2016 National Conference on Student Recruitment, Marketing, and Retention

CONFERENCE PROGRAM

MONDAY, JULY 25

4:00-7:00 p.m. Conference Check-in Lone Star Preconvene (2nd Floor)

TUESDAY, JULY 26

10:00 a.m.-5:00 p.m. Conference Check-in Lone Star Preconvene (2nd Floor)
Exhibit Area Open Lone Star Preconvene (2nd Floor)
12:30-1:30 p.m. Concurrent Breakout Sessions

26A30: How to Respond to New FAFSA Rules for Prior-Prior Year (PPY) Income Tax Information Taking Effect Fall 2016 Lone Star A4 (2nd Floor)
This session will be repeated on Thursday, 1:45 p.m., 28P40.
Wes Butterfield—Vice President, Ruffalo Noel Levitz
Andrea Gilbert—Vice President, Ruffalo Noel Levitz
The latest changes to the Free Application for Federal Student Aid (FAFSA) from the federal government have immediate, far-reaching implications for offices across campus—and through all stages of the enrollment funnel. One of the most pressing priorities—and greatest opportunities—will be for institutions to issue financial aid awards earlier in the enrollment cycle. The effects of PPY span far beyond the financial aid office. This session will cover more than 25 recommendations and areas of focus from Ruffalo Noel Levitz for financial aid offices, admissions/recruitment offices, and marketing to assist your institution with responding to this important change.

26A32: Eight Steps for Creating a College Marketing and Communication Plan Lone Star C1 (2nd Floor)
This session will be repeated, Thursday, 8:15 a.m., 28L32.
Sarah Coen—Senior Vice President, Consulting Services, Ruffalo Noel Levitz
With the emergence of new trends in student search behavior, campuses have more options than ever for reaching prospective students. Finding the right mix of communication methods is crucial for success, but as we shift away from the traditional funnel, which strategies are most effective for reaching the right students? Attend this session and learn how to construct a marketing and communication plan while staying true to your institution’s brand. You’ll learn more about:
- Creating a communication flow that keeps students interested;
- Choosing the right message for your audience;
- Strategies for building a compelling web presence; and
- How to mix new and traditional marketing methods for a cohesive campaign.
26A34: Optimizing Mobile for Your Future Students: Findings From the 2016 Social Admissions Report
Lone Star C3 (2nd Floor)

Gil Rogers—Director of Enrollment Marketing, Chegg
From text messaging to video chat, Facebook to YikYak, you’re bombarded with countless student recruitment ideas. The one aspect they have in common? Mobile. This isn’t a new concept, but one you need to integrate into your current enrollment management strategy. Nearly 40 percent of high school students use a mobile device as their primary means to research colleges, so it’s critical to build and maintain an engaging mobile presence, one that spans across digital, mobile, and social platforms. This session uses findings from the 2016 Social Admissions Report to provide practical recommendations on how to implement and optimize mobile strategies for your future students from recruitment through enrollment.

26A35: Creating an Authentic Campus Visit Experience
Lone Star C4 (2nd Floor)

Trent Gilbert—Vice President for Enrollment Management, Monmouth College
Seeking enrollment success fueled by a top-notch visit program? Sugarcoating perceived flaws and “playing it safe” are no longer options. Today’s prospects and parents crave a college visit that cuts through the clutter and shows who you really are. They want the truth—and they can handle it! This session will explore the science behind great experiences and relay key benefits of aligning your visit strategically with your goals. You’ll learn why the best programs reveal and connect students to the true academic and social life of your institution—all while delivering an authentic, engaging, and memorable experience.

26A36: Marketing for Rookies
San Antonio A (3rd Floor)

Kathryn Karford—Associate Vice President, Ruffalo Noel Levitz
How do you make today’s dynamic marketing mix work in this highly competitive college marketplace? If you are new to higher education marketing, you’ll want to get these winning strategies for your institution’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.

26A37: Inclusive Engagement Model for Success of Diverse Populations: How Do We Get There From Here?
San Antonio B (3rd Floor)

Bernita Sims-Tucker—Former Associate Provost and Vice President for Academic Affairs, University of Maryland Eastern Shore
This session will examine national research on engagement and its impact on first-year students of color to be retained and graduate within six years. The presenter will discuss the changing landscape of the college community and the impact of e-learning and social engagement on the success of diverse populations. Retention strategies will be presented to encourage proactive interventions that shape student success in an inclusive campus environment. Come prepared to also share your own success stories.

26A38: Building Effective Pipelines for International Student Recruitment
Houston A (3rd Floor)

John Baworowsky—Vice Provost for Enrollment Management, Marquette University (WI)
Effective recruitment of international students requires a strategy that builds pipelines to ensure ongoing enrollment of undergraduate and graduate students from outside the United States. The presenter will discuss a multi-tiered approach to build a comprehensive recruitment plan and will share strategies to build meaningful pipelines.
26A39: Retention Strategies for Undecided Students
Stephanie Miller—Executive Consultant, Ruffalo Noel Levitz
Undecided/undeclared students may characterize a significant portion of the student population at your institution. Retention could become an issue if undecided students do not progress to a declared major that best suits their interests and skills. Additionally, institutions may find it difficult to support undecided majors because extensive cooperation must occur among key campus departments. This session will discuss persistence, progression, and retention tracking related to undecided students; and how to provide intentional, intrusive, and comprehensive strategies and resources for serving students without majors.

26A40: Aligning EM and Performance-Based Budget Planning
Scott Marshall—Vice Provost for Academic and Fiscal Planning, Portland State University
It is becoming increasingly important for universities to build integrated and engaged approaches to enrollment and budget planning. This session will explore how Portland State University has used the principles of “strategic enrollment management” and “performance-based budgeting” to develop its Integrated Planning of Enrollment and Budget (IPEB) model. The IPEB builds up enrollment and resource plans from the academic units and converts the aggregated plans into unit and overall net revenue forecasts. This process provides for multi-level planning that engages departments, schools, and academic affairs in an iterative, open, and informed annual process.

26A41: The Data Imperative in Enrolment Planning for Small Canadian College Campuses
Jamie Bramburger—Manager of Community and Student Affairs, Algonquin College Pembroke Campus
Shelly Waplington—Student Success Specialist, Algonquin College Pembroke Campus
Small Canadian college campuses have never faced this much pressure to grow their enrolments. Demographic shifts, reduced government funding, and intense competition from larger institutions are threatening their existence. But there is a silver lining. Regional campuses are innovative, and if they commit to data intelligence as a foundation for strategic enrolment planning, they can weather the storm and succeed like they never have before. Learn how Algonquin College’s Pembroke Campus has set record enrolments and achieved some of the highest retention rates in Ontario’s college system by using data to plan great strategies.

26A42: 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.
26A43: Community College Master Planning: Including the Student Voice

Austin 3 (2nd Floor)

Teresa Isbell—Dean of Planning, Research, and Institutional Effectiveness, El Centro College

Peggy Sindelar—Assistant to the Vice President of Planning and Development, North Lake College

The development of a collegewide master plan is a major task, and it is important to include the student voice in the process. Two Dallas County Community College District campuses will share how they utilized student satisfaction survey results as part of the development of their plans and how the student perceptions played a role in determining priorities for planning. This session will speak specifically to current community college environments, but may also be appropriate for four-year public and private institutions.

1:30-2:00 p.m. Refreshment Break

Lone Star Preconvene (2nd Floor)

Take 20 Theatre

Lone Star Preconvene (2nd Floor)

1:35-1:55 p.m.

Exhibitor Showcase Session—Mongoose

The Art of Texting Prospective Students

Leaving them voicemail is considered rude and email is for old people. In this session, you will learn how to easily and effectively text your prospective students.

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

26B30: Linking Your Financial Aid and Marketing Strategy

Lone Star A4 (2nd Floor)

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.

26B32: Putting First Things First: Creating User-Focused, Search-Optimized Program Landing Pages

Lone Star C1 (2nd Floor)

Vaughn Shinkus—Executive Consultant, Ruffalo Noel Levitz

Research consistently demonstrates that academic information is the top content target for prospective students browsing college webpages when exploring higher education options. Yet for many institutions, politics and competing priorities become barriers to meeting these primary informational needs, and prospects are left to navigate a confusing array of department-focused pages that may or may not have the insights they are seeking. Learn the hallmarks of strong program landing pages and an approach for creating rich, search engine optimized experiences that draw students to your website and offer them clear pathways for further discovery and engagement.
26B34: *Busting Myths and Misconceptions: The 2016 Voice of the Student Report*  
**David Kochanek**—Publisher, College Research Council  
It is time to go beyond generalizations and college rankings and look at the actual data about the on-campus experience. In its Voice of the Student research study, the College Research Council (CRC) has surveyed over 9,400 undergraduate students, primarily from private colleges and universities. The assessment measures the true campus experience, including: social atmosphere, the learning environment, use of drugs and alcohol, sexual behavior, climate toward homosexuality, campus safety, and more. The results will challenge your assumptions and represent an opportunity for colleges to differentiate themselves beyond the college rankings.

