TUESDAY, JULY 7

4:00-7:00 p.m. Conference Check-in

WEDNESDAY, JULY 8

10:00 a.m.-5:00 p.m. Conference Check-in
Exhibit Area Open

12:30-1:30 p.m. Concurrent Breakout Sessions

08A24: The Strategic Enrollment Planning Imperative: Higher Education Past and Present
Kevin Crockett—President, Enrollment Management, Ruffalo Noel Levitz
Higher education professionals are currently dealing with the most turbulent environment in decades. Fueled by the economic crisis, ongoing demographic shifts, rapid technological change, and increased scrutiny of the postsecondary enterprise by both government and the larger public, the pressure is on to attract, retain, and graduate students in greater numbers than ever before. This session will explore the major environmental trends that are challenging enrollment managers and suggest some potential solutions to these issues.

08A25: Meeting Your Graduate Recruitment Challenges
Sheila Mahan—Senior Associate Consultant, Ruffalo Noel Levitz
The environment for graduate recruitment has become much more challenging in recent years, driven by economic uncertainties as well as competition from new providers. While there has been growth in some disciplines, enrollment declines in traditionally popular fields have hurt. Colleges and universities must respond with recruitment and marketing efforts that are both traditional and innovative. What fundamentals should an institution have in place to position itself in this landscape? What new recruitment efforts are most productive? This session will identify the top recruitment and organizational strategies that can be tailored to fit your graduate recruitment needs.

08A26: How to Pivot From Enrollment Data to Action
Mike Crowley—Vice President, Senior Consultant, Ruffalo Noel Levitz
Garvel Kindrick—Senior Report and Research Analyst, Enrollment Management, Ruffalo Noel Levitz
This session will provide highly relevant enrollment management and recruitment data reporting and analysis techniques. Unless you have a sophisticated recruitment dashboard and a robust behavior-based customer relationship management (CRM) system, this
session is for you. Learn how to create pivot tables to track point-in-time results while ensuring data integrity at a glance. The presenters will supply step-by-step instructions and plenty of examples. They will also review audience segmentation opportunities, communication timing, tactical development, testing, and best use of data analysis as it relates to optimizing conversion rates. Attend this information-packed session and immediately walk away with a set of useful tools and examples to improve your recruitment strategy development and action implementation.

**08A27: Retention for Rookies**

**Tim Culver**—Vice President, Consulting Services, Ruffalo Noel Levitz

You have just been named coordinator of student retention at your institution—now what? This session on learning the keys to retention success is back by popular demand. Discover retention strategies that get results at two-year and four-year institutions and learn the best ways to plan for programs by laying the groundwork for success and gaining faculty support.

**08A28: Out With the Freshmen, in With the Transfers**

**Sarah Keating**—Executive Consultant, Ruffalo Noel Levitz

More than half of all college students will attend more than one college prior to completing their bachelor’s degrees. Enrollment officers looking to diversify their enrollment mix in order to offset other traditional population losses know that transfer students play a key role in meeting overall enrollment goals. Adjusting current recruitment practices to better identify with the needs of today’s transfer students is a necessity, not an option. This session will address the actions needed to effectively recruit transfer students via relationship building, effective communication plans, and targeted outreach activities.

**08A29: Selfies, Snapchat, So What? The 2015 Social Admissions Report**

**Gil Rogers**—Director of Marketing and Outreach, Chegg Enrollment Services

Millennials and the iGeneration were born when Google began and were in grade school when Facebook took off. Their natural instinct is to gravitate online to find the information they are looking for, using social media and digital services for everything from consumer electronics to their college decision … all on devices that can fit in their pockets. In its fifth installment, the Social Admissions Report has been refreshed to include how students prefer to utilize mobile devices to connect with schools, perspectives on today’s digital services and popular social networks, and how students utilize them at each phase of their college search.

**08A30: Satisfy Now, Benefit Later: Student Satisfaction and Alumni Giving**

**Scott Bodfish**—Vice President, Marketing and Research Services, Ruffalo Noel Levitz  
**Julie Bryant**—Associate Vice President of Retention Solutions, Ruffalo Noel Levitz  
**Dawn Stever**—Vice President, Ruffalo Noel Levitz

How can you influence students now to encourage greater alumni giving in the future? A recent study of more than 350,000 students at more than 400 four-year public and private institutions that completed the Student Satisfaction Inventory™ indicates that colleges with higher student satisfaction also have higher rates of alumni giving. We know from past studies that student satisfaction and graduation rates are also linked, so it makes sense that satisfied students are also more likely to give back to their institution
after they have completed their degrees. In this session we will explore what institutions can do to influence student satisfaction in key areas to better position themselves for future fundraising efforts.

08A31: *The Sophomore Slump: Strategies for Supporting and Retaining Second-Year Students*

**Julie Tetley**—Chief, Academic Advising and First-Year Experience, The United States Air Force Academy

Over the past 20 years, colleges across the nation have developed extensive programs to support first-year students and, as a result, have witnessed a rise in first- to second-year retention rates and improved academic engagement of first-year students. But, what about the second-year students? While the “sophomore slump” is not a new phenomenon, institutions of higher learning have begun to pay greater attention to this population by means of increased resources, research, and specialized programs. This session focuses on the characteristics, needs, and issues of second-year students, drawing on various psychosocial and cognitive developmental models, and features the latest sophomore-year research and program best practices from across the nation. Participants will leave with ideas for implementation and knowledge about how to better support second-year students.

08A32: *A Systems Approach to Marketing and Managing Successful Online and Adult Programs*

**William Husson**—Academic Dean Emeritus, Regis University

Colleges and universities now look to the expanding adult graduate and undergraduate market to assure the long-term enrollment growth of their institutions. There are a number of critical success factors required to ensure steady growth and profitability in a volatile marketplace. This presentation will provide a strategic overview of the key success factors for both classroom-based and online programs including organization of the marketing and recruiting functions, data collection and analysis, market research, faculty and curriculum development, retention strategies, and management mechanisms.

08A33: *You Can’t Lecture for 75 Minutes!*

**Janet Starks**—Associate Vice President, Academic Affairs, Kingswood University

You’ve probably used group work and student presentations, but have you heard of “stand up and turn around” or thought of using “show and tell” in college/university classes? When our university switched from 50- to 75-minute classes, it was clear that lecturing for 75 minutes was not the plan. Thus began a mission to surround lectures with as many diverse methods as possible. This session will briefly examine and demonstrate multiple creative teaching methods that have been borrowed, stolen, adapted, and created to help keep students engaged in classes.

08A34: *Innovative Programs and Strategies: Going From a “Good” to “Great” Retention Rate*

**Kathryn Johnson**—Vice President for Student Affairs and International Relations, Clarkson University

Learn how a university that was already retaining significant numbers of students was able to move that number up to a record high by engaging the campus community in a retention plan that yielded some very innovative programs and strategies. These retention initiatives led to major changes in curriculum and academic advising. The presenter will also share how the university identified and proactively worked with at-risk students, as well as how they integrated a predictive model into the process.
08A35: Marketing for Rookies
Kathleen Fitzgerald—Vice President of Institutional Advancement, Muskingum University
How do you make today’s dynamic marketing mix work in this highly competitive college marketplace? If you’re new to higher education marketing, you’ll want to get these winning strategies for your school’s success. Learn tools and tips to effectively reach and recruit future students—and manage marketing for best results, even with tighter resources, in-house challenges, and an ever-changing landscape.

Todd White—Senior Consultant, Ruffalo Noel Levitz
Chris Pesotski—Executive Consultant, Ruffalo Noel Levitz
The role of athletics on the college campus is complex, covering aspects of student life, academic affairs, alumni relations as well as recruiting and financial aid. This session will:
- Review the importance of recruiting student-athletes in meeting overall enrollment goals;
- Examine the role of roster sizes, JV programs, and new programs in creating opportunities for additional enrollment;
- Explore how planning, training, and communication can help your institution improve enrollment; and
- Look at examples of tools you can use to include athletic student recruiting goals in overall admissions goals.

Join us as we review various ways campuses can organize the financial aid framework to monitor merit and talent scholarship cost for student-athletes. Note: This session will concentrate on techniques useful to NAIA and NCAA Division II and III institutions.

Take 20 Theatre (Sponsored by Chegg Enrollment Services)
1:35-1:55 p.m.
Exhibitor Showcase Session—Ruffalo Noel Levitz Retention Management System Plus™:
How Do You Prioritize Which New Students Need Your Attention (and Intervention) First?
Do you have a proven, research-supported system for identifying risk factors with your entering students—before they even begin classes? Do you know what motivational and non-cognitive characteristics are influencing the success of your first-year students? Do you have a tool that can be used at mid-term or mid-year or in the second year that helps you target the most at-risk students? Learn how data from the RMS Plus suite of assessments can help you identify at-risk students early, create opportunities to intervene, and help more students be successful.

2:00-3:00 p.m.
Concurrent Breakout Sessions

08B24: No Surprises Revisited: Assessing What’s Essential for Enrollment Success
Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz
The higher education landscape is changing more rapidly than ever. Institutions are finding a new array of information to monitor. What should you know to better forecast and impact your enrollment results? Do you ever wonder if you have access to the right
data to decide exactly how to guide your campus’s enrollment initiatives? Do you really know the impact of marketing, recruitment, financial aid, and retention initiatives on your overall enrollment results? Are you confident that your data provides a clear picture of your enrollment situation and an accurate forecast of your institution’s enrollment? This program will address these questions and recommend the data/metrics you should monitor throughout the enrollment process. Come and minimize future enrollment surprises!

08B25: Optimizing Your Conversion and Yield Rates: How to Use Funnel Benchmark Data
Sarah Coen—Senior Vice President, Consulting Services, Ruffalo Noel Levitz
The Ruffalo Noel Levitz recruitment benchmark data for four-year public and private institutions throughout the country will be shared during this session. The presenter will explore how you can use this data to make important changes to your campus recruitment efforts. We will discuss how to use the benchmark data in meaningful ways. This will include: gaining a better understanding of your recruitment plan, identifying opportunities to increase your conversion and yield rates, pinpointing when and where to intervene to avoid enrollment surprises, and increasing the accuracy of your institution’s enrollment and yield projections. The session will conclude with a strategy discussion focusing on ways you can improve your recruitment efforts to reach and exceed enrollment goals.

08B26: Using Web Analytics to Connect Marketing, Web Behavior, and Conversions
Alan Etkin—Senior Analyst, British Columbia Institute of Technology
We know how many students apply to our programs. We know how many visitors come to our websites. But how many of us can connect the online journey from marketing activities, to website behavior, to conversions in our application and registration systems? This session presents a case study of how one college implemented Google Analytics with Google Tag Manager, providing an end-to-end view of our efforts. See the steps we took, the traps we fell into, and the reports we now use to define KPIs for our recruitment strategy.

