

HOUR-BY-HOUR AGENDA

2018 Ruffalo Noel Levitz National Conference
July 24-26 | Orlando | RuffaloNL.com/Conference

CLICK TO BROWSE BY DAY

[Tuesday, July 24](#)

[Wednesday, July 25](#)

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TUESDAY, JULY 24

9:30 a.m. - 5:00 p.m. **Conference Check-In**

10:00 a.m. - 5:00 p.m. **Exhibit Area Open**

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

24A50: Developing Strategic Enrollment Strategies in Response to the Current Environment

Kevin Crockett, Senior Executive, Ruffalo Noel Levitz

Higher education professionals are currently dealing with the most turbulent environment in decades. Characterized by stagnant enrollment, ongoing demographic shifts, rapid technological change, and constrained resources, the pressure is on to attract, retain, and graduate students in greater numbers than ever before. This session will explore some of the prevailing strategic enrollment growth strategies that colleges and universities are using to thrive in the current environment.

24A51: Embracing the Technology Revolution

Josh Robertson, Senior Vice President, Product Strategy, Ruffalo Noel Levitz

New technology is coming to your annual giving shop, whether you're ready or not. From marketing automation to AI and machines learning to blockchain, your leadership is already excited about the possibilities that lie ahead. Are you? We're here to empower you with the knowledge you'll need to help drive technology adoption and strategy at your institution. In this session, we will separate fact from fiction and explore how these new technologies are being adopted by other industries. We will share insights into how they will change the way advancement teams develop strategy, segment, forecast, personalize to each donor, and optimize talent across the organization.

24A52: Retention for Rookies

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

You have just been named the chief collaborator for student retention at your institution—now what? Back by popular demand, this session will focus on learning the key elements necessary for successful retention planning. 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 required groundwork for student success initiatives.

24A53: Signal Through the Noise: Reaching Students of Generation Z

Scott Burke, Associate Vice President and Director of Undergraduate Admissions, Georgia State University

Joel Lee, Assistant Vice Chancellor for Enrollment Management, Winston-Salem State University

Ryan Hogan, Director of Admissions, Valdosta State University

While we are lucky to have thousands of students interested in our universities each year, we've found it challenging to reach them through the noise of email and the flooded internet. Generation Z is most active on mobile devices, but mostly via social media and text messaging. To meet their on-demand expectations, we implemented artificially intelligent (AI) virtual assistants to engage them via text message, doing everything from guiding them to complete their applications to gathering their feedback on campus events. As students develop connections to our virtual assistant and our institutions, they're also receiving answers to their questions within seconds, 24/7. Join us for this informative look at how we have used technology to engage Generation Z on their terms.

24A54: Building an Effective Financial Aid Strategy for Rookies

Derek Flynn, Associate 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 and fundamentals of building your own strategy. The presentation is geared toward professionals that may be new to financial aid and professionals wanting to learn the basics of building an aid strategy.

24A55: The CRM Challenge: Tips to Successfully Select, Implement, and Utilize a CRM

Sarah Keating, Associate Vice President for Enrollment, Ruffalo Noel Levitz

Adam Brown, Associate Dean of Enrollment, Kettering College

Given the complexity of recruiting today's students, enrollment managers cannot thrive without a strong, multichannel communication plan and a CRM to support that plan. The challenge, however, is that CRM implementations and transitions are one of the most costly endeavors (in terms of budgets and human resources) that any campus will undertake. Drawing on a research study conducted in 2017 and the presenter's own firsthand experiences as a consultant, this session will focus on practical ways to get the most out of your CRM, including:

- Factors to consider when choosing a CRM
- Best practices for preparation and implementation
- Ensuring the needs of the end users are met
- Structuring the enrollment operation effectively for ongoing utilization
- Determining how a CRM can best benefit an institution.

Adequate time will be provided for audience Q&A.

24A56: Program and College Level Recruitment: Is It worth It? We Say YES!

Bridget Jones, Associate Director of Undergraduate Recruitment, College of Business, Oregon State University

This presentation will discuss the College of Business at Oregon State University as a case study for establishing a college-based recruitment team within a larger university. Presenters will share the benefits (and challenges) of focused recruitment at the college level and provide insights on the components necessary for establishing a successful recruitment strategy. We will explore how this type of recruitment serves to extend the reach of the university admissions office and, ultimately, increases enrollment.

24A57: New and Innovative Ways of Thinking About Career Services

Walter Tarver, III, Assistant Dean of Students; Director, Career Center, Stockton University

Campus career centers continue to face challenges with respect to serving students. These challenges range from financial limitations and staff shortages to finding ways to consistently engage students in the career development process. This session will discuss how career centers can utilize a career community model to become more efficient and creative in delivering career advising programs and services, especially in the face of limited resources and poor student engagement. Attendees will learn about the model structure, strategies on how to get buy-in from various stakeholders, and how to successfully market the model. The session will conclude with a review of the Stockton University career center's most significant outcomes as a result of implementing a career community model.

24A58: Building Cultural Capital in First-Generation Students of Color Through Holistic Programming

Pedro Portillo, Coordinator of Admissions & Registrar, Tarrant County College

National data continue to show gaps in higher education attainment when comparing African American and Latino students to their white counterparts. First-generation underrepresented students face many challenges when they enter higher education. Learn how Tarrant County College has created purposeful programs that help students of color build their own cultural capital, which prepares them to better face the obstacles they encounter at institutions of higher education.

24A59: Expanding Into Adult, Online, and Graduate Spaces

Brett Frazier, Chief Customer Officer, 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 institutions 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.

24A60: Retention Strategies for Undecided Students*Stephanie Miller, Executive Consultant, Ruffalo Noel Levitz*

Undecided students, also known as students in transition, 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 how to provide intentional, intrusive, and comprehensive strategies and resources for serving students in transition.

24A61: How to Craft an SEO-Informed Information Architecture to Optimize Website Lead Generation*Matt Herzberger, Executive Consultant, Ruffalo Noel Levitz*

Understanding and aligning with user intent is the key goal of websites today regardless of the origin point. Today, more journeys are starting from search engines, making Google essentially your homepage. Search engines can be viewed as an intermediary between a user's query and your site architecture. Learn how to structure information architecture to create pathways from initial intent through key user flows and create opportunities for increased connections with prospects.

24A62: The Same Playing Field—The Art and Science of Athletic Recruitment and Enrollment Management*Drew Watson, Director of Athletics, Southeastern University**Chris Wood, School Counselor, Cedar Falls High School**Matt Krov, Associate Vice President, Ruffalo Noel Levitz*

At many colleges and universities, athletic recruitment and general undergraduate enrollment can seem to occur in silos. Prospective student-athletes may hear one thing from the coaches recruiting them and another thing from the admissions office. In this session, you will gain insight from a college coach, an athletic director, and an enrollment manager regarding how the athletic recruiting funnel and admissions funnel match up, how they differ, the best practices to bridge communication gaps, and how to incorporate athletic recruitment goals with overall enrollment goals.

24A63: Quality vs. Perceived Value: What Is the Difference and What Does It Mean for Institutional Strategy?*Pamela Lee, Market Research Consultant, Ruffalo Noel Levitz,*

College choice is complex and multidimensional, and students often lack relevant information at the time they make their decision. Therefore, pricing strategy for higher education can't follow traditional rules. This presentation will examine the idiosyncrasies of the college-decision process including: the difference between quality and perceived value; how value perception can trump price and financial aid; factors that affect price elasticity; the relationship between price changes, net revenue, and enrollment; when tuition resets will and won't work; and the emotional aspect of college choice. Lastly, we will discuss how to use this information in your pricing and marketing strategies.

24A64: Advancement Leaders Speak: Insights From More Than 4,000 Fundraising Professionals

Brian Gawor, Vice President, Fundraising Research, Ruffalo Noel Levitz

Ruffalo Noel Levitz spent the last two years talking with thousands of fundraisers and advancement leaders to find out their top priorities, successes, and challenges. The results of our surveys and interviews told us that fundraisers crave greater use of data, personalization for donors, and the optimization of new technologies. Join this session to find out what we heard, including where budgets are going and how fundraisers expect to solicit donors in the coming years. We'll talk about best practices in annual giving, major and planned gift officer productivity, and the future of higher education campaigns. We'll also see what's working in the engagement of special populations like young alumni, parents, and leadership donors. See how your program compares and hear ideas to take your giving program to the next level.

24A65: Five Strategies to Increase Annual Fund Revenue

Pamela Witter, Vice President, Development and Community Engagement, Trocaire College

Join 17-year fundraising veteran Pamela Witter and learn how to:

1. Perfect messaging to compel gifts and establish long-term trust with donors
2. Utilize data to improve returns and streamline systems
3. Master segmentation to personalize mass communication
4. Move beyond simple appeals by creating an annual campaign plan
5. Grow annual fund lead gifts by applying the major gift model

This session will help you discover (or rediscover) your passion for fundraising, move you with real-life stories, provide practical, day-to-day methods to increase revenue, and increase transformational services in your community through improved fundraising. This session is based on her recently published book of the same name and earning rave reviews throughout the country.

1:30 - 2:00 p.m.

Refreshment Break

1:35 - 1:55 p.m.

Exhibitor Showcase Session

RNL: Better Engagement Through Personalized Journeys

We live in an age that requires a new paradigm of engagement—beyond just digital marketing, where institutions must let go of the desire to control every piece of information their students, alumni, and donors see and when they receive it—and start to embrace the new paradigm of individual-driven marketing. Learn how we're changing the nature of the campaign with a modern, more effective approach to marketing.

2:00 - 3:00 p.m.**Concurrent Breakout Sessions****24B50: Demographics: High School Graduates and Higher Education Demand***Peace Bransberger, Sr. Research Analyst, Western Interstate Commission for Higher Education (WICHE)*

U.S. high school graduate numbers have plateaued as Baby Boom progeny dwindle. The class of 2025 may only be 5 percent larger than the class of 2013, and 10 to 15 percent smaller in many Midwest and Northeast states. Meanwhile, Hispanic graduates will surge in most states, especially in the South and West—not enough to replace the decrease of white graduates but enough to reshape graduating classes to barely 55 percent white with possibly many fewer college-bound students. Fewer children born between 2007 and 2016 also means 8 to 10 percent fewer graduates from 2025 to the early 2030s. Get the compelling WICHE data and other recent forecasts for higher education demand that will help.

