2017 National Conference on Student Recruitment, Marketing, and Retention

CONFERENCE PROGRAM

WEDNESDAY, JULY 26

9:30 a.m.-5:00 p.m.	Conference Check-in	Centennial Foyer (3rd Floor)
10:00 a.m.-5:00 p.m.	Exhibit Area Open	Centennial Foyer (3rd Floor)
12:30-1:30 p.m.	Concurrent Breakout Sessions	

26A44: *Going Live: Maximizing Live Video on Social Media*   Centennial F (3rd Floor)
Meredith Chapman—Director for Digital Communication, University of Delaware
With smartphones increasingly commonplace, connectivity is constant. Prospective students, particularly millennials, live between the online and offline. To reach and engage these prospects, institutions need to meet them where they are and provide a unique brand experience: Enter live streaming. Whether using Facebook, Instagram, or Periscope, institutions have a window to connect with their audiences where they are online while offering an insider perspective of college, from tours and cool classrooms to student life and milestone moments. Learn how to maximize live video on social media and to create opportunities and effectively integrate with existing brand communications and marketing strategies.

26A45: *RNL Complete Enrollment Product Roadmap*   Centennial G (3rd Floor)
Patricia Maben—Senior Vice President, Product Strategy, Ruffalo Noel Levitz
Eunice Brownlee—Director, Education Marketing Strategy, Ruffalo Noel Levitz
RNL continues to evolve and advance our solutions to meet the needs of colleges and universities. In this hour, RNL will present the newest enrollment products supported by the RNL Engagement Platform- our state of the art automated marketing platform—and RNL SmartView—our robust reporting platform. In addition, come and learn how the products you are using today will be advancing in 2017 and beyond.

26A46: *The Fundamentals of Strategic Enrollment Planning*   Centennial H (3rd Floor)
Lewis Sanborne—Vice President, Ruffalo Noel Levitz
The higher education landscape is changing faster than ever, and the competition for students is fierce. Strategic enrollment planning provides a disciplined approach to monitor the environment and to develop institution-specific strategic responses. Learn the absolute must-do's for an effective SEP project, how to distinguish strategic initiatives from annual planning efforts, the steps to take for an effectives SEP, and common pitfalls to avoid. We'll explore these questions and those from participants in this interactive session.

26A47: *Connecting Website Analytics and the Enrollment Funnel*   Mineral ABC (3rd Floor)
Vaughn Shinkus—Executive Consultant, Ruffalo Noel Levitz
Your website isn't just a source of information about your institution, it's your primary marketing channel for growing interest and engagement, developing inquiries, and

receiving applications from prospective students. Yet most colleges and universities leverage only a fraction of the insights that can be gleaned from tracking online behaviors and actions. When properly configured and integrated, web analytics can not only show you how your website is performing in getting users to key conversions, but also measure the value of your investments in digital marketing campaigns. We'll discuss the characteristics of a fully functioning web analytics program and show how web data can be used to make informed enrollment marketing decisions.

26A48: *Marketing for Rookies*   Mineral DE (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.

26A49: *Enhancing Student Success Through Academic Advising*
[Repeated July 26; 3:30-5:00 p.m.]   Mineral FG (3rd Floor)
Stephanie Miller—Executive Consultant, Ruffalo Noel Levitz
What needs to happen on your campus for academic advising to enhance student success? This session will review some of the key elements of best practice academic advising and encourage you to examine the current state of your advising program. Does your advising program align with your institution's mission and values? Have you established a definition and set of goals that provide direction for all those involved in advising? Have you created advising expectations for both advisor and advisee? This session is designed for attendees new to advising and student success planning and will provide ideas for starting to establish an effective academic advising program.

26A50: *The Aftermath of Early FAFSA: What Have We Learned?*   Granite (3rd Floor)
Roberto Santizo—Enrollment Management Consultant, Ruffalo Noel Levitz
Early FAFSA filing aimed to allow prospective students to have knowledge of financial aid eligibility earlier in the admissions process. There were several intricate organizational and operational processes that institutions needed to modify in order to successfully implement this change. Surveys showed that most schools did not reach consensus on when to award students but most agreed sometime between November 2016 and January 2017. Did those able to send aid packages starting in November enjoy a competitive advantage? Were those not as nimble left in the dust, or did they benefit from seeing how things played out for early adopters?

26A51: *Jump in the Pool With Us: Engaging College Faculty, Staff, and Students in Recruitment*   Agate (3rd Floor)
Christine Booker—Recruitment Coordinator, J. Sargeant Reynolds Community College
During past conferences, the presenter shared ideas for expanding the recruiter pool by utilizing faculty, staff, and students at your institution. After fully implementing this recruitment model at Reynolds Community College, the recruitment staff discovered some benefits and barriers to this approach. This session will cover more about tools to strengthen and build a recruiter pool at your institution and challenges to avoid. Focus will be on two major points: (1) Recruitment 101—the basic knowledge a recruiter needs, and (2) Recruiter philosophy—the unique prospective of the recruiter.

26A52: *Retention for Rookies*   Capitol 1-3 (4th Floor)

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 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.

26A53: *Building Demand in a Competitive Market*   Capitol 4 (4th Floor)

Robert Heil—Senior Vice President, Ruffalo Noel Levitz

How do you reach students in a rapidly changing, fragmented environment? We'll share our research on marketing to today's students. Our in-depth analysis on student behavior and marketing technology will show you how to be prepared for the future. Learn search and direct marketing strategies, how to leverage your institution's website, successful application generation strategies, innovations in digital marketing, and how to create a well-rounded inquiry pool.

26A54: *Expanding Into Adult, Online, and Graduate Spaces*   Capitol 5-6 (4th Floor)

Kevin Crockett—Senior Executive, Ruffalo Noel Levitz

Thirty-one percent of all undergraduates and 76 percent of all graduate students are 25 years of age or older. Given a relatively flat outlook for high school graduates over the next decade, more and more schools are expanding into online, graduate, and adult populations. This session will explore several dimensions of this strategy including: aligning academic programs to market demand, marketing and recruitment strategies, and organizational considerations. If you are just starting this journey on your campus or you are a seasoned veteran on these topics, join us for this lively discussion.

26A55: *What's Working in Canadian Marketing and
Student Recruitment?*   Capitol 7 (4th Floor)

Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz

Canadian institutions are facing a challenging and highly competitive future enrollment 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 enrollment. Specific recommendations for utilizing institutional resources will also be presented and discussed.

1:30-2:00 p.m.   Refreshment Break   Centennial Foyer (3rd Floor)

Take 20 Theatre   Centennial Foyer (3rd Floor)

1:35-1:55 p.m.   **Exhibitor Showcase Session—Ruffalo Noel Levitz**
                     Where Digital Advertising Has Maximum Impact in the Recruitment Cycle
                     Today's electronic and digital world is big and it continues to get bigger every day. Students are connected and they expect you to engage with them on their turf. During this session, RNL will share how we use digital marketing throughout the entire recruitment

cycle to build demand, help position your brand, cultivate applicants, and increase your yield. Come and learn how successful digital advertising strategies can help you find, engage, and recruit students.

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

26B44: *Developing Partnerships With School Counselors to Enhance Recruitment Efforts*   Centennial F (3rd Floor)

Gigi McGuire—Assistant Director, Student Outreach and Recruitment, California State University, Northridge

The California State University system, with 23 campuses, considers relationships with school counselors a high priority. The system empowers counselors by offering statewide conferences to discuss updates on admissions and other policies that affect students. Local campus personnel provide counselor days, in-service training sessions, and ongoing support. Working with counselors throughout the year can have positive effects on recruitment and enrollment. The more information counselors receive about specific opportunities at your campus, the more they can persuade students to consider applying and enrolling at your institution. This session will discuss best practices to enhance your collaboration with counselors in your area.

26B45: *The Ten Most Promising Retention-Related Strategies for Community/Technical Colleges*   Centennial G (3rd Floor)

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.

26B46: *Recruitment for Rookies*   Centennial H (3rd Floor)

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.

26B47: *Facing the Giants: How Small Colleges Can
Successfully Compete*   Mineral ABC (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.

26B48: *A Blueprint of Successful Strategies in Managing and
Marketing Adult and Online Programs*   Mineral DE (3rd Floor)

William Husson—Academic Dean Emeritus, Regis University

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

26B49: *Financial Aid for Rookies*   Mineral FG (3rd Floor)

Wes Butterfield—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 additional 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.

26B50: *The Sophomore Slump: Strategies for Supporting and
Retaining Second-Year Students*   Granite (3rd 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.

WEDNESDAY, JULY 26
2:00-3:00 P.M.
CONTINUED

26B51: *Increasing Graduation Rates for Minority Males: Creating a*
Holistic Program That Will Help Them Succeed   Agate (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.

26B52: *Be a Real Person: Why You're Doing Social Media All Wrong*
(And What Students Want)   Capitol 1-3 (4th Floor)

Andrew Shaw—Director of Enrollment Communications, York College of Pennsylvania

There's a reason students don't want to follow your Twitter account. Would you? Back
away from the link you were about to auto-post, slowly. And take a new approach to
social media that emphasizes conversation, timeliness, and even humor to make your
accounts something worth following. Find out why being "real" resonates, and how it
pays off with more engaged followers. Using examples that helped dramatically increase
follower counts and engagement at York College of Pennsylvania, you'll see easy-to-
execute strategies that you can implement today to help students see you in a new light.