26B35: *Retaining and Completing of International Students*  
**Martin C. Yousef**—Chief Operating Officer, Study America  
Offering a quality international student program begins with understanding the international student population and ensuring your campus has the right infrastructure in place to not just recruit international students, but provide them the support and the infrastructure needed for their success. International students require additional support services beyond academic and financial, such as cultural adjustment and social integration. With a successful international student program in place, graduation and alumni communication will develop into a blossoming referral network. In this session, learn some basics of retaining and completing international students as well as tips for those who already have an international student program.

26B36: *Recruitment in the Age of the Education Consumer*  
**Craig Maslowsky**—Vice President for Marketing and Enrollment, Excelsior College  
**Dan Merkt**—Executive Director, Marketing and Enrollment Operations, Excelsior College  
The dynamics of higher education have changed, vastly altering the behavior of prospective students as they explore program offerings. Those exploring your institution see themselves as consumers, and expect to be able to gather and consider information critical to their decision to enroll before they commit to directly communicating with you. Providing personalized information in accessible ways is vital to compete in the current education ecosystem. Learn how to effectively engage consumers, capture interactions, and deliver exceptional service.

26B37: *Recruitment for Rookies*  
**Anne Monroe**—Vice President, Recruitment Consulting, Ruffalo Noel Levitz  
The problem: you’ve recently joined the admissions team and you simply need help getting a grasp on the office “language.” You generally know what you’re supposed to be doing, but you don’t know what you don’t know! This session will explain prospects, stealth shoppers and the like, as well as help you understand reports that are critical to new admissions professionals. 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.
26B38: Challenges and Rewards of Serving a Diverse Population   Houston A (3rd Floor)
John Baworowsky—Vice Provost for Enrollment Management, Marquette University
Recruiting and supporting students to build a diverse campus can be challenging. Students of various ethnic backgrounds bring unique expectations and skill sets to college. Add to the mix adult learners, online learners, graduate and international students, and the student expectations and services needed will increase. Are you ready to meet these expectations?
Dr. John Baworowsky will explore the challenges and rewards of building a diverse campus and serving an increasingly more complex and diverse college student population. He will discuss the benefits of recruiting students through multiple pipelines and share strategies for providing the academic delivery systems and support services necessary to assure all students are successful. He will also bring data about the changing student demographics over the next decade and students’ own desires to attend diverse institutions.

26B39: Using Course Demand Data to Align Resources for Advancing Student Completion   Houston B (3rd Floor)
Jeff Rhodes—Registrar, University of Texas El Paso
Jennifer Chadwick—Associate Vice President of Enrollment Services, University of North Georgia
The University of Texas-El Paso and the University of North Georgia are using predictive analytics to change the culture of course scheduling and resource allocation on their campuses. With better visibility into enrollment trends, course fill rates, course demand, and primetime versus off-grid scheduling, both institutions are improving retention and program completion. These efforts are also improving campus efficiencies and stewardship of instructional resources. Join this session to hear campus leaders describe their journeys to advance student outcomes and learn how data analytics can transform student success on your campus.

26B40: Using Process Excellence to Drive Business Results   Houston C (3rd Floor)
Jewel Reid—Director of Process Excellence, Vista College
In this session, you will learn how Vista College built a discipline that drives process improvements throughout the organization using Six Sigma tools and strategies. To date these projects have improved enrollments, decreased dropouts, helped control the costs of instructional supplies, and improved regulatory reporting.

26B41: Choices, Choices: How Social Media Engagement Is Key During the Student Recruitment Process   Austin 1 (2nd Floor)
Corie Martin—Manager, Creative Web Services, Western Kentucky University
The use of social media in higher education recruitment is a common practice often used to supplement more traditional print and email-based outreach methods. Are institutions doing all they can to strategically reach students during the yield period? Are we using the right media and messaging? In 2015, Dr. Corie Martin completed a nationwide research study on admissions and marketing recruitment outreach activities and observed thousands of student interactions within university social media communities. The results of the study showed what was really important to students and suggested how higher ed leadership might prepare for the next generation of prospective students.
26B42: 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 and institutional success are admirable goals, achieving these outcomes are 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 institution’s 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 and 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 to understand and embrace alignment strategies, participants can assist their institutions in improving educational quality, productivity, and effectiveness.

26B43: Welcome Back! An Outreach Plan for Community College Stop-out and Drop-out Students

Betsy Penrose—Vice President for Students, Jefferson Community College

Learn how one community college used data analysis and planning to create a comprehensive outreach program targeting students who have dropped out or stopped out. The plan was developed and executed with limited resources and staffing and coordinated through a collaborative partnership with academics and student affairs.

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

Take 20 Theatre

3:05-3:25 p.m. Exhibitor Showcase Session—Ruffalo Noel Levitz

Linking Your Net Price Calculator With the Rest of Your Comm Flow

In this session, we will demonstrate key features of the TrueCost Calculator™ 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 be going over marketing and recruitment options within the calculator as well as its symbiotic relationship with other Ruffalo Noel Levitz services. We will also discuss proven strategies for incorporating the TrueCost Calculator in your student recruitment efforts.
3:30-5:00 p.m. Concurrent Breakout Sessions

26C29: In-Person! Dallas Students and Parents Talk to You About College Hits and Misses
Lone Star A1 (2nd Floor)

Mary Nowesnick—Principal, MNMarketing Chicago
Kathryn Karford—Associate Vice President, Ruffalo Noel Levitz

For the eighth year, this special 90-minute session brings together real students and parents from the local area who are heading to college this fall. You will meet real college-bound Dallas-area students and parents who will answer your questions about college search, choosing majors, campus visits, using social media, and more. Hear from parents and students about ways to make your school a final college choice.

- Ask our on-site panelists your questions about what worked—or not—during college search.
- Get candid advice from real students and parents on how to stand out from the crowd.
- Learn what makes campus visits a hit—or miss—in choosing a college.
- Hear our in-person Dallas experts review campus communications, academics, websites, and more.

26C30: The Strategic Enrollment Planning Imperative: Higher Education Past and Present
Lone Star A4 (2nd Floor)

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.

26C32: REBOOT 101 for At-Risk Students: The 10 Steps to High-Performance Learning
Lone Star C1 (2nd Floor)

Don Fraser—Management Consultant, Making Your Mark

Reach your at-risk students with this dynamic train-the-trainer workshop. Learn how to help your students build a new mindset by reframing their education from stress, fear of failure, and procrastination to a focus on their strengths, career vision, and the skills of a high-performance learning mindset that leads to a high-performance career. This session will emphasize learning through a science-based perspective. We'll look at: the three powers of motivation, the three keys to behavioral change, a detailed outline of the 10 Steps to High-Performance Learning. Each participant will receive a copy of Making Your Mark: Develop the Motivation and Skills for College and Career Success, by Lisa Fraser.

26C35: First Things First: Increasing the Success of First-Generation College Students
Lone Star C4 (2nd Floor)

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.

26C36: Transfer Student Enrollment Planning: Opportunities, Engagement, Innovation, and Results
San Antonio A (3rd Floor)

Kent Hopkins—Vice President for Enrollment Management, Arizona State University
Cecilia Castellano—Vice Provost, Strategic Enrollment Planning, Bowling Green State University

Transfer student enrollment still takes a back seat to first-time-in-college enrollment in our higher education system. How can you best ingrain transfer student enrollment planning into new student enrollment planning at your college or university? What are your primary external and internal issues when developing or strengthening your work with transfer students? Learn about our opportunities, innovations, and engagement in our work as we welcome nearly 15,000 transfer students to our four campuses and online programs each academic year.

26C37: Recruitment and Retention Strategies and Initiatives to “Right Size” Enrollment at Two-Year Institutions
San Antonio B (3rd Floor)

Peter Bryant—Senior Vice President, Ruffalo Noel Levitz

These are changing and challenging times for two-year community and technical colleges. Peak enrollment experienced following the economic downturn has now declined steadily in recent years with the continued economic recovery. This combined with ever-changing demographics, flat or declining state and local financial support, increased accountability for student success and completion rates, 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 and initiatives that are essential for meeting immediate and long-term enrollment objectives in the interest of enrollment “right-sizing.”

26C38: Financial Aid for Rookies
Houston A (3rd Floor)

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 when building your own strategy. The session is geared toward professionals who may be new to financial aid and more experienced professionals wanting to learn the basics of building an aid strategy.

26C39: How to Recruit and Engage Hispanic Students: A Look at Our Research
Houston B (3rd Floor)

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 Hispanic high school students and their parents, based on the findings of our comprehensive national research studies. We will share our findings and discuss key takeaways in making sure your recruitment plan resonates with students and their families today.
26C40: Making Marketing Measurable: Strategies for Developing ROI-Driven Approaches for Interactive Marketing Campaigns
Houston C (3rd Floor)

Michael Lofstead—Assistant Vice President, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz
Catie Connolly—Interactive Marketing Consultant, Ruffalo Noel Levitz

Email marketing, paid search advertising, and social media marketing have become the cornerstones of any modern student recruitment marketing plan. In this session, we will explore the key interactive marketing best-practices, tracking tools, and measurement approaches that can become the foundation of a data-driven marketing analysis program at your school. The presentation will offer a balance of top-line information of interest to senior enrollment personnel as well as managers of web and marketing teams. It should also provide experienced interactive marketers with a few new ideas to beef up online marketing and performance analysis efforts.

