

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



With EMA as your partner, personalized support is available at every turn with industry-leading tools and resources to aid your success. We're adding exciting new benefits in 2025-26 while keeping dues the same, delivering exceptional value for our members.

Professional Development

- **Annual Conference:** Network with 1,600 of your enrollment management colleagues, boost your professional acumen, and get new innovative ideas to elevate your strategic plans.
- **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. **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.
- **Regional Seminars:** Attend our regional spring seminars hosted by the Enrollment Management Leadership Council (EMLC) to learn the latest trends, data, and resources for your enrollment strategy. The seminars also focus on topics of interest to the local collaborative.
- **EMA's 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. **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!**

Custom Industry Research

- **NEW! NAIS DASL Collaboration:** Our groundbreaking DASL (Data and Analysis for School Leadership) partnership with NAIS will transform enrollment management benchmarking. **Coming soon!**
- **Annual Research:** Stay informed with the latest industry trends and gain valuable competitive intelligence with our flagship *Yield* magazine and reports such as the *Cost Per Enrollment Study*.
- **Data Dashboards:** Real-time data points and historical trends help you operationalize information. Download reports for your board and visualize SAO and SSAT test-taker trends.
- **NEW! State of the Enrollment Industry (SOTI) Report:** EMA's flagship report, the *State of the Enrollment Industry*, returns in the spring of 2026, complete with a data-rich dashboard for analyzing trends and building board reports.

Marketing Services

- **NEW! Admission.org Search:** The reimagined Admission.org Search will vastly expand EMA's candidate funnel for member schools, consultants, and access organizations. Schools accepting the Standard Application Online will gain a streamlined applicant funnel. **Coming soon!**
- **Student Prospect List (SPL):** Access 43,000+ qualified students who have expressed their interest in independent schools.
- **Open Seat List:** Included with the Student Prospect List or available as a prorated subset, the Open Seat List is comprised of 4,000+ students seeking enrollment after the traditional April decision dates.
- **Professional Programming:** Virtual and in-person programming for those serving as your school's marketing and communication leaders.

Enrollment Management Tools

- **SSAT:** An objective, equitable way to assess applicants, reducing inherent biases and predicting first-year student success. Make holistic admission decisions and better support and place new students.
- **Character Skills Snapshot:** Our innovative noncognitive assessment is the ideal complement to the SSAT, filling the gaps for who a candidate is by providing a self-reflection on how they view themselves.
- **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.