26B53: *No Surprises Revisited: Assessing What's Essential for*
Enrollment Success   Capitol 4 (4th Floor)

Gary Fretwell—Senior Vice President, Ruffalo Noel Levitz

The higher education landscape is changing very rapidly. Institutions are being challenged
to make strategic and tactical decisions by accessing key data. The answer is not just in
having data but determining if it is in a form that becomes actionable information. This
presentation will guide you through key data you must use to both forecast and impact
your future enrollment results. Do you ever wonder if you have the right data? 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!

26B54: *RNL Demand Builder and RNL Applicant Cultivator*
[repeated July 28; 11:15 a.m.-12:15 p.m.]   Capitol 5-6 (4th Floor)

Matt Krov—Associate Vice President for Product Management,
Enrollment Marketing, Ruffalo Noel Levitz

Andrea Gilbert—Vice President, Ruffalo Noel Levitz

Todd Abbott—Senior Vice President, Ruffalo Noel Levitz

This session will provide a detailed overview of RNL's most advanced Enrollment
Marketing Products that build genuine demand from students who convert. We will review
our industry leading analytics, effective multi-channel marketing, digital marketing and
robust student engagement techniques. Case studies of our campus partners will be
discussed as examples.

WEDNESDAY, JULY 26
2:00-3:00 P.M.
CONTINUED

26B55: *College Affordability Academy®: Making It Real for
Staff and Faculty*   Capitol 7 (4th 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.

3:00-3:30 p.m.   Refreshment Break   Centennial Foyer (3rd Floor)

Take 20 Theatre   Centennial Foyer (3rd Floor)
3:05-3:25 p.m.   **Exhibitor Showcase Session—Mongoose**
Impact of Texting on Enrollment Yield

Texting allows campuses to connect with students naturally and authentically. These stronger, more personal relationships help ensure more accurate perceptions regarding affordability and outcomes throughout the admissions process. Mongoose works with over 200 campuses and has learned how different approaches to texting correlate with enrollment yield. This session focuses on texting as a medium and how to best leverage it for better enrollment results.

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

26C44: *The Role of Faculty in Recruitment, Retention,
and Mentoring*   Centennial F (3rd 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.

26C45: *Eight Fundamental Issues to Understand for
Graduate/Professional Enrollment Planning* Centennial G (3rd Floor)

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.

26C46: *Ignite Your Brand Promise* Centennial H (3rd Floor)

Ellen Treanor—Brand Strategist, Southern Utah University

A brand is more than a logo—it is the combination of all the emotional interactions your clients have with your institution. This session will help you understand:
  1. How to develop a brand promise using a simple formula;
  2. How storytelling and a strong narrative strengthen your brand; and
  3. Why you exist is more important than what you do.

26C47: *Women in Higher Education: Strategies for Success* Mineral ABC (3rd Floor)

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

Wendy Beckemeyer—Vice President for Enrollment Management, Robert Morris University

Kathleen Perales—Associate Dean, Community Outreach and Enrollment Development, Mesa Community College

Kathryn Karford—Associate Vice President, Ruffalo Noel Levitz

Back by popular demand, this year's session will bring together a panel of professional women in higher education for an interactive discussion of 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.

26C48: *Best Practices in Attracting and Retaining Students at
Community and Technical Colleges* Mineral DE (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 declined in recent years as the economy has recovered. This combined with the ever-changing demographics, flat or declining state and local financial support, increased accountability for student success and completion rates, and an extraordinarily competitive marketplace have prompted a more aggressive and strategic enrollment management 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 in meeting immediate and long-term enrollment objectives in the two-year sector. The essentials are based upon our ongoing research regarding effective strategies and tactics as well as several dozen campus-based enrollment opportunity assessments that the presenter has conducted in the last year or two.

26C49: *Building Effective Pipelines for International Student Recruitment*   Mineral FG (3rd Floor)

John Baworowsky—Vice Provost for Enrollment Management, Marquette University

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 building a comprehensive recruitment plan and will share strategies to build meaningful pipelines.

26C50: *The Power of Campus Collaboration in Student Success and College Completion*   Granite (3rd Floor)

Judith Grimes—Associate Vice President for Student Affairs, Missouri Western State University

Cosette Hardwick—Associate Professor and Academic Coordinator of Clinical Education in the Physical Therapy Assistant Program, Missouri Western State University

The campuswide College Completion Team provides the necessary structure and forum for coordinated planning that is necessary to continually update and enhance strategies for student success and college completion. Strategies will be presented that demonstrate the breadth of the campus commitment and the flexibility for change to adapt to fiscal and social realities.

26C51: *Enhancing Student Success Through Academic Advising*   Agate (3rd Floor)

Stephanie Miller—Executive Consultant, Ruffalo Noel Levitz

What needs to happen on your campus for academic advising to enhance student success? This session will review some of the key elements of best-practice academic advising and encourage you to examine the current state of your advising program. Does your advising program align with your institution's mission and values? Have you established a definition and set of goals that provide direction for all those involved in advising? Have you created advising expectations for both advisor and advisee? This session is designed for attendees new to advising and student success planning and will provide ideas for starting to establish an effective academic advising program.

26C52: *Leveraging Your Website as Your Leading Recruitment Tool*   Capitol 1-3 (4th Floor)

Lance Merker—President and CEO, OmniUpdate, Inc.

Today's college-bound students are web-savvy and discerning, so if your website is out of date or lacking elements for which these students are looking, they will exit your site without giving it a second thought. Your website must leave a positive, lasting first impression. Is your site up to snuff? During this presentation, Lance will discuss the elements of your website that are most important to prospective students and how to optimize your site to make it the most powerful recruitment tool at your disposal.

WEDNESDAY, JULY 26
3:30-5:00 P.M.
CONTINUED

26C53: *Eight Steps for Creating a College Marketing and
Communication Plan [Repeated July 27; 2:00-3:00 p.m.]*   Capitol 4 (4th Floor)

Anne Monroe—Vice President, Recruitment Consulting, 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.

26C54: *Strategic Academic Program Analysis: Maximizing Both Enrollment
and Revenue Potential of Your Academic Program Mix*   Capitol 5-6 (4th Floor)

Michael Williams—Senior Executive, Founder of Austen Group, Ruffalo Noel Levitz

PJ Woolston—Vice President for Enrollment Management, Marian University

The provost focuses on academics; the enrollment vice president focuses on warm
bodies; and the chief finance officer focuses on the financial picture. Three tidy silos. In
this session, we will present a method by which the priorities of all three senior officers—
quality academics, healthy enrollment, and financial strength—can be achieved. This
happens through accessibility and relationships; access to essential demand and financial
information; and strategic discussion with all three areas at the table. If this is happening at
your institution, we look forward to hearing your story; and if it isn't, you could be the one
to make it happen.

26C55: *Win, Grow, Retain: How Admissions and Financial Aid
Impact Athletic Recruitment*   Captiol 7 (4th Floor)

Todd White—Senior Consultant, Ruffalo Noel Levitz

The role of athletics on the college campus is complex, covering aspects of student life,
academic affairs, and 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, junior varsity 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.

| 5:30-7:00 p.m. | Opening Keynote Session | Centennial Ballroom (3rd Floor) |

Conference Welcome

26D00: *Never Give Up*
Diana Nyad—Author and long-distance swimmer
On September 2, 2013, at the age of sixty-four, Diana Nyad emerged onto the shores of Key West after completing a 110-mile, fifty-three-hour, record-breaking swim through shark-infested waters from Cuba to Florida and delivered three messages to the world: never, ever give up; you're never too old to chase your dreams; and it looks like a solitary sport, but it takes a team. Millions of people around the world cheered for her and were moved by her incredible tenacity and determination, her triumph after so many bitter failures, and by the mantra—find a way—that enabled her to realize a dream in her sixties that had eluded her as a young Olympian in peak form. In her captivating presentation, she tells her story and inspires audiences to "Find a Way," no matter the obstacles.

| 7:00-8:30 p.m. | Opening Reception | Capitol Foyer (4th Floor) |

THURSDAY, JULY 27

7:00 a.m.-5:00 p.m.	Conference Check-in	Centennial Foyer (3rd Floor)
7:00 a.m.-3:30 p.m.	Exhibit Area Open	Centennial Foyer (3rd Floor)
7:00-8:00 a.m.	Hosted Continental Breakfast	Centennial Foyer (3rd Floor)

| 7:30-8:00 a.m. | **BIG Idea Session** | Centennial Ballroom (3rd Floor) |

Grab your breakfast in the foyer and join us in Centennial Ballroom for this Big Idea Session—open to all attendees!

Changing the Marketing Paradigm: Student-Driven Marketing
Jim Rogers—Chief Marketing Officer, Ruffalo Noel Levitz
Patricia Maben—Senior Vice President, Product Strategy, Ruffalo Noel Levitz
The days of the communication plan are over! We live in an age that requires a new paradigm of student engagement—beyond just digital marketing, where institutions must let go of the desire to control every piece of information students see and when they receive it—and start to embrace the new paradigm of student-driven marketing. It won't feel comfortable or natural to experienced enrollment managers, however, it is the norm for the students you seek. Reconsider all you know about student recruitment and learn a modern, more effective approach to marketing.