08B27: Parent Programming: Working With Parents to Improve Student Success
Sarah Schupp—CEO, UniversityParent.com
Stacy Fair—Director of Parents, Families, Visitor Services, North Carolina State University
Julie Bryant—Associate Vice President, Retention Solutions, Ruffalo Noel Levitz
Have you considered the positive role that parents can play in student retention for your traditional student population? What are institutions nationally doing to better connect with parents to improve student success? This session will share national data on parent priorities and satisfaction levels for the student experience, the types of communication efforts and parent programming institutions can implement, and a campus example of how working with parents from the prospective student stage through graduation can yield positive outcomes.
08B28: Who’s Your Voice? How to Successfully Integrate Student Staff and Create a First-Class Recruitment Program

**Amy Glenn**—Associate Director, Office of Future Engineers, Purdue University

**David Bowker**—Director, Office of Future Engineers, Purdue University

Are you trying to figure out how to be more effective at increasing applications and yield while remaining relevant to the audience you serve? Whether you are finding a way to bridge the gap between experienced staff and prospective students or being more efficient with staffing resources, the challenges seem to be ongoing for all types of colleges/universities. What would happen if we empowered our current student tour guides, panels, and phone brigades and put them on the front lines meeting with families, leading presentations, taking phone calls, heading up social media, marketing, and website design? Purdue University’s Office of Future Engineers (OFE) asked themselves these same questions. Participating in over 350 outreach/recruitment programs each year, engaging with over 30,000 people, and sending over 200,000 email and print marketing communications each year, Purdue OFE needed to find a way to accommodate the increasing requests while preserving the three full-time staff members from burnout. Having tested the waters, with positive results, they are now ready to share the outcomes of this experiment with others interested in looking for new ways to keep great staff and utilize their best resources, current students. During this fun and interactive session, participants will have the opportunity to hear from Purdue OFE about student involvement and the results of their efforts, engage in group discussion, and share best practices on outreach and recruitment efforts.

08B29: Why You Need a Mobile-Friendly Course Catalog and the Five Steps for Getting There

**Lance Merker**—President and CEO, OmniUpdate

Though many schools know the importance of a mobile-friendly website, few are prioritizing the same adaptive technology for their course catalogs. Attend this session to learn why a responsive course catalog is important for your recruitment and retention goals. Lance Merker will share five steps to help transition your catalog from static to dynamic and mobile-friendly. He will discuss examples, insights, and lessons learned from three universities that recently underwent this change. Learn about getting buy-in from stakeholders, using analytics to inform your design, standardizing content, and much more!

08B30: Financial Aid for Rookies

**Derek Flynn**—Assistant Vice President, Ruffalo Noel Levitz

Understanding the many moving parts that are included in “financial aid” is daunting enough, let alone taking this information and building a strategic plan to use these dollars. This session will introduce attendees to the basics of financial aid (Financial Aid 101) while introducing some basic fundamentals for building your own strategy. The session is geared toward professionals who may be new to financial aid and professionals wanting to learn the basics of building an aid strategy.

08B31: Are You Getting Ready for Generation Z?

**Jim Hundrieser**—Vice President for Enrollment Management and Student Affairs, Plymouth State University

This new generation is seeking authenticity at even stronger levels than the current group of students we are recruiting and enrolling. How is your campus preparing to learn and embrace this new generation? How might we think through expanding our technological
tools to modify our practices and engage them in scaleable yet authentic ways? This session will explore initial data we have about this generation and ways to think about what we need to do to recruit and retain them through graduation.

08B32: Statistics 101 for Enrollment Management
Andrew Sallee—Vice President, Analytics and Product Development, Ruffalo Noel Levitz
Dan Edstrom—Vice President, Data Management and Modeling, Ruffalo Noel Levitz
Enrollment management professionals need to make use of many different types of data in order to maintain a competitive advantage and to help meet the goals of their institutions. This session will cover several specific types of data and analyses that can be used in order to answer questions about historical trends, future planning, market penetration, and market potential. We will discuss various statistical techniques that can be used for specific types of data, as well as determining significant factors and interpreting results. This session is for anyone who wants to understand data analysis in order to use it more effectively for enrollment management decision making.

08B33: Rocking the Boat: Early Alert as a Campus Disrupter
David Hao—Associate Dean, Student Success, Houston Baptist University
Megan Mueller—Director, Academic Success Center, Houston Baptist University
Implementing a truly comprehensive early-alert program can be an overwhelming task, particularly when a campuswide student success initiative involves constituents from many faculty and staff departments. While implementation itself can be challenging, the process also exposes an institution’s strengths and weaknesses that may have a significant impact on student retention. From breaking down silos in the student intervention process to shedding light on inconsistencies in academic policy, this presentation will highlight one university’s discoveries on the road to fully integrating a new early-alert process and software.

08B34: Lessons Learned From Recruiting Adult Students
Mark Ash—Adult Admission Advisor, Kirkwood Community College
This session will examine successful adult learner recruiting techniques at a medium-sized (<17,000) Midwestern community college, a candid assessment of what strategies have not worked, and “lessons learned” along the way. This session is a direct result of having attended a previous National Conference where lessons learned about traditional student recruitment were enhanced and implemented to cater to the adult student audience. Key themes emphasized in this session include: active listening, using concise language in all forms of communication, and the importance of segmented strategies for the adult audience.

08B35: Alignment: The Missing Element for Enhancing Student and Institutional Success
Charles Schroeder—Senior Associate Consultant, Ruffalo Noel Levitz
While almost everyone agrees that enhancing student success and institutional success are admirable goals, achieving these outcomes is usually limited by deeply rooted organizational, cultural, structural, and mental model challenges. In particular, academic, student, and administrative divisions are highly specialized, compartmentalized, fragmented units that operate as “functional silos” where meaningful, cross-functional collaboration is often nonexistent or at best, limited. The missing element for bridging these organizational divides is “alignment”—intentionally matching resources, policies,
and practices with the institutions educational purposes and student characteristics. This program explores low cost, practical, and proven alignment strategies from educationally effective schools to achieve high levels of student as well as institutional success through: boundary spanning and environmental assessment; forging cross-functional educational partnerships, especially between academic, student, and business affairs; process analysis and redesign principles; collaboration; and, organizational leadership and change. By “stepping out of our comfort zones” and understanding and embracing alignment strategies, participants can assist their institutions improve quality, productivity, and effectiveness.

08B36: Higher Education Disruption and Implications for Enrollment Managers

Melissa Morriss-Olson—Provost, Bay Path University

Higher education is in the midst of marketplace disruption so significant that it has brought into question whether the current operating model is even sustainable. Change is becoming a necessity as higher education administrators respond to a marketplace demanding evidence of a compelling, relevant value proposition. In this session, the presenter will describe the disruptive forces that are of particular concern and address the following questions:

1. What are the signature issues of the higher education marketplace today?
2. What options are available to colleges and universities as they consider how best to adapt to this new reality?
3. What are the essential toolbox skills and knowledge for the successful 21st century enrollment manager?

3:00-3:30 p.m. Refreshment Break

Take 20 Theatre (Sponsored by Chegg Enrollment Services)

3:05-3:25 p.m.

Exhibitor Showcase Session—Chegg Enrollment Services

Save Time. Save Money. Recruit Smarter.

Over 60 percent of students expect a response from admissions within 24 hours with 9 out of 10 students expecting that response to be tailored specifically to them. How, in today’s high demand enrollment environment, are admissions professionals supposed to provide such a highly personalized response on a “made to order” timetable? This session, presented by Chegg Enrollment Services, will show how colleges and universities are accelerating their response time at scale, while saving time and money throughout the recruitment cycle.
3:30-5:00 p.m. Concurrent Breakout Sessions

08C24: What Makes Strategic Recruitment Planning Strategic and How Does It Work?

Jim Scannell—President, Scannell & Kurz, a Division of Ruffalo Noel Levitz
Robert Heil—Senior Vice President, Ruffalo Noel Levitz

This session will introduce the concept of strategic planning, what it is and more importantly what makes the planning process strategic. With that foundation, the components and modules of a strategic recruitment plan will be explored; select modules will be examined in detail; and a long-range net tuition and enrollment model shared. That will set the stage for a discussion of best practice and most common pitfalls based on actual campus experiences.

08C25: Responding to an Increasingly Competitive Marketplace: Successful Practices to Attract and Retain Students

Peter Bryant—Senior Vice President, Ruffalo Noel Levitz

Those responsible for attracting and retaining students are facing unprecedented challenges to meet enrollment and revenue objectives in an increasingly competitive and highly sophisticated marketplace. This year continues to be a period of economic uncertainty, demographic shifts, declining traditional college-age enrollment, rapidly changing learning modalities, and increased price sensitivity, among other significant issues. Questions regarding the value of a college education, the price of higher education, and the ever-increasing indebtedness incurred by students have become prominent in the media. In short, there is little room for error in meeting enrollment objectives. This session will provide a fast-paced, top-line overview of ways two-year and four-year colleges and universities, public and private, are addressing enrollment issues and challenges strategically and effectively. These insights are based on a review of current research as well as direct observations through enrollment assessments personally conducted on nearly 100 campuses over the last two years.

08C27: Satisfaction and Community College Students: Survey Says?

Karen Miller—Vice President, Access and Completion, Cuyahoga Community College
Julie Bryant—Associate Vice President, Retention Solutions, Ruffalo Noel Levitz

As accountability for America’s community colleges is at the forefront of conversations nationwide, it is now more important than ever that leaders in higher education determine what matters most to engage, retain, and graduate community college students. This workshop will present research utilizing the results of the Ruffalo Noel Levitz Student Satisfaction Inventory from 22 community colleges across the country to determine if students’ satisfaction has an influence on retention one year later. The results of this study will be used to foster discussion among the participants about ways to improve student satisfaction, impact practice, and inform policy change to improve student satisfaction, retention, and completion.
O8C28: A University’s Tuition and Scholarship Response to an Ever-Increasing Competitive Landscape

Pamela Lee—Market Research Consultant, Ruffalo Noel Levitz
David Dufault-Hunter—Vice President for Enrollment Management, Azusa Pacific
Lisa Browning—Senior Consultant, Ruffalo Noel Levitz

This session will examine the changing enrollment trends for Azusa Pacific University, a large private Christian school near Los Angeles, and their response to their more competitive environment. When competitors began offering larger scholarship awards, APU saw a sharp decline in students at both ends of the financial need spectrum (no need and high need). Using both enrollment management data and the results of a pricing study, the school took a proactive approach and implemented both a higher-than-planned tuition increase and a drastic reworking of their scholarship packages. Results will be reviewed.

O8C29: E-Expectations 2015: What 10 years of Research Has Told Us About College E-Recruitment

Stephanie Geyer—Vice President, Web and Interactive Marketing Services, Ruffalo Noel Levitz
Lance Merker—President and CEO, OmniUpdate
Ryan Munce—Vice President, NRCCUA
Robert Rosenbloom—CEO, CollegeWeekLive

When the first E-Expectations study was published in 2005, the college e-recruitment landscape was very different. Facebook was in its infancy, YouTube was just starting, and Twitter had not launched. How have the online expectations of prospective college students changed as online interactions with campuses have evolved? During this session, we will review what we have learned over ten years of studying the e-expectations of college-bound prospects. We will discuss what they expect from campus websites, their attitudes toward email, how social they expect campuses to be on social media, and their growing migration to mobile.

O8C30: Making CRM Technology Work for You: Building a Campus and Communitywide Recruitment Culture

Meg Woolf—Assistant Director, Outreach and Recruitment, Tacoma Community College

Have you ever answered prospects’ inquiries and wished for ways to automatically follow up? Want to target prospective students with key information when they need it most? Tacoma Community College uses a tool that does this, and more. InsideTCC—a Client Relationship Management (CRM) tool—helps the institution communicate effectively and consistently with prospective students, with fewer staff hours. The presenter will showcase innovative, customizable, and collaborative initiatives utilized at TCC, and demonstrate how these initiatives may have contributed to continued strong enrollment numbers, bucking the nationwide trend.