26C41: Using IPEDS and Clearinghouse Data to Understand Your Position in the Marketplace
Austin 1 (2nd Floor)

Katherine Cooper—Executive Consultant, Ruffalo Noel Levitz
Sharon Wilkes—Executive Consultant, Ruffalo Noel Levitz

How does an enrollment manager compare the positioning of the institution among its competitor or peer institutions? What data resources are available to help determine strategies to impact enrollment, academic quality, or institutional strategic plans? The data available to institutions through the National Student Clearinghouse “Student Tracker” and National Center for Education Statistics IPEDS can help individual campuses identify enrollment trends; improve the ability to target, recruit, and retain students; and better understand how to position the institution among competitor or peer institutions. Our discussion will focus on strategies to help drive recruitment and marketing messages.

26C42: Building an Effective Communication Plan
Austin 2 (2nd Floor)

Jill Conlon—Senior Associate Consultant, Ruffalo Noel Levitz

Yes, the fundamentals still apply! Building an effective communication plan is more important than ever as the foundation for telling your institution’s story to prospective students and influencers. Join us for a discussion of the research you need and the practical steps to take to plan and execute your recruitment messages. Whether you are a seasoned enrollment professional looking for materials to train your staff or new to a position that manages recruitment communications, you can benefit from and contribute to this workshop.

26C43: Inclusive Engagement for Over-prepared, Prepared, and Under-prepared Students
Austin 3 (2nd Floor)

Diane Lussier—Faculty, University of Phoenix

Faculty members have the challenge of facilitating learning with students who arrive for class prepared and others who arrive unprepared. The presentation addresses how to design class activities that are appropriate for learners of all levels of preparedness in the same workshop so that all achieve higher mastery in the learning outcomes. A framework used to design a hands-on technique for a workshop activity that allows for total inclusiveness is presented. In addition, the session will outline a technique to implement the activity across curriculum and assess student learning.
5:30-7:00 p.m. Opening Keynote Session Lone Star Ballroom (2nd Floor)
Conference Welcome
Kevin Crockett—President, Enrollment Management, Ruffalo Noel Levitz

26D00: A Chance in the World
Steve Pemberton—Author and Fortune 50 Executive
For more than a decade as a foster child, Steve Pemberton was subjected to extraordinary mental and physical cruelty. But a neighbor’s small act of kindness—a box of books—helped him build a way out. He began excelling at school, earned a full scholarship to Boston College, and charted a road to tremendous success. Hear his inspirational story and about the people along the way who poured a love of education into him.

7:00-8:30 p.m. Opening Reception Lone Star C3 (2nd Floor)

WEDNESDAY, JULY 27

7:00 a.m.-5:00 p.m. Conference Check-in Lone Star Preconvene (2nd Floor)
7:00 a.m.-3:30 p.m. Exhibit Area Open Lone Star Preconvene (2nd Floor)
7:00-8:00 a.m. Hosted Continental Breakfast Lone Star Preconvene (2nd Floor)

Take 20 Theatre Lone Star Preconvene (2nd Floor)
7:15-7:35 a.m. Exhibitor Showcase Session—Copley Retention Systems
Making Survey Insights Actionable
Learn how to incorporate survey data to target automated interventions based on student risk.

7:45-8:05 a.m. Exhibitor Showcase Session—NRCCUA
Data Driven Admissions: Deriving Strategies through Actionable Analytics
The concept of data-driven decision making is still an illusion within a significant segment of higher education, as a result of a variety of factors including disparate systems, inability to track data appropriately and a lack of overall resources and competencies in the admissions office. Join NRCCUA to review the Data Lab and learn how this tool can assist your enrollment and prospecting strategies.
8:15-9:15 a.m. Concurrent Breakout Sessions

27F30: *Turning Your Website Into an Effective Recruitment Tool*  
Lone Star A4 (2nd Floor)  
**Lance Merker**—President and CEO, OmniUpdate  
If you are looking to enhance your enrollment, it's time to employ a first-rate recruiter—polished, engaging, and well-versed in all details about your campus. Your recruiter should make a stunning first impression and steer prospective students in the right direction. It's crucial that she be able to answer questions immediately and put students in touch with others. Furthermore, she must be in contact with thousands of prospective students each year. Oh, and she's not allowed to take any days off. In this session, learn how to turn your website into your best recruiter. The presenter will discuss the elements of your website that are most important to prospective students and how these elements can be leveraged as successful recruitment tools.

27F32: *Strategic Enrollment Planning: A Platform for Increasing Student Success*  
Lone Star C1 (2nd Floor)  
**Kristi Motter**—Vice President for Student Affairs, University of Alabama in Huntsville  
With the ever-changing landscape of enrollment management, uncertain financial stability, and the focus on performance, strategic enrollment planning is one of the key opportunities for all institutions of higher learning. While planning can be time consuming, preparing for the future makes the process worthwhile. Meeting enrollment goals is a must, based on the platform of mission, vision, and the strategic plan. This session will provide insight into tactics, strategies, and plans to increase enrollment and address performance-related standards at a large community college.

27F33: *The Sophomore Slump: Strategies for Supporting and Retaining Second-Year Students*  
Lone Star C2 (2nd Floor)  
**Julie Tetley**—Chief, Academic Advising and First-Year Programs, 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.

27F34: *Mentoring and Mentoring Programs: Powerful Tools to Engage and Retain Students*  
Lone Star C3 (2nd Floor)  
**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.

27F35: Reaching Optimal Enrollment Through Predictive Modeling, Outreach, and Focused Strategy
Lone Star C4 (2nd Floor)
Andrea Gilbert—Vice President, Ruffalo Noel Levitz
Charles Ramos—Vice President, Ruffalo Noel Levitz

It is more important than ever to build a strong, data-driven admission funnel filled with students who have the highest propensity to enroll. Join us for a demonstration of Ruffalo Noel Levitz predictive modeling services spanning from pre-prospect through enrollment. You will learn how campuses can use predictive modeling to help target the best students through communication flow, territory management, application generation, shaping, and other outreach. How can we predict the likelihood of enrollment for each student from pre-purchase through the end of your funnel? We will offer case studies and outcomes of current campus users and showcase our new query tool.

27F36: New Perspectives on What Matters Most in the Undergraduate Experience
San Antonio A (3rd Floor)
Charles Schroeder—Senior Associate Consultant, Ruffalo Noel Levitz

Recent commentaries on higher education present a variation on a familiar tune. Costs are too high; student debt is soaring; institutions are underperforming; students are adrift; financial models are in disarray; technological disruptions are on the horizon; enrollments are often flat or declining; and calls for more accountability are coming from multiple constituents. Because problems such as these are serious, many institutions are hunkering down to weather the storm and simply survive. Others, however, are thriving, constantly demonstrating effective practices and powerful outcomes. What accounts for these differences? Just this—thriveing schools consistently exhibit seven core themes reflecting what matters most in the undergraduate experience. These themes as well as critical action principles for enacting them across all institutional types are highlighted in a recently published book, The Undergraduate Experience: Focusing Institutions on What Matters Most (Jossey-Bass, 2016). While current constraints are indeed real and change is hard, this presentation highlights a vision of the possible by exploring new perspectives on institutional excellence and productivity.

27F37: What’s Working in Canadian Marketing and Student Recruitment?
San Antonio B (3rd Floor)
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.
27F38: *Avoid the Recruitment Blind Side: Balancing Emerging Trends With Fundamentals*  
*Houston A (3rd Floor)*  
**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!

27F39: *Retention Priority: Responding to the Perception of Tuition as a Worthwhile Investment*  
*Houston B (3rd Floor)*  
**Julie Bryant**—Associate Vice President, Retention Solutions, Ruffalo Noel Levitz  
A top-identified challenge in the national student satisfaction data at four-year private and public institutions is “Tuition paid is a worthwhile investment.” This item speaks to the value of the college education and it is not surprising that it is considered a priority for improvement. Stories about rising tuition and reports on students’ difficulties with establishing a career after graduation, along with rising student debt levels, are all hot topics in the media. This session will help you consider ways you can counter these negative messages and reinforce the value of your educational experience to better retain your students.

27F40: *Examining the Admission Decision Using a Market Segmentation Framework*  
*Houston C (3rd Floor)*  
**Michael Ritter**—Vice President for Marketing and Institutional Effectiveness, Greenville College  
This session explores the results of an analysis of the institutional admission decision through the lens of market segmentation. A combined data set of three years of first-time freshmen from three different institutions was grouped into segments, then examined by segment to determine the relationship between prior academic performance (high school GPA and ACT or SAT scores) and college GPA. The results showed high school GPA was statistically significant in each market segment, while standardized test scores’ statistical significance in each segment declined markedly. This presentation will also discuss some of the strategic marketing implications of this finding.