24B51: Texting in Admissions: Staying Human in a World of Marketing Automation*Suzanne Petrusch, Vice President for Enrollment and Marketing, Presbyterian College**Dave Marshall, President, Mongoose*

Genuine conversations with prospective students and parents are essential touchpoints in any enrollment communication plan. These highly personal interactions not only build better relationships, they uncover misconceptions related to affordability and outcomes. Treating texting like an old-school search campaign or flooding the market with trite, contrived messaging is not a recipe for success. In this session, you will learn how automated text messaging connects your team with hundreds or thousands of students at once—and initiates authentic, individual conversations. Key topics will include:

- How to convert replies from automated messages into one-on-one conversations with students and parents
- TCPA and FERPA—how to stay compliant
- Intuitive, real-world examples of text campaigns and lessons learned

24B52: Data Science for Fundraising and Enrollment Management*Ashutosh Nandeshwar, Assistant Vice President, Relationship Management and Data Sciences, University Advancement*

Predictive modeling, advanced statistics, and artificial intelligence are beginning to change the ways that we connect with donors and students. What happens when you move from demographic segmentation to tracking real behavior and putting your efforts behind the people who are showing the highest level of intensity, recency, and persistence in their interest? You can use your resources better and reach more engaged prospects with less effort. Few organizations have been able to tap into these tactics because they think it's impossible without major investment, but you can get started right now with the data you have. The co-author of Data Science for Fundraising will share real-life examples of how these next-generation tactics can help optimize your strategy and immediately bring more donors and students to your institution.

24B53: Financial Aid Reform: Next Steps

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

John Baworowsky, Vice President for Enrollment Management, Marquette University

The implementation of Prior-Prior Year (PPY) has provided a wider window for families to prepare and plan for college financing. However, while PPY has been a meaningful and helpful financial aid reform measure, more needs to be done. This session will detail five additional financial aid reform measures that can be implemented.

1. One-time FAFSA filing
2. Elimination of the Federal NPC
3. Congress and states determining grant eligibility criteria earlier and once every four years
4. A 2 percent interest rate for college loans
5. Development of a more salient college savings plan

Research and data supporting these measures will be shared, along with discussion of how they can be implemented and the specific processes as to how they would work. In addition, the presenters will address the barriers to these proposals at the state and federal levels and provide insights from meetings with Department of Education officials in Washington, D.C.

24B54: Marketing for Rookies

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.

24B55: First-Choice Institution or No? Why It Matters for Enrollment and Retention Success.

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

Do you know if your institution was the first choice for the majority of your students? Institutional choice can have a powerful impact on student perceptions regarding their educational experience. First-choice students indicate higher levels of satisfaction, based on national data from the RNL Satisfaction and Priorities Surveys. This session will look at the campus experiences that reflect the biggest differences in satisfaction perceptions between first-choice and second- or third-choice students. We will discuss how you can influence institutional choice during the recruitment process as well as target messages to currently enrolled students to improve satisfaction and student success.

24B56: Before They Leave: Designing Effective Recruit-Back Programs

Brenda Williams, Senior Associate Consultant, Ruffalo Noel Levitz

Retaining students once they have made the decision to leave an institution is difficult, so it is important to take action before they make their decision. During this session, you will: a) learn primary recruit-back strategies to identify students before they leave and effective ways to increase

their persistence rates, b) develop secondary recruit-back strategies that target students who have already left the institution (e.g., “stop-outs”) and are qualified to return for degree completion through advising and re-engagement, and c) implement the elements of successful recruit-back programs that assure measurable retention and completion outcomes.

24B57: Do It in 2: A Graduation Challenge for Community College Students

Pedro Perez, Director, Manhattan Community College

Borough of Manhattan Community College is one of the largest urban commuter colleges in the City University of New York with more than 27,000 students. College Discovery (CD) is a Special Opportunity Program, with an average of 550 students. The program targets students who meet NYS Poverty Guidelines and are underprepared academically based on their high school average. In spite of these significant challenges, our students graduate at higher rates than regularly admitted students. This is true for both two- and three-year rates. This workshop will focus on the efforts and programming that were developed and implemented to help our students meet the CD challenge to “Do It in 2!”

24B58: Pathway Partnerships: Connecting the Dots for Transfer Students Between Two- and Four-Year Programs

Terry Dale Cruse, Head of Campus, Mississippi State University

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 with offices on community college campuses, and co-branding and marketing of key programs.

24B59: The Fundamentals of Strategic Enrollment Planning

Lew Sanborne, Vice President, Ruffalo Noel Levitz

The higher education landscape continues to change at a rapid pace, and the competition for students is fierce. Strategic Enrollment Planning (SEP) provides a disciplined approach to monitor the environment and to develop institution-specific strategic responses. Learn the absolute must-dos for an effective SEP project, how to distinguish strategic initiatives from annual planning efforts, the steps to take for an effective SEP, and common pitfalls to avoid. We’ll explore these questions and those from participants in this interactive session.

24B60: Transform Your Academic Advising Program: Move Beyond Course Registration

Stephanie Miller, Executive Consultant, Ruffalo Noel Levitz

Does your campus only provide academic advising as a process for registration and course selection? Is there a disconnect between what actually happens in the advising process and what your campus has established as critical core values and educational goals? In this session, we will discuss steps and concepts to help change the advising paradigm on your campus. This session is not about advising approaches or advising strategies; rather it is guidance for academic advising leaders who want to create the conditions necessary to move to an effective, intentional, and student-centered academic advising program.

24B61: Using Alumni as Your Sales Force

Mark Lorenzo, Assistant Director, MID Program, Texas A&M University

Alex Bodenham, Chief Marketing and Recruitment Officer, George Mason University

When recruiting graduate students in today's recruitment environment, applicants have the advantage with hundreds of degrees to choose from. Your people are the only difference between your program and your competitors. Join us for this session as we discuss how our institution coached select alumni for our recruiting, growing the program's enrollment from 12 students in 2001 to 120 students in 2017. We will share data, processes, expectations, and KPIs on how our alumni have helped grow enrollment

24B63: Get the Tools to Put Students on the Path to Career Success

Brian Keenan, Senior Vice President, Purple Briefcase

Learn how RNL Career Services powered by the Purple Briefcase platform manages, monitors, and facilitates student career development. Our RNL Career Services expert will walk you through the platform and answer your questions live. Discover how to put students on the path to career success by:

- Connecting your students to jobs, internships, and career preparation tools that align with career goals
- Managing and tracking relationships with employers and alumni, from scheduling events to recording and reporting student outcomes
- Leveraging on-campus recruiting activities to support institutional enrollment goals

24B64: Building an Integrated Annual Giving Program

Karen LaMalva, Vice President, Client Services, Ruffalo Noel Levitz

Deidra Miles, Director of Annual Giving, University of Massachusetts Lowell

Chris Brooks, Senior Director of Annual Giving, University of Colorado

More than 75 percent of planned giving donors and major donors made multiple annual gifts before stepping up their donations. Annual giving is a pipeline engine, and competition is fierce. Fundraising organizations are not only competing with each other for charitable support, but they are also competing for attention against thousands of marketing messages each day. Learn more about building a program that integrates multiple marketing channels to engage prospects in a lifetime of support.

3:00 - 3:30 p.m.

Refreshment Break

3:05 - 3:25 p.m.

Exhibitor Showcase Session

Technolutions: Multichannel Marketing Magic with Slate

Join this session to learn about the robust ways Slate can help your institution achieve its outreach and communication goals. We'll explore an array of marketing tools that interweave both personalized digital and print media into one cohesive campaign strategy, complete with analytics. This session will highlight how Slate can empower your office to reach prospective applicants, current students, and help with data analysis to keep you competitive.

3:30 - 5:00 p.m. Concurrent Breakout Sessions**24C50: No Surprises Revisited: Assessing What's Essential for Enrollment Success***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 provide 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.

24C52: Getting Our Diverse Population to College: High School Counselors and Enrollment Offices Partner Together [A Panel Discussion With High School Counselors]*Raquel Bermejo, Associate Vice President for Market Research and Planning, Ruffalo Noel Levitz
Kelly Bowling, Josh Ditsky, Melanie Hildebrandt, and Chris Wood*

Research shows that high school counselors have a substantial impact on college participation rates. To encourage them to consider your institution, it is important to understand their perceptions, preferences, and needs for communication. Join us to gain exclusive access to a panel of high school counselors and enrollment officers sharing their insights and best practices for recruiting, marketing, and communicating with today's students. We will discuss how, as the population of students continues to become more diverse, admissions and financial aid policies will need to shift to meet the evolving needs of these students. Discover how we may coordinate our efforts to most effectively get these students to colleges and universities that are the best fit for them.

24C53: Leading the Admissions Team*Bruce Perkins, Vice President of Enrollment and Student Life, Oklahoma Baptist University*

It's a long recruiting year. How do you keep your team motivated? How do you hold them accountable? How do you keep them focused on 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 keeping your team on mission, maintaining (or improving) morale, making data-informed decisions to help your team get the most from their efforts, developing reporting tools that measure and motivate, and discovering new pockets of potential students throughout the year. Anyone who leads a team can benefit from this session, but especially new directors of admissions.

24C54: The Refinement of a Case Management Advising Model (AlamoADVISE) and the Development of an Advising Scorecard to Support Student Persistence and Graduation Rates*Becerra Gilbert, Vice President of Student Success, Palo Alto College
Michael Ximenaz, Director of Advising, Palo Alto College*

Learn how Palo Alto College, one of the Alamo Colleges and a winner of a 2018 Lee Noel and Randi Levitz Retention Excellence Award, refined their case management advising structure and developed

an advising scorecard to increase retention by 8 percent and the four-year graduation rate by 23 percent. Find out how this homegrown system offers a personalized pathway with a dedicated certified advisor to provide academic and career advising. A special focus was on developing a degree plan, completing milestones, and ensuring persistence to graduation with an additional focus on assessment of student learning outcomes. The program has been adopted by four schools within the district to impact more than 60,000 students.

24C55: Eight Steps for Creating a College Marketing and Communication Plan

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
- How to mix new and traditional marketing methods for a cohesive campaign

24C56: Taking a Ride on the Student Data Life Cycle: What We've Learned Along the Way

Radek Ostrowski, Director of Assessment, Monmouth University

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

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

What happens when your focus on student satisfaction and retention evolves into an examination of data from the entire student life cycle? What do you discover when you realize the data can connect administrative units across campus in the promotion of student success and engagement from the point of enrollment to alumni involvement? This session will explore one institution's efforts to maximize the impact of data derived from multiple sources by fostering connections between that information and the various stakeholders involved along the student data life cycle.