O8C31: Designing Systematic and Effective Recruit-Back Programs

Brenda Williams—Senior Associate Consultant, Ruffalo Noel Levitz

Retaining students once they have made the decision to leave an institution is difficult. Come prepared to: a) learn primary recruit-back strategies to identify students before they leave and effective ways to increase their persistence rates, b) discuss secondary recruit-back strategies that target students who have already left the institution (e.g., “stop-outs”) and who are eligible to return for degree completion through advising and re-engagement, and c) implement the elements of successful recruit-back programs that assure measurable retention and completion outcomes.
08C32: The Role of Faculty in Recruitment, Retention, and Mentoring

Laurie Fluker—Associate Dean, College of Fine Arts and Communication; Associate Professor, Texas State University

This presentation challenges the traditional paradigm that faculty members’ primary interactions with students should be limited to their offices and the classroom. Faculty members who regularly interact with students in various settings play a vital role in attracting and retaining students. This workshop will explore the historical overview of the faculty role, the paradigm shift for faculty, key features of faculty involvement, and successful case studies. In addition, the workshop will suggest strategies and activities for improving faculty involvement. Having worked in public, private, two- and four-year institutions, as well as historically black and predominantly white institutions, the presenter will share insights into effective strategies for student recruitment and retention that are, and can be, used by faculty. She has won dozens of awards from student groups over the years for her leadership and mentoring and has been recognized by university, state, and national organizations for her outstanding teaching.

08C33: Marketing Mission and Values: Branding for the Faith-Based University

Rick Gibson—Chief Marketing Officer, Vice President for Public Affairs, Pepperdine University

Is the mission of your institution marketable? Does the brand narrative attract prospects and motivate alumni or does it merely defend the university’s mission and values? Marketing professionals at faith-based universities are challenged to develop marketing and communication strategies that not only extol the virtues of the mission, but also the relevance, performance, and value the institution offers. Given the current hyper-competitive landscape, it has never been more important for marketers to find ways to uncover the distinctive attributes that flow out of the mission and to develop strategies for competing with them. This session will present an overview of Pepperdine’s competitive positioning initiative as a case study.

08C34: Recruitment for Rookies

Wes Butterfield—Associate Vice President, Ruffalo Noel Levitz

The problem: You’ve recently joined the admissions team and you simply need help getting a grasp on the office “language.” This session will explain prospects, secret shoppers, and the like, as well as help you understand what reports are critical to new admissions professionals. You generally know what you’re supposed to be doing, but you don’t know what you don’t know. Come learn some of the lingo and tricks of the trade, and arrive willing to share ideas from your shop. This session will examine strategies and techniques for every stage of the admissions funnel used on various campuses around the country. This knowledge is meant to decrease “new team member” anxiety.

08C35: Why Are the Males of Color Leaving Our Institution? Creating a Student-Centered Academic Initiative That Retains and Persists Males of Color

Said Sewell—Provost and Vice President for Academic Affairs, Lincoln University of Missouri

For more than 10 years, Dr. Sewell has been traveling around the country helping colleges and universities understand and address issues of retention, especially regarding males of color. This presentation will not only help institutions understand why males of color are not being retained/graduating from post-secondary institutions, but will also provide
attendees with practical insights for developing a student-centered academic initiative along with models that have been successfully implemented at many post-secondary institutions.

08C36: Ten Tools for Your Adult and Online Tool Kit

Sue Dietrich—Associate Vice President of Adult, Online, and Graduate Consulting Services, Ruffalo Noel Levitz

One tool does not do it all, especially when recruiting adult and online learners. These learners are everywhere in the market, but getting them to pay attention to your message can be tricky. Limited advertising budgets require creative approaches to generate inquiries. This session explores a variety of creative tools to add to your toolkit to attract and enroll adult and online learners. We’ll also look at data to better understand what is most important to the adult and online learner when considering enrolling, their satisfaction once they enroll, and their likelihood to recommend your program to others.

5:30-7:00 p.m. Opening Keynote Session

Conference Welcome

Kevin Crockett—President, Enrollment Management, Ruffalo Noel Levitz

08D00: Turning Wine Into Water and Transforming Customers Into Crusaders

Doc Hendley—Founder, Wine To Water

Can one person turn the seemingly impossible into the inevitable? In the case of Doc Hendley, the answer is a resounding yes. Mr. Hendley used his profession as a bartender—a self-described “tattooed kegtapper”—to spur a crusade to provide clean water around the globe. Starting with wine tastings and a humble donation jar, Mr. Hendley founded the nonprofit aid organization Wine To Water. His efforts have led to the digging, repairing, and sanitizing of drinking wells in 17 countries, giving more than 250,000 people access to clean drinking water. This session will show the immense power of relationships that transcend perceived barriers, how one person can make a difference, and how to do what we can with what we have.

7:00-8:30 p.m. Opening Reception
THURSDAY, JULY 9

7:00 a.m.-5:00 p.m.  Conference Check-in

7:00 a.m.-3:30 p.m.  Exhibit Area Open

7:00-8:00 a.m.  Hosted Continental Breakfast

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Take 20 Theatre (Sponsored by Chegg Enrollment Services)

7:15-7:35 a.m.  Exhibitor Showcase Session—GradGuard/Next Generation Insurance Group

Utilizing Student Benefits to Attract, Retain and Protect Students

Student benefit programs are a cost effective way to secure enrollment goals while also differentiating your educational institution. This session will discuss research results that demonstrate the value that families see in alternative benefit programs and how schools are implementing new programs to attract high value students. Learn how GradGuard’s student benefit programs can help schools overcome safety, financial and well being concerns of families while providing real value to students.

An overview of how schools can provide all students with unique benefits including:

- Tuition Continuity Plan—enables students to complete their education if a parent or primary payer dies unexpectedly
- Student Protection Plan—a bundle of relevant benefits designed for students including cell phone and Identity Theft protection and road side assistance

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Take 20 Theatre (Sponsored by Chegg Enrollment Services)

7:45-8:05 a.m.  Exhibitor Showcase Session—StudentBridge


The number one question that perspective students ask about a college or university is, “Will I fit in here?” We know that it is important to colleges and universities, because the student that feels at home is the student that will stay. Join us as we discuss how our Virtual Campus Experience, including personalized video tours, interactive campus maps and social networking applications, will help your potential student envision themselves at your campus, while increasing your in-person visits and conversions.

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8:15-9:15 a.m.  Concurrent Breakout Sessions

09F24: Linking Your Financial Aid and Marketing Strategy

Kevin Crockett—President, Enrollment Management, Ruffalo Noel Levitz
Robert Heil—Senior Vice President, Ruffalo Noel Levitz

Increased competition for a shrinking pool of potential students...price sensitivity driving up discount rates...connecting with prospective students in an era of secret shopping. These are some of the greatest recruitment challenges campuses face today. What can your institution do to overcome these obstacles and build your ideal class? This session will explore ways to achieve your enrollment and net revenue goals by taking a more unified approach to marketing, student recruitment, and financial aid packaging. It will
include a review of national research on student cost perceptions, provide an update on financial aid strategy, and suggest new ways to link data in support of your enrollment goals.

**09F25: The Map to Student Success: A Navigator’s Perspective**

**David Brooking**—Director, Student Success Center, Mississippi University for Women  
**Ashlee Hill**—Student Success Navigator, College of Arts and Sciences, Mississippi University for Women  
**Megan Occhipinti**—Admissions Counselor, Mississippi University for Women  
**Ashley Matthews**—Student Success Navigator, College of Education and Human Sciences, Mississippi University for Women  
**Jessica McDill**—Student Success Navigator, College of Business and Professional Studies, Mississippi University for Women

When students lose their way on the road to success, navigators can serve as a compass to get them back on track. A student success navigator’s goal is to provide guidance to students with the intent of retaining them through graduation. Relationship building is at the heart of a navigator’s role. Establishing these relationships when students are admitted to the institution allows a navigator to influence a student’s collegiate journey. Learn how you can develop a road map to success for your students that incorporates academic advising, case management, and personal connections.

**09F26: Use Your Users: Curating and Integrating Content From Your Campus Community**

**Meredith Chapman**—Director for Digital Communication, University of Delaware

While the University of Delaware has a unique program for creating and curating stories and moments directly from a select, trained group of students, it still relies heavily upon the content generated from its followers on social media not only for listening but building content and strategies. Pulling from case studies, this session will feature ideas to integrate social media into tours, events, and campaigns to build your base of user-generated content from prospective (and current) students as well as others. Learn how to use your users to build engagement, gather content, and expand your institutions’ reach on social media.

**09F27: To Plan or Not to Plan, That Is the Question**

**Jim Hundrieser**—Vice President for Enrollment Management and Student Affairs, Plymouth State University

For years some have said that without a plan you don’t know where you are going. Creating a recruitment plan is standard practice these days. But creating a strategic enrollment plan can be intense, time consuming, and require buy-in from a variety of levels. This session will help you determine if you are ready to plan with a 10-question starter assessment. We will explore what is needed and should be included in a comprehensive plan. The presenter will also outline ways campuses that are not ready to create a comprehensive plan can take the main elements of planning to create a plan that fits their campus and its current culture.

**09F28: Data Analytics as a Tool for Predicting and Shaping Prospective Nontraditional Student Decision-Making**

**Diana Shaw**—Marketing Analyst, Georgetown University

Data analytics, reporting, and a lifecycle approach can help institutions understand prospective students’ behavior, predict applicants’ decision-making process, and optimize marketing plans. Georgetown University’s School of Continuing Studies (SCS) demonstrates the use of a lifecycle framework, rather than the traditional funnel model, to plan and execute graduate and undergraduate adult student recruitment strategies. This framework
enables SCS to successfully market programs by understanding how, when, and why prospective nontraditional students make decisions. SCS will share its strategies and findings with session participants to spark ideas on how other schools can implement similar tactics and benefit from the lessons SCS has learned along the way.

09F29: Personal Space: How to Deliver a Personalized Web Experience to Your Prospective Students

Eunice Brownlee—Director, Education Marketing Services, DMXENGAGE
Dave Walters—Product Evangelist, Silverpop, IBM

As students spend time on Netflix, Facebook, or even Spotify, they are becoming accustomed to a highly-personalized experience that changes with every move they make. In other words, the content ebbs and flows the more a student engages. Technological advances have made the personalized website available for any type of recruiting campaign. We’ll show you where to start and how to execute a personalized web experience for recruitment success.

09F30: What’s Working in Canadian Marketing and Student Recruitment?

Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz

Canadian institutions are facing a challenging and highly competitive future enrolment environment. This presentation will provide an overview of these challenges and suggest both strategic and tactical initiatives to attract students to your campus. Included in the session will be key factors of college choice, recommendations for using data management to minimize surprises, and specific tips on building and shaping enrolment. Specific recommendations for utilizing institutional resources will also be presented and discussed.

09F31: Seven Golden Rules for Being the Most Productive Person on Your Campus

Brian Niles—Founder and Chief Evangelist, TargetX

Admissions leaders are pulled in a number of directions. With meetings, enrollment goals, and a team of people to manage, how do you balance it all? A victim of his own scrolling to-do list, the presenter will share seven golden rules from the most productive people in business and higher ed. Whether you are new to your role or need a kick start in productivity, attend this fun and informative session and change the way you see your daily life and the admissions process on campus.