27F42: *Removing Enrollment Barriers for Adult Learners*  
*Austin 2 (2nd Floor)*  
**Scott Campbell**—Vice President for Higher Education, Council for Adult and Experiential Learning (CAEL)  
Colleges and universities cannot be successful in meeting adult learners’ needs without understanding where and how they experience obstacles to reaching their goals. Data collected from the Adult Learning Focused Institution (ALFI) toolkit has identified barriers unique to adult learners. Dr. Campbell will examine four of the Nine Principles for Serving Adults Effectively including Outreach, Assessment of Learning Outcomes, Life and Career Planning, and Transitions. He will offer actionable ideas for addressing the challenges that these principles may present to institutions.
27F43: EMpowerment: The Bay Path University Online Enrollment Management Graduate Degree Program and The Ruffalo Noel Levitz EM Certificate

Austin 3 (2nd Floor)

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.

9:15-9:45 a.m. Refreshment Break Lone Star Preconvene (2nd Floor)

Take 20 Theatre Lone Star Preconvene (2nd Floor)

9:20-9:40 a.m.

Exhibitor Showcase Session—Ruffalo Noel Levitz

RNL Demand Builder: Predictive Analytics, Creative Approaches, Targeted List Strategies, and Multiple Communication Channels to Build Genuine Student Demand

In this session you will learn how Ruffalo Noel Levitz works with our partners with innovative student search and engagement strategies that succeed in driving and maintaining interest from students, from inquiry to enrollment. We will share a case study and trends in student search and recruitment strategies critical to successfully building and maintaining student demand. Learn how you can maximize yield from student search by building the right demand at the beginning of the recruitment cycle.

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

27G30: Set Your Structure to Be Social Lone Star A4 (2nd Floor)

Meredith Chapman—Director for Digital Communication, University of Delaware

Nearly every school and prospective student is using social media. It’s a crowded space with institutions competing for share of voice and enrollment numbers. As branded search and social media grow, so do opportunities to strategically leverage social in the student lifecycle. Does your institution have a solid social structure with branding, governance, and collaboration to allow for swift, strategic growth when needed? There’s a small window to determine if new platforms fit recruitment, retention, or marketing efforts to maximize ROI. Hear case studies on how a solid structure allowed for colleges to optimize and amplify brand with coordinated social.


Pamela Lee—Market Research Consultant, Ruffalo Noel Levitz

College choice is complex and multi-dimensional, and students often lack relevant information at the time their decision is made. Therefore, pricing strategy for higher education can't follow traditional rules. This presentation will examine the idiosyncrasies
of the college decision including: the difference between quality and perceived value; how value perception can trump price and financial aid; factors that affect price elasticity; the relationship between price changes and enrollment; and the emotional aspect of college choice. The session will also outline how to use this information in pricing and marketing strategies.

27G33: The Merit of Offering Merit Scholarships (From a Net Revenue Perspective)  
Galen Graber—Vice President, Ruffalo Noel Levitz  
Lone Star C2 (2nd Floor)

Are your top scholars generating less revenue than lower-level or non-scholarship recipients? You know they are good for your campus, but are you having a difficult time defending these high scholars? You know they retain at a higher rate than other students, so there may be some long-term financial benefits, but you’re unsure. This session will examine multi-year net revenue data from three different campuses. Come join the conversation on a fresh way to look at your merit scholarships. This data is most relevant for four-year private institutions, but four-year public institutions will also benefit, especially for out-of-state recruitment.

27G34: No Surprises Revisited: Assessing What’s Essential for Enrollment Success  
Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz  
Lone Star C3 (2nd Floor)

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!

27G35: P.R.I.D.E.: THE FIVE CHOICES for Student and Life Success  
Steve Piscitelli—Professor (retired), Florida State College at Jacksonville  
Lone Star C4 (2nd Floor)

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-academic/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.

27G36: College Student Inventory™: Overall Risk and Persistence for First-Year Students in College  
Annecy Baez—Associate Professor, Touro College Graduate School of Social Work  
San Antonio A (3rd Floor)

This session will present the findings of a quantitative study of 281 freshmen students at Bronx Community College enrolled in College Discovery Program (CD) from the fall of 2012 to the fall of 2013. The College Student Inventory (CSI) of the Ruffalo Noel Levitz Retention
Management System was used to collect data on students’ self-reported academic, personal, and social experiences. Findings indicated that the retention rate for Persisters, i.e., students who enrolled in the fall semester and returned in the spring semester, was 70.7 percent and 29.3 percent for Non-Persisters. The second important finding was the predictive power of the Overall Risk Index of the CSI.

27G37: Increasing Yield: Designing an Interactive Graduate Student Recruitment Weekend Built on Your Strengths
San Antonio B (3rd Floor)
Dana Mordecai—Assistant Director, Recruitment/Marketing/Communications, University of North Texas, Toulouse Graduate School
Kathryn Meyer—Director of Admissions and Recruitment, Texas A&M University, Bush School of Government
Philip Guerrero—Graduate Program Administrator, University of Texas, Jackson School of Geosciences

Schools spend a lot of money recruiting students to apply. But once the marketing efforts result in applications, what efforts are in place to land the most promising students? The University of North Texas, Texas A&M University's Bush School, and the University of Texas Jackson School of Geosciences will host a panel discussion on how they built recruitment events into their admissions and communications process to increase yield from a centralized unit to a program-level perspective. They will discuss how they garnered faculty and student buy-in, how they modified their budgets to accommodate the size/purpose of the events, what elements were included, and how they assessed ROI for data-driven decisions for extending offers based on fit, as well as future event planning. Best practices and learning how to work within a budget will be covered that can be applied to any size institution and program.

27G38: Facing the Giants: How Small Colleges Can Successfully Compete
Houston A (3rd Floor)
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.

27G39: From Swirl to Success: How to Attract and Retain Transfer Students at Your Institution
Houston B (3rd Floor)
Dawn Bryden—Dean of Undergraduate Admissions and Enrollment, Bay Path University
Andrea Gilbert—Vice President, Ruffalo Noel Levitz

The focus on college outcomes is becoming more critical as students, families, and federal and state legislation examine the costs of college attendance. National statistics show that retention at the postsecondary level is at 60 percent (2012-13) for two-year institutions and 80 percent for four-year institutions (National Center for Education Statistics). The transfer student population has been increasing as they seek to complete their baccalaureate degrees. Postsecondary institutions must prepare for the growing population of transfer students not only by attracting them to transfer to their college, but also to provide them the resources they need to support their education while they are enrolled and guide them to completion.
27G40: Beyond Retention Planning: The Steps You’ll Need to Take to Move Toward Completion Planning

Houston C (3rd Floor)

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

For decades we have focused most of our resources on the first year (retention planning) because that is still where most colleges and universities experience the greatest attrition. In recent years, state legislatures, boards of trustees, and multiple nonprofit think-tanks have been influencing us to think more broadly and consider a completion effort. Essentially, we need to answer the question: How do all of our student success initiatives and other policies impact the completion rates of our students? This session will discuss steps needed to move beyond the first year and to develop a completion planning agenda at your institution.

27G42: College Affordability Academy™: Making It Real for Staff and Faculty

Austin 2 (2nd Floor)

Wendy Beckemeyer—Vice President for Enrollment Management, Robert Morris University
Kellie Laurenzi—Associate Vice President for Enrollment Management, Robert Morris University
Stephanie Hendershot—Director of Financial Aid, Robert Morris University

Learn more about Robert Morris University’s College Affordability Academy™ which was developed to provide additional training for staff and faculty who are working with students striving to afford and graduate from college. With eight modules covering trends in student aid, financing higher ed, major and income, lifetime employability, and many other topics, our prospective students encounter highly trained professionals interested in more deeply assisting families through the college decision process.

27G43: Enhanced Search Strategies (ESS) Demonstration

Austin 3 (2nd Floor)

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.

10:50-11:10 a.m.

Take 20 Theatre

Lone Star Preconvene (2nd Floor)

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

Lone Star Ballroom (2nd Floor)

**Marketing-Recruitment Excellence Awards Presentation**

**Lee Noel-Randi Levitz Retention Excellence Awards Presentation**

Keynote Session

**27H00: Being Decisive**

**Dan Heath**—Author and Senior Fellow, The Center for the Advancement of Social Entrepreneurship (CASE), Duke University

Join Dan Heath’s exploration of the biases and irrationalities that disrupt our decisions—and his process for counteracting them. By answering critical questions such as how can we stop the cycle of agonizing over our decisions and how can we ensure we don’t overlook opportunities to change our course, he will present strategies for making better choices.