24C57: A Blueprint for Increasing Graduation Rates for Minority Males

Jà Hon Vance, Executive Vice President, JV Educational Consultants

This presentation will examine the critical factors—both external and internal—related to creating opportunities for success for minority males in higher education. The presenter will include a blueprint and user-friendly strategies for maximizing 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. Ultimately the discussion will examine how to effectively strengthen the education pipeline for minority males via higher education policy.

24C58: The Role of Faculty in Recruitment, Retention, and Mentoring

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

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

24C59: Using IPEDS to Understand Your Position in the Marketplace

Wes Butterfield, Vice President, Ruffalo Noel Levitz

How many times have you been told, "You can get that information from IPEDS?" You go to the IPEDS website and fumble around and think to yourself, "Now what?" If you've run into this problem and want to learn how to retrieve meaningful information from the IPEDS site, this session is for you. Bring your list of overlapping or aspirant institutions and your computer, and step-by-step we will help you leave the session with a completed dataset for analysis in hand.

24C60: Four Keys to Attract Students at Community and Technical Colleges

Craig Engel, Senior Vice President, Ruffalo Noel Levitz

A great strength of community and technical colleges is the diversity of the students they serve. However, that strength becomes a challenge when developing marketing and recruitment plans and considering the various ways to communicate with students who have very different motivations for enrolling and staying in school. In this session, you will hear techniques for managing the marketing and recruitment funnel, how to generate sufficient demand, communication strategies, and the latest national benchmark data.

24C61: RNL Digital Giving: Platform Demo and Roadmap

MaryGrace Baldo, Product Manager, Ruffalo Noel Levitz

Learn how the right tools make it easy to plan, launch, and run successful giving days with compelling online fundraising options. You'll get a guided tour of our best-in-class platform and answer your questions live. Get an in-depth look at:

- How to get the most from giving pages with flexibility and dynamic updates
- The importance of customized branding of your donor experience—from planning to stewardship
- How the RNL ScaleFunder platform offers real-time fundraising and social media analytics
- Integration with your existing payment processor to streamline the checkout process
- Fundraising events—including matches, challenges, leaderboards, etc.

Plus, we'll share our plans for the next generation of digital giving features that meet your donors' changing expectations.

24C63: Knowing and Using Your Donor Identities

Nicholas Ellinger, Vice President of Marketing Strategy, DonorVoice

Donors give because of who they are, not who we are. But we can put them in a giving mind by learning their core motivation for giving and priming their donor identities. Learn the science of donor motivation and how organizations:

- Used occupational identities to increase response rate by 42%.
- Learned core motivations for giving on a telemarketing call and used them to increase response and average gift by 15% each.
- Matched the identities of callers to alumni to increase giving.

We'll cover the theoretical and tactical, using examples from scientific literature and on-the-ground fundraising.

24C64: First-Time Donor Stewardship and Retention

Julie LeFebvre, Senior Director of Annual Giving, LSU Foundation

The second gift you get from a donor is almost as important as the first. New donor stewardship can determine if that donor will become a lifelong giver or remain a one-time donor. In this session, you will learn about recognizing, celebrating, and engaging first-time donors in order to build a community of loyal supporters. From taking advantage of new tools to tweaking existing approaches, our presenter will share examples from her institution as well as other campuses, big and small. In addition, we will look at how to measure and analyze your efforts while keeping an eye on those ever-critical retention rates.

5:30 - 7:00 p.m. Conference Welcome and Opening Keynote

24D66: Keynote session—Step Out on Nothing

Byron Pitts, Co-Anchor of ABC's Nightline and Author of Step Out on Nothing

Byron Pitts will share his against-the-odds tale of how he went from a “functionally illiterate” elementary school boy to award-winning television reporter. He'll describe how he endured bullies and humiliation through grade school, struggled with reading, and stuttered until he was 20 years old. Even after scratching his way to Ohio Wesleyan University, his freshman literature professor told Mr. Pitts he was wasting everyone's time. In the end, Mr. Pitts credits his determination to the strong women in his life, including his wise, spiritual mother, and a professor who Mr. Pitts says not only “changed my life, she saved it.”

7:00 - 8:30 p.m. Opening Reception

WEDNESDAY, JULY 25

7:00 a.m. - 5:00 p.m. **Conference Check-In**

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

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

7:40 - 8:00 a.m. **Exhibitor Showcase Session**
RNL: A New Look at Integrated Digital Marketing Solutions

How can you optimize your marketing efforts to leverage the cost and reach benefits of digital? We'll walk through examples of institutions who have worked with RNL to optimize their websites, boost search results, and create a more effective digital presence.

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

25E50: Aligning Your Financial Aid and Marketing Strategies

Kevin Crockett, Senior Executive, Ruffalo Noel Levitz

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

25E62: Quit Throwing Spaghetti! Using Data, Strategy, and Collaboration to Create a Content Plan That Actually Works

Corie Martin, Director, Web Services and Digital Marketing, Western Kentucky University

Are you losing sleep at night wondering if you are reaching students? Is the spaghetti approach to content sharing just not working anymore? With so many distinct audiences, it can be challenging to strategize messaging, coordinate timing, and prioritize content based on recruitment and retention goals. In an age where we are trying to do even more with even less, strategy and collaboration are more important than ever before. In this session, you will learn how to utilize campus partnerships and student support to create a strong, affordable content plan that will reach students and support your goals.

25E52: High School Visits: How to Create Lasting, Meaningful Relationships and Grow Your Enrollment

Jared Christensen, Enrollment Consultant, Ruffalo Noel Levitz

Michael Ritter, Enrollment Consultant, Ruffalo Noel Levitz

Josh Ditsky, Director of College Counseling, Berks Catholic High School

Erin Ervin, Assistant VP of Enrollment Management and Communications, Florida Southern College

In this session, participants will hear multiple perspectives on effective practices for building relationships

with secondary school counselors and students. Panelists will share experiences and observations on how to maximize counselor relationships through high school visits and other programming. In addition, presenters will share practical tips on how to use this information to inform your travel and training plans to best meet your institutional strategic goals.

25E53: A Campuswide Commitment to Student Retention: Identification, Innovation, Empowerment, and Communication

Edna McCulloh, Associate Vice President and Dean of Academic Administration, Walsh University; Rebecca Coneglio, Associate Vice President for Enrollment Management, 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 to increasing student success, 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.

25E54: Young Alumni Giving: It's Not as Hard as You Think

Matthew Dymoke, Assistant Director of Alumni Relations, Concordia College

It's often said the millennials are the most generous generation, but many colleges and universities cannot seem to crack the code on how to successfully engage recent graduates in making a gift. However, it is imperative that colleges and universities connect with recent graduates and build the pipeline early on for success down the road. This session will focus on strategies to engage young alumni in the life of the college, how that leads to recent graduates making a gift, and the process of tying everything together through group discussion and the sharing of successful ideas.

25E55: Successful Students: At the Heart of Our School's Evolution

Emily Carpenter, Assistant Professor of Mathematics, Director of Transitional Mathematics, Seminole State College; Kendall Rogers, Assistant Professor of Psychology, Student Success Coordinator, Seminole State College

Tired of just talking about student success and retention without much change, our small, rural community college decided to take dramatic action. We jumped into transforming our first-year experience for students, implementing faculty advising, and integrating a full corequisite model in our developmental classes. During this session, we will discuss this process at Seminole State College, how students were the complete motivation for this evolution, and how students have shown a tremendous amount of personal and academic growth as a result, meeting their goals and exceeding their and our expectations.

25E56: Developing Strategic Partnerships: Pipelines for Adult Enrollment

Nancy Shaeffer, Assistant Director of Graduate Admission, Augsburg University; Janet Lestock, Associate Director of Graduate Admissions, Augsburg University

Partnerships give universities a connection to working adults through their employers. However, while the benefits of strategic partnerships are numerous, it is a challenge to develop them with limited time and money. This session will detail how Augsburg University—a small nonprofit

institution—started a partnership program in 2011 and has acquired 55 strategic partners using a variety of campus resources. Our partners range from large corporate employers to hospitals to school districts, and we are always looking for more.

25E57: Going Internally: Recruiting and Yielding Your Own Graduate Students

Casey Hampton, Recruitment and Retention Advisor, Georgia Institute of Technology

Recruitment of graduate students is a tricky art to perfect. Where to find them, how to yield them, and what type of class can be crafted? Why look any further than your own school? In this session, we'll tackle the subject of connecting with, recruiting, and yielding your own graduate students, and how to perfect this strategy to craft a qualified and strong class with faculty, staff, and student buy-in. We'll also look at ways to recognize students for their achievements and how to tie that in with recruitment strategies.

25E58: Alignment: The Missing Element for Enhancing Student and Institutional Success

Charles Schroeder, Senior Associate Consultant, Ruffalo Noel Levitz

While enhancing student and institutional success are admirable goals, deeply rooted organizational cultural, structural, and mental model challenges usually limit achievement of these outcomes. 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 limited or non-existent. 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 session explores low-cost, practical, and proven alignment strategies from educationally effective schools to achieve high levels of student success and institutional success. By understanding and embracing alignment principals and strategies, participants can help their institutions improve educational quality, productivity, and effectiveness.

25E59: The Transformation of Career Development in Higher Education: It’s About Time!

Brian Keenan, Senior Vice President, Ruffalo Noel Levitz

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

Career services operations are experiencing calls for transformation—fueled by demands for a return on the investment students (and their families) are making in the cost of college. In response, colleges and universities are challenged to re-imagine the delivery of career development across the student lifecycle (from recruitment to alumni engagement) and the systems that are necessary to provide effective career services. This session will emphasize national data that highlight the critical importance students place on career services and the systems necessary for students to maximize their professional preparation and increase their engagement as alumni.

25E60: Facing the Giants: How Small Colleges Can Successfully Compete

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

Those who serve at small, private institutions regularly compete for students with other universities that are significantly larger and have seemingly infinite resources. The reality is, small colleges and universities can and should compete to win—especially considering the fact that the stakes are so high. In this session, the presenter will explore techniques you can implement to maximize your

funnel metrics and ultimately do more with less. By working smarter (not necessarily harder) and being more strategic about approaches to recruiting students, small college and university campuses can achieve their enrollment goals in a market that is becoming more and more competitive.

