

Enrollment Management and Services

(Undergraduate Admissions, Registration and Records, Scholarships and Financial Aid, Summer Sessions and Visitation Programs)

The Division of Enrollment Management and Services (EMAS) is committed to accessible and affordable higher education. A new and innovative partnership with Wake Technical Community College is in place for the upcoming year and is a tangible representation of this commitment. The division is responsible for attracting, enrolling, and funding a diverse and highly qualified class of new undergraduates students. For the upcoming year, the academic quality of the incoming class has improved, while at the same time, the number of students from under-represented populations has increased. During the 2007-2008 academic year, the division funded the second cohort of Pack Promise students and distributed more than \$200 million dollars of scholarships and financial aid to more than 19,000 students.

The Division plays an important role ensuring that students make satisfactory progress toward their degree intent, that academic policies are enforced, and that classrooms and other critical resources are utilized efficiently. During the past year, EMAS made significant contributions to the efficiency and effectiveness of the university by integrating non-degree programs and summer sessions into its core business processes. The division is responsible for many technologies that support and enhance the educational experience at NC State; in the coming year it will deploy major components of a new and improved student information system.

Working with other campus partners, EMAS plays a key role in the development and delivery of NC State's brand. Significant effort has been made to ensure that the campus visitation experience helps students and their families understand the relevancy and value of an NC State degree within the context of today's economy. The division has taken significant steps toward improving the campus tour, the quality of experience at the E. Carroll Joyner Visitor Center, the quality of admissions publications, and the quantity and quality of recruitment activities. EMAS has created an Integrated Marketing, Recruitment, and Communication Planning Committee of university leaders. This committee will ensure that future marketing and recruitment efforts are appropriate, effective, and coordinated.