

From The Editors

We have been very pleased with the positive reception to the inaugural issue of *Enrollment Management Journal: Student Access, Finance, and Success in Higher Education*. With this second issue, we continue to disseminate manuscripts incorporating multiple research methodologies that are focused on different institutional types.

We also continue our plans to include three sections in each issue of *EMJ*: Scholarship and Research, From the Field, and Legislative Update.

Scholarship and Research

The Scholarship and Research section focuses on blind refereed empirical or conceptual manuscripts. Bradley Curs explores the impact institutional merit-based financial aid has on the enrollment decisions of needy students and provides two important implications for enrollment managers to consider as they strategically allocate institutional funds. Brent Cejda, Cynthia Casparis, Jeff Rhodes, and Kelly Seal-Nyman incorporate social capital theory in an investigation of the educational decisions of Hispanic students enrolled in Hispanic-serving community colleges. Scott Andrew Schulz examines the enrollment priorities and recruitment strategies of two private master's degree granting institutions to understand how they are responding to an increasingly competitive marketplace for students.

From the Field

The purpose of the From the Field section is to highlight activities relevant to enrollment management. In this issue, we focus on institutional programs from a community college and a flagship university, both of which focus on student success. The Step-UP program at Howard Community College relies on seamless communication between the academic affairs and student services departments to demonstrate to at-risk students that every level of the institution is concerned with both personal and academic success. The Regents' Scholars Program at Texas A&M University targets the success of low-income, first-generation students and was established to ensure that rising costs did not

provide a barrier to A&M continuing its land-grant mission, culture, and history as a university for all Texans.

Legislative Update

The cost of higher education continues to be a primary concern in many states. This month, the legislative update features the state of Texas. The update provides a historical overview of student financial aid in the state, highlights the Governor's proposal to restructure higher education funding, and focuses on the Legislature's response to the student financial aid portion of the proposal. As a result of the Legislature's response a study is currently being conducted regarding the suggested policy changes to the student financial aid programs in the state. The progress and findings of the study in Texas will most certainly be of interest to policymakers in other states that are wrestling with the increased costs of postsecondary attendance and considering changes in financial aid policy.

We encourage you to communicate with your colleagues and with us about *EMJ*. The success of the journal relies on both scholars and practitioners who are willing to share their research findings and programmatic efforts. Equally important, however, are the consumers of the journal who "spread the word" about student access and success and the importance of finance in realizing the objectives and goals of postsecondary education.