09F32: Building Campus Partnerships in EM: How Data-Informed Decision-Making Enhances Student Success

Jane Dané—Associate Vice President for Enrollment Management, Old Dominion University
Ellen Neufeldt—Vice President for Student Engagement and Enrollment Services, Old Dominion University
Vicki Bonner—Associate Dean of Students, Old Dominion University

This session will focus on the implementation of an enrollment management model at a large urban public institution (Old Dominion University in Virginia). The speakers will highlight ways in which leadership embraced the potential for strengthening campus partnerships, used data gathered from the Student Retention Predictor™ to identify risk factors of the first-year cohort, planned for interventions, and aligned resources with their students’ needs. Within the context of best-practices in enrollment management, an
emphasis of the session will be on turning retention data into action to provide participants a framework to apply in their own campus cultures.

09F33: Sharpening Your Graduate Focus: A Checklist for Recruiting Graduate Students in Today’s Challenging Environment

Janice Miller—Senior Director, Ruffalo Noel Levitz

With decreases in traditional undergraduate pools in many regions, colleges have begun looking to graduate student recruitment to maintain, or even grow, their enrollment. Yet the graduate recruitment environment poses its own challenges, thanks to forces such as economic uncertainty and competition from new providers. What do we know about the current graduate enrollment environment? How can institutions create and implement a checklist of recruitment strategies to set up for success? Come to this session to find out more!

09F34: Facing the Giants: How Small Colleges Can Successfully Compete

James Steen—Vice President for Enrollment Management, Houston Baptist University

Those who serve at small, private institutions regularly compete for students with other universities that are significantly larger and have seemingly infinite resources. The reality is small colleges and universities can and should compete to win—especially considering the fact that the stakes are so high. In this session, the presenter will explore techniques you can implement to maximize your funnel metrics and ultimately do more with less. By working smarter (not necessarily harder) and being more strategic about approaches to recruiting students, small college and university campuses can achieve their enrollment goals in a market that is becoming more and more competitive.

09F35: The Ten Most Promising Retention-Related Strategies for Community/Technical Colleges

David Trites—Senior Associate Consultant, Ruffalo Noel Levitz

This session will focus on the most promising strategies to increase student success and retention in two-year colleges. It will provide an overview of the latest national two-year college “benchmark” measures along with emerging evidence supporting the most promising practices. The session will include “best practice” experience sharing from attendees.

09F36: Focusing on Transfers: A Key to Enrollment Growth Now and in the Future

Charles Schroeder—Senior Associate Consultant, Ruffalo Noel Levitz

The current national financial crisis is creating unprecedented challenges for colleges and universities, private and public alike. As institutions search for ways to reduce costs while increasing net revenue, much more attention needs to be focused on recruiting and retaining an often-forgotten population, transfer students. This presentation highlights innovative and highly effective practices for recruiting, incorporating, and engaging transfers in the academic and social fabric of their institutions. Topics covered include: unique challenges transfer students face at points of entry and throughout their experience; false assumptions about their needs and preferences; the role of academic and student affairs staffs in facilitating much higher levels of transfer student engagement, learning, and success; and, institutional strategies and practices that produce desired outcomes.
Take 20 Theatre (Sponsored by Chegg Enrollment Services)

9:20-9:40 a.m.
Exhibitor Showcase Session—Ruffalo Noel Levitz

Generating Decision Ready Applications

Today’s prospective students are not obeying by our old funnel rules of enrollment recruitment, so a more proactive application outreach plan is needed. That requires dynamic, ongoing, multi-channel outreach and meaningful staff engagement with the right potential students. Come learn about how our targeted multi-channel approach that generates the desired number of applications, while allowing the admissions staff to cultivate the right relationships with prospective applicants, and their families.

9:45-10:45 a.m. Concurrent Breakout Sessions

09G24: Strategic Enrollment Planning on the Front Lines
Kevin Crockett—President, Enrollment Management, Ruffalo Noel Levitz
Scott Shoemaker—Associate Vice President for Enrollment, Point Loma Nazarene University

Colleges and universities are currently dealing with the most turbulent environment in decades. Fueled by the ongoing economic malaise, challenging demographics, rapid technological change, and increased scrutiny of the postsecondary enterprise by both government and the larger public, colleges face increased pressure to attract, retain, and graduate students in greater numbers than ever before. This session will explore how institutions can develop data-informed strategic enrollment planning systems to respond to the challenges and align the institution’s mission, vision, and values with shifting market needs and expectations including a case study from Point Loma Nazarene University.

09G25: A Data Driven Look at How Colleges Build Prospect Pools and the Impact on Enrollment, Retention and the Future Workforce
Ryan Munce—Vice President, NRCCUA
Marc Harding—Chief Enrollment Officer, University of Pittsburgh
Joyce Lantz—Director of Recruitment and Communications, University of Notre Dame

Most colleges and universities draw hard lines in the sand with individual criteria for building their pools of prospects to recruit. This leads to significant gaps between the makeup of the average “search” lists and the desired makeup of the future enrolled classes. This selection behavior leads to search lists with a disproportionate number of males, students of color, and other critical student groups. The audience will gain insight into the search list selection patterns of colleges, and discover valuable student groups that are “under-searched” such as students interested in STEM careers. This can provide tactical knowledge for growing enrollments and serving a population that is in need. Finally, data will be presented on current best practices for list selection that avoid these pitfalls and provide the best chances of shaping the freshman class to exceed your expectations. This session will be driven by a cutting-edge enrollment data visualization platform and include a panel of enrollment veterans.
09G26: RU Connected: Engaging With Students Globally in Real Time

Samantha Read—Manager, Communications, Ryerson University
Marisa Modeski—Assistant Director, Student Recruitment, Ryerson University

Acknowledging that the university-bound generation has grown up in a digital culture, our marketing strategies have shifted from a “build it and they will come” philosophy to meeting students where they are and playing on their virtual field. This case study will showcase Ryerson University’s digital “RU LIVE” series that connects applicants from around the world with faculty, current students, and admissions staff. Complementing our social media, in-person visits, and print efforts, we have created a personalized real-time platform that puts applicants front and center with us from the comfort of their homes. We’ll show you the metrics of success, the cost analysis, the internal and external communication strategies, and the student experience of this innovative and sustainable recruitment event.

09G27: P.R.I.D.E.: THE FIVE CHOICES for Student and Life Success

Steve Piscitelli—Professor, Florida State College at Jacksonville

Back by popular demand: Retention efforts need to take into account the whole individual. Our students do not lead fractional lives. Resilience in school and life depends on how well students can navigate academic AND non-academic challenges. This engaging, energizing, educating, and entertaining session places essential non-cognitive/psychosocial success skills (relationship building, resource utilization, priority management, and habits of personal well-being) within a framework of the underlying principles of student success. Come prepared to learn, laugh, share—and leave with a five-point plan to help your students (as well as faculty and administration) change their lives.

09G28: Eight Fundamental Issues to Understand for Graduate/Professional Enrollment Planning

Craig Engel—Executive Vice President, Ruffalo Noel Levitz

Today’s graduate and professional school enrollment professionals can no longer play the role of gatekeepers as they manage their programs’ enrollments. Programs with well-developed strategic and actionable recruitment plans will thrive in the coming years. In this session, we will discuss eight of the key fundamental issues that are important to graduate and professional school new student recruitment programs—ranging from funnel management to coordination of graduate program managers.

09G29: Playing by the Book: Using Playbooks to Unify Academic Program Messaging

Bill Hampton—Senior Vice President for External Relations and Chief Marketing Officer, Embry-Riddle Aeronautical University
Chrissy Clary—Executive Director, Communications and Web Strategy, Embry-Riddle Aeronautical University-Worldwide Campus
Vaughn Shinkus—Executive Consultant, Ruffalo Noel Levitz

What makes your campus’s individual academic programs stand apart from their competition? What benefits and outcomes do students gain from each? Ask these questions on most campuses and you’re likely to get many different answers—even among those responsible for building enrollments. To develop a common language, Embry-Riddle Aeronautical University continued its successful partnership with Ruffalo Noel Levitz to create academic “playbooks.” These online documents are the go-to internal resource for identifying positioning themes, competition, marketing challenges, and other program
details. Learn how you can use these tools to unify your messaging and get faculty and staff playing on the same team.

09G30: Designing Comprehensive Learning Communities to Connect, Recruit, and Retain Minority Males in Higher Education

Jà Hon Vance—Executive Vice President of Teaching and Learning, JV Educational Consultants

This session will highlight the importance of collaborative partnerships between academic and student affairs in the design and implementation of learning communities. The presenter will review the different definitions of learning communities at higher education institutions and describe why collaborative partnerships are essential for their development. To maximize impact on student success for minority males, it is imperative that student affairs departments closely link their efforts with the institutional mission and strategic plan. Finally, the presenter will provide refined strategies which will increase retention and graduation rates within one year.

09G31: One-to-One Learning Online: The Two-Way Benefits

Scott Bodfish—Vice President, Market Research, Ruffalo Noel Levitz
Jim Barnes—Vice President of Sales, Tutor.com

This session will outline the results of research on the effectiveness of online learning in improving student outcomes. Using a “paired sample” design, the presenters measured the course grades and persistence of students who had engaged in online tutoring and of a comparable sample of students in the same courses who had not engaged in online tutoring. The presentation will highlight these learning gains in the context of the benefits to students as well as the benefits to institutions from increased student satisfaction, engagement, and retention.

09G32: How to Recruit and Engage Hispanic Students: Let’s Look at Our Research

Raquel Bermejo—Director of Market Research for Enrollment Management, Ruffalo Noel Levitz

In this session, we will examine the best ways to reach out to teenagers of Hispanic backgrounds, based on the findings of a comprehensive 2015 national research study: High School Students’ Perceptions and Preferences for Communication With Colleges. We will share our findings and discuss key take-aways in making sure your recruitment plan resonates with students today.

09G33: Enrollment Recovery at a Small Private College

Anne Kenworthy—Vice President for Enrollment Management, Christian Brothers University
Sharon Wilkes—Executive Consultant, Ruffalo Noel Levitz

The headlines in national publications and higher education news have been ominous since the Great Recession. This has been especially true for small private colleges that have modest endowments and are tuition driven. Christian Brothers University (CBU), like many small colleges, experienced a precipitous drop in freshman enrollment in the years following the economic crisis. CBU will share how they responded to the crisis, which resulted in a 35 percent increase in the freshman class in one year. This is a “tell-all” session to expose not only what worked, but what failed.
09G34: A Comprehensive Retention Plan: What Is It Good For?
Jeffrey Barnes—Dean of Academic Services, California Baptist University
Michael Osadchuk—Academic Success Center Coordinator, California Baptist University
Your institution is filled with brilliant minds. Nonetheless, in the midst of all this brilliance, you are still struggling to put together and implement a Comprehensive Retention Plan. Perhaps you are wondering, “What is it good for?” Come discover how a four-year private institution wrote and implemented its first Comprehensive Retention Plan and how this plan has improved its quantitative retention rate by 5 percent and qualitatively created a retention-minded community. This workshop will also explore what you need to do to get serious about writing and implementing your own comprehensive retention plan.

09G35: Enrollment Strategies and Initiatives: “Right Sizing”
Two-Year Institutions
Peter Bryant—Senior Vice President, Ruffalo Noel Levitz
These are changing and challenging times for community and technical colleges. Peak enrollment that was experienced following the economic downturn has now declined steadily with the continued economic recovery. This decline, coupled with changing demographics, declining state and local financial support, increased accountability through Performance Based Funding, and an extraordinarily competitive marketplace, has prompted a more aggressive and strategic approach by two-year institutions to attract and retain students. This session will provide an overview of what we see as key elements toward meeting immediate and long-term enrollment objectives in the interest of “right sizing” the institution.

