

ABSTRACT

In many universities and colleges, admission offices did not see a need to be aware of what happened to the students once the admission process was completed. After the student enrolled, they felt that their job was finished. The admission offices do not know which factors can be enhanced in order to increase the students' enrollment rate. Therefore, the students' enrollment management is an organizational concept developed in order to solve problems associated with students' attrition, retention, admission and registration. The main objectives of this study included to find out how factors such as; Students' income levels, university's capacity and university's ethos can affect the students enrollment management in the Adventist University of Central Africa (AUCA). This study used a cross-sectional descriptive survey design with both qualitative and quantitative approaches. Using a semi-structured questionnaire; and interview schedule. Data about research variables was collected, summarized and analyzed using quantitative and qualitative methods. Descriptive statistics was a tool to analyze the data, specifically formulas to calculate percentages and frequencies which were later interpreted scientifically and compared to the research hypothesis in order to provide some findings, conclusion and recommendations. It has found and concluded that; the students' income levels, the AUCA's capacity and AUCA's ethos are major factors that affected the students' enrollment management in AUCA. Therefore, it was recommended that to remain competitive; AUCA must improve its capacity by increasing the number of classrooms, number of qualified personnel; AUCA must be sensitive to their peer' net charges (tuition charges less financial assistance also; must not rely on religious based ruled in controlling the students' discipline. Because different students with different believes are registered in AUCA and their rights must be considered. Otherwise, the AUCA's ethos will increase the students' attrition instead of increasing the students' retention.