Enrollment Management Association | Strategic Plan for 2023–2026

Vision
To champion transformational education journeys.

Mission
The Enrollment Management Association provides unparalleled leadership and service in meeting the admission and enrollment needs of schools, students, and families.

Goal 1: In 2027, EMA is school leadership’s go-to resource and authority on K–12 enrollment issues, trends, and leadership development.
- Expand influence and leadership of enrollment managers through continuous and innovative professional development and their own career journeys.
- Increase EMA’s impact on the school community’s understanding and appreciation of enrollment management through new and deeper relationships with all school leaders.
- Increase utilization and growth of EMA tools in current member markets.
- Expand into promising new member markets across the globe.
- With a global mindset, develop transformational strategic partnerships within and beyond the industry.
- Revolutionize EMA’s technology to optimize excellence in mission delivery to schools.

Core Values
We value equally...
- Accessibility
- Integrity
- Innovation
- Excellence
- Service

Goal 2: In 2027, EMA’s innovative and diverse portfolio of high performing products transforms students’ and families’ education journeys.
- Expand EMA’s portfolio of market-driven enrollment tools.
- Enhance current enrollment tools to meet changing and/or emerging market demands.
- Revolutionize EMA’s technology to optimize efficiency and effectiveness in serving students and families.
- Deliver operational excellence across the organization.

Goal 3: In 2027, EMA is a catalyst for equity and access, adding lasting value to society.
- Increase student and family access to independent schools.
- Create and demonstrate an impactful commitment to guiding principles for diversity, equity, inclusion, and belonging that serve EMA’s community.
- Ensure EMA’s enrollment tools are equitable and serve the diverse needs of all populations.
- Enhance processes that support diversity, equity, inclusion, and belonging in the EMA employee life cycle and in all EMA’s tools and services.
- Expand advocacy activities that enhance independent schools’ public trust and goodwill.