09G36: Breaking Down Campus Silos: The Role of Collaboration in Recruitment, Retention, and Marketing
Public Garden (5th Floor)
Denise Sanchez—Unit Supervisor/Scholarship Coordinator, Texas Tech University
Heather Medley—Assistant Director, Texas Tech University
Wiley Guy—Unit Coordinator, Texas Tech University
Achieve never-before-realized goals in recruitment, retention, and marketing by utilizing on-campus partnerships. Discover how building campus relationships can augment the student profile, increase your yield rate, and help students develop a sense of belonging. By capitalizing on experiences, program offerings, and departmental resources, you will strengthen your recruitment efforts, maximize the return on investment, and inspire student success. As you draw attention to the value-added components of your university, you can accomplish more together. Come see how a university’s collaborative efforts can help effectively and efficiently create recruitment strategies, retention initiatives, and innovate marketing.

Take 20 Theatre (Sponsored by Chegg Enrollment Services)
10:50-11:10 a.m.
Exhibitor Showcase Session—LRAP Association
Addressing the Negative Impact of Loans on Enrollment Decisions
How many students do you lose either to fear of taking out student loans, or a belief that they just can’t afford your institution? Join us for a brief discussion on how LRAP addresses these fears and helps change an enrollment decision from a “no” to a “yes” In this session we will discuss how LRAP can be used at various times throughout the year, even this late in the summer, to move the needle in your enrollment of new students and retention of current freshmen.
11:15 a.m.-12:30 p.m.  General Session

Marketing-Recruitment Excellence Awards Presentation
Lee Noel-Randi Levitz Retention Excellence Awards Presentation

Keynote Session
09H00: The Graduation Jolt: The Struggles of Our College Graduates
Dr. Will Miller—Mental health expert, author, and comedian
College graduates face unprecedented challenges. Escalating student loan debt, an unstable economy, and uncertainty of career direction have left many recent college graduates struggling with the adjustment to daily life. They may experience high levels of depression and anxiety, even if they are “functioning” in post-graduate life. Some wonder why they went to college at all. Even for those graduates who continue to push ahead, parents, family, and higher education professionals worry about their well-being. Dr. Will Miller will discuss this “graduation jolt” and share his insights, strategies, and even humor about how the higher education community can alleviate how much college students worry about the future.

12:30-1:45 p.m.  Hosted Lunch

2:00-3:00 p.m.  Concurrent Breakout Sessions

09J24: Centralized Graduate Recruitment in a Decentralized Environment: Ideas and Strategies
Laura Hardy—Director of Admission, University of Chicago
Holly Bland—Executive Director, Graduate Enrollment and Initiatives, University of Chicago
Emily Easton—Associate Dean of Students, University of Chicago
The decentralized nature of graduate enrollment management can create a challenging infrastructure to navigate when approaching recruitment from a collaborative, multi-unit perspective. At the University of Chicago, where graduate students outnumber undergraduates two to one, the organizational structure of the graduate divisions and professional schools traditionally has been so decentralized that cross-unit collaborations and communications were virtually nonexistent. However, in recent years, central administration has supported efforts to serve in a partnership role to the various divisions and schools by creating a department known as “Graduate Enrollment and Initiatives.” The goal of this office is to coordinate recruiting and admissions efforts among individual units and to foster dialogue and leveraging of resources whenever appropriate. The purpose of this presentation is to share strategies and examples of centrally-supported recruitment efforts in an environment such as the University of Chicago.

09J25: What Is the Role of the Telephone in the Digital Era?
Robert Heil—Senior Vice President, Ruffalo Noel Levitz
Sarah Coen—Senior Vice President, Ruffalo Noel Levitz
In this competitive recruitment environment, students today are receiving significant amount of information about colleges, from multiple channels. As a result, influencing college choice is increasingly more difficult for admissions officers as students and
parents have complete control over the acquisition of information. Understanding how students and parents prefer to communicate is critical to anyone charged with meeting an enrollment goal. In this session, we will engage the audience with research about student choice, student preference, mobile usage in the college search process, parent preferences, and in particular, the optimal time of phone communication in student recruitment today.

09J26: Mentoring and Mentoring Programs: Powerful Tools for Engaging and Retaining Students

Rod Fluker—Executive Director, Texas Association of Black Personnel in Higher Education

The powerful impact of effective mentoring has been known by educators for many years. Most students can identify individuals or mentors who helped them during their college matriculation. However, many institutions have yet to organize successful mentoring programs in order to fully capitalize on this proven method of promoting student engagement and success. Student engagement, satisfaction, and success can be enhanced through mentoring, and this interactive workshop will provide a road map to developing an effective program with minimal resources. Specifically, the workshop will address:

- What is mentoring, and why “organize” for it?
- Elements of an organized mentoring program;
- Steps to building a successful program;
- Benefits of a successful mentoring program; and
- Measuring outcomes and assessing mentoring efforts.

09J27: What Role Does Your Local Community Play in Retention?

Jim Hundrieser—Vice President for Enrollment Management and Student Affairs, Plymouth State University

This session discusses ways one campus has built an incredibly positive relationship with its host communities. The presenter will share how campus leaders have built partnerships which not only improve the student and town interactions but now serve as part of an active retention strategy.

09J28: The Essentials of Strategic Enrolment Planning in the Canadian Context

Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz
Lewis Sanborne—Associate Vice President, Ruffalo Noel Levitz

While a number of institutions in Canada are making considerable progress in establishing and executing best practices for the realization of annual marketing and recruitment goals, few have taken the step of connecting annual goals to the long-term strategic enrolment and fiscal needs of the institution. This type of strategic thinking is considerably more profound than what occurs on an annual basis. Issues such as institutional health (enrolment/fiscal), capacity, brand development, market position, program development, retention, etc., are best ascertained and achieved when planned over an extended period of time. This session will provide an introduction to the conceptualization involved, including:

- Why Strategic Enrolment Planning (SEP) is an emerging necessity for all institutions;
- The necessary steps to begin and execute the process;
- Best practices for SEP; and
- Common pitfalls of SEP.
09J29: So You’re in Charge of a CRM Project? Key Survival Strategies With Six Admissions CRM Pros

Michael Lofstead—Assistant Vice President, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz
Christine Casalinuovo-Adams—Director of Admissions, Monroe Community College
Sarah Hagreen—Assistant Director of Admissions, Monroe Community College
Anne Monroe—Executive Consultant, Ruffalo Noel Levitz
Jane Raley—Director EM operations, Lesley University
Catie Connolly—Interactive Marketing Consultant, Ruffalo Noel Levitz

With all the complexities of data integrations, communication plans, and staff training, preparing for and managing a CRM project can be a daunting undertaking for even the most seasoned admissions professionals. Add to that the challenges associated with managing the project alongside your “day job” and you’ve really got your hands full. Whether you’re a vice president or an admissions staffer charged with managing some or all of a CRM project, you will find this audience-driven panel discussion to be a valuable experience. Specific CRM issues applicable to both two-year and four-year school scenarios will be addressed.

09J30: Leading the Admissions Team

Bruce Perkins—Associate Vice President for Enrollment Management, Oklahoma Baptist University

It’s a long recruiting year. How do you keep your team motivated? How do you hold them accountable? How do you keep them focused upon the university’s mission? How do you get the most out of the talents and skills they bring to the team both individually and collectively? This session will address strategies for keeping your team on mission, maintaining (or improving) morale, making data-driven decisions to help your team get the most from their efforts, developing reporting tools that measure and motivate, and discovering new pockets of potential candidates throughout the year. Anyone who leads a team or serves on a team can benefit from this session but especially those who are new directors of admissions.

09J31: Noticing and Addressing Barriers to Student Success

Angela Salas—Assistant Vice Chancellor for Academic Affairs, Indiana University Southeast

Having information is one thing, but using it is another. Campus leaders must develop and maintain cordial and constructive relationships across the campus, among departments, and between administrative and academic units in order to ensure that they can act swiftly on behalf of students who are encountering barriers to their success. The presenter will discuss practical strategies for aligning campus resources on behalf of students and making use of data as we cultivate such relationships.

09J32: Improving Community College Access and Success for Youth in Transition

Kathleen Perales—Dean, Community Outreach and Enrollment Development, Mesa Community College
Ray Ostos—District Director, Student Services, Maricopa Community Colleges
Greg Reents—Director, Recruitment and Outreach, Mesa Community College

Education is the foundation for successful life experiences. Today, transitional-age youth and young adults (16-24), face a myriad of challenges that often lead to their disengagement from school and work. However, many of these students are resilient...
and determined individuals who want to go to college and change their life trajectory. Community colleges are the ideal starting point—with multiple educational pathways, student services, and resources to meet the most vulnerable of needs, along with the ability to partner with social service agencies, universities, and workforce development organizations. This session will highlight two programs, Bridging Success for Foster Youth and the Men Empowerment Network, a minority male college access and completion initiative. Together, we can be a catalyst for helping transitional youth and young adults move from aspiration to the actualization of their educational goals, hopes, and dreams.

09J33: Creating a Culture of Service Excellence in Higher Education
Bridget Dewees—Director, Institutional Effectiveness, Claflin University
Victoria Boyd—Assistant Professor Management, Claflin University
There is a positive correlation between student satisfaction and retention. Participants will gain tips on how to effectively implement a culture of service excellence in any higher education institution. Starting with a review of your mission, vision, and values, learn how to create a platform that embraces and promotes excellence on your campus. Claflin University will share a seven-year history of using student satisfaction and institutional priorities data to create effective change on its campus.

09J34: Strength in Diversity: Understanding and Utilizing Motivational Trends to Strengthen Student Success Outcomes in Targeted Populations
Brandi Phillips—Director of Retention Solutions, Ruffalo Noel Levitz
Our student populations have changed—and will continue to change dramatically—in the 21st century. The need for credible and reliable information about all aspects of our students’ strengths and challenges is more critical now than ever before. In particular, access to non-cognitive data—information about what may be motivating our students—is valuable in helping us identify individual student needs, and when aggregated, prioritizes and organizes our support offerings and outreach. Join this session to hear about Ruffalo Noel Levitz national student benchmarks from the College Student Inventory™ and Second-Year Student Assessment™. Explore the data through multiple lenses, including gender, race/ethnicity, and institution type. Participate in a discussion that translates the benchmarks into questions you should explore on your own campus, and actions you can take to increase student persistence and success for targeted populations, and for all students.

09J35: Using IPEDS and Clearinghouse Data to Understand Your Position in the Marketplace
Katherine Cooper—Executive Consultant, Ruffalo Noel Levitz
Scott Baumler—Senior Consultant, Ruffalo Noel Levitz
How does a university enrollment manager compare where the institution is positioned among its competitor or peer institutions? What data resources are available to help determine strategies to impact enrollment, academic quality, or institutional strategic plans? Data available through the Clearinghouse “StudentTracker” and National Center for Education Statistics IPEDS provide institutions with opportunities to identify enrollment trends; improve the ability to target, recruit, and retain students; and understand institutional positioning among competitor or peer institutions. Our discussions will focus on using these data tools to drive recruitment strategies and marketing messages, develop effective merit-based scholarship and need-based financial aid plans, and help focus strategic planning.
09J36: From Swirl to Retention: Best Practices for Recruiting and Retaining Transfer Students

**Dawn Bryden**—Assistant Dean for Academic Partnerships and Transfer Enrollment, Bay Path University

**Andrea Gilbert**—Assistant Vice President, Ruffalo Noel Levitz

This presentation is a continuation of “From Swirl to Success” which was offered at the 2014 National Conference. In addition to best practices in attracting and recruiting transfer students to attend your college, the speakers will discuss strategies for improved retention of transfer students.