25E61: Strategic Enrollment Planning: A Catalyst for Institutional Culture Change

Brad Goan, Executive Consultant, Ruffalo Noel Levitz

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

25E62: Recruitment for Rookies

Anne Monroe, Vice President, Recruitment Consulting, Ruffalo Noel Levitz

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

25E63: How We Launched a Record-Breaking Giving Day: A Case Study

MaryGrace Baldo, Product Manager, Ruffalo Noel Levitz

David Jakielo, Assistant Director, Annual Giving, Duquesne University

Sara Thompson, Assistant Director of Annual Giving, Bowling Green State University

Jenny Wensink, Director of Annual Giving and Alumni Relations, Bowling Green State University

Giving days have helped drive record-breaking higher ed fundraising totals in recent years. What are the keys for success? Whether you’re planning to launch your first giving day or want ideas on how to re-imagine your existing event, our panel will offer their first-hand experience in how to plan, support, and execute a successful giving day—and how to get buy-in from your institution’s key stakeholders.

25E64: Five Ways to Consistently Grow Your Annual Giving Program

Shad Hanselman, Associate Vice President, Annual Giving Product Management, Ruffalo Noel Levitz

Fundraising leaders are under ever-increasing pressure to deliver larger gifts faster than ever, and what has always been done is no longer working. As the focus on securing major gifts intensifies, there’s increasing emphasis on the development of a robust and rapid pipeline from annual giving to major gifts. In this session we will unpack five ways you can advance your annual giving program to broaden your base of support and meet the need for more leadership gifts to fill your donor pipeline.

25E65: RNL Roadmap: The Future of Enrollment Solutions

Josh Robertson, Senior Vice President, Product Strategy, Ruffalo Noel Levitz

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

Ruffalo Noel Levitz continues to evolve our services to meet the changing needs of colleges and universities as they seek to recruit, enroll, and retain students in a more competitive environment. Join this peek into our newest enrollment solutions and how they are powered by advanced analytics, personalized engagement, and smarter reporting. We'll share how we're applying new innovations to the services you are using today and how our offerings will advance in 2018 and beyond.

9:15 - 9:45 a.m. Refreshment Break**9:20 - 9:40 a.m. Exhibitor Showcase Session****RNL: Stronger Data, Stronger Results: How Analytics and Enrichment Will Transform Your Approach**

How can advanced analytics, predictive modeling, and data enrichment create a stronger foundation for your recruitment, retention, and fundraising campaigns? Our analysts offer an inside look at the advancement services we provide to produce stronger results for our clients—and a better experience for their students, alumni, and donors.

9:45-10:45 a.m. Concurrent Breakout Sessions**25F50: The New Engagement Economy in Higher Ed**

Todd Abbott, Senior Vice President, Ruffalo Noel Levitz

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

We are now recruiting the first fully digitally native generation. Rapid technological advancements and a shift in student behavior and expectations have placed higher education enrollment management somewhere between a market disruption and a paradigm shift. Students seek authenticity and engagement unique to their preferences. How can enrollment recruitment operations keep up? How can we create one-to-one experiences throughout the funnel? Come learn what the data tell us about how students prefer to engage with colleges and universities and leave with key takeaways to thrive in this new engagement economy.

25F51: Pricing Implications in Private Higher Ed

Rick Holaway, Director of Graduate Programs and Assistant Professor of Management & Marketing, Lipscomb University

This session will explore significant findings related to how price (tuition and fees) correlates with changes in enrollment figures, retention, financial aid, alumni financial involvement, class sizes, student to faculty ratios, and acceptance rates. Key takeaways for attendees include a broader understanding of how increased tuition, over time, impacts key institutional health indicators. The presentation will be a time for the audience and presenter to share experiences and relative outcomes so they will walk away with some best practices in hand.

25F52: Working With Gen Z Parents: Best Practices for High School Counselors to Meet Your Enrollment Goals.

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

Melanie Hildebrandt, College Counselor, Peter Johansen High School

Kelly Bowling, School Counselor, Braden River High School

Gen Zers are the first generation to have grown up digital. Is your enrollment office ready to work with their parents? This session will present information from two national-level surveys on parents' communication preferences so that attendees can take practical tips and information to implement in parent communication strategies. Additionally, two experienced high school counselors will put things in context for the attendees by sharing their experiences and giving their best practices for any enrollment manager who wants to successfully involve, communicate, and work with parents of Gen Z students.

25F53: Avoid the Recruitment Blind Side: Balancing Emerging Trends With Fundamentals

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

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

25F54: The Growing Career Demands of the Online Student Population

Nicole Poff, Career Services Specialist, Career and Alumni Services, Ashford University

Online education has become an increasingly popular and widely accepted approach to completing degrees. Providing on-demand resources are a must in order to respond to the needs of this multifaceted student population that we now serve. There is no perfect way to slice it, but come listen to the strategic plan of Ashford University's Career and Alumni Services Department as they focus on enhancing the user experience, scaling services by creating on-demand career resources to serve more students, integrating career components within the classroom, and building internal advocates due to operating with less staff.

25F55: Eight Fundamental Issues to Understand for Graduate/Professional Enrollment Planning

Craig Engel, Senior Vice President, Ruffalo Noel Levitz

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

25F56: Making Your Marketing ROI Business Case With Marketing Performance Metrics

Michael Lofstead, Associate Vice President, Digital Marketing and Creative 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 should also provide experienced interactive marketers with a few new ideas to beef up online marketing and performance analysis efforts.

25F57: Student Self-Advocacy: Four Areas to Help Students Help Themselves

Steve Piscitelli, Author and Retired Professor, The Growth and Resilience Network®

College life presents academic and non-academic challenges for students. Residential students confront physical separation from their support network back home. Commuter students have new logistical concerns to tackle. All students have to navigate the unfamiliar demands of higher education. Campus orientation introduces students to people, resources, and processes available for their benefit. Do we also spend time helping them develop strategies to advocate for themselves? When they feel disconnected and lost, do they have the tools to authentically speak up for what they need? This interactive session focuses on four critical dimensions to promote student self-advocacy: Connections, Disconnections, Future Me, and The Seven Core Values for Success.

25F58: The Sophomore Slump: Strategies for Supporting and Retaining Second-Year Students

Julie Tetley, Chief, Academic Advising and Assistant Professor, The United States Air Force Academy

Over the past 20 years, colleges 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 along with the latest sophomore-year research and best practices from across the nation. Participants will leave with ideas for implementation and knowledge about how to better support second-year students.

25F59: A Small College and an Integrated Approach to Enrollment Growth

Dottie King, President, Saint Mary-of-the-Woods College

Karen Dyer, Vice President for Institutional Advancement and Strategic Initiatives, Saint Mary-of-the-Woods College

After years of declining enrollment, the leadership of Saint Mary-of-the-Woods College moved to implement a bold strategy at its institution, one steeped in a 175-year tradition of being the oldest Catholic women’s college in the nation. The president, cabinet, and board of trustees set about moving the college decades forward in three short years, asking the students, faculty, staff, alumni, and board members to aspire higher in order to grow the institution systematically and strategically. The proposed strategy required a commitment at all levels to growing enrollment, a strong alumni

base willing to financially support the college, and the ability of the board and leadership to make difficult decisions. In the three years since making these difficult decisions, enrollment has grown dramatically, with a 45 percent increase in new students last year alone. Come hear how change and collaboration led to us building a stronger institution.

25F60: Tuition Reset: Is It Right for You?

Debbie Stieffel, Vice President for Enrollment & Student Affairs, University of Detroit Mercy

Resetting tuition is a serious strategic decision. How do you know if it is right for your institution? This session will give you an inside look at the process that two private universities used to determine whether a tuition reset was right for them. Learn about the analysis and decision-making process, as well as how various constituencies played a role in the decision—from the board of trustees to administrators, faculty and staff, and students. Information on how to market and promote the change to internal and external constituencies will also be discussed with examples of messaging and results to date.

25F61: Strengthening Minority Serving Community College-HBCU Partnerships

Michael Marshall, Associate Vice President for Enrollment Services, Clark Atlanta University

Access 4 Achievement is a multifaceted partnership between Clark Atlanta University and Georgia Piedmont Technical College at all levels—faculty, student, and administration. By collaborating on guaranteed admissions, program-specific articulations, joint credentialing, co-curricular involvement, reverse transfer agreements, a faculty pipeline program, and even fundraising, these two institutions aim to expand postsecondary opportunities and increase student success. Benefits include: (1) increased enrollment and improved student success because of relevant, meaningful support services and flexibility in program design, (2) higher job placement rates as a result of students earning industry-recognized and respected skills and certificates, (3) improved social mobility.

25F62: Strategy Roadmap

Lew Sanborne, 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 and 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 and learn how RNL partners with campuses to find opportunity in critical industry challenges.

25F63: Launch a Crowdfunding Program That Thrives

Lauren Mitchell, Assistant Director, ASU Foundation

Over the past few years, crowdfunding has become a valuable tool for higher education fundraisers. It provides an opportunity to empower your students, staff, faculty, and community to influence a campuswide culture of philanthropy—helping to identify and acquire new donors. Even though crowdfunding continues to grow and expand, some universities struggle to generate the support needed to implement the program. This session will help you understand the obstacles and required partnerships needed to launch a crowdfunding program that thrives.

25F64: What's Next for Text: Top Institutions Share Their Secrets*Casey Accardi, Assistant Director, Annual Giving, MIT*

Open rates and contact rates for email and direct mail continue to drop. Phone calls go ignored. But 97 percent of text messages are read. One-to-one text messaging has the potential to revolutionize the way we communicate with our constituents, but how do we incorporate text messaging holistically into our alumni outreach strategies? In this session, we'll talk about best practices across higher education for using text messaging as a fundraising, stewardship, and engagement channel. Whether you've never tried texting before or you're a pro at incorporating texting across departments and efforts, join this session for an inspiring conversation about this high-touch, high-impact channel.

25F65: Understanding and Adopting Digital Marketing*Josh Robertson, Senior Vice President, Product Strategy, Ruffalo Noel Levitz**Kayla Manning, Vice President, Digital Marketing Strategy, Ruffalo Noel Levitz*

In a world where everyone's inbox is overflowing and there are more distractions than ever, how do you effectively reach the right donors at the right time with the right message through the right channels? Innovations in digital marketing are empowering organizations to tap into a donor-driven, highly relevant approach to engagement. How do you make the right choices to connect with your supporters? What are the best ways to make the case, manage, and measure digital for your institution? This session will cover all the essentials for digital marketing today.

10:45 - 11:15 a.m. Break**11:15 a.m. - 12:30 p.m. General Session****25G66: Keynote session—Eight Ways to Accelerate Your Leadership Odyssey***Dr. Chris Howard, President, Robert Morris University*

Dr. Chris Howard will share his playbook for developing character-based skills that apply to anyone, in any field, at any time. These skills and attributes show leaders how to be courageous, accountable, and act with empathy, traits that will serve higher education well during a time of great tumult and transformation. These skills have helped Dr. Howard throughout his career, from the gridiron to the battlefield to becoming one of the youngest college presidents in the United States.