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

Lone Star Ballroom (2nd Floor)

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

**27J30: Leading the Admissions Team**

Lone Star A4 (2nd Floor)

**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, especially those who are new directors of admission.

**27J32: How Intercollegiate Athletics Fits in the Recruitment and Retention Puzzle**

Lone Star C1 (2nd Floor)

**Rusty Allen**—Vice President for Enrollment Management and Intercollegiate Athletics, Tabor College

Nearly all colleges and universities expend a great deal of resources competing for prospective students. The simple fact is that, for most of us, enrollment revenue drives our economic engines. Small, private institutions, especially those located in relatively rural areas, are uniquely challenged to find effective recruitment and retention strategies in order to maintain healthy enrollments. Extracurricular activities, particularly competitive athletics, are a passionate part of the educational experience for large numbers of youth in our culture. Come hear and discuss various approaches that small, private colleges and universities have and are using to leverage the passion surrounding athletics in an effort to provide enrollment growth and stability for their institutions. We will take a look at everything from financial aid models to collaboration with student life to attendance policies in the classroom to fielding junior varsity teams to the use of graduate assistant coaches and more.
27J33: Back to Basics: A Dynamic Path for Achieving Strategic Enrollment Management Success

Lone Star C2 (2nd Floor)

Joseph Paris—Assistant Dean for Marketing and Enrollment Management, Temple University, College of Education

Ana del Puerto—Director for Recruitment, Temple University

This session will explore the dynamic path to develop a comprehensive enrollment management plan to successfully meet institutional objectives. Explore approaches for defining enrollment goals, identifying essential resources, and sharing and communicating success.

27J34: Online Learner Enrollment, Success, and Retention: What You Need to Know

Lone Star C3 (2nd Floor)

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

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

What should institutions do to appeal to the online learner market, which is growing at a greater rate than ground-based learning? Once enrolled, how can we affect the successful completion of their online learning programs? How can online programs more actively track and improve student success, satisfaction, motivation, and engagement? This session will share six guiding principles for successful retention programs and examine how they can be applied to the online learning environment. The most effective and most used practices for retaining online learners as highlighted in the 2015 Student Retention and Completion Practices Benchmark Report will also be discussed.

27J35: How to Set Price and Distribute Aid: Tools That Build Confidence

Lone Star C4 (2nd Floor)

Scott Bodfish—Vice President, Marketing and Research Services, Ruffalo Noel Levitz

Jennifer Wick—Vice President, 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 market share 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.

27J36: Optimizing College Website Information Architecture for E-Recruitment

San Antonio A (3rd Floor)

Matt Herzberger—Executive Consultant, Ruffalo Noel Levitz

Learn how to create a student-first information architecture that drives enrollment goals and helps prospects reach their desired outcomes. Learn the fundamentals of information architecture (IA), including:

- Deliverables;
- Processes; and
- Terminology.
Create a successful IA game plan for your campus. We will share live best-practice examples of simple navigation structures that help drive calls to action while handling the needs of your varied audiences.

27J37: Mentoring to Improve Student Retention and Completion
Bart Herridge—Dean, Student Services and Retention, Abilene Christian University
This session will help attendees understand how intentional mentoring for at-risk populations can make a dramatic impact on retention and completion rates and how to partner across campus to better support at-risk students. Participants will learn about specific do’s and don’t’s about how to mentor students, how to get campus partners engaged in retention efforts, and how different types of students (e.g., first-generation, low income) will react to different types of intervention solutions. Specific interventions and results of those interventions will be discussed.

27J38: 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.

27J39: Creative Trends We Love: Ideas You Can Apply to Your Campus Communications
Matt Barnes—Director of Creative Services, Enrollment Management, Ruffalo Noel Levitz
Kathryn Nash—Vice President of Creative Marketing, Enrollment Direct Marketing Services, Ruffalo Noel Levitz
Is anything getting through to the media-blasted Generation Z-ers we’re all chasing? How your prospective students digest marketing messages seems to evolve every day. We’ll talk about which key assumptions no longer apply and which trends are taking hold in creative circles (and catching the attention of our creative team). But before you go, we’ll discuss how you can implement the most effective trends in your outreach.

27J40: Using Data Analytics to Improve Student Success
Amy Bergerson—Associate Dean, Undergraduate Studies/Professor, University of Utah
Mike Martineau—Director, Institutional Analysis, University of Utah
Ruth Watkins—Senior Academic VP and Provost, University of Utah
Data analytics are increasingly used to predict and understand student success in college. This session focuses on the practical application of predictive data analytics, from the development and application of the predictive model, to the shaping of an intervention targeted at increasing the college success of students at risk of not persisting, to the process of assessing the impact of the intervention. The session highlights the effectiveness of a unique combination of institutional data use and individualized, holistic, and personal interactions in increasing student success at the University of Utah.
27J42: Using CRM Technology to Automate Prospective Student Engagement and Recruitment

- **Austin 2 (2nd Floor)**
- **Jon Hazelgren**—Director of Sales and Marketing, Enrollment Rx
- **Karrie Mitchell**—Assistant Vice Chancellor for Student Development, Pima Community College
- **Lawrence Levy**—President, Enrollment Rx

Are fragmented, inefficient admissions processes and outdated technology limiting your ability to track student progress through the enrollment funnel? Are you concerned about students falling through the cracks? Are you looking for ways to deliver personalized recruitment messaging as well as manage the data with customizable staff dashboards? You are not alone. We will share first-hand experiences of other institutions that have used CRM technology to boost enrollments, better engagement and track their students, as well as measure outcomes through automating workflows, creating successful communication campaigns, and rethinking previous business processes.

27J43: Medieval U: Bringing a University Into the Modern Enrollment Era Kicking and Screaming

- **Austin 3 (2nd Floor)**
- **Neil Woolf**—Associate Vice President of Enrollment Management, Eastern Washington University
- **Catherine Sleeth**—Director of Admissions, Eastern Washington University
- **Jens Larson**—Manager for Student Communication Strategies, Eastern Washington University

No SEM plan. No institutional marketing strategy. No CRM. No budget. No rankings. No brand reach. Smaller feeder markets. “Those” people. Whatever your enrollment challenge, there’s a way out of the Dark Ages. And we should know. In 2011, Eastern Washington University had all those problems. Discover how EWU emerged from the enrollment Dark Ages and drove enrollment growth four straight years, culminating in its largest new student class in history. You'll discover effective and achievable budget, political, and enrollment strategies to overcome the challenges every institution faces in the push for enrollment growth.

Take 20 Theatre

- **Lone Star Preconvene (2nd Floor)**
- **3:05-3:25 p.m.**

**Exhibitor Showcase Session—Ruffalo Noel Levitz**

*RNL Applicant Cultivator: Applications Matter When They Are Applicants That Enroll and Retain*

This session will highlight two case studies about partner schools that recognized that, while growing applications is important, yielding the right applicants that enroll is more important. Two key RNL strategies will be reviewed: 1) increasing applicants while maintaining yield, and 2) decreasing soft applicants while increasing yield of the right applicants; both to meet enrollment objectives. Learn how to evaluate and identify the right applicant strategy for your campus.
3:30-5:00 p.m.  Concurrent Breakout Sessions

27K30: The Art of Keeping Things Done: Creating Your Own Easy Button 2016  Lone Star A4 (2nd Floor)

Lane McMullen—Senior Systems Administrator, Ruffalo Noel Levitz

The concept behind NCSRMR 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 workload 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 time when working with Outlook, Word, Excel, and PowerPoint that will make working with information faster and easier. I guarantee that you will save time by implementing just one or two of these time-saving tips. Come learn how!

27K32: The Role of Faculty in Recruitment, Retention, and Mentoring  Lone Star C1 (2nd Floor)

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.


Peter Bryant—Senior Vice President, Ruffalo Noel Levitz

Those responsible for attracting and retaining students are facing unprecedented challenges to meet institutional enrollment and revenue expectations in an increasingly competitive and highly sophisticated marketplace. There is little room for error in a period of relative economic uncertainty, changing demographics, flat or declining traditional college-age enrollment, changing learning modalities, and increased price sensitivity. The media continues to be relentless with questions regarding the value of higher education, the price of higher education, and the ever-increasing level of student indebtedness. This fast-paced, idea-heavy session will provide a top-line overview of ways two-year and four-year colleges and universities, public and private, are addressing these enrollment issues and challenges strategically and effectively. These insights are based on a review of current research as well as direct observations through enrollment opportunity assessments conducted recently on well over 100 campuses.
27K34: Women in Higher Education: Strategies for Success Lone Star C3 (2nd Floor)
Panel of professional women in higher education
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.

27K35: E-Expectations 2016: What Do College-Bound High School Students Expect From Your Website and Digital Communications? Lone Star C4 (2nd Floor)
Stephanie Geyer—Vice President, Web and Interactive Marketing Services, Ruffalo Noel Levitz
Lance Merker—President and CEO, OmniUpdate
Clint Chapman—Vice President for Enrollment Services, NRCCUA
Sumant Mauskar—President, CollegeWeekLive
Are students still using email, text, and social media to learn more about your programs and campus? What are they looking for on your website, and how will they find it? What other digital tools are valuable to them as they explore their enrollment options. This data-rich session will provide you with answers to help strengthen your e-recruitment efforts.

