

From the Editors

It is our pleasure to present the second issue of Volume 3 of the *Enrollment Management Journal*. With each issue, we are reminded of the importance of enrollment management to all types of institutions and the multiple perspectives through which scholars explore the topic. We continue to provide articles that focus on a variety of institutional settings; community colleges and both public and private four-year institutions form the background of articles in this issue. And we have again included research from both the quantitative and qualitative methodological perspectives.

Scholarship and Research

In this section, we highlight empirical and conceptual submissions that have completed a blind, refereed appraisal. Tracy Harris examines whether a freshmen orientation course can be used to predict semester-to-semester persistence within a large, suburban community college. Christopher Mullin and David Honeyman consider initiatives to provide accessible and affordable postsecondary education, using student price response theory to examine enrollment changes in community colleges from 1960 to 2000. Michael Firmin, Courtney Johnson, and Stephanie Basham explore students' adjustments to attending universities far from home in the context of changes in their relationships with friends and family. Matt Stillman examines the applicability of using selected pre-enrollment variables to predict first- to second-year persistence at public liberal arts university.

From the Field

The From the Field section focuses on activities and programs that reflect and inform practice in enrollment management. The Aravaipa Learning Community at Central Arizona College facilitated the retention of at-risk students through an integrated studies program that combined math and social sciences. The immersion experience that is part of the summer orientation program at Creighton University introduces incoming students to a "typical day" at the University and has been found to decrease the number of students who do not matriculate in the fall semester.

Legislative Update

The election of a new president and Congress has heightened interest in possible policy changes that would impact financial aid and the financing of higher education. With the considerable economic challenges facing our country, however, there is even greater attention to the response of the federal government. The legislative update in this issue outlines the executive orders and legislation already signed by President Obama and also contains an analysis of the potential impact of the American Recovery and Reinvestment Act on postsecondary education.

Economic concerns have moved to the forefront of enrollment management. States have fewer resources, institutions are facing budget cuts, the value of endowments has been significantly reduced, and families and students are struggling to find the resources to participate in postsecondary education. It is our hope that the reader finds the *Enrollment Management Journal* to be a bridge between research and practice as we face these challenging times.