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

27F44: *Content Marketing: It's All About Them*   Centennial F (3rd Floor)
Vickie Alleman—Vice President of Enrollment Management,
Dominican University of California

Prospective students say that universities look and sound the same. How do you break through to reach them in ways that matter? Admissions and marketing offices spend too much time deciding on the platforms for communications and too little time focused on creating content that attracts and engages. Attend this session and learn more about the time and effort it takes to create, execute, and measure content that matters. Topics covered include research for relevant data, segmentation and personas, messages, images, A/B testing, tracking, and measuring of results.

27F45: *Where Have All the Transfer Students Gone?*   Centennial G (3rd Floor)
Jennifer Wick—Vice President, Ruffalo Noel Levitz

There are several reasons institutions should continue to make transfers a priority: they fit in where there is excess capacity in upper-level courses, are often less price sensitive and hence have lower discount rates, and place less of a drain on housing. However, we have recently seen many institutions struggle to meet transfer student enrollment targets. We'll explore national trends to better understand why transfer recruitment has become so challenging, and describe strategies campuses have used to remain competitive for transfer students.

27F46: *When Any Debt Is Too Much*   Centennial H (3rd Floor)
Mary Piccioli—Enrollment Management Consultant, Ruffalo Noel Levitz

It has been more than five years since total outstanding student loan debt cracked the $1 trillion mark. High levels of indebtedness have been portrayed as the "albatross" around higher education's neck. Not all borrowing is bad; however, underemployment and unemployment rates of recent college graduates have been making loan repayments difficult. In turn, this has made it harder for colleges to demonstrate return on investment. This session looks at the numbers behind the numbers of student loan debt and will discuss the importance of aligning degree offerings with employers' needs along with the necessity of articulating a strong value proposition to combat "the-sky-is-falling" beliefs about student debt.

27F47: *High School Counselors' Role in College Planning
With a Growing Diverse Population*   Mineral ABC (3rd Floor)
Raquel Bermejo—Associate Vice President, Market Research and Planning,
Ruffalo Noel Levitz
Omar Correa—Associate Vice Chancellor, Enrollment Management,
University of Nebraska at Omaha
Chris Ferguson—Associate Vice President of Enrollment, Occidental College
Kelly Bowling—School Counselor, Braden River High School (Bradenton, FL)
Chris Wood—School Counselor, Cedar Falls High School (Cedar Falls, IA)
Josh Ditsky—Director of College Counseling, Berks Catholic High School (Reading, PA)
Melanie Hildebrandt—College Counselor, Johansen High School (Modesto, CA)

"What do high school counselors want from colleges today?" "How can you get their attention?" "What are they looking for when they visit your website?" "What information do they use when talking to their high school students about your cost?" "When it comes

to helping their students get into college, what keeps school counselors up at night?" Come to this session to learn the answers to these questions and more from high school counselors themselves. The information will position you to guide your recruitment planning effectively with this "top influencer" to high school students' college planning. Attendees will hear a brief summary of some of the most important data from our second national high school counselors' survey followed by an exciting panel discussion with four high school counselors and two college admission representatives on their experiences with college counseling specifically with first-generation students and their families.

27F48: *Optimizing Your Conversion and Yield Rates: How to Use Funnel Benchmark Data*   Mineral DE (3rd Floor)

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

The Ruffalo Noel Levitz recruitment benchmark data for four-year public and private institutions throughout the country will be shared during this session. The presenter will explore how you can use this data to make important changes to your campus recruitment efforts. We will discuss how to use the benchmark data in meaningful ways. This will include: gaining a better understanding of your recruitment plan, identifying opportunities to increase your conversion and yield rates, pinpointing when and where to intervene to avoid enrollment surprises, and increasing the accuracy of your institution's enrollment and yield projections. The session will conclude with a strategy discussion focusing on ways you can improve your recruitment efforts to reach and exceed enrollment goals.

27F49: *Unlock Your Enrollment Potential: Recruitment and Retention Strategies From Various Institutions*   Mineral FG (3rd Floor)

Gisele Abron—Interim Associate Vice President for Enrollment Management and Registrar, Bennett College

Pashuan Armond—Campus Director, Strayer University

The complex system of higher education is faced with challenges due to declining high school graduation rates, declining college enrollments, and declining state appropriations. This shift has forced institutions to change strategies surrounding the recruitment, enrollment, and retention of students. This presentation will uncover strategies to recruit, enroll, and retain students more effectively. The presentation will also highlight challenges with personnel that may prohibit growth.

27F50: *Current Students: Your Best Resource in Undergraduate Recruitment*   Granite (3rd Floor)

Maria Santa—Assistant Director, Indiana University Bloomington

Kathy Fisher—Associate Director, Indiana University Bloomington

A recent study by Eduventures showed that 52 percent of students enrolling at Indiana University said current students strongly influenced their decision to attend the university. The IU Office of Scholarships student group, the Scholarship Advisory Committee (SAC), is comprised of 75 current IU scholars and was created in order to help influence prospective students' decisions. In this presentation, the presenters will discuss how the SAC was developed, how the university utilizes them in recruiting strategies, and how they have seen the effect of their efforts for the university and for the members themselves.

27F51: *Focusing on Second-Year Students to Improve
Graduation Rates*   Agate (3rd Floor)

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

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

With more national emphasis on increasing graduation rates, we need to expand our scope beyond first-year initiatives on our campuses. Our sophomores need attention, too! In fact, improving the second-year experience is key to improving graduation rates. But what do we know about our sophomores, beyond our assumptions about the "sophomore slump"? How satisfied are they with their campus experiences, and what are they telling us they need as they move through their second year of enrollment? We will share research and best practices from the emerging "second-year experience" movement and ways in which investing in your second-year students will help you improve graduation rates and revenue to the institution.

27F52: *Texting in Admissions: Why Finesse and Respect
Rule the Medium*   Capitol 1-3 (4th Floor)

Suzanne Petrusch—Vice President for Enrollment and Marketing, Presbyterian College

Dave Marshall—President, Mongoose

Research shows 94.7 percent of prospective students are, in fact, human. Texting is a highly personal medium which can facilitate genuine dialogue and conversation. No matter the size of your institution, texting can have a significant effect on your reputation, relevance, and enrollment results. In this session, you will learn how to leverage texting to communicate better and reach your enrollment goals.

27F53: *The Strategic Enrollment Planning Imperative:
Higher Education Past and Present*   Capitol 4 (4th Floor)

Kevin Crockett—Senior Executive, 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.

27F54: *Alignment: The Missing Element for Enhancing Student and
Institutional Success*   Capitol 5-6 (4th Floor)

Charles Schroeder—Senior Associate Consultant, Ruffalo Noel Levitz

While almost everyone agrees that enhancing student and institutional success are admirable goals, achieving these outcomes is usually limited by deeply rooted organizational, cultural, structural, and mental model challenges. In particular, academic, student, and administrative divisions are highly specialized, compartmentalized, fragmented units that operate as "functional silos" where meaningful, cross-functional collaboration is often nonexistent or, at best, limited. The missing element for bridging these organizational divides is "alignment"—intentionally matching resources, policies, and practices with the 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, as well as institutional success. Strategies include boundary spanning and environmental assessment; forging cross-functional educational partnerships, especially between academic and student affairs;

collaboration; and organizational leadership and change. By understanding and embracing alignment principles and strategies, participants can assist their institutions in improving educational quality, productivity, and effectiveness.

27F55: *The Benefits of Structured Learning Assistance (SLA)*   Capitol 7 (4th Floor)
Karen Royster-James—Supervisor, ASC and SLA, Ferris State University
Structured Learning Assistance (SLA) was developed and piloted at Ferris State University in 1993. The program fosters learning partnerships involving faculty, SLA facilitators, and students. Faculty participate on a voluntary basis and support the program design. The SLA program targets high-risk for failure courses, not students. SLA has data to support funding, which is why the Ferris program continues to grow! One of the key pieces is the collaboration that occurs between the professors and the facilitators running the SLA workshops.

9:15-9:45 a.m.	Refreshment Break	Centennial Foyer (3rd Floor)

Take 20 Theatre   Centennial Foyer (3rd Floor)

9:20-9:40 a.m.   **Exhibitor Showcase Session—Campus Management**
Transform Student Success with CRM

Join us for a results-oriented discussion on how CRM can transform recruitment, retention and outcomes – your way. Recruiting 'your way' means tailoring communications and campaigns to reach your target audience and enrollment goals. Improving retention and outcomes 'your way' means bringing your advisors, faculty, alumni together to ensure student success. Now hear how Campus Management clients are driving success across the student lifecycle with CampusNexus CRM.

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

27G44: *Pathway Partnerships: Connecting the Dots for Transfer
Students Between Two- and Four-Year Programs*   Centennial F (3rd Floor)
Terry Dale Cruse—Administrative Director and Head of Campus, Mississippi State University
Jason Dedwylder—Academic Dean, Jones County Junior College
Transfer partnerships are more than a handshake. Discover critical components to ensuring successful relationships between two- and four-year institutions including course-specific academic plans, concurrent enrollment options, financial aid consortium agreements, university advisors officed on community college campuses, and co-branding and marketing of key programs.

