The Enrollment Management Association

A nonprofit organization, The Enrollment Management Association provides professional support, advocacy, and smart, strategic enrollment tools to the enrollment offices of more than 1,300 independent schools. We also administer the gold-standard SSAT to 50,000+ potential students each year.
Overview & Statistics

1,300 member schools & organizations

1,100 attendees at in-person conference

90% of attendees are school employees

- Smaller virtual events draw thousands of attendees each year
- Other attendees are community-based organizations, associations, and educational consultants
- Members are from US, Canada, and around the world
- Boarding and day schools
- Industry leading podcast, webinars, special reports and other content
About Enrollment Leaders

74% of Revenue
Enrollment leaders are typically responsible for 74% of annual operating revenue of the school and need solutions that will help them reach this goal.

Leadership Position
Most enrollment leaders sit at the leadership team level, report directly to the head of school, and regularly report to the board of trustees. Enrollment leaders are decision makers within their organizations.

Path to Headship
Enrollment leader positions are increasingly seen as a path to executive leadership (headship) at independent schools.

Access the Whole School
Enrollment is a whole-school activity. EMA’s courses, online events, and content reach multiple constituencies within an organization from business managers, to heads, to trustees.
Virtual Events
Online events focused on regional and timely topics. Typical attendance 100-500. Find out more.

Webinars & Meetups
Popular free sessions occurring throughout the year held on Zoom. Typical attendance: 50-150. See webinar recordings.

Podcasts
Four industry leading podcasts available on Apple Podcasts and other platforms with 200-1000 downloads per episode. Listen now.

Online Courses
Industry leading online courses featuring on-demand content and live sessions on a variety of topics of interest to enrollment leaders. See latest courses.
<table>
<thead>
<tr>
<th>Opportunity</th>
<th>Member Price</th>
<th>Non-Member Price</th>
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</thead>
<tbody>
<tr>
<td>Corporate Membership</td>
<td>$1,500</td>
<td>N/A</td>
</tr>
<tr>
<td>The Yield Magazine</td>
<td></td>
<td>See Pricing Guide</td>
</tr>
<tr>
<td>EMLC Regional In Person Events</td>
<td>$500 - $7,500</td>
<td>$750 - $9,000</td>
</tr>
<tr>
<td>1-Day Online Symposium - Silver</td>
<td>$2,500</td>
<td>$3,000</td>
</tr>
<tr>
<td>Sponsor Spotlight</td>
<td>$2,000</td>
<td>$2,500</td>
</tr>
<tr>
<td>Webinar (deliver content)</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Tuesday Talks (sponsor)</td>
<td>$500</td>
<td>$750</td>
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</table>
EMLC In Person Regional Events

- Multiple cities throughout the US and Canada
- Themed in-person seminars
- Lunch and professional development
- April and May 2024
- Ask about our additional discount if bundled with EMA AC24!
EMLC Sponsor Levels*

**Includes all EMLC events:** Attend events, Table, Logo on all marketing materials, Logo on Official meeting notebook, registration list (no emails), say hello, one free reg per event for a customer (*one available*)

**Platinum**  
$7,500

**Diamond**  
$5,000

**Gold**  
$1,500

**Silver**  
$500

**Includes all EMLC events:** Attend events, Table, logo on most marketing materials, registration list (no emails) (*two available*)

**One EMLC event:** One in person registration, Table, logo on event website (*one sponsor per city*)

**One EMLC event:** One in person registration, placement of one item on Swag Table, logo on event website (*one sponsor per city*)

*Additional discount if bundled with EMA AC24*
Sponsor Spotlight ($2,000–$2,500)

Have a big announcement? Want to own the airwaves?

Exclusive Opportunity: One sponsor per month

- Two podcast spots (30 secs each)
- One member newsletter
- Two social posts on sponsor’s behalf
- One webinar (conditions apply)
- Ad in exclusive Member Community
EMA Monthly Member Newsletter

- Custom Banner, Tagline, Link
- 3,000+ Distribution (Enrollment Leaders — U.S., Canada, Global)
- 50%+ Open Rate
- 8%+ Clickthrough Rate
Did you know? Our friends over at @finalsite just released a Free eBook: The School Blogging Toolkit. Check out the link in the bio to download your free copy!
Podcast