12:30 - 1:45 p.m. Hosted Lunch**2:00 - 3:00 p.m. Concurrent Breakout Sessions****25H50: Mentoring and Mentoring Programs: Powerful Tools to Engage and Retain Students***Rod Fluker, Executive Director, Texas Association of Black Personnel in Higher Education*

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

Specifically, the workshop will address:

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

25H51: 2018 Trends in Higher Education and Philanthropy

Liz McMillen, Editor, The Chronicle of Higher Education

In a fast-changing and ever-evolving higher education landscape, it can be difficult to predict what's next for college campuses. In this session, the top editor of *The Chronicle of Higher Education* will discuss key issues covered in the publication's *2018 Trends Report* as well as important shifts affecting college enrollment and the philanthropic landscape.

25H52: Perceptions of College Financing From High School Through College Graduation: Strategies to Increase Student Success

Ale Sosa Pieroni, Associate Vice President, Financial Aid and Affordability Product Management, Ruffalo Noel Levitz

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

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

This session will share data from students nationally on their perceptions of college affordability and financial aid assistance. This comprehensive exploration will begin with data from high school students and counselors, continue with data from students as they begin their college careers, and conclude with the perceptions of currently enrolled students through all four years of their college experience. We will highlight how students feel about college affordability, the financial stress they anticipate if they enroll, their perceptions of interactions with financial aid staff, and their overall sense of tuition as a worthwhile investment. When you understand what students today are thinking, you will know better how to target your recruitment and retention messages to boost enrollment.

25H53: Building and Managing a Frontline Leadership Annual Giving Team

Mike Brucek, Director of Leadership Annual Giving, University of Minnesota

Transitioning dedicated annual giving donors into a more authentic relationship with the institution is an important part of enriching the donor experience and growing the major gift pipeline. Many organizations rely on leadership annual giving teams to help facilitate this activity. Please join us for a guided discussion that will outline proven methods and examine common challenges associated with building and managing an effective leadership annual giving team. New and seasoned development professionals are encouraged to participate in this inviting discussion about an emerging priority for many advancement offices.

25H54: Driving Retention and Student Success: Big Data Tools and Techniques for Non-Data Scientists

Terry Mills, PhD, Assistant Provost for Student Success, John Carroll University

Mark Sloan, CEO GlyphEd / University of Notre Dame

Tina Facca Miess, PhD, Associate Professor of Marketing, John Carroll University

This session will share lessons learned from John Carroll University's "First in the World" grant program on retention and student success. Using data from the RNL College Student Inventory and Mid-Year Student Assessment, EQ-i, Thriving Quotient, and student information from diverse platforms including Banner, we will discuss a predictive retention model of data visualizations from student enrollment data. Attendees will learn how John Carroll University created interactive data visualizations that support the proactive identification of retention risks, so campuses may build and execute targeted retention programs.

25H55: Making Inbound Happen: Bridging the Admissions/Marketing Gap

Jenny Petty, Director of Enrollment Marketing, University of Wyoming

Pamela TenEyck, Digital Marketing Strategist, University of Wyoming

Kyle Moore, Associate Vice President for Enrollment, University of Wyoming

The college search has changed. Now more than ever, marketing and admissions must work together to build a successful program, guiding prospective students through the admissions process and investing in content that puts the student's needs first. Join us as we discuss strategies for collaboration and teamwork to align marketing and admissions in order to bring in the class you want.

25H56: Are We a School or a Campus? Navigating Enrollment Management at a Regional Center

Joseph Heltzel, Director of Enrollment Management, Indiana University Purdue University Columbus

Complex marketing campaigns, campus events, web presence, brand presence...what do all these things have in common? They are challenging! Indiana University Purdue University Columbus is a regional center (academic school) for IUPUI and offers Indiana University and Purdue degrees. Enrollment management is challenging enough when you know who you are, but when you are a regional center within a core campus that is part of a statewide system, things get a little hazy. Come hear how IUPUC created successful enrollment management strategies and learn a few ideas for your campus.

25H57: Retention Strategies for Student Success at an Online Campus

Katie Seibel, Senior Student Affairs Coordinator, University of Wisconsin Colleges Online

At UW Colleges Online, a majority of the student population consists of working adults who have chosen the online option for its flexibility. Many of these students are first-generation students, have little experience with online learning, or have been out of school for some time. It was apparent these students needed the same types of support and programming provided at a physical campus, but we needed to get creative. In this session, learn about two initiatives, an online orientation program and an academic success program for students on probation, along with the rationale, challenges and successes, and technologies used.

25H58: Lessons From Disney to Stage a Better Campus Visit Experience

Trent Gilbert, Vice President for Enrollment Management and Communications, Monmouth College

Walt Disney World is one of the most visited vacation resorts in the world with an average annual attendance of 52 million visitors. Each day, The Walt Disney Company stages a visit experience that connects with visitors in a manner that leaves them wanting more—not to mention spending more money. The goals of your campus visit are similar; you want families to leave campus wanting to return and enroll. In this session, we will explore the Disney method and how to scale it to your campus and campus visit program.

25H59: Stealth Apps: Who Are These Students and How Do You Enroll Them?

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

Matt Krov, Associate Vice President, Ruffalo Noel Levitz

If 30-40 percent of your applicant pool is coming from students whose first official contact with your institution is their application for admission (first-source apps/FSAs, or “stealth apps”), you need greater insight into the characteristics of this pool and the best strategic actions to convert and enroll them. Currently, enrollment professionals only know part of the story in regard to these applications and applicants, and in many cases applications that are considered stealth apps are really not. This session will provide actionable intelligence based on a study of 5 million inquiry records leading to 800,000 applications for more than 100 institutions.

25H60: Developing a Digital Personality

Danielle Ford, Marketing Communications Strategist, Kean University

The most compelling university websites and social media accounts establish and maintain a public persona. That persona can be highly personal. Your digital presence is an amalgam of voices encompassing elements such as your mission statement, leadership, culture, faculty, students, and staff. Being accessible, relatable, and authentic is what counts. An effective online persona is stable across a variety of channels. However, as important as consistency is, when developing your social media approach it is equally vital to recognize that the medium is the message. This session will explore how to engage your community to create an appealing and consistent brand identity.

25H61: Data-Driven Strategic Enrollment Projections: Putting Away Your Darts and Blindfold

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

This session will take you through the creation of an enrollment planning/predictive analysis tool for effective enrollment goal creation. In reviewing this process, you will take a step back and understand how your enrollment data (including new student numbers and retention rates) will impact institutional growth and sustainability. This will provide a beginning framework for using your own institutional data to develop a strategy to improve and consistently meet enrollment goals.

25H63: Breaking Down the Silos: Successful Graduate/Professional School Strategic Enrollment Planning

Boyd Bradshaw, Associate Vice Chancellor for Enrollment Management and Chief Enrollment Officer, IUPUI

Kimberly Brown, Vice President, Enrollment Management & Student Affairs, Des Moines University

Scott Baumler, Admissions Enrollment Systems Analyst, Grinnell College

Strategic enrollment planning (SEP) has long been important to an institution's fiscal health, but in today's competitive environment, institutions must expand from traditional enrollment planning at only the undergraduate level to also focus on graduate and professional school planning. This session will describe how breaking down the academic and administrative silos and truly embracing graduate and professional schools in the overall strategic enrollment planning process can result in positive outcomes. 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.

25H64: Solving the Donation Equation: How to Grow First-Time Gifts into Lifetime Donors

Brian Gawor, Vice President, Fundraising Research, Ruffalo Noel Levitz

What turns "never givers" and new donors into cause-adopting super-supporters? Recent studies in behavioral economics, anthropology, and cognitive psychology have some of the answers. Combine those with the results of new fundraising experiments and a review of billions of donor records, and we can start to build an equation for how we can turn "like" into "give." It's time to go full-on nerd with our fundraising strategy and use science to maximize results. If you are ready to try something new, or learn how something you're already doing really works with donors, this is the session for you. You'll walk away with a practical system you can apply immediately. Join RNL's giving geek to find out what $(P+G)/(CxSxU)/B$ can do for you!

25H65: Creating an International Recruitment Plan

Deborah Pierce, Associate Consultant, Ruffalo Noel Levitz

Too often, university leaders think enrollment problems can easily be solved by "going international." But successfully recruiting international students requires thoughtful, data-driven planning, along with the commitment of significant resources. In this presentation we will discuss the need to create an international recruitment plan grounded in data and in a thorough understanding of one's institution. Participants will learn the steps to establish such a plan and gain institutional buy-in for the work.

3:00 - 3:30 p.m.

Break

3:05 - 3:25 p.m.

Exhibitor Showcase Session

Mongoose: TEXTING: The Holy Grail of Engagement and Efficiency

Not only has texting become the ubiquitous method of communication in everyday life, it's also the medium of choice for students, parents, and admissions professionals. When properly implemented, staff are ultra-efficient, students are responsive, and perceptions of affordability and outcomes are clarified—often resulting in extraordinary enrollment outcomes.

In this session, you will learn how:

1. Texting can markedly increase engagement

2. Texting creates staff efficiencies
3. Ways to maximize (and respect) this highly personal medium

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

25J50: Panel: Why Big Data Will Make or Break the Future of Higher Ed

Brett Frazier, Chief Customer Officer, Ruffalo Noel Levitz (Moderator)

Big data. It's a big buzzword, but what does it really mean for the future of higher education? It's all about using data to inform your actions, which allows you to focus your efforts on the right things for best results. In a shifting landscape where there is enormous pressure in recruiting students, ensuring their success, and raising money, a smarter approach will be the only path to success. The opportunity of big data has been discussed in higher ed for quite some time, but for all of the talk, there has been no rush to implement true change via big data on the part of colleges and universities. We'll talk about the barriers and the opportunities for big data at your campus and how organizations are getting it right through making their data accessible, manageable, and actionable.

25J51: Panel: Women in Higher Education: Strategies for Success

Julie Bryant, Associate Vice President, Retention Solutions, Ruffalo Noel Levitz (Moderator)

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.

