The purpose of this study was to evaluate the implementation of enrollment management at two public universities. The theoretical framework was conceptual and centered on the effectiveness of the implementation process as a pivotal factor in the development of a comprehensive enrollment management operation. This multi-site case study included fourteen participants from Valley University and seventeen participants from Mountain University. Using a mixed-methods approach, the researcher administered a 33 question survey and conducted individual interviews with all participants. Survey data was analyzed using an independent sample t-test to determine the difference in mean scores between participants at both universities. A comparison of the perception of the implementation of enrollment management at each university was evaluated in this analysis. Interview data was evaluated using cross-case and trend analysis in order to assess reasons for success or failure in the implementation of enrollment management at each institution.

The implementation of enrollment management was found to be more successful at Mountain University because the support and understanding of the senior administration - most notably the president – was more resolute. By more effectively supporting enrollment management with human and budgetary resources, Mountain University developed a more successful enrollment management plan, conducted more effective retention programs, and witnessed more developed communication and collaboration practices related to enrollment management. Consequently, Mountain University was more successful in achieving a comprehensive enrollment management operation than Valley University. As a result of more effective implementation, the Mountain University campus community proved to be more supportive and respectful of enrollment management. At both universities, communication and collaboration between administrative units was found to be more effective than between administrative units and faculty. Barriers to communication and collaboration between administrative units and faculty were identified in the study.

Further research on best practices in the implementation of enrollment management at public universities and on the correlation between resources and successful enrollment management is recommended.