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**Take 20 Theatre (Sponsored by Chegg Enrollment Services)**

3:05-3:25 p.m.

**Exhibitor Showcase Session**—National Research Center for College & University Admissions

*Introducing the NRCCUA Data Lab*

Experience the nation’s largest college planning program like never before. Analyze your market. Find your students. Meet your goals.

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3:30-5:00 p.m. Concurrent General Sessions

**09K24: Enrollment Management and the Successful Enrollment Manager: Puzzle Master, Mathematician, and Magician**

**Kent Hopkins**—Vice Provost for Enrollment Management, Arizona State University

How should a university construct its goals and objectives within the division of enrollment management—and how should enrollment leaders set multiple, and possibly competing, priorities? How should the enrollment division develop strong working relationships with those “within the enrollment tent” who do not report within the enrollment management division? Come learn practical tips from our approach to managing enrollment management at Arizona State University—from setting university, department, and individual staff goals and objectives, to the development of work teams and play books—and how we measure our success.

**09K25: Transitioning to Student-Centered Engagement From a Volume-based Recruitment Model**

**Todd Abbott**—Senior Vice President, Enrollment Management, Ruffalo Noel Levitz

**Jessica Mireles**—Vice President, Ruffalo Noel Levitz

**John Chopka**—Vice President, Enrollment, Messiah College

**Greg Orwig**—Vice President, Enrollment, Whitworth University

Most enrollment managers across the country understand the typical admissions funnel no longer works as well as it once did. The old model suggests that the more you put in at the top of the funnel, the more you’ll get at the bottom. While the pressure coming from presidents, boards of trustees, and college rankings guides can make it difficult to transition away from this unsustainable, unpredictable approach, the stability and predictability of shifting to a stream of continued student engagement, is the more sound strategy to take. We’ll learn from two current enrollment managers who took the risk and broke away from the traps of the old funnel paradigm. They knew this approach might lead to a smaller volume at the top, but were confident that the end result would be better. During this session, the presenters will share what lessons they learned; how they
managed the shift both internally, and externally; and the improved enrollment results by making this change.

**09K26: Untangling the Academic Web: Using Data to Improve Prospective Students’ Online Experience**

**Jill Andrews**—Executive Director, Enrollment Services Communications, Arizona State University

**Vaughn Shinkus**—Executive Consultant, Ruffalo Noel Levitz

Most university websites have grown organically as a loose federation of sub-sites developed by staff and faculty at the divisional level. Such decentralized management results in inconsistency in navigation, features, and content that can leave prospective students confused and unable to take key steps toward enrollment. To optimize its web enterprise for recruitment, Arizona State University partnered with Ruffalo Noel Levitz to research and implement a data-driven model for improving site navigation, conversion points, and SEO. Learn how targeted user testing, web analytics, and other research techniques can inform the development of site standards that improve prospective students’ online experience.

**09K27: The Art of Keeping Things Done: Creating Your Own Easy Button 2015**

**Lane McMullen**—Senior Systems Administrator, Ruffalo Noel Levitz

The concept behind this national conference is to share successful strategies and technologies to assist you at your own institution. What better way to do that than with software you already have and use on your computer every day. Wouldn’t you like to use your technology to manage your workday by working smarter, not harder? Through live demos, this session will continue to build on tips and tricks that you can use to save time and increase your productivity by letting the technology do the work for you. There are many easy buttons within technology that can help save you save time when working with Outlook, Word, Excel, and PowerPoint that will make working with information faster and easier. You will save time by implementing just one or two of these time-saving tips.

**09K28: First Things First: Increasing the Success of First-Generation College Students**

**Mari Normyle**—Assistant Vice President, Retention Solutions, Ruffalo Noel Levitz

Most colleges and universities are experiencing an increase in the number of first-generation students attending their institutions. While these students bring many strengths with them to college, they face some considerable challenges, too. This session will include the introduction of recent data gathered on first-generation students as they are entering college and research-based strategies that are proven to increase first-generation student success. Most of our time will be spent learning from each other as we share what we are finding to be effective on our campuses and through our programs.

**09K29: What Are They Thinking? You Ask College-Bound Boston Students and Parents**

**Mary Nowesnick**—Principal, MNMarketing Chicago

**Kathryn Karford**—Associate Vice President, Ruffalo Noel Levitz

College-bound, Boston-area students and parents will join us live to answer your questions about college search, choosing majors, campus visits, use of social media, and more. This 90-minute session will bring together college marketers and recruiters with prospective students and parents.
Our panelists will answer your questions, including questions from conference attendees submitted via social media this spring, plus onsite during our session. You know how important and valuable it is to get insights directly from students and parents. Here’s your chance to ask college-bound Boston experts what they need and want to know to choose a college—and make your school a final choice.

09K30: Advancing Student Completion Through Improved Course Access and Availability

Amanda Vasquez—Assistant Vice President for Enrollment Services, The University of Texas at El Paso

The University of Texas at El Paso is strategically improving its course schedule through data analytics, and is accelerating graduation for its students. Partnering with Ad Astra, UTEP and other colleges nationwide are aligning existing academic resources—faculty, classrooms, and course offerings—to generate student-friendly schedules which result in improved course access and availability. As a result, students are taking more credit hours and accelerating completion, and institutions are realizing increased enrollment and tuition revenues, and reducing instructional costs at the same time. Come hear UTEP’s strategies for making innovative change on campus.

09K32: High Impact Strategies That Improve Student Success

Beth Holder—Associate Dean of Student Success, High Point University
Karen Naylon—Director of Retention, High Point University
Gail Tuttle—Vice President of Student Life, High Point University

This session will focus on high impact strategies used to increase student success and retention. High Point University incorporated various approaches to improve academic advising, redesigned the early-alert process, and developed effective intervention strategies. Participants will learn about the business processes, technologies, and cultural change needed to implement these strategies. In addition, valuable lessons learned about the importance of data, communication, coordination, and other issues will be shared.

09K33: The Bay Path University Online Enrollment Management Graduate Degree Program

Lauren Way—Director of the Master of Science in Higher Education Administration Program, Bay Path University
John Nies—Program Advisor, Ruffalo Noel Levitz

Fast-paced changes and challenges throughout higher education call for highly skilled enrollment management leadership. This open forum focuses on empowering EM college and university leaders via participation in the Bay Path University Online Enrollment Management Graduate Degree Program and the Ruffalo Noel Levitz Certificate. Join the presentation and discussion of this unique online opportunity. Current program staff and faculty will highlight curriculum details, preview online courses, and review program requirements. Attendees will learn how the program supports institutional and individual professional career goals.
09K34: Optimizing Enrollment Through Qualification: A Demonstration and Campus Case Studies

Andrea Gilbert—Associate Vice President, Ruffalo Noel Levitz
Patricia Maben—Executive Vice President, Ruffalo Noel Levitz
Charles Ramos—Assistant Vice President, Ruffalo Noel Levitz

It is more important than ever to build a strong, data-driven approach to target students who have the highest propensity to enroll. Join us to learn how campuses can use predictive modeling and qualification calling to help target the best students through communication flow, territory management, application generation, shaping, and other outreach. You will learn how you can predict the likelihood of enrollment for each student in your pool. The presenters will offer case studies and outcomes of current campus users and will showcase the latest reporting portal.

09K35: Strategic Enrolment Management at Small Regional Canadian College Campuses

Jamie Bramburger—Manager of Community and Student Affairs, Algonquin College-Pembroke Campus

Smaller Canadian college campuses are facing unprecedented challenges. Having a robust strategic enrolment management plan can help them tackle demographic changes, reduced funding, and fierce competition from larger schools. Learn how Algonquin College’s Pembroke Campus grew its enrolments and built a Strategic Enrolment Management (SEM) plan from the ground up, by identifying and engaging its data and student success champions. You’ll be surprised who those champions were! This session will celebrate smaller regional campuses in Canada and share ideas of how they can be strategic enrolment management leaders.

09K36: Women in Higher Education: Strategies for Success

A panel of higher education professionals

Back by popular demand, this year’s session will bring together a panel of professional women in higher education for an interactive discussion on strategies for negotiation, communication, and networking, plus managing the tides of change to effectively develop a successful career in higher education. In this session, the panel will explore practical strategies to create opportunities for career enhancement and advancement.

5:00 p.m. Open Evening to Enjoy Boston
FRIDAY, JULY 10

7:00 a.m.-12:00 p.m.  Conference Check-in

7:00 a.m.-2:00 p.m.  Exhibit Area Open

7:00-8:00 a.m.  Hosted Continental Breakfast

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Take 20 Theatre (Sponsored by Chegg Enrollment Services)

7:45-8:05 a.m.

CourseLeaf from Leepfrog Technologies

*Selling Your Campus with Your Catalog*

Academic catalogs are no longer just an inaccurate PDF hidden on an institution’s website. CourseLeaf Catalog (CAT) transforms your catalog into a dynamic website that generates greater appeal among prospective students. Learn how attractive design elements and publishing to web, mobile, tablet and print PDF formats can turn your catalog into a major selling point.

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8:15-9:15 a.m.  Concurrent Breakout Sessions

10L24  *Advising for Student Success*

David Trites—Senior Associate Consultant, Ruffalo Noel Levitz
Sandra Waters—Executive Director, Advising and Transfer Programs, Old Dominion University

National student research suggests that advising may be the most important of all retention strategies, but many colleges and universities undervalue and under resource their advising process. This session will provide practical examples and suggestions to help strengthen and improve advising on your campus. It will include a review of relevant advising issues, attributes of excellent advising programs, and practical approaches to address the challenges common to academic advising in higher education.

10L25:  *Academic and Student Affairs Collaborating to Promote Student Success and Retention*

Judith Grimes—Associate Vice President for Student Affairs, Dean of Students, Missouri Western State University
Cosette Hardwick—Associate Professor and Academic Coordinator of Clinical Education, Physical Therapist Assistant Program, Department of Nursing and Allied Health, Missouri Western State University
Cassandra Samuel—Academic Advising Coordinator, Craig School of Business, Missouri Western State University

This session will provide strategies utilized to significantly increase student retention at Missouri Western State University. Collaboration by academic affairs and student affairs led to a first-to-second-year retention increase of 6 percent over the past three years and second-to-third-year retention increase of more than 5 percent this past year. Examples of campuswide teams and focused interventions by the Honor’s Program, Athletics,
Accessibility Resource Center, and the School of Business will be discussed and their strategies shared. Useful tools will be described including the Retention Management System™, the Student Satisfaction Inventory™, and an early-alert system.

10L26: From Zero to 60: How to Create a Comprehensive Community College Enrollment Plan in Six Months
Maria Moten—Assistant Provost/Dean of Enrollment Services, Harper College
Bob Parzy—Director, Admissions Outreach, Harper College
Mike Barzacchini—Director, Marketing Services, Harper College

Coming off nearly a decade of record enrollment growth, Harper College experienced six semesters of significant declines, particularly in the adult market. The college responded by charging a team of staff and faculty with developing an enrollment plan in less than six months. This resulted in a detailed, practical, and highly actionable plan that covered all aspects of enrollment growth—recruitment, retention, program development, and student services. Learn how this team went from idle to the fast lane with its enrollment plan and how you can too.

