

UH Mānoa Enrollment Management

What is Enrollment Management?

The field of Enrollment Management is a little over 20 years old. Simply put, Enrollment Management involves guiding students from their earliest interest in a college, through to their enrollment and eventually to graduation and completing their degree.



What offices/functions are included in Enrollment Management?

This can vary among institutions but generally, it includes Admissions, Financial Aid, and the Registrar, as it does at Mānoa. Mānoa also has kuleana to support graduate enrollment management strategies.

At other institutions, EM can also include Student Employment, Career Services, Student Accounts, and/or Pre-college programs. The main aim of Enrollment Management is to take care of the business-oriented aspects of students' enrollment needs. We facilitate those needs in partnership with our campus partners across academic and student success so that students enroll, persist, and graduate.



Brief summary of EM Offices:

- **Admissions:** Responsible for most of the front-end, “store front” work, which includes what students see and the operations they don’t see – like document processing and CRM systems management. Admissions is also responsible for the transfer credit evaluation process, the Welcome Center, and awarding academic merit scholarships.
- **Financial Aid:** Responsible for the administration of financial aid and scholarships. There is a misnomer that Financial Aid is an arbiter in the process; no, Financial Aid staff are responsible for ensuring that the institution is in compliance with a *slew* of federal and state laws that come with accepting funds. More than anything, they are agents and stewards of these funds, where many students believe Financial Aid is the decision-making authority in who receives what funds.
- **Registrar:** Responsible for the university’s academic records and related policies. They ensure compliance with federal and state policies and laws related to higher education and the institution’s obligations to students’ academic records. The office keeps and maintains student records from the start of their Mānoa career through to graduation, and they keep archived records of graduates/alumni. The Registrar is also responsible for VA Benefits Administration.

UH Mānoa Enrollment Funnel for Undergraduates

