



Season’s Greetings & Gratitude for an Exceptional Year

This year has been filled with meaningful progress and shared accomplishments across Enrollment Management at both Oxford and Emory. Even as we navigated national challenges, shifting expectations, and changes in long-standing campus frameworks, our teams continued to rise to the occasion with resilience, creativity, and heart.

Across the division, people stepped up in truly impactful ways. We welcomed new students with enthusiasm and celebrated another year of growth, with applications increasing by more than 12%. Teams worked tirelessly to support students and families through increasingly complex processes, all while keeping essential academic and administrative systems running smoothly. Throughout it all, our focus remained steady: lead with compassion, communicate with clarity, and prioritize what’s best for students. That consistency provided stability and reassurance during a time when many needed it most.

What stands out is how everyone adapted, collaborated, and continued moving forward despite the uncertainty around us. The work accomplished this year strengthened both campuses and reaffirmed the vital role Enrollment Management plays in shaping the student experience from beginning to end. It’s a year we can all be proud of—and one that sets a strong, hopeful foundation for what comes next.



The New Enrollment Management Website Is Here



Emory University is proud to launch the new Enrollment Management website—a fresh digital destination built from the ground up to better serve students, families, and campus partners. This new site brings together clear navigation, streamlined content, and an inviting design that reflects the excellence and warmth of the Emory experience. Created to guide visitors through every step of the enrollment journey, it offers easier access to resources, improved storytelling, and a more intuitive way to explore the work happening across Enrollment Management. More than just a new URL, it’s a modern, student-centered gateway that sets the stage for the next chapter of how we connect, communicate, and support our community.

[Vist the Enrollment Management Website](#)



Emory & Oxford College: Momentum in Motion

The past year has been a remarkable chapter for the Office of Undergraduate Admission, defined by ambitious outreach, deep partnership, and record-breaking student interest. From July 2024 through June 2025, the team led an impressive 830 recruitment events across the globe, including 582 in-person high school visits, 155 college fairs, a robust slate of virtual programs, and a series of consortium events with peers such as Cornell, Johns Hopkins, Wash U, Pomona, and Rice. This momentum carried into the annual five-day Reading Retreat, where 29 admission officers gathered for intensive training and calibration—including a full day at Oxford College—to prepare for a selective review cycle in which each officer reads and summarizes more than 1,500 applications. One of the year’s most inspiring milestones came through the QuestBridge National College Match: more than 1,400 high-achieving, economically disadvantaged students ranked Emory, and 57 of the 143 candidates advanced by Emory successfully matched on December 1—a day of joyful celebration for students from 21 states, with the largest groups from Georgia, Texas, New York, and California.

Just two days later, the team welcomed these scholars in their first virtual meeting, outlining their option to begin at either the Atlanta or Oxford campus. Meanwhile, the Emory Scholars Program reached new heights with 13,386 applicants—a 14.2% surge—ahead of finalist notifications in February and on-campus interviews in March. All of this unfolded against the backdrop of extraordinary application growth, rising from roughly 30,000 in 2021 to nearly 40,000 today, underscoring Emory’s accelerating national momentum and the powerful impact of this year’s recruitment efforts.

Admission Marketing: Celebrating a Remarkable Year

This year, Emory’s Enrollment Management story unfolded as one of creativity, innovation, and genuine connection. It began with a simple but powerful shift: putting our audiences first. Instead of guessing what students and families cared about, the team leaned into real behavior data and listened closely to what mattered most—academic excellence, meaningful outcomes, authentic student voices, and a community that feels alive with possibility. In a moment when transparency is everything, Emory embraced student-created storytelling, inviting prospective families to experience campus life through the eyes of the people living it every day.

As this foundation took shape, our digital presence expanded in exciting new ways. Partnerships with platforms like CampusReel and increased engagement on TikTok, Instagram, and YouTube helped student-made videos soar past 100,000 views. The Media Ambassador program amplified these voices even further, ensuring that authenticity wasn’t just a strategy—it was our signature. At the same time, continued investment in platforms like Niche and Scoir strengthened our reach, especially as more families begin their college search earlier than ever. And with support from Central Marketing, Emory deepened its visibility among parents through a premium U.S. News & World Report presence, meeting families where they already are.

