

Student-Centered Enrollment Management Principles

The Principles are organized around five core themes: access and affordability, tuition and cost transparency, value and return on investment, sustainability of financial aid, and the use of personal information obtained during the recruitment and enrollment process. The Principles are as follows:

Access and affordability	All students, especially those with limited financial backgrounds and resources, believe that the door to higher education is open and see expanded pathways of opportunity.
Tuition and cost transparency	Students receive clear, up-front pricing information before they are asked to commit to an institution.
Aid and scholarship lifecycle sustainability	Students experience affordability as an ongoing commitment, from recruitment through graduation.
Value and strong return on investment	Students trust higher education institutions to help them pursue meaningful jobs and careers, supported by clear, straightforward communication about completion rates, post-graduation outcomes, and the broader societal and economic benefits of their education.
Use of personal information	Students understand what personal information is collected in the recruitment and enrollment process, why it is collected, how it is used, and how long it is kept. Students are informed about whether and how they can review, correct, or remove their personal information.