10L27: Building a Culture to Support Graduate Education: The Role of Strategic Planning
Boyd Bradshaw—Vice President for Enrollment Management, Logan University
Deborah Garrison—Associate Vice President for Academic Affairs and Dean of the Billie Doris-McAda Graduate School, Midwestern State University

A strategic planning session convened with coordinators of graduate programs at Midwestern State University formed the foundation for the advancement of graduate education. The outcomes of the strategic planning session focused attention on the need for a comprehensive recruitment and marketing plan to support graduate education. An inclusive, team-based approach, supported through consultation with Ruffalo Noel Levitz, resulted in an increase in graduate enrollment, yielding the highest graduate enrollment since the inception of the graduate school in 1952. Come learn about key processes for engaging campuswide support, as well as the process management strategies leading to this success.

10L28: Jump in the Pool With Us: Engaging College Faculty, Staff, and Students in Recruitment
Christine Joseph—Recruitment Coordinator, J. Sargeant Reynolds Community College
Tracy Green—Director, Office of Outreach and Recruitment, J. Sargeant Reynolds Community College

Reynolds Community College, an urban college of 22,000 plus students, has one full-time person dedicated to recruitment. The college created a Recruiter Pool, composed of faculty, staff, and students from across college units who undergo specialized training and direction as recruiters for the college. These volunteers receive additional support to promote their own programs and service recognition documented in their annual evaluation process. Join us at our Pool Party as we describe the identification, training, and monitoring of pool members and the lessons learned this inaugural year.
10L29: Content Marketing: Optimizing and Understanding the Channel That Drives Over 50 Percent of Your Digital Traffic

Nick Turner—Director of Agency Partnerships, BrightEdge

Organic traffic from search engines has come to represent over 50 percent of the visitors to most websites. Today, companies are spending $18.1 billion annually to ensure their content marketing programs are effective and efficient in driving high volumes of relevant traffic to their digital assets. Content marketing isn’t a new concept, but the Internet has made it much more competitive and more difficult to get the right piece of content in front of the right person at the right time. During this session, we will explore how many of the world’s leading brands are using a combination of human capital and technology to drive great results in the content marketing space. We will also discuss how you can apply this to your needs.

10L30: Developing Data-Informed Retention Plans: A Demonstration of the Retention Management System Plus (RMSPlus™)

Tim Culver—Vice President, Consulting Services, Ruffalo Noel Levitz

This session will outline the development and implementation of systems designed to inform retention strategies such as academic advising and early-alert and intervention programs. Attendees will learn the value and benefits of the Retention Management System Plus™, which uses an institution-specific predictive model and student motivational assessment to inform retention strategies. The presenter will provide relevant examples of how institutional data can be used to determine which strategies will make the greatest difference.

10L32: How to Set Price and Distribute Aid: Tools That Build Confidence

Scott Bodfish—Vice President, Marketing and Research Services, Ruffalo Noel Levitz
Jennifer Wick—Vice President, Scannell & Kurz, A Division of Ruffalo Noel Levitz

In today’s highly competitive marketplace, it is not surprising that an increasing number of college administrators are looking for better data to inform their decisions about tuition pricing and financial aid allocation. In particular, they want answers to such questions as:

- How much can we raise tuition without negatively impacting enrollment?
- How does our tuition impact marketshare or preference?
- How do prospective students and parents perceive the institution’s current brand value?
- How much financial aid do we need to spend to meet our enrollment goals?
- Are we targeting our aid effectively and efficiently?

This session will address two methodologies—tuition pricing studies and predictive modeling—that will provide clarity and insight into these questions.

10L34: Our Sophomores (or Second-Year Students) Need Our Attention, Too!

Mari Normyle—Assistant Vice President, Retention Solutions, Ruffalo Noel Levitz
Julie Bryant—Associate Vice President, Retention Solutions, Ruffalo Noel Levitz

As our focus shifts from improving retention rates to increasing graduation rates, we naturally need to expand our scope beyond first-year initiatives on our campuses. Our sophomores need our attention, too. In fact, improving the sophomore experience is key to improving graduation rates. But what do we know about our sophomores, beyond our assumptions about the “sophomore slump”? How satisfied are they with their campus
experiences and what are they telling us they need as they move through their second year of enrollment? We will share research and best practices from the emerging “second-year experience” movement in higher education.

10L35: Avoiding the Recruitment Blind Side: Balancing Emerging Trends With Fundamentals

James Steen—Vice President for Enrollment Management, Houston Baptist University

All of us have felt blindsided at one time or another by the latest trend, software, or online service. The fact is that emerging technology and new services are going to be a constant that enrollment managers must embrace. But to be successful, we must also master the fundamentals—blocking and tackling if you will. This session will explore some of the critical enrollment management functions in relation to emerging trends that can help you make your class without breaking your budget. We’ll also have some time at the end to discuss the new technologies you’re contemplating or want to know more about. So suit up, get your game on, and join us for a time to analyze the offensive and defensive plays you should be considering. Down...set...hut!

10L36: Let’s Get Personal: Ways to Harness Your Data to Improve Student Recruitment

Emily Meehan—Strategic Consultant, Hobsons
Jane Raley—Director of Enrollment Management Operations, Lesley University

Communicating with relevance and authenticity is critically important to establishing meaningful connections that attract prospective students who are likely to enroll and, ideally, graduate. In this session, the presenters will showcase ways that Lesley University has harnessed its enrollment data to identify a set of ideal student segment personas whose demographic and psychographic attributes inform ways the university can speak to the concerns, motivations, and interests of their target audience. Armed with this information, Lesley University now conducts more informed search buys, utilizes smarter marketing investments and messaging tactics, and targets recruitment activities appealing to the right students to improve student recruitment.

Take 20 Theatre (Sponsored by Chegg Enrollment Services)

9:20-9:40 a.m.

Exhibitor Showcase Session—Ruffalo Noel Levitz

Moving Students Through Your Funnel With Net Price Calculators

Join us as we demonstrate the TrueCost Calculator including the key features that have aided hundreds of schools in their student recruitment efforts. Beyond showing the quick and easy to use style of the TCC, we will review marketing and recruitment options within the calculator, as well as discuss proven strategies for incorporating the TrueCost Calculator in your student recruitment efforts.
9:45-10:45 a.m. General Session

Marketing-Recruitment Excellence Awards Presentation
Lee Noel-Randi Levitz Retention Excellence Awards Presentation

Keynote Session
10M00: Financial and Strategic Challenges for Higher Education
Karen Kedem—Vice President/Senior Credit Officer and Team Manager, Moody’s Investors Service

As parents and politicians focus on college affordability and the return on investment for a degree, higher education’s largest sources of revenue remain highly pressured. Colleges and universities grapple with heightened competition for students, donors, and government support, thereby increasing the need to define each institution’s value proposition. During her keynote session, Karen Kedem will share key business trends in the higher education sector and how different segments of the market are positioned for economic and technological changes.

10:45-11:15 a.m. Refreshment break

Take 20 Theatre (Sponsored by Chegg Enrollment Services)

10:50-11:10 a.m. Exhibitor Showcase Session—Ruffalo Noel Levitz

Student Satisfaction Inventory: How satisfied are your students?

Is student satisfaction data informing your decision making on campus? Learn how the data from the Student Satisfaction Inventory (SSI) can provide the student voice for student success efforts, strategic planning and accreditation documentation. Other instruments in the SSI Suite include surveys for adults, online learners, campus personnel and parents of currently enrolled students.

11:15 a.m.-12:15 p.m. Concurrent Breakout Sessions

Lewis Sanborne—Associate Vice President, Ruffalo Noel Levitz

Since Noel-Levitz first published Strategic Enrollment Planning: A Dynamic Collaboration, the competitive context in higher education has only gotten tougher. In this session we'll explore the fundamentals of Strategic Enrollment Planning (SEP) and preview the new second edition of the book to use as our guide. The landscape is getting tougher, and SEP should be on every school’s to-do list for responding to this challenging context. What are the absolute must-dos for an effective SEP project? What steps must be taken? What pitfalls should be avoided? We'll explore these questions and those from participants in this interactive session.
10N25: Broadening the Definition of College and Career Readiness

Steve Kappler—Vice President of Brand Experience, ACT, Inc.

Preparing students for life after high school involves a multifaceted set of goals, including academic and workplace skill readiness for a rigorous core curriculum or workplace environment, effective studying behaviors, and educational and career plans based on accurate information. Research indicates that, in addition to academic achievement, measuring salient psychosocial variables can increase schools’ abilities to identify and intervene with students at risk of academic failure and dropout. The ultimate goal in developing a more holistic view of college and career readiness is to empower counselors, educators, parents, and students by providing them with personalized and timely information to help individuals realize their potential. The session will help attendees understand all the dimensions of college and career readiness and how to leverage those things to help students succeed on their campuses.

10N26: The Academic Success Program: A New Intervention Model That Doubles the Retention Rate of Students on Academic Probation

Barry Wolf—Clinical Psychologist, Albion College

This presentation will take an in-depth look at a highly effective academic success program at a small liberal arts college. The speaker will introduce a new intervention model and a unique method of delivery for students who are struggling academically. This specific model incorporates a theory-based course for credit, study sessions, and academic coaching to address the needs of students who are on academic probation. The program also utilizes a unique model that focuses on student effort and ambivalence (rather than study skills). The session will introduce participants to all aspects of the program including development, program structure and format, materials, results, challenges, and opportunities for improvement.

10N27: Dear Parent: Embracing the Importance of Mom and Dad in the College Recruitment Process

Brian Jansen—Senior Consultant, Ruffalo Noel Levitz
Stephanie Sanders—Executive Consultant, Ruffalo Noel Levitz

Colleges and universities have become increasingly aware of the importance in engaging parents and guardians of their prospective students during the recruitment process. Is your institution just beginning to identify ways to connect with your parent population or are you looking to fine tune your current plan? This session will explore the active and influential presence of today’s parent in their child’s college search, various strategies in communicating effectively with parents across the enrollment stages, and enlisting their involvement in your recruitment efforts.

10N28: Retention Stew: A Cross-Divisional, Data-Driven Recipe That Yields Increased Student Success

Angela Quitadamo—Director of Retention, Worcester State University

Do you have a clear definition of “at-risk” students at your institution? This workshop will take a systems approach to culture change in order to engage the entire campus community in the work of increased student persistence and retention. The presenter will share how to leverage data (academic, non-cognitive, and predictive) to triage interventions for students and increase campus communication with the implementation of an electronic early-alert system. The session will explore the importance of crafting
multiple retention messages that resonate with the various audiences on campus. Finally, we will share campus-specific results, such as our 4.3 percent increase in our six-year graduation rate last year.

10N29: It’s a Mess! Finding and Keeping Graduate Students Engaged in the Funnel

Michael Lofstead—Assistant Vice President, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz
Kellie Laurenzi—Dean of Admissions, Robert Morris University
Catie Connolly—Interactive Marketing Consultant, Ruffalo Noel Levitz

Finding the right prospective students and effectively communicating brand and academic program messages to them as they move along the decision path to enrollment is a critical aspect of contemporary recruitment. But doing so successfully usually involves sophisticated CRM and marketing automation technologies that can be difficult to come by for many institutions. Add to that the cross-departmental teamwork that is required and things can get bogged down fast. Attend this session to learn about some unique approaches in place at Robert Morris University, where successful collaborations among the admissions office, marketing/communication, and vendor partners are delivering great results.

10N30: Using FAFSA Data Ethically and Strategically for Enrollment Management

Galen Graber—Associate Vice President, Ruffalo Noel Levitz

There has been a lot of media attention lately and interest from the higher education community about the use of FAFSA position codes. So much so that data in the current form may go away in the future. This session will examine how this data can be used both ethically and strategically for enrollment management purposes—to judge your competitor set, to judge the strength of your current admit pool versus previous years, and also to help in prioritizing and categorizing your efforts with your current applicants. Benchmark data will be provided.

