His Capstone project was a presentation on establishing a unified University catalog, a project Lou is currently leading in the Office of the University Registrar (OUR). We continue to celebrate this accomplishment with Lou!

Leadership and learning are indispensable to each other. ~ John Kennedy

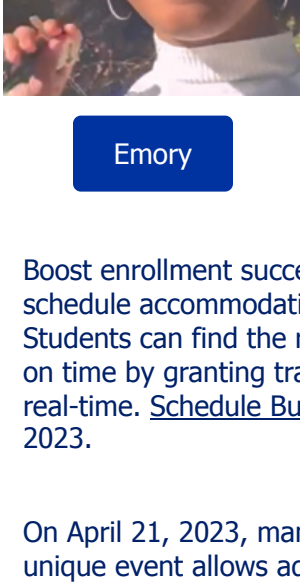
The Office of the University Registrar (OUR) is excited to announce a change in job duties and responsibilities for **Apryle Brown** as of January 1. Apryle's new responsibilities will allow her to significantly impact the OUR by developing and maintaining training material and policy and project management for the OUR. Apryle has many dynamic experiences in the OUR that will be valuable to this position!

FINAL NOTES

Coming Soon



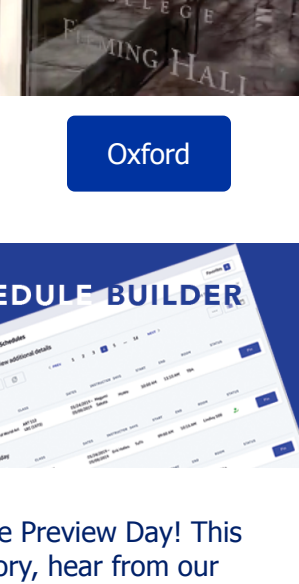
The [Chatbot](#) deployment will give students 24-hour access to accurate, Emory-specific information and resources, reducing inbound call and email volume. Current students will benefit from accessing their account-specific information through the chatbot via integration with OPUS.
Coming to Enrollment Management in April 2023!



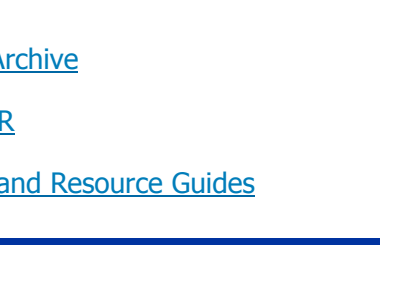
Emory and Oxford's marketing teams are collaborating on several initiatives to expand their reach among students and parents and offer a more engaging Emory experience.

The Emory team is working on hiring a team of Media Ambassadors - freelance students - to create fresh and captivating content for existing and new marketing channels. The aim is to showcase Emory and all it has to offer through the eyes of existing students. New content will come online in the coming weeks.

Check out the current videos created by student media ambassadors by clicking the images or buttons.
More coming soon!



Boost enrollment success! Students can easily build a perfect schedule accommodating their life outside of school. Students can find the right schedule to complete their degree on time by granting transparency into overall availability in real-time. [Schedule Builder](#) will begin a soft release in July 2023.



On April 21, 2023, many new faces will be on campus for Emory Oxford Preview Day! This unique event allows admitted students and their guests to come to Emory, hear from our faculty, eat lunch in the dining hall, and participate in other campus activities. We look forward to welcoming everyone to campus and showing them everything Emory offers.

Additional University Newsletters

[Emory Report](#)

[Campus Life Newsletter](#)

[Emory Libraries Keywords Newsletter Archive](#)

[News You Can Use from Emory HR](#)

[Office of Diversity, Equity, and Inclusion Newsletters and Resource Guides](#)

How are we doing?

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[Send us a note](#) and let us know what you think!