27G45: *RNL Class Optimizer*   Centennial G (3rd Floor)
Ale Sosa Pieroni—Associate Vice President, Financial Aid & Affordability Product Management , Ruffalo Noel Levitz
Wes Butterfield—Vice President, Ruffalo Noel Levitz
Aaron Mahl—Vice President, Ruffalo Noel Levitz
Learn RNL's approach to optimizing yield including our proven industry leading financial aid strategy. Starting with your current position in the market, student perception,

and price sensitivity assessment to creating a 4 year financial aid awarding plan and implementing impactful multi-channel yield campaign, this session will address RNL's 10 powerful components to develop the optimal financial aid strategy for your institution. RNL Class Optimizer is more than a financial aid strategy; it is a pathway to meeting your enrollment and revenue goals.

27G46: *Reaching and Recruiting Hispanic Students and Their Families*   Centennial H (3rd Floor)

Raquel Bermejo—Associate Vice President, Market Research and Planning, Ruffalo Noel Levitz

This session will highlight information from our Perceptions survey on Hispanic students and their families' perceptions of and preferences for communication with colleges. Attendees will learn information regarding Hispanic students' information-seeking patterns and preferences and will be able to explore best practices when it comes to recruiting this important segment of our population.

27G47: *P.R.I.D.E.: THE FIVE CHOICES for Student and Life Success*   Mineral ABC (3rd Floor)

Steve Piscitelli—Professor (retired), Florida Community College at Jacksonville

Retention efforts need to take into account the whole individual. Our students do not lead fractional lives. Growth and resilience in school and life depend on how well students 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 resilience) within a framework of basic underlying principles of student and life success. Come prepared to learn, share, and leave with a five-point plan to help your students (as well as faculty and administration) change their lives.

27G48: *Beyond the Program Page: Developing an Engaging SEO Content Marketing Strategy*   Mineral DE (3rd Floor)

Matt Herzberger—Executive Consultant, Ruffalo Noel Levitz

In higher education marketing, most know the phrase "programs are our product." A robust academic program of study webpage is a main foundational piece to recruiting and answering vital prospect questions to compel key enrollment activities. Learn advanced program marketing strategies using SEO-driven content marketing to increase prospects' satisfaction, respond to the right user questions at the right time, and increase your Google footprint and ranking through simple, intentional extensions of your current SEO and writing efforts.

27G49: *From "Soup to Nuts": An Integrated Recruitment and Outreach Model for Community Colleges*   Mineral FG (3rd Floor)

Kathleen Perales—Associate Dean, Community Outreach and Enrollment Development, Mesa Community College

Samantha Johnson—Manager, Student Recruitment, Mesa Community College

Andre Henderson—Coordinator, Student Success Program, Maricopa Community College District

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 arm's reach through community and K-12 partners.

27G50: *The "Jump Start College" Program: A Dual Enrollment Effort That Produces Real Results* Granite (3rd Floor)

John Kinkella—Dean, Western Nevada College

Kent Jones—Principal, Fernley High School

Scott Morrison—Interim Vice President of Academic Affairs, Western Nevada College

Nicole Thompson—2016 graduate, Jump Start College Program

Learn how, in a state ranked 50th in educational attainment, a dual enrollment partnership was created that has resulted in five semesters of course completion rates of at least 92 percent, re-enrollment rates that have averaged 94 percent, and has produced explosive growth from six original students to 413 current participants from seven Nevada counties. We are anticipating that 100 will attain an associate of arts degree this year.

27G51: *Gaining New Analytic Insights: The Importance of Fostering a Data-Driven Culture* Agate (3rd Floor)

Lindsey Yoast—Statistical Analyst, Ruffalo Noel Levitz

Sean Greenwalt—Director of Business Intelligence, Ruffalo Noel Levitz

In today's world, the importance of data is ever-growing. As a result, the ability to use this data for analytics has proven itself to be a vital part of business performance and future predictions. But why is this data so important for higher education? The ability to maintain, create, and report on data allows institutions to explore, research, and perform various analytics to uncover new insights. Creating and maintaining quality data sources will help institutions understand their student body and their reactions to change. The potential uses for data in higher education is increasing and can be used to understand the ever-changing student behaviors to help institutions optimize the student experience.

27G52: *Avoid the Recruitment Blind Side: Balancing Emerging Trends With Fundamentals* Capitol 1-3 (4th 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!

27G53: *A Must for Enrollment Managers: You Have Challenges, We Have Answers* Capitol 4 (4th Floor)

Jennifer Stenander—President, Stenander Group

This interactive session will present enrollment managers with solutions to respond to new pressures facing institutions today. The conversation will focus on gaining an understanding of the most important aspects of recruitment, marketing, student

persistence, and completion, and will include practical examples/solutions to challenges. Attendees will have the opportunity to share their current challenges followed by discussion of solutions to take back to campus.

27G54: *Strategic Enrollment Planning: Developing Effective Academic Program Strategies*   Capitol 5-6 (4th Floor)

Brad Goan—Executive Consultant, Ruffalo Noel Levitz

You have determined the right academic program mix for your institution—now what? How do you build effective strategic enrollment action plans for new and existing academic programs? Specifically, how do you engage faculty? How do you ensure accountability? How do you build and manage program capacity? How do you bring admissions, the faculty, and marketing together to create a benefits-centered marketing plan? How do you create distinction in the marketplace, and how do you develop external program ambassadors? We will tackle these issues and more in a session designed to help you maximize the enrollment opportunities your academic programs present.

27G55: *Why Do Males of Color Leave Our Institution? Creating a Student-Centered Academic Initiative That Retains and Persists Males of Color*   Capitol 7 (4th Floor)

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.

Take 20 Theatre   Centennial Foyer (3rd Floor)

10:50-11:10 a.m.   **Exhibitor Showcase Session—CollegeWeekLive**

How you can extend the reach of your fall open house

You likely already have a comprehensive on-campus open house program, but how are you connecting with students who are unable to attend? And are you fostering a relationship beyond the initial meeting? Come learn how schools such as Boston University, the University of Notre Dame, and the University of San Diego are creating connections with all of their prospective students through CollegeWeekLive's new engagement platform.

| 11:15 a.m.-12:30 p.m. | General Session | Centennial Ballroom (3rd Floor) |

Marketing-Recruitment Excellence Awards Presentation

Keynote Session

27H00: *Strategies for Fostering Academic Success of All First-Year Students, Starting With Recruitment and Marketing Outreach*

Dr. Freeman Hrabowski—President, University of Maryland Baltimore County

Dr. Freeman Hrabowski leads a campus widely recognized for its culture of embracing academic innovation and inclusive excellence. This culture has produced a number of distinctive initiatives—from infusing entrepreneurship and civic engagement into the curriculum to establishing an academic innovation fund to help students succeed. Dr. Hrabowski will share the four pillars of UMBC's approach to helping first-year students succeed and continue on toward graduation. A key element of this strategy is targeted recruitment and marketing outreach to high schools and high school students.

| 12:30-1:45 p.m. | Hosted Networking Lunch | Centennial Ballroom (3rd Floor) |

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

27J44: *Building Your Transfer Outreach Action Plan*   Centennial F (3rd Floor)

Gil Rogers—Director of Enrollment Marketing, Chegg Enrollment Services

Recent research indicates that over half of four-year institutions are planning for moderate to significant increases in transfer student enrollment in the coming years. In addition to making the process easier for students, this means that admissions and marketing professionals must be prepared to adapt to an increasingly competitive landscape. Research conducted by Chegg and NRCCUA will identify how students currently enrolled at two-year schools find and prefer to connect with four-year institutions as they begin the transfer process. Additionally, this presentation will show how the University of North Texas applies these lessons to their recruitment today.

27J45: *The Art of Keeping Things Done: Creating Your Own
Easy Button 2017 [Repeated July 27; 3:30-5:00 p.m.]*   Centennial G (3rd 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 workday by working smarter, not harder? Through live demos, this session will continue to build on tips and tricks that you can use to save time and increase your productivity by letting the technology do the work for you. There are many easy buttons within technology that can help save you time when working with Outlook, Word, Excel, and PowerPoint for PC that will make working with information faster and easier. You will save time by implementing just one or two of these time-saving tips.

27J46: *50 Webinars Later: Lessons Learned From Managing
Webinars and Virtual Info Sessions*   Centennial H (3rd Floor)

Bill Gibbs—Director of Campus Outreach and Base Relations/Webinar Coordinator, Embry-Riddle Aeronautical University-Worldwide

Embry-Riddle Aeronautical University, with 130 locations around the world, needed a recruiting tool that could be used with a global audience. Webinars and virtual information

sessions are a major marketing thrust for the university. ERAU conducted its first webinar in 2012 and since then has produced 50 webinars and three dozen virtual information sessions. In this workshop, webinar coordinator Bill Gibbs will share lessons learned from these 80+ sessions. He will provide information on choosing a webinar platform; look at promotion, publicity, and follow up; and share 10 tips for running a successful webinar or virtual information session.

