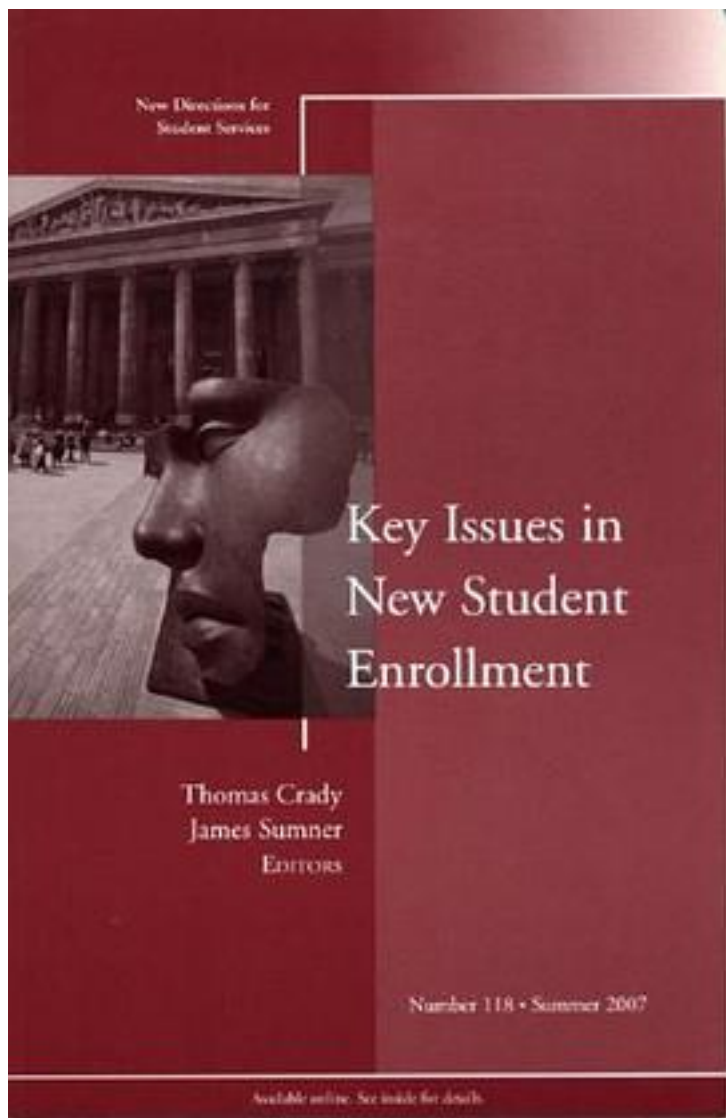


Key Issues in Enrollment Summer 2007



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As the first decade of the twenty-first century draws to a close and the baby boomlet ends, America's 4,000-odd colleges and universities will once again be faced to deal with a declining number of secondary-school graduates. Some institutions will become smaller, some will close, new student markets will develop, and students who might have selected college X in the past will select college Y instead. This volume brings into focus many of the key issues American institutions of higher education will face in the next decade as they encounter demographic changes much like those they confronted when the baby boom ended in the 1980s. Will private industries continue to try and reap financial benefits from the desire of both families and institutions for status? Is the notion of meeting the full demonstrated financial need of most admitted students gone forever? Is need-blind admission at independent colleges a thing of the past? Will the marketplace value of the SAT and ACT continue to slip? Will the goal of creating a diverse student body run into further legal challenges and roadblocks? These and other contemporary issues in new student enrollment are presented by a group of leading professionals who thoughtfully explore topics of special and passionate interest to them -- and to everyone, teachers and administrators alike, in America's colleges and universities. This is the 118th volume of the Jossey-Bass quarterly report series New Directions for Student Services, always an indispensable resource for vice presidents of student affairs, deans of students, student counselors, and other student services professionals.

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