Behind the scenes, another transformation was taking place. Emory emerged as a leader in AI-powered marketing, weaving new tools into the daily workflow to accelerate production and sharpen decision-making. Internally developed systems like MarComm GPT and Recruit Router GPT automated content creation, research synthesis, message testing, and geo-targeting. Building on that momentum, the team expanded its AI ecosystem with Copilot Studio, customized GPTs, and Gemini—tools designed to reduce workload and empower staff. The launch of the AI Ambassador Program brought students into the process, turning them into co-creators of the next generation of AI tools for the Admission Office.

With these innovations in place, the team rebuilt all student and parent communication streams using AI-driven optimization. Every message was aligned to the decision drivers families care about most—academic strength and career preparation—ensuring that communications were not only more relevant but more personal and impactful throughout the enrollment journey.

And as the year came full circle, Emory’s brand presence received a fresh, modern lift. Through close collaboration with Central Marketing, Goizueta Business School Marketing, and the Pathways Center, the team produced a suite of redesigned print and branded materials—from counselor pieces to one-pagers to admitted-student packets—creating a cohesive and compelling experience for every audience.

Together, these efforts tell a story of a team that didn’t just adapt to change—they shaped it. A team that embraced authenticity, elevated student voices, and leaned into innovation to meet families where they are. And above all, a team that kept students at the center of every decision, every message, and every new idea.



The Registrar is Leading Innovation Across Campus

The Registrar’s Office has been driving an impressive wave of innovation and institutional progress this year, taking on major initiatives that will transform the academic experience for students, faculty, and staff. The team is leading the development of Emory’s first-ever Unified Academic Catalog—a centralized, transparent, and easy-to-navigate resource set to launch in Fall 2026—while also advancing automated grade conversion to streamline academic processes even further. Their modernization efforts extend into PeopleSoft as well, where new GT eForms and redesigned workflows are being built in partnership with schools across the university to deliver a more intuitive, secure, and efficient user experience. The office also completed a comprehensive FERPA assessment, implementing key audit recommendations to strengthen compliance and reinforce training across campus.

Beyond campus borders, the team secured a Memorandum of Understanding with the U.S. Department of Veterans Affairs, expanding Emory’s ability to support and recruit service members and veterans. And in preparation for the next-generation Student Information System, the Registrar’s Office is playing a central role in the university-wide ERP Readiness Audit, collaborating with academic and healthcare partners to evaluate current processes and engage prospective vendors. Together, these initiatives showcase a team not just keeping pace with change but leading it—setting a powerful foundation for the future of academic operations at Emory.

STUDENT INFORMATION SYSTEMS & ADVISING

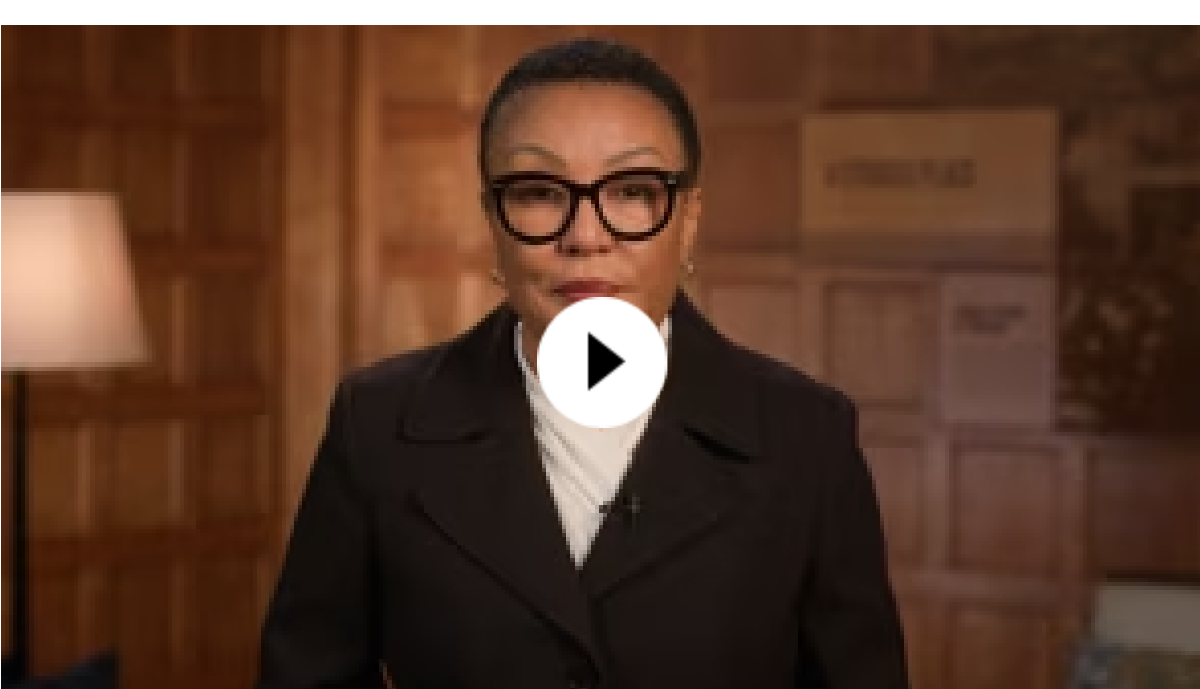
This year, Navigate Emory continued to strengthen the student experience with over 26,000 advising and tutoring appointments supporting more than 8,500 students. New features like **kiosk check-in** and midterm progress notifications made it even easier for students to access the help they need, exactly when they need it. Behind the scenes, the team advanced essential infrastructure with the mass update of student advisors, a batch-processing system that keeps advisor assignments accurate and consistent across thousands of records—quiet work that makes a big difference in the day-to-day student journey.

