

Our role as member advocates goes beyond advocating for the profession. **We advocate for the professionals.**



EMA membership offers access to champions and trailblazers forging new paths to ensure independent schools flourish. With EMA as your partner, you can find personalized support at every turn with tools and resources for all of your needs.

Your Professional Development

- **Annual Conference:** Join over 1,100 of your peers for our biggest event each year. Network with your enrollment management colleagues, boost your professional acumen, and get new innovative ideas to elevate your strategic plans in the new academic year ahead.
- **Annual EMA Symposia:** Connect with a community of your peers, gain insights from others in your network, and access specialized thought-leader resources on curated topics such as Marketing, Financial Aid, Neurodiversity, and much more. **2 COMPLIMENTARY PASSES PER SCHOOL/ ORGANIZATION!**
- **Tuesday Talks:** Free online meet-ups on topics such as Parent Interview Questions, Early Childhood Screening Tools, Using a Rubric to Inform Admission Decisions, How to Best Utilize Google Analytics, AI, and much more. **INCLUDED WITH MEMBERSHIP!**
- **Spring Regional Enrollment Management Leadership Council (EMLC) Seminars:** Get the latest trends, data, and resources for your enrollment strategy with a special focus on topics of interest to the local collaborative, alongside EMA experts and colleagues.
- **EMA Online Community:** Engage with experts and learn new skills, expand your network, get your questions answered, find inspiration, or view archived chats for quick reference. **NEW TAILORED DISCUSSION GROUPS!**
- **Learning Pass:** Access expert-led online courses that help you grow your skills and empower you to achieve professional and enrollment success. **FREE WITH MEMBERSHIP!**

Your Custom Industry Research

- **Annual Research:** Stay informed with the latest industry trends and gain valuable competitive intelligence with the flagship *Yield* magazine and reports such as the Cost Per Enrollment Study, Effects of COVID-19 on Educational Outcomes, and more. These reports help you stay up to date and present key insights to your team.
- **Data Dashboards:** Real-time data points, as well as historical data trends, help you operationalize information. Download reports for your board, and visualize SAO and SSAT test-taker trends and year-over-year performance.
- **State of the Industry (SOTI) Report & New Online Dashboard:** EMA's flagship research provides a snapshot of our industry approximately every three years. The 2023 update features an all-new data dashboard allowing you to filter, customize, and explore trends by region, school size, salary, race, and more. **NEW RIDE REPORT COMING IN 2024!**

Your Student Recruitment Tools

- **SSAT:** An equitable way to assess applicants, regardless of their background or experience. It is an objective measure to reduce inherent biases and predict first-year student success.
- **Character Skills Snapshot:** Our innovative assessment and the ideal complement to the SSAT, the Snapshot fills the gaps for who a candidate is and what they know.
- **Standard Application Online (SAO):** Serving 55,000 applications to participating schools annually with representation from 25+ access organizations.
- **Benchmarking:** Customized SSAT score reports of currently enrolled students to help you establish a baseline for comparing incoming applicant scores.

Your School's Marketing Services

- **The EMA Marketing Community:** A designated space to engage in stimulating conversations, share innovative ideas, and access archived chats for quick and convenient reference. **COMING SOON!**
- **Student Prospect List (SPL):** Gives you access to 43,000+ qualified students who have expressed their interest in independent schools.
- **Admission.org Search:** Reach prospective students through our school search and streamline the application process with the Standard Application Online (SAO). Last admission season, Admission.org received over 310,000 visitors from 220 countries, with 40% of new users coming through Google search.
- **Professional Programming:** New and bespoke virtual and in-person programming for those serving as your school's Marketing and Communication leaders. **COMING SOON!**