27J47 SESSION CANCELLED: *Optimizing Your Non-Traditional Admissions Stream*   Mineral ABC (3rd Floor)

Chris Fontaine—Associate Vice President of Global Enrollment Services, LeTourneau University

The non-traditional landscape continues to evolve quickly with prospective students becoming more consumer conscious and competition increasing. Learn some best practices on how to navigate your non-traditional student through your admissions stream in a way that will optimize yield opportunities and create a foundation for retention success.

27J48: *Managing Student Success in the Ever-Evolving Digital World: Strategies and Solutions for Online Programs and Competency-Based Learning Programs*   Mineral DE (3rd Floor)

David Leasure—Former Provost, Western Governors University

Amy Sorter—National Sales Director, Nuro Learning

With more students than ever enrolled in online and competency-based programs, there is an increased need to support self-paced, distance learning, and non-traditional students. This session focuses on leveraging big data, predictive analytics, and survey information to ensure contact program progress leading to retention and completion through actionable, impactful planning and case management tactics. Attendees will learn to use student, course, and survey data to inform strategies and high-impact practices to target these populations and achieve quantifiable results.

27J49: *Using Data Visualization Techniques to Accelerate and Improve Enrollment Management Decision Making*   Mineral FG (3rd Floor)

Don Bishop—Associate Vice President, Undergraduate Enrollment, University of Notre Dame

Tom Bear—Senior Director of Undergraduate Enrollment

Paul Mueller—Director of Enrollment Strategic Planning and Research, University of Notre Dame

Mark Sloan—President and CEO, GlyphEd

This session will outline lessons learned from the application of data visualization techniques to enrollment management. UND's enrollment team has helped create data visualizations that enable non-data scientists to benefit from the proliferation of enrollment management data available in CRM and data warehouses. Other enrollment management officers who have seen this work have said it:

• Provides a truly unique and compelling way of holistically looking at an applicant;

• Delivers pre-built visualizations needed to make decisions; and

• Can help better target recruiting and align travel spend.

27J50: *Prior-Prior: Impact and Possibilities for Future Financial Aid Reform*   Granite (3rd Floor)

Brent Benner—Director of Enrollment Management, The University of Tampa

John Baworowsky—Vice Provost for Enrollment Management, Marquette University

Although the exact impact of "Prior-Prior" won't be known for months and years to come, certain trends are already becoming evident. We will explore these trends and the impact of prior-prior on universities, students/parents, high schools, and the federal government. While the new policy may help students receive financial aid awards earlier, there are still significant problems with current financial aid policy. This presentation will examine additional reform measures that will address other problems with financial aid and student loans. The presentation will focus on the positive and negative impact of these changes on universities, students/parents, high schools, and the federal government.

27J51: *Retention Strategies for Undecided Students*   Agate (3rd Floor)

Stephanie Miller—Executive Consultant, Ruffalo Noel Levitz

Undecided/undeclared students may compose a significant number 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 in transition.

27J52: *Leading the Admissions Team*   Capitol 1-3 (4th Floor)

Michael Ritter—Enrollment Consultant, Ruffalo Noel Levitz

Jared Christensen—Enrollment Consultant, Ruffalo Noel Levitz

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.

27J53: *Eight Steps for Creating a College Marketing and Communication Plan*   Capitol 4 (4th Floor)

Anne Monroe—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.

27J54: *Including Student Voices Into Strategic Planning: A Single
College and Systemwide Approach*   Capitol 5-6 (4th Floor)

Cynthia Almendarez—Coordinator of Institutional Effectiveness, Maricopa County
Community College District

Busaba Laungrungrong—Coordinator of Institutional Effectiveness, Glendale
Community College

Glendale Community College (GCC), one of the ten regionally-accredited colleges in the
Maricopa County Community College District (MCCCD), administers the Ruffalo Noel
Levitz Student Satisfaction Inventory (SSI) once every three years. The GCC representative
will share how the SSI results are used to include the student voice in the strategic
planning process. GCC will also share the steps used to analyze the survey results to get
a better understanding of the student experience across student characteristics as well as
share the actions taken to ensure stakeholders stay engaged. The MCCCD representative
will share the systemwide approach used to gain a better understanding of the student
perspective across multiple campus locations.

27J55: *A Campuswide Commitment to Student Retention: Identification,
Innovation, Empowerment, and Communication*   Capitol 7 (4th Floor)

Edna McCulloh—Dean of Academic Services, Walsh University

Rebecca Coneglio—Associate Dean of Undergraduate Admissions, Walsh University

Learn about Walsh University's Cavalier Connection program, winner of a 2017 Lee
Noel and Randi Levitz Retention Excellence Award. The presenters will detail the keys
to success of a campuswide commitment achieving nearly a 9 percent increase in first-
to second-year retention, including a 5 percent non-incremental increase in one year.
This session will describe a program of identification, communication, and innovation,
including the role of the enrollment management team in identifying high-risk freshmen,
the care team for pursuing student challenges identified by faculty, the retention team's
comprehensive tracking system, and the freshman academic advising team's intrusive
advising and summer contacts.

3:00-3:30 p.m.	Refreshment Break	Centennial Foyer (3rd Floor)

	Take 20 Theatre	Centennial Foyer (3rd Floor)
3:05-3:25 p.m.	**Exhibitor Showcase Session—Ruffalo Noel Levitz**	

Revenue Optimization and Simulation

Implementing the correct financial aid awarding structure is critical in today's complex
higher education market. Come and learn how RNL's new optimization and simulation
tool allows you to simulate multiple awarding scenarios to meet your specific enrollment
and revenue goals and understand the trade-offs you have while managing multiple
enrollment objectives. From simulation to implementation, this new tool will serve as your
compass to optimizing your institutional dollars and meet your enrollment targets.

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

27K44: *The Art of Keeping Things Done: Creating Your Own*
Easy Button 2017   Centennial F (3rd 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 workday by working smarter, not harder? Through live demos, this session will continue to build on tips and tricks that you can use to save time and increase your productivity by letting the technology do the work for you. There are many easy buttons within technology that can help save you time when working with Outlook, Word, Excel, and PowerPoint for PC that will make working with information faster and easier. You will save time by implementing just one or two of these time-saving tips.

27K45: *Ruffalo Noel Levitz Student Success: An Integrated Program*
of Assessment, Analytics, Planning, and Implementation   Centennial G (3rd Floor)
Tim Culver—Vice President, Retention Consulting, Ruffalo Noel Levitz
Mari Normyle—Assistant Vice President, Retention Solutions, Ruffalo Noel Levitz
Julie Bryant—Assistant Vice President, Retention Solutions, Ruffalo Noel Levitz
Jessica Mireles—Vice President, Ruffalo Noel Levitz
The management of student retention outcomes should be integrated throughout your institution, data informed, technology enabled, and most certainly based upon your students' needs. But where and how do you start? This session will explore the Ruffalo Noel Levitz approach to student success. The presenters will share ways to assess student motivation and satisfaction, the use of predictive analytics for early alert identification, and the integration of these and other data points into academic advising, planning strategies, annual retention and completion plans. Examples from institutions who have developed an integrated student success program and improved the student experience will provide ideas for implementation on your campus. You will leave this session with the ability to assess your campus' comprehensive student retention plan, and with strategies to move it to the next level.

27K46: *The Completion Agenda: Evaluating and Improving*
Your Campus   Centennial H (3rd Floor)
Rory McElwee—Vice President for Enrollment and Student Success, Rowan University
Individual institutions can bolster degree completion rates by implementing policies and programs that support student success while eliminating unnecessary obstacles to student progress. This session will equip participants with guiding questions on myriad dimensions to evaluate and improve their institution's completion-friendliness. Modeled after the Rowan University Completion Toolbox, the initiatives will be presented in light of empirically-based retention and completion reforms and the national completion agenda. Participants will learn strategies for serving as agents on their campus for structural and cultural change and will also have the opportunity to share their own campus-effective strategies for completion.

27K47: *E-expectations of High School Students and Parents: What Are the Best Approaches for Your Digital Recruitment Marketing Strategies?* Mineral ABC (3rd Floor)

Stephanie Geyer—Vice President, Web and Interactive Marketing Services, Ruffalo Noel Levitz

Lance Merker—President and CEO, OmniUpdate

Kim Reid—Principal Analyst, Eduventures

Brock Tibert—Vice President, Audience Marketing and Analytics, CollegeWeekLive

Each year, the E-Expectations report summarizes the online behaviors of college-bound high school students in order to inform and improve e-recruitment strategies. In 2017, surveys were also administered to the parents of these students. This session will be the very first public presentation of our findings and recommendations from the latest study. We will discuss trends and behaviors among juniors, seniors, and parents as they use digital marketing resources to explore their college enrollment options. This session will explore their use of websites, email, texting, paid marketing, social media, mobile, and more. By the end of the session, attendees will:

1. Understand what campuses need to do to meet the online expectations of college-bound high school students and their parents when they are conducting a college search;

2. Know how to integrate expectations data and analytics to manage their institution's digital presence across multiple channels, including the campus website, email, digital advertising, and social media;

3. Learn how mobile device usage is changing how students browse websites, complete forms, and interact with campuses online.