Available on Apple Podcasts, Spotify, and all major podcast platforms

15-30 second spot

Stays on episode

Listen to example here
### Podcast Show Totals

**UNIQUE DOWNLOADS:** 75,915

**Last Processed:** Tuesday, January 18, 2022, 2:20 PM, EST

#### Episode Totals Breakdown

<table>
<thead>
<tr>
<th>TITLE</th>
<th>RELEASED</th>
<th>NOV</th>
<th>DEC</th>
<th>JAN</th>
<th>TOTAL</th>
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<tr>
<td>The Double Edged Sword of Diversity</td>
<td>02/18/20</td>
<td>22</td>
<td>46</td>
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<td>Live at ACDC: The Future of Boarding School Enrollm</td>
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<td>202</td>
<td>147</td>
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<td>Anti-Racism Best Practices for Independent Schools</td>
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<td>51</td>
<td>25</td>
<td>19</td>
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<td>Reinventing Your Tuition Model</td>
<td>12/10/18</td>
<td>16</td>
<td>3</td>
<td>0</td>
<td>1,210</td>
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<tr>
<td>Reconsidering your tuition for the fall?</td>
<td>04/27/20</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>1,148</td>
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<tr>
<td>Reducing Bias in the Admission Process: Best Practice</td>
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<td>8</td>
<td>5</td>
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<td>Now is a Good Time to Launch an Idea Factory</td>
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<td>7</td>
<td>6</td>
<td>1,094</td>
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<tr>
<td>Retention with Intention</td>
<td>02/27/19</td>
<td>9</td>
<td>5</td>
<td>1</td>
<td>1,070</td>
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<tr>
<td>A Novel Approach to Tuition Setting</td>
<td>03/14/19</td>
<td>3</td>
<td>6</td>
<td>0</td>
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<tr>
<td>How to create a winning school brand</td>
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<td>3</td>
<td>2</td>
<td>1,045</td>
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Showing 1 to 10 of 102 entries

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**Downloads per Country**

*Map of downloads per country.*
Tuesday Talks

- Member Exclusive Content
- 1 Hour Long
- FREE to registrants
- Timely topics often requested by members
- Once or twice a month based on interest
<table>
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<tr>
<th>Date</th>
<th>Topic</th>
<th>Lead</th>
<th>Registration #</th>
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<tbody>
<tr>
<td>August 15</td>
<td>Use your values to get reinspired for the year ahead</td>
<td>Jennie Winton, Mission Minded</td>
<td>32</td>
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<tr>
<td>November 14</td>
<td>Retention Activities &amp; Outcomes</td>
<td>EMLC</td>
<td>169</td>
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<tr>
<td>January 16</td>
<td>Navigating the Rebranding Process</td>
<td>Lucy Kelley, Dux Studio</td>
<td>27</td>
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<tr>
<td>Date</td>
<td>Topic</td>
<td>Session Leader</td>
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<td>February 20</td>
<td>Learnings from the 23/24 Recruitment Season: Marketing and Admission Funnel Insights</td>
<td>Kevin MacNell, Metric Marketing</td>
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<td>February 27</td>
<td>Admission Manuals</td>
<td>Jackie Montero–Sharpe, Fork Union Military Academy</td>
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<tr>
<td>March 12</td>
<td>Canadian Immigration Issues</td>
<td>David Garson, Garson Immigration Law – Toronto, Canada</td>
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</tbody>
</table>
Tuesday Talks Sponsor Benefits

- Logo on registration landing page (banner)
- “Brought to you by…” language on registration landing page
- Logo in waiting room
- Logo on main slide
- Thank you from meeting host
- Attend/participate in Tuesday Talk
- Include ‘brought to you by’ language in email with recording
- Logo and ad in community with recording
- EMA will provide registration report with attendee name, state and school name
One Day Online Symposium Sponsorship

- 200–900 Registrants
- 75%–80% attendance rate
- Recordings available to attendees after live event
- Registrant list
- Welcome attendees
- Email sent on behalf of sponsor
- Logo on event center
- Ad in waiting room
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Description</th>
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</thead>
<tbody>
<tr>
<td>3:00 pm ET - 3:45 pm ET</td>
<td>Action Planning and Brainstorming in Small Groups with Panelists</td>
</tr>
</tbody>
</table>
| 3:45 pm ET - 4:00 pm ET  | Closing Session  
  * Group Share Out  
  * Summarize key takeaways                                                                |

After the symposium, each attendee will be provided with a key takeaways document - a nugget of knowledge from each of the panelists and speakers.

Thank you to our Sponsors:

- [Enrollment Catalyst](#)
- [SchoolAdmin](#)

Check out our full line-up of EMA events and online courses
Symposium Sponsorship Ad in Waiting Room
Please contact sponsor@enrollment.org for additional information
Thank You