10N32: Prior Learning Assessment: A Driver of Degree Completion for Adults

Scott Campbell—Vice President for Higher Education, Council for Adult and Experiential Learning (CAEL)

Given the strong national focus on making college more affordable and promoting degree completion, the time is right for enhancing student access to Prior Learning Assessment (PLA). PLA is the process by which an individual’s learning from life and work experience is evaluated for the purpose of granting college credit. This session discusses the link between PLA and improved rates of adult degree completion, and explains how many colleges and systems have moved to implement PLA through CAEL’s national online PLA service, LearningCounts.

10N33: Enhanced Search Strategies (ESS) Demonstration

Todd Abbott—Senior Vice President, Ruffalo Noel Levitz

A constantly evolving approach to student search is a requirement today. The changes in student search from the ’90s to today exemplify the complex shift in the needs to drive the right “funnels” or flow with the right “streams.” This session will outline brand new strategies for student search and specific service elements that Ruffalo Noel Levitz builds
into campaigns to achieve customized solutions. In addition to the new, the presenter will provide the “tried and true” methods of direct marketing necessary in any successful student search campaign.

10N34: Operation Degree Completion: Two Steps to the Cap and Gown
Emily Griffin-Overocker—Director, Student Success, University of Central Oklahoma
Glenda Todd—Coordinator of Operation Degree Completion, University of Central Oklahoma
Retention Excellence Award Winner, University of Central Oklahoma highlights Operation Degree Completion. This two-step program facilitates former students in becoming alumni with over 1,500 degrees completed in just two years. Learn how the university partnered with local community colleges to: 1) identify students who left campus after almost completing their graduation requirements and guide them to a degree; and 2) create a FERPA compliant reverse transfer process that is seamless to students and efficient for staff. As a surprise bonus, over 10,000 additional credit hours were generated at the university. Join us for an interactive look at this innovative program.

10N35: From “Soup to Nuts”: An Integrated Recruitment and Outreach Model for Community Colleges
Kathleen Perales—Dean, Community Outreach and Enrollment Development, Mesa Community College
Andre Henderson—Manager, Recruitment Outreach, Mesa Community College
There is more to traditional recruitment then visiting a high school career center. Today’s recruitment model incorporates evidenced-based decision making, strategic initiatives, and creative methods to reach students. However, limited resources, staff, and knowledge sometimes hinder community college outreach professionals. This session will provide a “soup-to-nuts” approach to developing a tangible and achievable recruitment plan utilizing existing resources and support that are available at most community colleges and within an arms reach of community and school partners.

10N36: Why Don’t My Students Think I’m Groovy? The New “R’s” for Engaging Millennial Learners
Christy Price—Professor of Psychology, Dalton State College
What factors influence student motivation and desire to learn? Obviously, there are some influences beyond control, but research in educational psychology suggests one thing we can do to increase student engagement is to create learning environments that are in some ways linked to, and supportive of, the current student culture. During this participatory session, we will briefly review the literature regarding the culture of the Millennial student and apply the findings of the presenter’s research regarding Millennial learners. The characteristics of Millennials’ ideal learning environments and assessments, their perceptions regarding the characteristics of the ideal professor/student developer, and their ideal institutional practices will be discussed. Throughout the workshop, participants will engage in activities that will allow them to reflect on their own methods and/or institutional practices. Open-ended questionnaires, checklists, and brief video clips of faculty and students will be utilized in order to facilitate discussion regarding practical steps we can take to best meet the needs of Millennial learners.

12:15-1:45 p.m. Lunch on Your Own
1:45-2:45 p.m. Concurrent Breakout Sessions

10P24: Best Practices in Student Motivation, Engagement, and Retention
Don Fraser—Professor, Durham College; Vice President, Making Your Mark Seminars, LDF Publishing
There are 101 strategies that contribute to student retention and engagement, but which ones are the most effective and achievable? This seminar outlines high-impact, dynamic retention strategies that can be implemented immediately and at little or no cost, including improving faculty engagement, maximizing student motivation and retention on Day 1, the top five factors in student retention, student first-impressions survey results, core advisors, pre-exam study workshop, back-on-track program, developing a program career handbook, turning study skills into high-performance career skills, and creating a career vision for your students. Each participant will receive a copy of the college success book, Making Your Mark, 9th edition, by Lisa Fraser.

10P25: Innovative Solutions to Overcome Student Loan Debt and Secure Enrollment: A Panel Discussion
Jonathan Shores—Vice President of Client Service and Marketing, LRAP Association
Jeffrey Docking—President, Adrian College
Educational institutions must continually adapt to changing trends in higher education and the competitive landscape. Experienced higher education professionals will discuss current issues in higher education, with special emphasis on the perceived rising cost of higher education and the student loan burden. The session will center on current trends, uncovering the misconceptions of value vs. cost. Participants will hear what three specific institutions have done to overcome student loan debt objections and used the objections to grow enrollment over 10 percent in one year.

10P26: Webinars, Virtual Events, and MOOCs: Harnessing E-Programs to Build Enrollment
William Gibbs—Director of Campus Outreach and Base Relations, Embry-Riddle Aeronautical University-Worldwide
Many institutions have considered offering e-meetings, but the technical and management considerations have deterred them from proceeding. Embry-Riddle Aeronautical University has successfully conducted more than two dozen webinars, four MOOCs, and a half-dozen virtual information sessions. In this session we will look at the mechanics of offering e-meetings, how to manage them, and what kind of results you can expect.

10P27: Using Qualification to Support Recruitment of First-Year Students at a Community College: A Case Study
Kim Myrick—Vice President and Consultant, Ruffalo Noel Levitz
Hawkeye Community College needed to better understand levels of interest within their pool of prospective students. Gathering information regarding importance of various factors in the college selection process was also important to the staff at Hawkeye. In addition, all recruitment outreach needed to be consistent with Hawkeye’s mission of service to their region as a community college. In 2013, Hawkeye began a partnership with Ruffalo Noel Levitz implementing a qualification program to meet their information needs and reach students. Join us to hear about the data collected through this program and how Hawkeye used qualification to better serve prospective students.
10P28: *The Enrollment Experience Pyramid*

**Brian Barker**—Director of University Communications, Western State Colorado University

**Jerry Martinez**—Director of Enrollment and Student Financial Services, Western State Colorado University

**Dale Gaubatz**—Associate Vice President and Consultant, Enrollment Services, Ruffalo Noel Levitz

We’ve all been there: trying to explain how important a student-centered enrollment plan is to cabinets, boards, or even…faculty. Wouldn’t it be nice to have a simple visual aid to help colleagues focus? The presenters will introduce the Enrollment Experience Pyramid, a simple visual tool of elements to keep in mind when creating your next enrollment plan, which truly covers everything from operational processes to faculty and current student interactions. We’ll discuss the angles from marketing, financial aid, and an admissions perspective.

10P30: *Implementing the Retention Management System™ at a Small College*

**Robert Melaragni**—Vice President of Enrollment Management, Fisher College

**Alex Wagner**—Director of Institutional Research, Fisher College

This session will present planning and implementation of the Retention Management System from the generic model to the customized model at Fisher College. The presenters will outline the characteristics of the college’s high-risk student population with a focus on recent successful transformation from an associates to bachelors-granting institution. The presentation will continue by highlighting the shift from initial skepticism, including those of the presenters, to building buy-in and the associated change management for a successful collegewide implementation.

10P32: *Successful Strategies for Increasing Enrollment: Two Case Studies*

**Dan Garcia**—Vice President for Enrollment Management, West Texas A&M University

**Enid Cartagena**—Dean of Academic Affairs, EDP University of Puerto Rico

Two institutions, West Texas A&M University (four-year public) and EDP University of Puerto Rico (four-year private), implemented successful strategies for increasing undergraduate enrollments that led to significant growth at each institution: a 14 percent increase over the last five years at West Texas A&M University (+883 students) and a 26 percent increase in enrollment in the last two years at EDP University (+285 students). Enrollment managers from each university will share case studies outlining their approaches, focus areas, strategies, and outcomes related to recruitment and retention that contributed to enrollment growth at their respective institutions.

10P33: *Teaching, Learning, and Returning: The Role of Faculty in Retention*

**John Stokes**—Director, Freshman Advising (retired), University of North Carolina Wilmington

Faculty are in a magnificent position to influence retention, especially those who interact with students and communicate a caring attitude in and out of class. For example, advising by faculty can be valuable out-of-class interactions. This session will include practical ideas for enhancing student/faculty contact in large classes. In addition, the presenter will provide cost-effective suggestions for using faculty to influence retention in ways which can be evaluated for retention effectiveness.
10P34: Survival Essentials for Private Colleges
Jeff Cutting—Associate Vice President of Enrollment Management, Mount Ida College
Colleges in the Northeast can arguably claim the fiercest competitive environment, as the traditional-age population continues to shrink in a region packed with higher education options. But in the last three years, Mount Ida College has been successful in countering these trends and improving both its new student recruitment and overall enrollment. In this session, learn how this small private college revamped its recruitment strategies by recommitting to the recruitment basics while introducing state-of-the-art prospecting and communications approaches, financial aid strategies, and physical plant investments.

10P35: New Campus Location, New Admissions Staff, New Challenges
Philip Parnell—Associate Vice President for Academic and Student Affairs, North Dakota State College of Science
Justin Grams—Assistant Director, Admissions and Records, North Dakota State College of Science
Opening a new campus location can be an exciting experience—new staff, new students, new programming, new markets, and new opportunities. The experience of opening a new location also comes with potential challenges. Marketing and image building, enrollment planning, staff training, and re-evaluating existing campus policies and processes are all important details over which an institution can stumble. This presentation will provide the information that can make a transition to a new campus location smoother for all involved by pointing out the pitfalls and by providing advice and solutions.

10P36: Controlling Discount Rates and Increasing Net Revenue: A Demonstration and Campus Case Studies
Rob Baird—Senior Vice President, Ruffalo Noel Levitz
Galen Graber—Associate Vice President, Ruffalo Noel Levitz
Derek Flynn—Assistant Vice President, Ruffalo Noel Levitz
How can you award the aid you need to recruit and retain the students you want while controlling your discount rate and increasing your net revenue? How can you find an ideal balance between meeting student financial need and managing your awarding budget? This session will illustrate how campuses accomplished those goals using the Enrollment & Revenue Management System™ from Ruffalo Noel Levitz. You will learn how you can control your enrollment yields, discounting, and net revenue; assess your current awarding policies; and analyze the potential effect of tuition changes on student enrollment using econometric modeling.
3:00-4:00 p.m.  Closing Keynote Session

10Q00: *Finding Happiness in the Workplace: Learn, Laugh, and Lighten Up*

**Carol Ann Small**—Founder and CEO, Laughter With a Lesson

Campus professionals spend most of their waking hours at work. Yet how often does that work produce exhaustion, agitation, and the feeling of being overwhelmed? Carol Ann Small worked in higher education for almost a decade, and she eventually realized the importance of taking the work seriously while taking one’s self lightly. She will share how to use a sense of humor to cope with daily campus frustrations, reframe negative situations, and create a fun (yet appropriate) environment in the higher education workplace.

4:00-5:30 p.m.  Closing Reception

5:30 p.m.  Conference Adjournment

Mark your calendar: Please plan to join us July 26-28, 2016, in Dallas for the 30th anniversary of the National Conference on Student Recruitment, Marketing, and Retention.