25J52: Success in Recruiting Hispanic Students

Sarah Keating, Associate Vice President, Ruffalo Noel Levitz

Adela Hufford, Dean of Admissions, Goshen College

Joel Ortega, Director of Freshman Enrollment, Aurora University

Brian Troyer, Dean of Enrollment, Marquette University

Hispanic high school graduates are projected to increase by 10 percent through 2024-25. In the Northeast and Midwest, this percentage is expected to be well over 22 percent. This moderated panel session will review current research and trends regarding the recruitment of Hispanic students and relate firsthand experiences from various institutions who are seeking HSI status or have recently achieved this status. Sufficient time will be reserved for discussion and questions and answers from the audience.

25J53: Articulating Aid: Making Your Value Message Creative and Compliant

Ann Whitmer, Senior Consultant, Ruffalo Noel Levitz

Chad Cooper, Senior Copywriter, Ruffalo Noel Levitz

Liz Burgin, Senior Graphic Designer, Ruffalo Noel Levitz

Discover how to combine talking points, content, and design to effectively explain the financial aid process, communicate affordability, and establish compelling value statements. Explore the current and proposed regulations that impact how financial aid is marketed and communicated to families.

Learn about best practices, emerging trends, and how to craft messaging while complying with federal requirements. Best of all: See examples that illustrate the most effective ways to cut through the jargon and express your value message to students and their families.

25J54: DREAM: Data and Re-Alignment to Maximize Enrollment

Jennifer Price, Vice President for Enrollment Management and Student Affairs, Florida Gateway College

Kacey Schrader, Director Recruitment and Communication, Florida Gateway College

Is your institution collecting the right data? Are you making data-informed decisions regarding enrollment management? Have you properly aligned your student affairs division? These are significant questions to ask when examining enrollment trends and creating strategic enrollment management plans. This session will discuss how a Florida community college used proper data collection and a student affairs realignment to develop an effective SEM plan to increase enrollment.

25J55: Leveraging Student and Alumni Reviews to Improve SEO and Differentiate Academic Programs

Seth Meranda, Director of Marketing & Communication, Concordia University

Institutions are competing in a complex recruiting landscape where students are applying to dozens of colleges and universities and diligently comparing costs, scholarships, athletics, and academics. Millions of prospective students visit third-party rating and review sites to research schools and evaluate academic programs. Concordia University, Nebraska leveraged institutional assessment data to provide student ratings and testimonials for academics directly on its program web pages. This provides a differentiated search engine result that includes star rankings and reinforces brand attributes through authentic student voices. By delivering an improved user experience, traffic and conversions exponentially increased, contributing to recruitment results beyond goals.

25J56: Building the N.E.S.T.: A Framework for a Highly Collaborative Early-Alert Retention Tool

Eric Emet, Director of Student Retention and Athletics, Goodwin College

When working with at-risk students, collaboration is intrinsically linked to student persistence. This session will discuss how Goodwin College facilitates collaboration through N.E.S.T. (Navigators Early Support Team), a partnership among nine campus departments and thirteen key stakeholders. This group of collaborators identifies at-risk students and solves for their most salient challenges by circumventing bureaucracy and eradicating silos. During this session you will learn about the N.E.S.T. retention model and gain insight into the importance of strategically leveraging crucial campus partnerships to better retain at-risk students.

25J57: How to Leverage Tools and Marketing Strategies to Increase Student Reporting of First-Destination Information

Lee Hameroff, Assistant Director of Assessment & Technology, UConn Center for Career Development

In 2015, the UConn Center for Career Development implemented a first-destination survey. After the initial success of the pilot survey, the center coordinated efforts into a campaign called “Huskies Moving On” that leveraged marketing techniques and technology to increase awareness of the initiative across campus, resulting in a 160 percent increase in knowledge rates. This has cemented

our position as the leading provider of first-destination outcomes data for the university. In this presentation, we will discuss how to leverage tools and marketing strategies to increase student reporting of first-destination information.

25J58: The ABCs of Transfer Recruitment: Advising, Benefits, and Creating Impressions

Missy Helbert, Lead Adviser, Texas Tech University

Jason Hale, Managing Director Undergraduate Admissions, Texas Tech University

This presentation will provide information on how advising has become a critical component of transfer recruitment at Texas Tech. We will provide not only information on recruiting transfer students but how we benefit these students before they enroll. The session will also detail how we create partnerships with community colleges to help their students transfer to Texas Tech.

25J59: E-Expectations 2018: High School Juniors and Seniors Need Your Digital Recruitment Resources to Support Their Decisions

Stephanie Geyer, Vice President, Digital Marketing and Creative Services, Ruffalo Noel Levitz

Learn what high school students expect when researching colleges online in a session based on an annual national survey. Find out which resources are most beneficial to prospective students in their research and trends in social media, paid search, and website content searching and engagement preferences, including new data on image preferences, use of videos, tours, and virtual reality. This session is ideal for senior-level strategists in marketing, admissions, and financial aid, as well as staff charged with the development of their campus website, social media resources, and digital recruitment.

25J60: RNL Class Optimizer

Wes Butterfield, 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 four-year financial aid awarding plan and implementing an impactful multichannel 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.

25J61: Professional Credentials: Get Certified With the Ruffalo Noel Levitz Certificate in Enrollment Management

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 Graduate 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 advanced skills and cutting-edge tools in marketing, recruitment, financial aid, retention, and strategic EM planning functions. Join this discussion where staff and

faculty will highlight this masters-level curriculum, its online technology, program requirements, and how the programs can support your institutional success and individual professional career goals.

25J62: Going From Millennial Engagement to Creating a New Generation of Donors

Chad Warren, Senior Associate Vice President for Alumni Engagement and Annual Giving, University of Nevada

Shad Hanselman, Associate Vice President, Annual Giving Product Management, Ruffalo Noel Levitz

In today's experience-driven culture, a holistic constituent experience is no longer optional. Commercial, media, and personal-interest organizations understand these expectations, and we compete with these organizations daily for attention and loyalty. Our audience expects more from us than canned messaging and one-way communication. To thrive in this new fundraising reality, we must build real, lasting relationships with our millennial alumni that grow and evolve over time and meet their needs as well as our own. Join us as we dive into strategies to engage this new generation of donors.

25J63: CAMPUSCALL Interactive Focus Group and Roadmap

MaryGrace Baldo, Product Manager, Ruffalo Noel Levitz

Join this session to share your input, see the latest features of the CAMPUSCALL platform, and learn how institutions are using this powerful tool as a part of smarter, more integrated programs. Your feedback helps provide continuous improvement for solutions that power millions of conversations each year. Plus, you'll get a look at planned enhancements and new tools that will help you get more from your CAMPUSCALL service.

25J64: Direct Facts About Direct Mail

Paul Barry, Principal, Cape Cod Mail Group

Everyone talks direct mail "best practices," but sadly we don't always utilize them. Dwindling budgets, staff limitations, and emerging technologies require us to think differently about our mail programs, yet we often make choices based on what our institutions have traditionally done. Even worse, we create pieces based on what we think a recipient might respond to. Join us as we review the requirements for direct marketing success, discuss messaging and packaging techniques, and share case histories of successful appeals designed to strengthen the donor pipeline. Our goal is to provide you with at least one nugget of information you can easily implement to improve your results.

5:00 p.m.

Free evening to enjoy Orlando

THURSDAY, JULY 26

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

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

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

7:40 - 8:00 a.m. Exhibitor Showcase Session

RNL: Reach Your Goals with Actionable Insights: RNL Smart View

Your program data is valuable, but in order to get the most from it, it needs to be accessible, portable, and actionable. We'll showcase our approach to campaign dashboards, reporting, and visualizations that help you make the right decisions for your institution and report to key stakeholders—all while saving you time.

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

26K51: Enrollment Management and Fundraising...Connecting the Dots

Cecilia Castellano, Vice Provost, Strategic Enrollment Planning, Bowling Green State University

The chief enrollment management officer typically has oversight for financial aid and scholarship awards, while the chief development officer of advancement leads the institution's fundraising efforts, many of which focus on scholarship awards or gap funding. Historically, these two divisions work separately, but there are strong opportunities to leverage data and information from the enrollment management division. Bowling Green State University has developed a strong partnership between advancement and enrollment management, with both divisions maintaining aggressive goals, including a \$250 million fundraising campaign and strategic enrollment growth supported by gap scholarships. Session participants will learn:

- What types of enrollment management data can help development officers during fundraising contacts
- What gift agreements should contain that benefit both the student, the donor, and the institution
- How training development officers in financial aid for families can enhance communication with donors on scholarship needs and gap funding.
- How coordinated scholarship programs meet the needs of both enrollment and fundraising goals.

26K52: Trends at the Top: What Students of Tomorrow Will Look Like

Lesley Vossenkemper, Senior Director of Higher Education, ACT

How are demographic shifts, college readiness trends, and the increase in underserved learners influencing your strategies? Enrollment managers will leave this session with current information regarding trends as well as tactics to recruit and propel students toward their pathway to success.

26K53: How to Pivot from Enrollment Data to Action*Sarah Coen, Senior Vice President, Ruffalo Noel Levitz*

Dive into the latest Ruffalo Noel Levitz recruitment benchmark data for four-year public and private institutions throughout the country. The presenter will explore how you can use this data to make important changes to your campus recruitment efforts. 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.

26K54: Community and Technical Colleges: Advancing the Concepts of Strategic Enrollment Planning to Meet Growing Enrollment Expectations*Lew Sanborne, Vice President, Ruffalo Noel Levitz**Stacy Klippenstein, President, Miles Community College*

Community and technical colleges are facing increased demands to prepare a larger workforce to meet the needs of various industry sectors. Likewise, local governing boards and state legislatures are increasingly relying on enrollments to address financial, relevancy, and workforce demands. Yet for the last several years enrollment in the two-year sector has been in decline, meaning many institutions are not meeting enrollment, fiscal, and completion goals as desired by campus leaders, faculty, trustees, and state leaders. This session will help provide insight into the Strategic Enrollment Planning (SEP) process and its application for community and technical colleges. We will focus on the case of a small community college as well as learned best practices from completed plans through the Ruffalo Noel Levitz SEP process. Not only were long-range and annual enrollment plans developed, but they generated positive results.

26K55: Focusing on Second-Year Students to Improve Graduation Rates*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. Sophomores need attention, too, and 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 second-year experience movement and ways in which investing in your second-year students will lead to improved graduation rates and institutional revenue.

