

**An Analysis of Texas Higher Education Enrollment Trends:
Examining the Goals of Strategic Enrollment Management and Leadership**

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ABSTRACT

This study focuses on two institutions in the state of Texas, one which has experienced a decline in student enrollment, and the other which has experienced an increase, and analyzes their enrollment management practices. The study aims to determine why enrollment has declined/increased, and how each institution has responded as a means of substantiating the importance of strategic enrollment practices.

METHOD

Existing enrollment data was extracted from the Texas Higher Education Coordinating Board website. For each institution, case study data was collected using university SEM websites and strategic plans.