27K36: Making a Difference in Your Recruitment Work San Antonio A (3rd Floor)
Wes Butterfield—Vice President, Ruffalo Noel Levitz
What is the road map to success in the admissions world? Is there one road to follow or many? Are you at the crossroads of your career and trying to determine if you’re in the right field? Let’s spend some time identifying ways to develop the best map for you. From crystallizing goals to determining targeted strategies, this interactive session will make a difference in your recruitment work—tomorrow, next week, and for the 2016-17 recruitment cycle.

27K37: Who’s Your Voice? How to Integrate Current Students and Create a First-Class Recruitment Program San Antonio B (3rd Floor)
Amy Glenn—Associate Director, Office of Future Engineers, College of Engineering, Purdue University
David Bowker—Director, Office of Future Engineers College of Engineering, Purdue University
Are you looking for creative ways to create a genuine and personalized experience for prospective students? Creating this experience can be overwhelming no matter what size your institution is. Purdue’s Office of Future Engineers (OFE) is responsible for the recruitment of Purdue’s undergraduate engineering students, is engaged in over 300 yearly events, and sees over 30,000 people yearly. Learn how OFE is changing the face of recruitment by utilizing current undergraduate students to advance personalized, first-class recruitment strategies, programs, and visits as well as develop marketing and social media while contributing to student retention, development, and success. It will be fun!
27K38: Building Brand Awareness by Building Successful Partnerships
Houston A (3rd Floor)
Karen Long—Assistant Vice President for Undergraduate Admissions and Marketing, University of Miami
Why go it alone? This session will explore the means and the reasons for building partnerships and sharing in the investment of marketing your institution. You will learn how to evaluate your institutional strengths and market position in the context of brand awareness, identify potential partnerships to help move your message, and build an enduring collaboration in the process.

27K39: Increasing Graduation Rates for Minority Males: Creating a Holistic Program That Will Help Them Succeed
Houston B (3rd Floor)
Jà Hon Vance—Executive Vice President, JV Educational Consultants
This presentation will examine the critical factors—both external and internal—that are related to creating opportunities for minority male success in higher education. In doing so, the presenter will include user-friendly strategies for measuring and increasing institutional readiness and capacity, as well as how to effectively engage minority males into the campus climate. Additional discussions will focus on creating faculty and staff involvement in minority male programs. The presenter will also discuss how to effectively strengthen the education pipeline for minority males via the use of higher education policy implications.

27K40: Is Your Predictive Model Truly Unique? An Aggregate Analysis of Predictive Model Scoring Across Institutions
Houston C (3rd Floor)
Ryan Munce—Vice President, NRCCUA
This session unveils a first-of-its-kind, collective look at how 1.5 million students in the Class of 2016 scored on a popular predictive model across a sample of 150 colleges. The data presented will show key insights into the true uniqueness of a set of model scores from one institution to the next by examining the rates of overlap between “top prospects” from school to school and how institutional factors drive model scores. Attendees of this session should leave with a better working knowledge of how to successfully drive the strategy of predictive modeling in their recruiting efforts.

27K42: Securing Additional Enrollments by Addressing the Student Loan Debt Objection: A Panel Discussion
Austin 2 (2nd Floor)
Jonathan Shores—Vice President, LRAP Association
Keldon Henley—Vice President for Institutional Advancement, Ouachita Baptist University
Educational institutions must continually adapt to changing trends in higher education and the competitive landscape. Experienced higher education enrollment professionals will discuss current issues in higher education, with special emphasis on the perceived rising cost of higher education. The session will center on current trends, uncovering the misconceptions of value vs. cost. Further, it will examine what two specific institutions have done to not only overcome these objections but use them to grow enrollments over 10 percent in one year.
27K43: Purposeful Coaching: Implementing High-Impact Strategies for Student Success

Beth Holder—Associate Dean for Student Success, High Point University
Pam Francisco—Student Success Coach, High Point University

Through the use of “purposeful coaching,” student success—as measured by retention and student perception on the Student Satisfaction Inventory—has increased at a private four-year institution located in High Point, NC. “Purposeful coaching” can be implemented by success coaches, faculty advisors, or other stakeholders with whom first-year students (and families) interact. Participants of this session will learn “tricks of the trade” including strategic touch-points, differentiated coaching/advising, relationship building, and predictive retention. Through strategic measures such as collaborative partnerships and leadership opportunities, “purposeful coaching” continually emphasizes to our students: you matter!

5:00 p.m.  Open Evening to Enjoy Dallas

THURSDAY, JULY 28

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

Take 20 Theatre

7:15-7:35 a.m.  Exhibitor Showcase Session—SAGE Scholars, Inc.
How a Unique Private College Consortium Can Benefit Your Enrollment Efforts
SAGE Scholars offers member colleges free access to an unusual proprietary student database. For SAGE students applying to a member college, the average distance from home to campus is 164 miles. Students often apply early and average 1.7 applications to member colleges.

7:45-8:05 a.m.  Exhibitor Showcase Session—College Scheduler by Civitas Learning
Empower Your Students by Simplifying Scheduling! How Student Schedule Planning Benefits The Entire Institutions
College Scheduler provides a web-based schedule planner for use by students at institutions using Banner, Colleague, PeopleSoft, Jenzabar, Homegrown and other Student Information Systems. College Scheduler automates the manual pen-and-paper process and presents the student with every possible schedule option that is open and able to be registered for RIGHT NOW.
28L30: *Self-Service Enrollment: Activating Student Success at the Top of the Funnel*  
**Gil Rogers**—Director of Enrollment Services, Chegg  
Today’s college-bound students are mobile and self-service first. Sometimes called the “made-to-order generation,” Generations Y and Z want their information, and their education, “on-demand.” This presentation will focus on opportunities institutions have to find, engage, and convert prospective students—researching them and their peers across the web while expanding opportunities to build awareness and reinforce their message via desktop, social media, and mobile ... all while saving time and resources.

28L32: *Eight Steps for Creating a College Marketing and Communication Plan*  
**Sarah Coen**—Senior Vice President, Consulting Services, Ruffalo Noel Levitz  
With the emergence of new trends in student search behavior, campuses have more options than ever for reaching prospective students. Finding the right mix of communication methods is crucial for success, but as we shift away from the traditional funnel, which strategies are most effective for reaching the right students? Attend this session and learn how to construct a marketing and communication plan while staying true to your institution’s brand. You’ll learn more about:
- Creating a communication flow that keeps students interested;
- Choosing the right message for your audience;
- Strategies for building a compelling web presence; and
- How to mix new and traditional marketing methods for a cohesive campaign.

28L33: *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.
28L34: Today’s Transfer Students: Why Data Matters  
Sarah Keating—Executive Consultant, Ruffalo Noel Levitz  
Meeting and exceeding an institution’s enrollment goals is a key priority for enrollment managers across the country. Demographic shifts in high school graduates are creating new student enrollment challenges like never before for many institutions. Additionally, the growth of students ‘swirling’ from institution to institution is creating a different set of recruitment challenges. This session will address both enrollment and attitudinal data behind today’s transfer students and discuss how to create effective recruitment strategies based on these findings.

Chris Pesotski—Executive Consultant, Ruffalo Noel Levitz  
Aaron Mahl—Vice President, 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.

28L36: Eight Fundamental Issues to Understand for Graduate/Professional Enrollment Planning  
Craig Engel—Senior 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.

28L37: Why Do Males of Color Leave 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 postsecondary 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 postsecondary institutions.
28L38: From “Soup to Nuts”: An Integrated Recruitment and Outreach Model for Community Colleges  
Houston A (3rd Floor)

Kathleen Perales—Dean, Community Outreach and Enrollment Development, Mesa Community College
Andre Henderson—Coordinator, Recruitment Services, Mesa Community College

Are you ready to reinvent, redesign, and reset traditional approaches to community college recruitment? Today’s competitive market requires us to engage more strategically when developing college recruitment models. However, limited resources, staff, and knowledge sometimes hinder outreach professionals from reaching their enrollment goals. This session will provide a soup-to-nuts approach to developing a tangible and achievable recruitment plan utilizing the existing resources and support available at most community colleges, and within an arms reach through community and K-12 partners.

28L39: Helping Students Finish What They Start  
Houston B (3rd Floor)

John Whattam—Account Executive, Hobsons

Colleges and universities have made considerable investments in student support, but students still fall through the cracks. This session will discuss how student success offices can give advisors more information about all of their students—not just those traditionally seen as at-risk—and deepen those connections that keep students engaged. The presentation will focus on real-world case studies featuring colleges across the country. Participants will be encouraged to consider the applicability of a variety of tools and methods (early alerts, communication/outreach, positive reinforcement, online self-service) to scale their own student success initiatives.

Houston C (3rd Floor)

Lewis Sanborne—Vice President, Ruffalo Noel Levitz

Since Ruffalo Noel Levitz first published Strategic Enrollment Planning: A Dynamic Collaboration in 2012, the competitive context in higher education has only gotten tougher. In this session we'll explore the fundamentals of strategic enrollment planning (SEP) with the new, 2016 second edition of the book 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.