27K48: *Mentoring and Mentoring Programs: Powerful Tools to Engage and Retain Students* Mineral DE (3rd 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:

• Mentoring definition and rationale;

• Elements of an organized mentoring program;

• Steps to building a successful program;

• Benefits of a successful mentoring program; and

• Outcomes measurement and how to assess mentoring efforts.

27K49: *ACT Annual Update: Maximizing Your Use of the ACT Score Report* Mineral FG (3rd Floor)

Don Pitchford—Director of Strategic Partnerships: Higher Education, ACT

This interactive session will provide you with an annual update on innovation at ACT that can assist you with your enrollment management strategy. Specific attention will be given to the data-rich ACT score report so you can analyze what data fields you are currently utilizing and what additional data elements may be useful in your admissions, placement, and retention efforts.

THURSDAY, JULY 27
3:30–5:00 P.M.
CONTINUED

27K50: *Getting to Yes! Designing an Interactive Graduate Student Recruitment Weekend*   Granite (3rd Floor)

Kathryn Meyer—Director of Admissions and Recruiting, Texas A&M University

Philip Guerrero—Graduate Program Administrator, University of Texas

Schools spend a lot of money recruiting students to apply. But once marketing and communications result in applications, what efforts are in place to land the most promising students? The University of Texas Jackson School of Geosciences (program level), Texas A&M University Bush School of Government (school level), and the University of North Texas Graduate School (a centralized office) will cover how they built recruitment visits/interviews into their admissions process to increase yield. Presenters 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 for future event planning. They will also discuss how to work within a budget and best practices that can be applied to programs of any size.

27K51: *How to Set Price and Distribute Aid: Tools That Build Confidence*   Agate (3rd Floor)

Scott Bodfish—Vice President, Marketing and Research Services, 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.

27K52: *Pivot or Persevere? An Agile Approach to Strategic Planning*   Capitol 1-3 (4th Floor)

Brian Kasen—Director of Analytic Solutions, Ruffalo Noel Levitz

Lewis Sanborne—Vice President, Strategic Enrollment Planning, Ruffalo Noel Levitz

Michael Williams—Senior Executive, Ruffalo Noel Levitz

In today's competitive and dynamic environment, college and university leaders must continually monitor the alignment and effectiveness of their current strategy. Knowing when to pivot or persevere from a strategy is never an easy decision. When diminishing returns arise, how can one know which strategic pivot will produce the desired outcomes? Unfortunately, you can't know until you try. Many times, multiple pivots are necessary to re-align with the ever-changing student. Taking an agile approach, refined in the startup world, campus leaders will come away with a cost-effective, measured approach that can be applied to curricular, marketing, and student engagement strategies.

27K53: *Growth in Decline: Overcoming Demographic Challenges to Achieve Success* Capitol 4 (4th Floor)

Kerr Ramsay—Associate Vice President for Admissions, High Point University

Stephen Lee—Associate Vice President of Enrollment Management, West Virginia University

For the last three years, the number of high school graduates in the United States has declined by up to 10 percent. This decline has combined with socioeconomic and demographic changes to challenge even the most robust enrollment plan. However, a number of colleges and universities have continued to see increasing enrollments from even the hardest hit areas. With another decrease in high school graduates expected this year, learn how two distinct institutions have overcome the national trends and strengthened their recruitment efforts in a time of decline.

27K54: *From the Wild, Wild West to User-Centered Strategy: A Redesign Journey* Capitol 5-6 (4th Floor)

Vicki Saffran—Senior Marketing Planner, Madison Area Technical College

Regina Mosher—Director, Technology Services, Madison Area Technical College

Laura Kendellen—Web Coordinator, Utah State University

Your website is often the first impression your college makes on a prospective student. How does a website redesign project with the goal of increasing enrollment change the college culture? Learn how Madison College partnered with Ruffalo Noel Levitz to modernize madisoncollege.edu, implementing engaging functionality and optimizing content while establishing collegewide website governance. On this journey, you will learn of the challenges, discoveries, and victories along the way to a carefully considered, redesigned website.

27K55: *Professional Credentials: Get Certified With the Ruffalo Noel Levitz Certificate in Enrollment Management* Capitol 7 (4th Floor)

Lauren Way—Director of the Master of Science in Higher Education Administration Program, Bay Path University

John Nies—Program Advisor, Ruffalo Noel Levitz

Learn how to earn your professional enrollment management credentials online with the Degree and Certificate Program in Enrollment Management through Bay Path University and Ruffalo Noel Levitz. Fast-paced changes and accountability challenges throughout higher education call for increasingly skilled enrollment management personnel. This session focuses on empowering EM college and university leaders with cutting-edge marketing, recruitment, and retention tools. Join this discussion where staff and faculty will highlight this masters-level curriculum, the online technology, program requirements, and how the programs can support your institutional and individual professional career goals.

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

FRIDAY, JULY 28

7:00 a.m.-12:00 p.m.	Conference Check-in	Centennial Foyer (3rd Floor)
7:00 a.m.-2:00 p.m.	Exhibit Area Open	Centennial Foyer (3rd Floor)
7:00-8:00 a.m.	Hosted Continental Breakfast	Centennial Foyer (3rd Floor)

7:30-8:00 a.m.	**BIG Ideas Session**	Centennial Ballroom (3rd Floor)

Grab your breakfast in the foyer and join us in Centennial Ballroom for this Big Idea Session—open to all attendees!

The New Paradigm: Redefining Financial Aid's Role in the Student Life Cycle
Kevin Crockett—Senior Executive, Ruffalo Noel Levitz
Ale Sosa Pieroni—Associate Vice President, Financial Aid and Affordability Product Management, Ruffalo Noel Levitz
Whether you look at recruitment or retention, financial aid is an essential factor in student and family considerations to explore, decide to attend, stay, and graduate from your institution. During this session, RNL will explore the impact of the current volatile environment on your affordability strategy – from awareness to aid awarding practices- and address the key elements to creating a new strategic awarding paradigm to recruit, retain, and graduate students. This session is designed for enrollment managers and financial aid professionals seeking to understand the complexity of today's environment and how to implement successful affordability plans and awarding strategies to optimize institutional dollars and meet enrollment and revenue goals.

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

28L44: *Breaking Down the Silos for Successful Graduate/Professional Enrollment Planning* Centennial F (3rd Floor)
Boyd Bradshaw—Associate Vice Chancellor for Enrollment Management, Indiana University-Purdue University Indianapolis
Strategic enrollment planning (SEP) has long been important to an institution's fiscal health, but in today's environment, institutions must expand from traditional enrollment planning at the undergraduate level to the graduate and professional school level. This session describes how a large, decentralized campus is breaking down the silos and truly integrating graduate and professional schools in the overall strategic enrollment planning process. Lessons learned, pitfalls-to-avoid, and how to involve a variety of graduate/professional school stakeholders in the planning and implementation process will also be discussed.

28L45: *Strategy Roadmap*   Centennial G (3rd Floor)

Sarah Coen—Senior Vice President, Ruffalo Noel Levitz

Todd Abbott—Senior Vice President, Ruffalo Noel Levitz

Through RNL's research and consulting services, we are able to assure colleges have a chart to success. Looking for a plan for Revenue Growth & Sustainability? Are you offering the right Academic and Co-Curricular programs? Do you have a sustainable strategic enrollment plan? Is your desired market position aligned to your web and recruitment strategy? These are some of the crucial questions RNL addresses through Strategy Roadmap services. Come listen to learn how RNL partners with campuses to find opportunity out of critical industry challenges.

28L46: *Using IPEDS and Clearinghouse Data to Understand Your Position in the Marketplace*   Centennial H (3rd Floor)

Katherine Cooper—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.

28L47: *Game On: Learning and Teaching Social Media Strategy Through Play*   Mineral ABC (3rd Floor)

Ryan Maguire—Social Media Strategist, Princeton University

Princeton University created a game that teaches and strengthens social media skills in players regardless of what level of social media experience they have. "Social Media Strategy Maker" is being used as a teaching tool on campuses around the world. In this session, Princeton University social media strategist Ryan Maguire will share the story behind the creation of "Social Media Strategy Maker" and lead an interactive play-through of the game.

28L48: *High Performance Advising for Student Success*   Mineral DE (3rd Floor)

David Trites—Senior Associate Consultant, Ruffalo Noel Levitz

Sandy Waters—Executive Director of Advising and Transfer Programs, Old Dominion University

High Performance Advising programs don't just happen but are the result of carefully developed approaches and an institutional commitment to student success. This session will provide practical examples and suggestions to help strengthen and improve advising on your campus. It will include a review of relevant advising issues, attributes of excellent advising programs, and practical approaches to address the challenges common to academic advising in higher education.

28L49: *Today's Transfer Students: Why Data Matters*   Mineral FG (3rd Floor)

Sarah Keating—Associate Vice President, 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.

28L50: *Optimizing Financial Aid Packaging Through Data Science*   Granite (3rd Floor)

Tim Schuldt—Research Manager, Ruffalo Noel Levitz

With rising tuition rates and an increase in admission competition, higher education institutions are struggling to meet the competing demands of a competitive tuition discount rate while maintaining a prestigious academic profile. Pressure to maintain and even increase enrollment numbers year after year adds to the complexity. What happens if enrollment increases, but the academic profile of the institution is compromised? What will happen to the tuition discount rate? In this session you will hear how campuses across the country have implemented a mathematical optimization model to explore various options around keeping their school fiscally healthy while also setting attainable enrollment goals.

