



The Enrollment Management Association

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Overview: Candidates for Trusteeship

What is the function and role of [The Enrollment Management Association's Board?](#)

The Enrollment Management Association's board of trustees addresses the strategic and fiduciary needs of the Association led by its officers and executive committee. The EMA Board has full authority over the affairs of a national member association led by [Executive Director and Chief Executive Officer Heather Hoerle](#). Specifically, the board of trustees oversees the administration of the Association, provides organizational support for executive leadership, ensures current and proposed programs and services align with the Association's stated mission and purpose, exercises financial stewardship, approves annual budget, and sets strategic direction.

Who are the EMA Trustees and what is their background?

[EMA Board of Trustees](#)

Our Board comprises members hailing from disciplines throughout the enrollment management community across the United States and internationally. This diverse group of industry leaders includes admission, financial aid, and enrollment thought leaders, heads of school, chief financial officers, access organization directors, branding and marketing experts, member association professionals, testing and assessment experts, academic innovators, and others. Their wide range of backgrounds and talents ensures that we serve our constituents' best interests with professionalism and integrity.

Does the Board engage in fundraising?

No. There is no financial commitment required of EMA Board members to either raise or donate.

What are the criteria sought in future EMA Board members?

The EMA Board seeks individuals who are leaders in their fields, who represent the defined strategic priorities of the Association, and who are able to commit the time and attention required to champion the values of the Association. Trustees must be willing and able to engage with the Board's strategic priorities in support of the sustainability of the independent school admission and enrollment community. At all times, the Board maintains a strong commitment to diversity of background, thought leadership, geography, and perspectives, in addition to any particular skill set being sought to fill the needs of an upcoming Trustee class. Every year, the criteria changes but here are some of these skill sets:

- Thought leadership in independent school and college admission, financial aid, and enrollment management.
- Institutional or other executive leadership experience.
- Testing and assessment expertise.
- Independent school placement and access expertise.
- Professional development expertise.
- Technology, digital strategy, and future trends expertise.
- Branding and marketing expertise.
- Financial expertise.
- Boarding and international school expertise.
- Legal expertise.
- Prior nonprofit board experience.
- Thought leadership and guidance on school financial sustainability.
- Experience in growing and emerging markets.

How does the EMA Board receive and review nominations?

Names come to the attention of the Board through a variety of sources, both formally and informally. At the September Annual Conference, the Board formally announces the opening of the Call for Nominations, inviting all members to participate. Candidates may self-nominate or be nominated by another individual. The Governance Committee, one of four standing Committees of the Board, is charged with the review, vetting, and presentation of nominees to the full Board, which then determines the final selection. The bulk of the Governance Committee’s work typically takes place in the fall and winter, prior to the full Board’s review of finalists. Usually, new Trustees learn of their appointments in the spring and begin their terms of service at the summer meeting, attending a special new Trustee orientation ahead of that meeting.

Does being interviewed by Governance Committee members constitute an invitation to join the EMA Board?

The Governance Committee presents candidates to the full Board for discussion and vote in accordance with the Bylaws. Individual Trustees, whether members of Governance or not, do not have the authority to extend invitations on their own. In order to address future EMA Board needs, Governance Committee members may interview potential candidates, formally or informally, at any time during the year. If a candidate is not self-nominated, the purpose of the interview may be to discern whether the individual wishes to have their name placed on the future prospect list. The Committee typically interviews more candidates than the number of open Board seats and may be looking both short- and long-term.

How long is an EMA Trustee’s term of service?

Individuals serve an initial term of three years and may be renewed to serve an additional term. EMA Board members must rotate off after having served six consecutive years unless they become Chair-Elect during their service.

What are the time and travel commitment for EMA Board service?

The EMA Board meets face to face in various US cities three times a year. Meetings are of one- to 3.5-days’ duration, often partly falling over a weekend. The Board also conducts a video conference call in the spring to approve the final budget. There is an expectation that Board members will attend the summer, fall, and winter meetings in person, or, if not feasible, via video conference. First-time Trustees also attend a special orientation just prior to the start of the summer meeting.

Whenever possible, it is customary for Trustees to attend and serve as ambassadors at the EMA Annual Conference, which begins immediately upon conclusion of the fall Board meeting. The Board hosts conference-related special events, and Trustees may be called upon to introduce keynote speakers or speak from the podium as part of plenary sessions.

The Association covers all Trustee travel and conference expenses to and from Board meetings and the Annual Conference.

Between full meetings, the Board conducts its work remotely via four standing Committees: Membership Services, Emerging Trends, Finance, and Governance (Committee on Trustees). These Committees, along with the Executive Committee, meet via video conference three to five times per year in meetings of 60 to 90 minutes’ duration. Trustees typically serve on one Committee, although some serve on two. From time to time, the EMA Board may also launch special ad hoc task forces that would meet remotely.

What are the 2019-20 EMA Board Meeting Dates?

June 16-19, 2019, Kennebunkport, ME.	Summer '19 meeting
September 11, 2019, Washington, DC.	Fall '19 meeting in conjunction with Sept. 11-14 Annual Conference.
January 30-February 1, 2020, location TBA	Winter '20 meeting