28L41: What Happens to Student Persistence When Faculty Take the Lead  
Austin 1 (2nd Floor)

Larry Sanderson—Director, Institutional Effectiveness, New Mexico Junior College

Student persistence is an issue for every institution. At New Mexico Junior College, faculty took the lead and created a process for reducing student withdrawals. Over a two-year period, withdrawals shrunk from 14.5 percent to 9 percent and course persistence rose to over 90 percent. Learn how faculty changed their game.
28L42: Bucking the Trend: How One Technical College Reversed a Statewide Enrollment Downturn With New Strategic Plan and Online Advertising

Marni Saling Mayer—Director of Marketing/Communications and Public Information, Bellingham Technical College

Linda Fossen—Vice President of Student Services, Bellingham Technical College

Catie Connolly—Interactive Marketing Consultant, Ruffalo Noel Levitz

Michael Lofstead—Assistant Vice President, Web Strategy and Interactive Marketing Services, Ruffalo Noel Levitz

As part of its enrollment management plan, Bellingham Technical College implemented a comprehensive online marketing strategy to boost student recruitment through social and search marketing. In this session, attendees will hear how BTC’s marketing and recruitment leaders collaborated with Ruffalo Noel Levitz on deep research to inform digital campaign creation. Participants will learn how building effective partnerships in ongoing assessment of advertising performance and program capacity can inform effective campaign refinement that matches recruitment needs with digital advertising marketplace fluctuations. Whether a vice president of enrollment management, marketing leader, or staff member, anyone connected with community college recruitment can find something of interest in this session.

Take 20 Theatre

9:20-9:40 a.m.

Exhibitor Showcase Session—Chegg Enrollment Services

The Student Marketing Roadmap

Over the years student marketing has grown, evolved, and changed. This session will provide insights into how Chegg sees the current state of student marketing and the changes they see coming in the near future.

9:45-10:45 a.m.

Marketing-Recruitment Excellence Awards Presentation

Lee Noel-Randi Levitz Retention Excellence Awards Presentation

Keynote Session

28M00: Are You Getting Ready for Generation Z?

Jim Hundrieser—Associate Managing Partner, Association of Governing Boards (AGB)

Institutional Strategies

For the Generation Z students we now serve, they have grown up as digital and mobile natives who seek to be their authentic selves—and are growing frustrated with the ability of many within academe to respond to them. How is your campus preparing to understand and embrace this new generation? This session will explore ways to attract, engage, recruit, and retain Gen Z students through to graduation.
10:45-11:15 a.m. Refreshment break Lone Star Preconvene (2nd Floor)

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

Ensuring Student Success Across the Full Student Lifecycle

Predictive analytics, motivational assessment tools, satisfaction assessments, and best practices are essential to improving first- and second-year retention rates. These same tools and strategies are now being called on to improve not just retention rates but overall completion and graduation rates as well. This session will showcase solutions that can help more students succeed through the 4th term—and graduate on time.

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

28N30: Texting in Admissions: The Good, the Bad, and the Awesome
Lone Star A4 (2nd Floor)

Ian Mortimer—Vice President of Enrollment, Nazareth College
Dave Marshall—President, Mongoose

According to recent research, 73 percent of college-bound high school students would like to receive texts from colleges. We have found that students who opt-in to text messaging are dramatically more engaged at every step, from applying and accepting to actually enrolling. So, we know texting works. But, as admissions professionals, how do we do it and do it well?

28N32: The CRM Challenge: Tips to Successfully Select, Implement, and Utilize a CRM
Lone Star C1 (2nd Floor)

Sarah Coen—Senior Vice President, Consulting Services, Ruffalo Noel Levitz

According to the Ruffalo Noel Levitz Marketing and New Student Recruitment Best Practices Report, using a CRM is one of the top five internal practices used by colleges and universities today. Given the complexity of recruiting today’s students, enrollment managers cannot thrive without a strong, multi-channel communication plan and a CRM to support that plan. The challenge, however, is that CRM implementation is one of the most costly (budget and human resource-wise) endeavors that any campus will undertake. This session will focus on practical ways to get the most out of your CRM, including:

- What choices do I have? A quick look at CRM options.
- What are the primary factors to consider when making a decision and how do I get campus buy-in?
- How do I best prepare for a CRM implementation?
- Is our enrollment operation structured effectively for ongoing utilization?
- How can a CRM benefit our team, our campus community, and the students we serve?

The presenter will share lessons from her consultations with a variety of colleges nationwide, followed by questions and answers.
28N33: How to Attract and Convert Nontraditional Learners
Lone Star C2 (2nd Floor)
Sue Dietrich—Associate Vice President of Adult, Online, and Graduate Consulting Services, Ruffalo Noel Levitz

Nontraditional learners are everywhere and nowhere. Difficult to target and challenging to enroll, graduate and adult students often view further education as an optional luxury that they a) can’t afford; b) lack time for; and c) aren’t smart enough to achieve. Every inquiry is important. Understanding the adult’s buying behavior shapes how we attract them and how we create an effective communication strategy. Join us as we discuss ways to attract and convert this very different inquiry to an enrollment. This session is applicable to those who recruit and enroll adult undergraduates, transfers, online, and graduate students.

28N34: Are You a First-Choice Institution and Why Should You Care?
Lone Star C3 (2nd Floor)
Scott Bodfish—Vice President, Marketing and Research Services, Ruffalo Noel Levitz
Julie Bryant—Associate Vice President, Retention Solutions, Ruffalo Noel Levitz

National data indicates that 60 to 70 percent of students perceive themselves to be at their first-choice institution. How does this perception influence students’ overall levels of satisfaction with their educational experience? How do institutional choice and reported factors in the decision to enroll (cost, financial aid, academic reputation) correlate? What can you do to position your institution as a first-choice institution through the recruitment process and how can you influence your currently enrolled students to improve satisfaction? This session will share the results of a 2016 study and provide opportunities for discussion on how the national data can inform what you can do at your institution.

28N35: High Touch Experience: Creating Stronger Connections With Students From Recruitment to Graduation
Lone Star C4 (2nd Floor)
Casey Shadix—Director of Recruiting, University of Kentucky College of Health Sciences

In a competitive marketplace, it has become critical that institutions recruit and retain students who are positively motivated and receptive to support and resources available through college and university academic programs. The University of Kentucky College of Health Sciences (UKCHS) Student Affairs team has developed a series of programs and initiatives spanning recruitment and admissions, academic advising, and co-curricular involvement to achieve enhanced retention and graduation rates at the undergraduate, graduate, and professional levels. This session will allow attendees to learn how UKCHS is accomplishing goals of student success and take away information to assist you in augmenting your students’ experience to achieve similar success.

28N36: Increasing Resiliency of Second-Year College Students
San Antonio A (3rd Floor)
Julie Tetley—Chief, Academic Advising and First-Year Experience, The United States Air Force Academy

For decades, psychology focused primarily on dysfunctions of the mind. More recently, studies in positive psychology have focused on human success, well-being, and resiliency. Resiliency is the ability to withstand, recover, and grow in the face of stressors and changing demands. Second-year college students encounter difficult decisions regarding their academic interests, sense of self, and relationships with others (Schaller, 2005), resulting in feelings of uncertainty as they search for meaning and purpose. The presenter, as outlined in her book (2010), suggests that second-year students could benefit from academic advising approaches intentionally designed to promote higher levels of hope, agency, and resiliency. This session builds upon theory by offering advising approaches designed to increase resiliency as students search for purpose, continue to define their sense of self, determine an academic major, and build healthy relationships with others.
28N37: Let’s Get on the Same Page! Strategies to Maximize Recruitment Results  
San Antonio B (3rd Floor)  
**Stephanie King**—Director of Student Financial Services, Bay Path University  
**Dawn Bryden**—Dean of Admissions, Bay Path University  
Despite declining high school graduation rates in New England, the fall of 2015 proved Bay Path University’s highest enrollment growth in its history. This result was a collaborative effort between the admissions, marketing, and financial aid teams. Come join the conversation to learn how this women’s college defied the odds and increased its enrollment by 16 percent. Attendees will walk away with specific strategies that will strengthen relationships between campus offices and support student enrollment success.

28N38: Enhancing Student Success Through Academic Advising  
Houston A (3rd Floor)  
**Stephanie Miller**—Executive Consultant, Ruffalo Noel Levitz  
In light of today’s changing students and complex higher education environment, is the advising program on your campus helping move students along the path of persistence to graduation? What needs to happen for academic advising to enhance student success? This session will take us back to the basics of advising for student success. We'll provide a quick look at the definition of advising along with organizational models and structures. Additional presentation topics will include advising various subpopulations, defining advising expectations, planning advisor training, and meeting students’ advising needs. This session will encourage you to examine the current state of your advising program and begin to plan future improvements.