28L51: *Explain This to Me Like I'm a 16-Year-Old: Communicating Financial Aid, Affordability, and Value to High School Students*   Agate (3rd Floor)

Chad Cooper—Senior Creative Writer, Ruffalo Noel Levitz

Pragmatic. Prudent. Pessimistic. All apt descriptions for Generation Z's attitude toward financing their college education. We'll discuss the traits and mindset of these students and break down what they do and don't know about the financial aid process. Then, we'll cover the most effective ways to cut through the jargon and communicate with students about financial aid while simultaneously building a strong value proposition.

28L52: *Improving Prospective Student Engagement*   Capitol 1-3 (4th Floor)

Robert Heil—Senior Vice President, Ruffalo Noel Levitz

Dive into the lost art of funnel management and identify core strategies that will help you prioritize resources and more effectively engage prospective students and their key influencers.

28L53: *Navigating the Post-Traditional Student Landscape: Realities, Trends, Benchmarks, and Opportunities*   Capitol 4 (4th Floor)

Christopher Nicholson—Assistant Dean, Enrollment, Marketing and Partnerships, University College, University of Denver

Post-traditional students are the majority of today's college student population, and represent an essential alternative revenue stream for most colleges. As institutions seek to implement or expand programs targeted to post-traditional learners, challenges and opportunities abound. This session will examine the current state of the post-traditional market, emerging environmental trends shaping post-traditional education, operational enrollment and marketing benchmarks for post-traditional programs, and opportunities to leverage the continued growth within this market.

28L54: *Making the Case for Enhanced Resources: Monetizing Outcomes of Student Success Interventions*   Capitol 5-6 (4th Floor)

Reine Sarmiento—Associate Provost and Vice President of Enrollment Management, Lehman College - City University of New York

Richard Finger—Director, Graduate Studies and Success Initiatives, Lehman College—City University of New York

Dwindling student populations have led many institutions down the path of austerity with little or no funding for new projects. Some institutions have embraced leveraging

resources to improve retention and graduation rates as a core function of the institution; others still have not fully realized the value of these initiatives. This presentation is designed to assist administrators in understanding the concept of monetizing improvements in student outcomes and to present some simple formulas for monetizing increases in persistence rates, early-warning intervention impact, etc. Participants will feel more confident inserting a basic cost benefit analysis into requests for funding.

28L55: *Retention Priority: Responding to the Perception of Tuition as a Worthwhile Investment*   Capitol 7 (4th Floor)

Julie Bryant—Assistant 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 perceived value of the college education and is a top priority for improvement for many colleges. Stories about rising tuition and reports of students' difficulties with establishing a career after graduation, along with rising student debt levels, all continue to be hot topics in the media. This session will help you consider ways you can counter these negative national messages and reinforce the value of the educational experience you provide in order to better retain your students.

9:20-9:40 a.m.

Take 20 Theatre   Centennial Foyer (3rd Floor)

Exhibitor Showcase Session—LRAP

Innovative Solutions to Overcome Student Loan Debt and Secure Enrollment

Media and various others regularly question whether college is worth it; such skepticism negatively impacts students' decisions about college. But, data clearly shows college is worth it. You can use this data to overcome students' and parents' objections and demonstrate your college is worth it.

9:45-10:45 a.m.   General Session   Centennial Ballroom (3rd Floor)

Lee Noel-Randi Levitz Retention Excellence Awards Presentation

Keynote Session
28M00: *Changing Workforce Demographics and the Power of Diversity Efforts on College Campuses*

Dr. Shirley Davis—Expert, Global Workforce and Talent Management

Never before has the workforce experienced such dramatic demographic shifts. Research suggests that by 2030 workers will be older and younger at the same time, more educated and less skilled, more hyper-connected through new and smarter technologies, and more ethnically diverse. In this keynote presentation, Dr. Shirley Davis will discuss significant workforce developments, their implications, and examples of institutions and organizations that are using the power of diversity to reinvent themselves to improve service to students and others.

10:45-11:15 a.m.   Refreshment break   Centennial Foyer (3rd Floor)

	Take 20 Theatre Centennial Foyer (3rd Floor)

10:50-11:10 a.m.   **Exhibitor Showcase Session—NRCCUA**

The Data-Driven Office: Five Things to Do This Year

Data-driven decision making is an important aspect of any successful Enrollment Office. Join NRCCUA® to learn about the five most important things to do in the coming year to track data appropriately, implement student recruitment search goals strategically, and measure results. The key to successfully driving your office is using data with the agility to adapt in an ever-changing recruitment landscape.

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

28N44: *The Lifecycle Map: A Student's Journey*   Centennial F (3rd Floor)

Kimbrea Browning—Vice President of Enrollment Management,
Union Institute & University

This session will take you through the creation of a pipeline map that will showcase the student's journey from inquiry to graduation. Seeing this framework of the student experience will help you take a step back and understand the funneling route of your student population throughout each key department. This will provide insight to assist you with analyzing activities and responsibilities within your department as well as align this with your institution's strategic plan.

28N45: *RNL Demand Builder and RNL Applicant Cultivator*   Centennial G (3rd Floor)

Matt Krov— Ruffalo Noel Levitz

Andrea Gilbert—Vice President, Ruffalo Noel Levitz

Todd Abbott—Senior Vice President, Ruffalo Noel Levitz

This session will provide a detailed overview of RNL's most advanced enrollment marketing products that build genuine demand from students who convert. We will review our industry leading analytics, effective multi-channel marketing, digital marketing and robust student engagement techniques. Case studies of our campus partners will be discussed as examples.

28N46: *Game Changed? Why International Recruiting Is Still
Part of Your SEP*   Centennial H (3rd Floor)

Deborah Pierce—Associate Vice President for International Affairs (ret.), Northern Illinois University

Richard Eastop—Vice President for Enrollment Services Emeritus, The University of Toledo

Are you getting ready for possible changes in the global posture of the United States? How will they affect the enrollment of international students? Despite potential new immigration regulations, trade disputes, and realignment of our alliances, 2017 is still the perfect time to start or re-energize your program of international recruitment. Building value-added relationships now and diversifying your reach as others pull back will bring future benefits for your institution. And to achieve such benefits for our students and for our institutions, thoughtful and strategic enrollment planning within a framework of comprehensive internationalization is crucial.

28N47: *Trends in Graduate and Professional Applications,
Enrollment, and Student Financial Support* Mineral ABC (3rd Floor)

Jeff Allum—Principal, Jeff Allum & Associates, LLC

Graduate and professional programs have played an important role in advancing scholarship, solving social problems, and promoting commerce, and they have done so with some of the best and brightest student minds that America and the world have to offer. But given the rapid and recently unconventional developments in our social, political, and economic environment, graduate and professional education may be more important now than ever. This session will highlight the current state of graduate and professional applications, enrollment, and student financial support, along with noteworthy trends and potential implications of policy discussions in our nation's capital.

28N48: *The Evolving Website: Using Data-Driven Decisions to
Continuously Improve Web Strategy* Mineral DE (3rd Floor)

Kris Hardy—Director of Web and Digital Marketing, Messiah College

The Internet and web-based technologies have been evolving at an exponentially rapid pace. This, coupled with the expectations of prospective students who are now immersed in digital technologies, means institutions cannot afford to launch a new-and-improved website, only to leave it dormant. This session will examine the role research and data-driven decision making should play in guiding an institution's web strategy. Participants will be exposed to tools such as web analytics, heat mapping, surveys, focus groups, and user testing that can be implemented to evolve web strategy. Strategies for campus buy-in, governance, and ways to optimize a prospective student's user-journey will also be shared.

28N50: *RNL Discounting Report 2017: The KPIs That Influence
the Industry* Granite (3rd Floor)

Galen Graber—Vice President, Ruffalo Noel Levitz

This session will explore the rich data that is in the 2017 RNL Discounting Report and go beyond the numbers in order to explore the significance of the various key performance indicators (KPIs). The 2017 report included, for the first time, data on transfer students and also regional break-outs. Additionally, it reported four years of public institution data (both resident and non-resident). While the report compiled helpful averages, often simple averages do not tell the whole story. Therefore the session will also explore the minimums, maximums, median, and quartiles behind the reported data.

28N51: *Career Advising for All: Integrating Career and Academic
Advising Using MI and Salesforce* Agate (3rd Floor)

Myron Shaffer—Senior Academic and Career Advisor, Retention Specialist, Tulane University

Yes, your institution can develop a model to integrate career and academic advising. All academic advisors at Tulane University receive ongoing training in career development fundamentals. Compounded with motivational interviewing techniques, advisors have found it easy to incorporate one or more career-related questions into the majority of academic advising appointments. Results include students from all majors registering for a career development course, thinking about internships earlier, and applying for one-on-one career-centered advising through the Senior Year Experience program. Salesforce serves staff through the sharing of notes and survey results. Overall stronger student-advisor relationships contribute to improve retention.

28N52: *The CRM Challenge: Tips to Successfully Select, Implement,
and Utilize a CRM*   Capitol 1-3 (4th Floor)

Sarah Keating—Associate Vice President, 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 implementations and transitions are one of the most costly (budget- and human resource-wise) endeavors that any campus will undertake. During this session, we 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?