26K56: Leveraging Your Campus Relationships to Increase Enrollment*Steve Maples, Director of Admissions, University of Nevada*

In our never-ending quest for the latest tools to help us achieve our enrollment objectives, we tend to focus on resources outside the campus that can assist us. However, there are departments, events, and resources on our campuses that can greatly enhance our enrollment if only we could better leverage these relationships. Come see one university's efforts to develop multiple

relationships across campus to reach never-before-realized goals in enrollment. This presentation will discuss specific events and resources acquired by developing relationships with such departments as housing, alumni/development, athletics, academics, and finance. We will also have honest and candid dialogue about ongoing challenges with other departments essential to enrollment.

26K57: Why Are Males of Color Leaving Our Institutions? Creating a Student-Centered Academic Initiative That Retains and Persists Males of Color

Said Sewell, Senior Vice President for Student Development, Morehouse College

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 being retained/graduating from post-secondary institutions, but will also provide attendees with a practical insight for developing a student-centered academic initiative along with models that have been successfully implemented at many post-secondary institutions.

26K58: The Ten Most Promising Retention-Related Strategies for Community/Technical Colleges

David Trites, Senior Associate Consultant, Ruffalo Noel Levitz

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

26K59: Be a Real Person: Why You're Doing Social Media All Wrong (And What Students Want)

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.

26K60: Where Have All the Transfer Students Gone?

Jennifer Wick, Vice President, Ruffalo Noel Levitz

There are several reasons institutions should continue to make transfers a priority. They are often less price sensitive and hence have lower discount rates, fit in where there is excess capacity in upper-level courses, 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 that help describe why transfer recruitment has become so challenging and describe strategies campuses have used to remain competitive for transfer students.

26K61: The RNL 2018 Discounting Report: How Does Your Discount Rate Stack Up?*Galen Graber, Vice President, Ruffalo Noel Levitz*

This session will take a deep dive into the RNL *2018 Discounting Report* to go beyond the numbers to discuss why discount rates are rising and why simply comparing to a national metric is not advisable. We've sliced and diced the data from our campus partners to produce a rich set of benchmarks. Are you curious to understand how your campus tuition discount rate stacks up against other institutions like yours? Have you wondered if discount rates vary by region and asked yourself, what if my campus was located in the western part of the U.S.? You'll learn the answers to these sort of questions and more. Whether your school is a four-year public or private institutions, this session is for you.

26K63: Testing Is Winning: How to Run Effective Fundraising Tests*Sean Shaikun, Associate Vice President, Product Marketing, Ruffalo Noel Levitz*

There are more than 1.5 million charitable organizations registered in the U.S., all vying for the limited resources of prospects at your institution. Each year we see studies and examples of the latest fundraising trends designed to reach more prospects and make more connections. With this in mind, it is more important than ever to make sure that an institution's limited resources are being used as effectively as possible. Decisions and strategy changes need to be data-driven, and testing is best way to gather the information you need to create a winning strategy. Testing doesn't have to be overly complicated, but it does have to generate actionable insight. Testing requires planning, collection strategies, and the ability to analyze the results. During this session we'll discuss:

- Defining the problem and desired solution
- Creating meaningful tests
- Determining populations and sample sizes
- Collecting data
- Analyzing data and implementing change

26K64: RNL Roadmap: The Next Generation of Fundraising and Alumni Engagement*Josh Robertson, Senior Vice President, Product Strategy, Ruffalo Noel Levitz*

What's next for advancement? RNL's fundraising roadmap includes new solutions and enhancements that will enable you to focus your resources and see better results throughout the donor lifecycle. Join this peek into our latest innovations and how they are powered by advanced analytics, personalized engagement, and smarter reporting. We'll share how we're improving the services you are using today and how our offerings will advance in 2018 and beyond.

26K65: How to Take Your Crowdfunding to the Next Level*Lauren Mitchell, Assistant Director, ASU Foundation*

So you've successfully implemented a crowdfunding program...now what? It's time to re-think traditional practices and utilize your crowdfunding efforts to revitalize your annual giving channels. By incorporating crowdfunding efforts with existing solicitation channels, your institution can empower your supporters to fundraise on your behalf while acquiring and retaining donors.

9:15 - 9:45 a.m. **Refreshment Break**

9:20 - 9:40 a.m. **Exhibitor Showcase Session**
LRAP: Addressing the Negative Impact of Loans on Enrollment Decisions

Media and various others regularly question whether college is worth it. Such skepticism negatively impacts students' decisions about college. But data clearly show college is worth it. Learn how 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**
26L66: Keynote session—2028: The Decade Ahead for Higher Education

Jeffrey Selingo, Author, Former Editor for The Chronicle of Higher Education

What changes are in store for higher education? What will success look like for your institution in the future? We are in the beginning stages of far-reaching changes over the next decade where technology is playing a larger role and students, parents, and educators alike are asking what colleges should teach and how outcomes should be measured in an era of shifting needs in the economy. Drawing on his research and bestselling books, Mr. Selingo will highlight how the new era of higher education will differ from the past, the new and numerous learning pathways that students might follow ten years from now, and how data and technology will play a larger role.

10:45 - 11:15 a.m. **Break**

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

26M50: Algorithms, Apps and Attribution: The 2018 Social Admissions Report

Sasha Peterson, CEO, TargetX

We've reached a very interesting phase with respect to how colleges and universities can use data, analytics, and social media to find, engage, and convert prospective students. In the early days of social media, building a following was "free." Now, with constant changes to algorithms on social networks, a rise in adoption of private messaging apps, and more and more ways to "pay for eyeballs" on the web, building (and engaging with) a following comes at a significant investment of resources. This means using the right channels and attributing enrollment outcomes to digital marketing and social media is a necessity.

This session will provide an updated view of the social media landscape and where students are looking on the web for college information. Additionally, we'll dive deeper into the use of private messaging apps than ever before. Join us to:

- Understand where students are looking online for college information in support of their college decisions
- Explore the role private messaging apps play in the daily life of their prospective students
- Learn the most effective methods for measuring the impact of digital marketing campaigns on their recruitment efforts

26M51: Registration Services and Happily Ever After, Disney Style

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

Registrar offices are assigned to deliver services that have a huge impact on enrollment management and, later, alumni satisfaction. Articulation agreements, transfer credit evaluations, dual enrollment programs, registration for new students, and many other functions are often executed by registrar offices. However, given the many other responsibilities a registrar office has and the high touch customer service talents of an admission office, why does it have to be this way? Robert Morris University divided the academic policy and interface with deans and faculty, and the student services interface. This organizational shift provides an opportunity for registration services to be high touch and Disney-like—unexpected magical moments where problems are solved smoothly in one visit. Find out how our students are excited and appreciative of our high touch customer service efforts and the role we play in helping them persist and graduate in a reasonable amount of time.

26M52: First-Generation Students and Their Families: What Do They Need From Your Enrollment Office?

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

Melanie Hildebrandt, College Counselor, Peter Johansen High School

Kelly Bowling, School Counselor, Braden River High School

First-generation students are an integral part of any enrollment plan today. What do first-generation students and their families need from colleges during the college planning, application, and enrollment processes? We will hear from two seasoned high school counselors who currently work in high schools with predominantly first-generation students. Find out what your enrollment office can do to recruit these students, meet your enrollment goals, and assure not only their enrollment but also their success.

26M53: Creative Trends We Love: Inspiration to Invigorate Your Campus Communications

Matthew Barnes, Copy Director, Ruffalo Noel Levitz

Chad Cooper, Senior Creative Writer, Ruffalo Noel Levitz

The creative and marketing worlds are constantly evolving, so we're back this year with new trends and updated takes on previous topics that will send a jolt through your recruitment communications. In this engaging and informative session, we'll discuss creative trends from other industries that can be applied to higher education. We'll also demonstrate why they're relevant to your prospective students and how they can be implemented within your communication plan.

26M54: Closing the Achievement Gap, Increasing Retention, and Improving Graduation Rates

Paul Atchley, Senior Associate Vice President and Dean of Undergraduate Studies, University of South Florida

Learn how the University of South Florida brought people, processes, and technology together using analytics to identify and reach at-risk students, support their academic journey, and close the equity gap for students of color. This work has raised the first-year retention rate above 90 percent—the highest in the university's history—and pushed the six-year graduation rate to 70 percent, potentially unlocking millions in performance-based funding.

26M55: Ruffalo Noel Levitz Student Success: An Integrated Program of Assessment, Analytics, Planning, and Implementation

Tim Culver, Vice President Consulting Services, 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.

26M56: Navigating Academic and Student Affairs for Pathways Success

Sheri Rowland, Vice President of Student Affairs, Tallahassee Community College

Feleccia Moore-Davis, Provost/Vice President of Academic Affairs, Tallahassee Community College

The Pathways movement represents the new normal for transforming the student experience and student success in higher education. This workshop will focus on the five coordinates for how one college planned and followed a new route aligned with Pathways: Culture, Communication, Community, Collaboration, and Celebration. Participants will gain an understanding of strategies used to:

1. Foster a new evidence-based culture and organizational structure in AA and SA that supports Pathways
2. Strengthen communication and engagement
3. Build a community of Pathways supporters
4. Collaborate on redesign of in-class and out-of-class supports along the Pathways framework
5. Celebrate student success

26M57: Brand Awareness in a Snap: How Custom Snapchat Geofilters Can Keep Your School Top of Mind

Lisa Miller, Director of Marketing, SUNY Oneonta; John Bugyi, Web Developer, SUNY Oneonta

With 74 percent of high school juniors using Snapchat daily, you can't afford to ignore this platform as part of your social media marketing strategy. At SUNY Oneonta, we've found that Snapchat geofilters—photo overlays set to be available to Snapchat users in a particular location for a certain amount of time—can be a cost-effective way to grow positive associations with our campus. By providing an easy, fun way for students to share their excitement about becoming a SUNY Oneonta Red Dragon, we're generating word-of-mouth brand awareness among a strategically valuable audience: younger friends of accepted students and new freshmen.

26M58: Win, Grow, Retain: How Admissions and Financial Aid Impact Athletic Recruitment

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, JV programs, and new programs in creating opportunities for additional enrollment
- Explore how planning, training, and communication can help your institution improve enrollment
- 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.

26M59: Benefits of Conducting Career Assessments in the Community College Student Recruitment Process

Kelly Hernandez, Director of Recruitment, Miami Dade College

Career assessments help students match interests, skills, and personality to their goals and facilitate the decision-making process of choosing a major. These assessments aid students in making the connection between college and career, resulting in higher retention and more successful college integration. This session will discuss the benefits of career assessments positioned within a three-tiered model of recruiting, advising, and mentoring, as well as data and research supporting this practice. Participants will learn how to utilize assessment tools based on student needs and receive a list of career assessments, worksheets, and tips on communication strategies to help students navigate career decisions.