At the same time, progress continued on the new OPUS access request eForm, designed to streamline how access is requested and managed across campus. Although the project is temporarily paused due to a functional issue, the team is on track for resolution by Spring 2026, setting the stage for a more seamless, student-centered ecosystem. Together, these efforts reflect a year defined by thoughtful innovation, operational excellence, and a deep commitment to supporting every student’s path at Emory.

Office of Financial Aid: Advantage, Emory Plus

Students whose families earn \$200,000 or less will attend Emory University tuition-free starting in fall 2026.

This transformative scholarship, [Emory Advantage Plus](#), represents a significant expansion of the university’s financial aid program and continues Emory’s longstanding commitment to support talented students by making a preeminent education more attainable.



[Learn More About Advantage Plus](#)



- Emory College applications **increased 88.5%** between 2016 and 2025.
- Just steps away from Oxford’s main campus lies an unusual living laboratory, the [Oxford College Organic Farm](#). An alumnus gave this 11-acre piece of land to Oxford in 2011.
- On Campus:** 5,654 visitors welcomed (4,947 sessions & tours; 232 group visits; 475 Explore Emory Day).
- On the Road:** 7,030 students engaged (453 schools; 72 college fairs; seven countries: United Kingdom, South Korea, India, Singapore, Taiwan, Thailand, Ghana).
- Digital:** Approximately 150,000 students engaged (4,042 virtual presentations; ~18k Scoir; ~17k Niche; ~6k Instagram; ~40k email; ~15k website).



- Whenever you run into a computer issue, the quickest first step is to restart your device—it resolves far more problems than most people expect. If the issue persists after a restart, the next step is to submit an IT support ticket so the right team can jump in. For general help, you can request support anytime at help@emory.edu, where your ticket will be routed to the appropriate Emory IT team.
- Use **Duo two-factor authentication** to keep your Emory account secure, and always have backup codes saved.
- Connect to EmoryUnplugged** for the fastest and most stable campus Wi-Fi experience.
- Update your operating system and software regularly to prevent performance issues and security vulnerabilities.
- Store files in OneDrive instead of on your desktop so your work is backed up and accessible across devices.

From events and gyms to public transportation, our employees have access to a variety of unique discount programs that make working at Emory even more rewarding. These benefits extend across campus and the greater Atlanta community, offering savings on fitness memberships, arts and cultural events, technology purchases, and even local dining and retail. Employees can also take advantage of commuter discounts, including reduced-rate MARTA passes and sustainable transportation incentives. Whether you’re looking to stay active, explore the city, or stretch your budget a little further, Emory’s employee discount programs are designed to support your well-being both on and off campus.

Transportation
Discounts

Emory Discounts

Fitness Facility
Discounts

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