• How do I ensure that the needs of the end user are met?

• 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 experiences from her consultations with a variety of colleges nationwide and will provide time for Q&A.

28N53: *Beyond Retention Planning: The Steps You'll Need to
Take to Move Toward Completion Planning*   Capitol 4 (4th 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 influenced 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 begin to move beyond the first year and to develop a completion planning agenda at your institution.

28N54: *The Art of a Successful Online Event*   Capitol 5-6 (4th Floor)

Kara Flynn—Client Services Manager, CollegeWeekLive

Anthony Pinto—Associate Director of Admissions, The University of Tampa

Paulina Achramowicz—Regional Manager (North America), International Recruitment and Marketing, University of East London

Online events are an extremely effective way to introduce prospective students to your institution. What's more, events can be an excellent re-engagement tool, allowing you to maintain an open and ongoing dialogue with prospective students throughout the enrollment funnel. Hear from peers at the University of Tampa and the University of East London on their successes, and pitfalls, in managing online events. Following this presentation, you'll walk away with actionable tactics for marketing your event, selecting your speakers, creating a compelling presentation, and effective follow-up. In addition, we'll discuss how to extend your presentation further with tools such as Facebook Live.

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28N55: *Creative Trends We Love: Inspiration to Invigorate Your Campus Communications*   Capitol 7 (4th Floor)

Matt Barnes—Director of Creative Services, Ruffalo Noel Levitz

Kate Nash—Vice President of Creative Services, Ruffalo Noel Levitz

It's back! If you're seeking ideas on how to add personality to your campus communications, this is a can't-miss 50 minutes. In this engaging and informative session, we'll discuss creative trends across industries that can be applied in higher education and why they are relevant to your prospective students.

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

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

28P44: *Prospect Data: Getting More Bang for Your Buck*   Centennial F (3rd Floor)

Catherine Ellis—Admissions Operations and Communications Manager, The American University of Paris

Harry Greiner—Director of Marketing and Communications, The American University of Rome

With all the talk about so many changes in the way in which we attract students—mobile responsiveness, international recruitment, geo-fencing, and branding—we often get so focused on what's new that we forget to leverage what we've already got. Every one of us is sitting on a wealth of information from our existing applicant pool, our prospective students, and those already enrolled with us. This session will help you look at the student information that you already have on hand, how it's used in your CRM and communications plans, and how to get more out of it in the future. Gazing into the distance can be fun, but what's right under your nose might be more rewarding.

28P45: *Breaking Down Campus Silos: The Role of Collaboration in Recruitment, Retention, and Marketing*   Centennial G (3rd Floor)

Mitzi Lauderdale—Associate Dean for Students, Texas Tech University

Achieve never-before-realized goals in recruitment, retention, and marketing by utilizing on-campus partnerships. Discover how building campus relationships can augment the student profile, increase your yield rate, and help students develop a sense of belonging. By capitalizing on experiences, program offerings, and departmental resources, you will strengthen your recruitment efforts, maximize the return on investment, and inspire student success. As you draw attention to the value-added components of your university, you can accomplish more together. Come see how a university's collaborative efforts can help effectively and efficiently create recruitment strategies, retention initiatives, and innovate marketing.

28P46: *Making Your Marketing ROI Business Case With Marketing Performance Metrics*   Centennial H (3rd Floor)

Michael Lofstead—Assistant Vice President, Web Strategy and Interactive Marketing Services, 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 will also provide experienced interactive marketers with a few new ideas to beef up online marketing and performance analysis efforts.

28P47: *Strategic Enrollment Planning: A Catalyst for Institutional Culture Change*   Mineral ABC (3rd Floor)

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.

28P48: *Creating Non-Traditional Enrollment Paths for Non-Traditional Students*   Mineral DE (3rd Floor)

David Brant—Director of Graduate Admissions, Bay Path University

This presentation will explore the use of alternative credentials, micro-degrees, and certificate programs to establish new enrollment pathways for non-traditional students. Increased competition combined with regional declines in traditional student populations make it essential to stay current on new non-traditional enrollment initiatives. A recent study by the U.S. Census Bureau found that over 30 percent of adults hold an alternative credential. Learn how other institutions are currently capitalizing on these non-traditional enrollment pathways. In addition, gain a better understanding of the ancillary benefits associated with implementing one of these strategies.

28P49: *The Enrollment Hexagon: A New Recruitment Mindset*   Mineral FG (3rd Floor)

Johnathan Williams—Assistant Director of Undergraduate Admissions, University of West Georgia

Research studies show that attending college can have an enormous impact on a student's life. Yet, current enrollment models, such as the enrollment funnel, treat prospective students as disposable, easily dispatched for the next inquiry. To address this, in the place of the enrollment funnel, the University of West Georgia implemented a new approach: The Enrollment Hexagon. Come hear the ways that The Enrollment Hexagon can make a meaningful difference in your prospective students' lives while increasing enrollment at your institution.

28P50: *Building Cultural Capital in First-Generation Students of Color Through a Holistic Mentoring Program*   Granite (3rd Floor)

Pedro Portillo—Coordinator of Student Success, Tarrant County College

Freddie Sandifer—Coordinator of Student Success, Tarrant County College

National data continue to show gaps in higher education attainment when comparing African-American and Latino males to their white counterparts. First-generation underrepresented students face many challenges when they enter higher education, particularly lack of cultural capital. Come and learn how Tarrant County College institutionalized a male mentoring program targeting African-American and Latino male

students. Taking a holistic approach to student development, the program is founded on the three E's of Engagement, Exposure, and Expectations. Students engaged in the program have proven to be retained at higher levels than non-participants.

28P51: *Sweat the Small Stuff: One Rural Community College's*
Retention Journey   Agate (3rd Floor)
Andy Long—Vice President of Student Affairs, Mid-Plains Community College
Attend this session to learn how Mid-Plains Community College increased their fall-to-fall, full-time retention rate from 53 percent to 67 percent over a four-year period. The session will examine how department assessment, the onboarding process, and staff development were used to help in this journey.

28P52: *The Maturation of Mobile and Social: The 2017 Social*
Admissions Report   Capitol 1-3 (4th Floor)
Gil Rogers—Director of Enrollment Marketing, Chegg Enrollment Services
Sasha Peterson—CEO, TargetX
Social media is no longer new. Neither is mobile. And yet, it still seems extremely difficult to stay current and up-to-date with what prospective students want and need. With constant changes in student preferences and behavior, how are enrollment marketers to keep up? This year's edition of the Social Admissions Report focuses on recent trends and shifts in student use of digital tools, social media sites (like Instagram and Snapchat), and mobile technology to find and access college information during their search and selection process. Additionally, we'll look at how interactions via digital channels influence a student's decisions.

28P53: *Retention for Rookies, Part 2: Proven Student*
Success Strategies   Capitol 4 (4th Floor)
Tim Culver—Vice President, Consulting Services, Ruffalo Noel Levitz
Stephanie Miller—Executive Consultant, Ruffalo Noel Levitz
So you have established your first year retention goals and your campus is ready to develop strategies. What next? Come to this session to learn the most common strategies that campuses around the country are using. We will incorporate both national research and our own campus experiences so you can learn what your peers are doing. We all have some model for academic advising but are you missing something? Do you have CAN strategy? Have you ever done an affiliation scan? These and other strategies will be discussed in what we hope is a networking opportunity for all who attend.

28P54: *College Financing Information That Leads to Decision*
Making: One Size Does Not Fit All   Capitol 5-6 (4th Floor)
Raquel Bermejo—Associate Vice President, Market Research and Planning,
Ruffalo Noel Levitz
Brandi Phillips—Director, Retention Solutions, Ruffalo Noel Levitz
Julie Bryant—Assistant Vice President, Retention Solutions, Ruffalo Noel Levitz
Our changing demographics demand that we communicate information regarding college financing earlier than ever and in different ways. Institutions also need to execute well-planned financial aid programs and communications to continuing students in order to improve graduation rates. This session will share students' perceptions regarding college financing issues spanning from high school to college, based on several national studies. Participants will learn how perceptions vary by ethnicity as students move through their

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college experiences. Emphasis will be on strategies to effectively and positively influence students' decisions to enroll and re-enroll based on their college financing perceptions and resources.

3:00-4:00 p.m.	Closing Keynote Session	Centennial Ballroom (3rd Floor)

28Q00: *Stop Global Whining*
Christine Holton Cashen—Author, speaker, and former university admissions officer
We are all being asked to do more with less. This closing keynote will give you the tools to get the absolute best with what you've got! We are all given what we need to succeed and Christine will help you take those skills to the next level.
Learn techniques to:
• Communicate effectively by understanding different personality styles
• Learn the secrets to defuse anyone and handle conflict like a pro
• Create a better day with more energy and time management tools
• Discover how humor can increase job satisfaction, improve morale, and reduce stress

4:00-5:00 p.m.	Closing Reception	*Capitol Foyer (4th Floor)*

5:00 p.m.	Conference Adjournment

Mark your calendar:	Please plan to join us July 24-26, 2018, in Orlando, Florida, for next year's National Conference.