

From the Editors

In this first issue of Volume 3, the Enrollment Management Journal moves to a quarterly publication schedule. Change occurs with any initiative, and with EMJ the primary changes we have experienced involved people. Jacob Johnson had been with us since we began working on the journal and left in late summer for a full-time position in student affairs at the University of Southern Utah. We thank Jake for his work and welcome Sharon Hoffman as the new managing editor. Elizabeth Stanley assumed supervision of the publication at TG and became a member of the editorial board as we were completing the inaugural issue. Charles Bradford from TG also joins our editorial staff, serving as the copy editor. Finally, there have been a number of changes within the editorial board of the journal. We thank Ron Brown, Jeff Dennis, Dana Mingo, and Tyler Pruett for their service on the editorial board during the past two years. New members of the editorial board and their affiliations are: Michelle Cooper of the Institute for Higher Education Policy, Michael Heintze of Texas State University, and Laura Rendón of Iowa State University.

What has not changed is our focus on publishing a journal that is valuable to both researchers and practitioners. We continue to strive to produce issues that present a variety of investigations about enrollment management with a specific focus on student access, finance, and success.

As with previous issues, three areas continue to be included: Scholarship and Research, From the Field, and Legislative Update.

Scholarship and Research

In this section, we highlight empirical and conceptual submissions that have completed a blind, refereed appraisal.

Rachelle Winkle-Wagner and Jesse Nelson use national data to examine one of the more common measures of success, the employment and earnings levels of college graduates, focusing on differences between males and females as well as racial and ethnic groups.

Steven LaNasa and Sydney Rogers incorporate a qualitative methodology to investigate the impact of a private tuition scholarship program on low-income students' access to a four-year postsecondary experience, as well as how the scholarship influenced persistence and success.

Cynthia Flores evaluates the effectiveness of two outreach programs in South Texas, GEAR-UP and Upward Bound, in preparing minority, low-income, and first-generation students for college.

Marla Butke and David Frego explore how the audition, a unique admissions requirement for fine arts disciplines, influenced the college decision process of music majors from two universities in a Midwestern state.

From the Field

The From the Field section focuses on activities and programs that reflect and inform practice in enrollment management.

Mirella Burton, Victor Garza, Jr., and Richard Regua describe the Enlace program in the San Jose/Evergreen Community College District in California. Enlace focuses on and has contributed to the goal of increasing the success and persistence rates of Latino/a students.

The retention of first-year students grows increasingly important in difficult budgetary times. Rita Kean reflects on the efforts to improve first-year retention at the University of Nebraska–Lincoln, focusing on three initiatives that students have reported as influential in their first-year experience.

Legislative Update

The continuing debate about the cost of higher education has intensified as a troubling economy and tighter credit markets raise questions about the ability of state legislatures to maintain current levels of funding for higher education.

The Legislative Update in this issue summarizes the latest budget survey conducted by the National Conference of State Legislatures, in regards to the potential impact on higher education funding. With continued concerns about a possible long-term recession, increasing tuition to offset decreased state funding does not appear to be a viable solution. This snapshot of state budget concerns and the outlook for specific sectors that impact state revenue provides an early opportunity to estimate the extent of potential funding problems for the upcoming fiscal years.

We look forward to realizing our initial goal of developing a quarterly journal that focuses on scholarship and practice related to enrollment management.