26M60: Effectively Communicating Financial Aid Information

Ale Sosa Pieroni, Associate Vice President, Financial Aid and Affordability Product Management, Ruffalo Noel Levitz

Josh Ditsky, Director of College Counseling, Berks Catholic High School

William Pierce, Director of Undergraduate Admissions, University of Toledo

Overwhelmingly, finances outweigh all other factors when it comes to crafting the college application list and making the enrollment decision. This session will examine high school students' and parents' perceptions of financial aid as well as the perspective of high school counselors as they advise students and educate families on college financing. Join a high school counselor, a college representative, and an RNL expert as we discuss how institutions can collaborate with high school counselors, deploy best practices, and implement targeted strategies to effectively communicate value and affordability in order to reach enrollment objectives.

26M61: Understanding Program Appeal: How to Evaluate Academic Programs to Drive Enrollment Growth

Scott Bodfish, Vice President, Market Research Services, Ruffalo Noel Levitz

Enrollment management professionals are increasingly involved in academic program planning as campuses look to start new programs or refresh current ones in order to grow enrollment and revenue. Understanding what makes for an appealing program—one that will have significant, long-term enrollment growth opportunity—is at the heart of these strategies.

In this session we will present a methodology for scoring academic programs that evaluates their appeal as opportunities for enrollment growth. This score goes beyond simplistic measures of current student demand and incorporates information about the competitive environment and the long-term prospects for demand. We will review examples of enrollment trends at campuses that have a significant number of high-appeal programs compared to enrollment trends at campuses with few high-appeal programs, along with case studies based on interviews with campus officials.

26M63: Advanced Giving Day Strategies for Growing Donors at All Levels

MaryGrace Baldo, Product Manager, Ruffalo Noel Levitz

Brittany Sain, Digital Gifts Officer, Virginia Polytechnic Institute

While giving days and crowdfunding projects have been praised as donor acquisition strategies, these donor-centric fundraising tactics are becoming more sophisticated. Established programs are now playing a big role in a campus's overall development strategy. How do you go beyond the basics and reap the rewards of a next-level giving event? Our giving day veterans will share how fundraisers are leveraging giving days to engage major donors, faculty, students, and parents and driving entry-level as well as transformational giving.

26M64: 10 Things I Wish I Knew When Implementing Monthly Giving

Peter Moes, Director of Annual Giving, University of Utah

At the beginning of FY 2016, the University of Utah jumped into monthly sustaining solicitations. We knew some of the hurdles we'd encounter and discovered a handful of more along the way. Currently we are running a fairly smooth and growing sustaining giving program with 650 monthly donors, the majority acquired through the phone program. During this session we will explore our institution's journey with sustaining giving and the practical elements of implementing a sustaining giving program—including what went well, what didn't, and what we are still trying to master.

12:15-1:45 p.m.

Lunch on Your Own

1:45-2:45 p.m.

Concurrent Breakout Sessions

26N50: Eight Steps for Creating a College Marketing and Communication Plan

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
- How to mix new and traditional marketing methods for a cohesive campaign

26N52: Leveraging Opportunity With Early FAFSA

Alyssa Dobson, Director of Financial Aid and Scholarships, Slippery Rock University

Tiffany Aloj, Associate Director of Financial Aid and Scholarships, Slippery Rock University

Melanie Wade, Senior Consultant, Ruffalo Noel Levitz

Attend this session to learn how Slippery Rock University, a medium-sized, traditional residency public institution, developed and executed a campuswide early FAFSA communication plan. The session will explore the challenges that this institution in western Pennsylvania faces—a declining population of high school students and a fierce level of competition for an academically-talented incoming class. The presenters will discuss how they employed a rigorous campaign to foster the early completion of the FAFSA as part of a broader recruitment strategy.

26N53: Retention for Rookies, Part 2

Tim Culver, Vice President Consulting Services, Ruffalo Noel Levitz

You have established your retention goals and your campus is ready to develop strategies. What next? Come to this session to learn the most commonly-used and must-have strategies to be considered for your retention plan. We will incorporate both national research and our own campus experiences so you can learn what your peers are doing. We all have some kind of model for academic advising but are you missing something? Do you have a CAN strategy? Have you ever completed an affiliation scan? These and other strategies will be reviewed in what we hope is a networking opportunity for all who attend.

26N54: Parent Involvement in the Recruitment and Enrollment Process

Brian Jansen, Enrollment Consultant, Ruffalo Noel Levitz; Alicia Ortega, Enrollment Consultant, Ruffalo Noel Levitz

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

26N55: College Debt: Reality vs. Perception

Sylvia Ewell, Executive Consultant, Ruffalo Noel Levitz

For the last half decade, student loan debt has been the highlight of higher education media news. While not all borrowing is bad, indebtedness has been portrayed as the shackle around

higher education's neck. That indebtedness paired with underemployment and unemployment rates of recent college graduates have rightly created a negative perception of the value of a college education. This session looks at the numbers behind 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.

26N56: Improving Student Retention Through Parent Engagement

Bart Herridge, Dean of Student Engagement and Retention, Abilene Christian University

Dave Becker, CEO, CampusESP

Parents are involved in their students' education more than ever. Recent studies indicate interactions between parents and their college student average more than 13 times a week (Hofer & Moore, 2010). Millennial college students identify parents as the most influential people in their lives (Pew Research, 2012). Abilene Christian University (ACU) sought to leverage parent involvement in support of student success. Through a technology collaboration with CampusESP, ACU strategically engaged with parents, providing access to student data and early alerts. This session will discuss this program and how retention rates among ACU students with connected parents were 6 percent higher.

26N57: Making Student Data Actionable From Application to Graduation for Student and Institutional Success

Amy Sorter, National Sales Director, Nuro Learning

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

Recruitment, yield, enrollment, melt, retention, persistence, and graduation rates have one thing in common—attracting and keeping the right students. With institutions competing for applicants more than ever, there is an increased need to move from an institution-centric model to a student-centric, service-oriented model from recruitment through graduation. This session will focus on leveraging big data, predictive analytics, and non-cognitive survey information to determine at-risk populations early so that customized intervention strategies can occur before a student even starts school. Learn how actionable, impactful planning and case management tactics can keep students engaged, supported, and motivated. Attendees will also learn to use student, course, and survey data to inform strategies and high-impact practices to target at-risk and on-track populations to achieve quantifiable results.

26N58: Reforming Developmental Education: A Campuswide Process

Rory McElwee, Vice President for Enrollment & Student Success, Rowan University

Developmental education often serves as a barrier to college enrollment, retention, and completion. Research and policy at the national, state, and institutional level document strategies to ensure that developmental education provides a quality pathway to college success rather than becoming a deterrent. This session will explore how a campuswide reform at Rowan University reduced the number of students in noncredit courses by 60 percent for reading, 88 percent in math, and 100 percent in writing, while enhancing quality of curricular support for underprepared students. Participants will learn strategies to evaluate and improve their institution's developmental education and support for at-risk students.

26N59: Who's Your Voice? Developing a First-Class Recruitment Program by Engaging Undergraduate Students

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

Would you like to increase applications and yield? Are you looking for innovative ideas to create a genuine experience for prospective students? Both of these can be overwhelming no matter what size your institution is. For seven years, Purdue's Office of Future Engineers (OFE) has taken college recruitment to a new level by changing its face and voice, resulting in exceeding enrollment goals each year. Learn how OFE is developing students and building personalized first-class recruitment strategies, including programs, visits, marketing, and social media. This interactive session will focus on practical ways to include students, increasing both recruitment and retention in the process.

26N60: Working With Agents: Opportunity or Obstacle to International Student Recruitment?

Lisa Kachulak-Babey, Director, Student Recruitment, University of Manitoba

With increased competition, reduced funding, and pressure to increase student numbers, many institutions are looking to international students to fill seats. One strategy to do so is to partner with international agents—but is that a good idea? How do you find quality partners? How much effort will it take internally? What are some of the potential risks and rewards? Learn more about best practices and important considerations for your institution when working with agents.

26N61: You Can Get Here From There: Using Journey Mapping to Drive Digital Marketing Programs

Vaughn Shinkus, Assistant Vice President, Ruffalo Noel Levitz

Matthew Sluzinski, Director of Digital Experience, Mayo Clinic College of Medicine and Science

Students take varied pathways in deciding which institution will best help them achieve their life and career goals. To reach them and meet their needs, it's important to understand the information, influences, content, and communications channels that are important to different groups in researching and deciding on the program and provider that are the right fit. Learn how the Mayo Clinic College of Medicine and Science worked with Ruffalo Noel Levitz to document the decision-making process for different student and learner types at each stage of the enrollment process. The session will explore how the college has leveraged journey maps to design digital marketing programs to attract greater numbers who can succeed in their unique learning environment.

26N63: From Takeoff to Landing: Your Business Class Seat to Digital Marketing

Kayla Manning, Vice President, Digital Marketing Strategy, Ruffalo Noel Levitz,

Sitting first class when you travel is like being on the first page of search results—it's the most desirable position to sit and there are a variety of ways to get there. Learn how to get into the coveted front of the plane while you fly to success. We'll cover the inner workings and insights for driving your digital marketing strategy, taking a 30,000-foot view of search engine optimization, pay-per-click advertising, display advertising, social media, and geo-location advertising.

26N65: Small School, Big City: Growing Graduate Enrollment in a Fiercely Competitive Market

Chris Petrawski, Marketing & Communications Manager, University of Dallas

Smaller colleges and universities are faced with the challenge of growing enrollment with limited resources, including finding ways to remain relevant and top-of-mind when there are new competitors joining the market every day. Learn how the marketing and enrollment teams at the University of Dallas have been able to turn around a decade-long declining graduate enrollment trend, and how they increased new graduate student enrollment by over 25 percent in the highly competitive Dallas-Fort Worth market.

2:45 - 3:00 p.m. **Break**

3:00 - 4:00 p.m. **Closing General Session**

26P66: Keynote session—Disney’s Approach presented by *Disney Institute: Inspiration From Walt Disney’s Vision and Leadership Legacy*

Katie Sanchez, Senior Facilitator, Disney Institute

In this keynote, participants will learn how Walt Disney’s vision contributed to a culture that engaged his team in a legacy of innovation. *Disney Institute* will bring to life key moments from his career—from early animation to the birth of the theme park—to share business insights that we can apply to our own work. Learn about the history of Walt Disney and the best practices from Disney parks and resorts, and be inspired to embrace change, drive innovation, and lead at any level at your institution.

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

5:00 p.m. **Conference adjournment**