

## From the Editors

This fourth issue of Volume 3 of the *Enrollment Management Journal* completes the final phase of launching the journal—moving from the single issue in Volume 1 to a quarterly publication. To recognize this accomplishment, we decided to return to our beginning as an initiative of the Council for the Management of Educational Finance. Therefore, we asked the enrollment management committee of the council to identify a theme for this issue, a topic of enrollment management that would benefit from additional investigation and information. The response from the committee was “open access.”

### Scholarship and Research

This section of the journal begins with an overview of the issues related to open access—based on the perceptions and experiences of members of the committee (Luna-Torres, Barnes, Cejda, Mingo, and Sheridan) who suggested this topic. The content of the other articles in this section is emphasized in the overview. The growth in the number of for-profit institutions in the United States during the past decade has brought increased attention to the role that this type of institution plays in providing access to postsecondary education. Kevin Kinser uses IPEDS data to draw comparisons between for-profit private, nonprofit private, and public institutions regarding access, student demographics, and costs. Student loans have become the most common form of financial aid, and students who attend open access institutions are likely to face financial challenges that impact both postsecondary access and retention. Jensen and Marrs present an overview of student loans to provide those outside of the financial aid office (e.g., admissions representatives, academic support staff, faculty members) with the information necessary to assist students as they consider and make financial aid decisions. The term open access emphasizes entry into postsecondary education. The current environment, however, emphasizes the importance of educational outcomes. Laanan, Starobin, Compton, and Friedel investigate the use of increased earnings, rather than the typical measures of transfer and baccalaureate completion, to examine the educational outcomes of career and technical education students who attended Iowa community colleges.

## From the Field

The From the Field section focuses on activities and programs that reflect and inform practice in enrollment management. Ed Apodaca, a member of the Council who played a key role in the initiative that has become the *EMJ*, outlines changes in open access policy during the past 40 years and presents some of the current access issues facing public higher education. Although open access policy has provided increased educational opportunity for underrepresented populations, there is continued concern about the participation and retention rates of African American male students. The second From the Field selection focuses on a college success seminar at Prairie State College designed to address this issue.

## Legislative Update

Most of the attention concerning congressional action that impacts higher education funding has focused on proposals to repeal the Family Federal Educational Loan Program (FFELP). The Student Aid and Fiscal Responsibility Act of 2009 (HR 3221), however, includes a number of items that impact other forms of financial aid; provide state incentives to increase access, retention, and graduation; and provide additional funding for Historically Black Colleges and Universities, Minority Serving Institutions, and community colleges. Many of these components will have an impact on open access institutions and the students they serve. The update provides a comprehensive overview of HR 3221, legislation that will directly influence the ability of open access institutions to continue to realize their mission.

We are pleased with the development to date of the *Enrollment Management Journal* and our success in moving to a quarterly publication schedule. Our look back to the beginning would not be complete without our thanks to Ed Apodaca, Albert Barreda, Lynn Barnes, Terry Bazán, Ron Brown, Lawrence Burt, Brent Cejda, Paul Dockry, Lorene Fossitt, Jennifer Golden, Adam Gonzalez, Robert Hogeda Jr., Raul Lerma, Jennifer Medley, Michael Novak, Micheal O'Rear, Jennifer Phillips, Tyler Pruett, Javier Salinas, Brian Sunshine, Roel Villarreal, Phillip Wambsganss, and Marcus Wilson—the members of the Council for the Management of Educational Finance who first suggested the journal.