28N39: Developing and Deploying Your Campuswide Retention Plan  
Houston B (3rd Floor)  
**David Trites**—Senior Associate Consultant, Ruffalo Noel Levitz  
Participants will learn a step-by-step process to lead them through retention planning initiatives on their respective campuses along with practical suggestions to jump-start the retention planning process. While no precise recipe exists for moving traditional retention programs to transformational institutional initiatives, the guidelines presented in this session can be adapted to accommodate the unique characteristics, culture, and attributes of your institution.

28N40: Optimizing Enrollment through Advanced FinAid Solutions: A Demonstration with Examples of Innovative Techniques for Campus Specific Objectives  
Houston C (3rd Floor)  
**Rob Baird**—Senior Vice President, Ruffalo Noel Levitz  
**Galen Graber**—Vice President, Ruffalo Noel Levitz  
**Derek Flynn**—Assistant Vice President, Ruffalo Noel Levitz  
How can you award the aid you need to recruit, yield 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? Is there more than one solution? What are the trade-offs with differing solutions? This session will illustrate how campuses can understand the trade-offs and determine the best strategy through Ruffalo Noel Levitz Advanced FinAid Solutions. You will learn how we partner with our campuses to determine the best strategy to meet their enrollment objectives. Optimized enrollment models are developed using econometric models, which allow us to help control enrollment yields, class size, discount rates, and net tuition revenue.
28N41: What a University-wide Commitment to Success Really Looks Like: Christopher Newport University’s Model for Improving Retention and Graduation Rates

Lisa Duncan Raines—Vice Provost, Enrollment and Student Success, Christopher Newport University

Christopher Newport University is the Gold Retention Excellence Award winner for 2016. Christopher Newport has implemented universitywide initiatives for improved retention and graduation rates resulting in impressive improvements in both metrics. Their formula for success? Interactive retention practices, holistic support services, and meaningful engagement are all part of their student success model that creates collaborative opportunities to work with students through graduation and beyond. Participants in this session will learn about both the organizational structure now in place at Christopher Newport as well as the programmatic innovations that have been adopted including: learning communities, faculty core advisor program, academic support systems, and early warning.

12:15-1:45 p.m. Lunch on Your Own

1:45-2:45 p.m. Concurrent Breakout Sessions

28P30: Strategic Enrollment Planning: A Catalyst for Institutional Culture Change

Brad Goan—Executive Consultant, Ruffalo Noel Levitz

Most institutions embark on strategic enrollment planning (SEP) for the obvious payoffs—to address immediate or future enrollment challenges and/or achieve a set of enrollment goals. SEP can certainly do these things, but are they the most significant SEP outcomes? This interactive session will examine how well-designed SEP processes create institutional culture change. Specifically, we will discuss how SEP produces lasting, systemic change—well beyond the enrollment function—in the campus vocabulary, in the use of data, in the understanding of the institution’s business model, in faculty/staff engagement, in campus communication and collaboration, and in other campuswide strategic planning processes.

28P32: Transform Data to Decisions With Google Analytics

Shannon Lamberson—Digital Marketing Manager, Texas Wesleyan University
Stephanie Scott—Director of Digital Marketing & Strategy, Texas Wesleyan University

Digital marketing provides easy segmentation, fast implementation, and unbeatable measurability compared to traditional advertising. If you aren’t tracking this vital information and using the data to improve your strategy, you’re missing out on a marketing gold mine. We’ll show you how to be strategic in your data analysis, and easily share the results with your team.

28P33: Best Practices in Student Motivation, Engagement, and Retention

Don Fraser—Management Consultant, Making Your Mark

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, by Lisa Fraser.

28P34: Broadening the Definition of College and Career Readiness

Don Pitchford—Program Director: Higher Education Partnerships and Services, 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 psycho-social 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.

28P35: Leveraging Your Campus Relationships to Increase Enrollment

Steve Maples—Director of Admissions, University of Nevada, Reno

In our never-ending quest for the latest tools to help us achieve our enrollment objectives, we tend to focus on resources outside the campus that can assist us. However, there are departments, events, and resources on our campus that can greatly enhance our enrollment if only we could better leverage these relationships. Come see one university’s efforts to develop multiple relationships across campus to reach never-before-realized goals in enrollment. This presentation will discuss specific events and resources acquired by developing relationships with such departments as housing, alumni/development, athletics, academics, and finance to name a few. We will also have honest and candid dialogue about ongoing challenges with other departments essential to enrollment.

28P36: Using Predictive Analytics and Non-Cognitive Assessment to Develop Targeted Advising Plans

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

This session will discuss the use of predictive analytics and non-cognitive assessments in the development and implementation of retention strategies such as academic advising, 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 assessments 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.
28P37: **Thinking Beyond Email and Social Media for Virtual Engagement**
San Antonio B (3rd Floor)

**Sumant Mauskar**—President, CollegeWeekLive
**Julian Olivas**—Assistant Director for Marketing, Texas Tech University

Everyone agrees that online engagement is important in the enrollment process, but many times the strategy is dominated by email segmentation and social media content. Texas Tech and the University of Texas, Arlington have incorporated innovative, comprehensive plans to meet and re-engage their prospective students online throughout the enrollment process. They have proven the success of their strategies in increasing applicants and improving yield rates. With a focus on virtual re-engagement, mobile-first approaches, and planned online conversations, your online recruitment strategy can go from good to great.

28P38: **From Access to Achievement: Improving Retention and Graduation Rates of Adult Learners**
Houston A (3rd Floor)

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

Adult learners (students over the age of 25) now comprise 40 percent of all undergraduates in the United States. But how successful are those adult learners? What do we know about the conditions that contribute to the success of adult learners? The focus of this session will be on sharing data on motivational/non-cognitive factors that contribute to the success of adult learners and the important areas in which their satisfaction with the campus experience matters. Discussion will also center on examples from colleges and universities that have found ways to create success pathways that enhance the graduation rates of their adult learners.

28P39: **Record Enrollment AND a Pricing Reset?**
Houston B (3rd Floor)

**Jeffery Gates**—Vice President for Student Affairs and Enrollment Management, Utica College
**John Lawlor**—Principal & Founder, The Lawlor Group
**Lisa Browning**—Senior Consultant, Financial Aid Services, Ruffalo Noel Levitz
**Scott Bodfish**—Vice President, Market Research, Ruffalo Noel Levitz

Utica College brought in a record class in fall 2015, so why would the college decide to decrease their tuition by almost 42 percent and their housing by 17 percent for a total decrease of $16,640? Learn more about the research, planning, marketing, budgeting, and the motivation that brought Utica College to make this decision. We’ll also receive an update on the 2016 recruitment.

28P40: **How to Respond to New FAFSA Rules for Prior-Prior Year (PPY) Income Tax Information Taking Effect Fall 2016**
Houston C (3rd Floor)

**Wes Butterfield**—Vice President, Ruffalo Noel Levitz
**Andrea Gilbert**—Vice President, Ruffalo Noel Levitz

The latest changes to the Free Application for Federal Student Aid (FAFSA) from the federal government have immediate, far-reaching implications for offices across campus—and through all stages of the enrollment funnel. One of the most pressing priorities—and greatest opportunities—will be for institutions to issue financial aid awards earlier in the enrollment cycle. The effects of PPY span far beyond the financial aid office. This session will cover more than 25 recommendations and areas of focus from Ruffalo Noel Levitz for financial aid offices, admissions/recruitment offices, and marketing to assist your institution with responding to this important change.
28P41: Going From “Good to Great”: Using Enrollment Data to Create Transformational Organization Change at a Community College

Anne Monroe—Executive Consultant, Ruffalo Noel Levitz

John Hartog—Vice President of Student and Academic Services, Northwest Iowa Community College

With record-setting retention and enrollment among Iowa’s community colleges, Northwest Iowa Community College (NCC) had a strong foundation of growth and success. While enrollment had increased dramatically over the past five years, this growth was disproportionately bolstered by dual and part-time enrollment. Sensing an enrollment softening as the local economy improved, NCC proactively sought to implement best practices to take the institution to the next level. Working with Ruffalo Noel Levitz, NCC identified a number of data challenges, opportunities, and solutions within its enrollment operations and planning processes, facilitating a shift to data-informed planning across all levels of the organization. Attend this session to find out how to ensure your institution is collecting and using the right data sets, and how to compare your data with current benchmarks, industry best practices, and market trends to make strategic recruitment and retention decisions. Help take your institution from Good to Great using data to facilitate organizational change on your campus.

3:00-4:00 p.m.  Closing Keynote Session Lone Star Ballroom (2nd Floor)

28Q00: Your Purpose Is Our Worth

Bertice Berry—Sociologist and Author

At a time of increased economic pressures, changes in demographics, and concern whether college is worth the cost, understanding and living your purpose is more crucial than ever for those working in higher education. In this presentation, Dr. Bertice Berry will utilize her unique blend of humor, storytelling, and research to illustrate the importance of purpose and self-worth.

4:00-5:00 p.m.  Closing Reception Lone Star A (2nd Floor)

5:00 p.m.  Conference Adjournment

Mark your calendar: Please plan to join us July 26-28, 2017, in Denver for next year’s National Conference.