# AGENDA
Symposium on the Recruitment and Retention of Diverse Populations

Tuesday, April 25, 2017

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<th>Time</th>
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<td>7:30-8:30 a.m.</td>
<td>Symposium Check-in and Continental Breakfast</td>
<td>Crystal Ballroom Foyer</td>
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<td>8:30-9:30 a.m.</td>
<td>Opening Keynote Session</td>
<td>Crystal Ballroom</td>
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<td>8:30-9:30 a.m.</td>
<td>25A01: Getting Today's Diverse Students To and Through College</td>
<td>Crystal Ballroom</td>
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<td>Dr. Christopher Howard, President, Robert Morris University</td>
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<td>Attracting and retaining diverse students brings challenges and opportunities, including cultural biases toward under-represented minorities that faculty, staff, and administrators must recognize and overcome. To succeed, institutions of higher learning need to use the full range of tools available—“tech, touch, teaching, and tenderness”—both internally and externally, before and after students arrive. From cultural transformations to the emerging science of data analytics, this keynote will explore specific ways to welcome students and their families and engage them with personalized support and interventions.</td>
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<td>9:30-10:00 a.m.</td>
<td>Refreshment Break</td>
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<td>10:00-11:00 a.m.</td>
<td>Concurrent Breakout Sessions</td>
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<td>Crystal Ballroom</td>
<td>25B01: Expanding Into Adult, Online, and Graduate Spaces</td>
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<td>Kevin Crockett, Senior Executive, Buffalo Noel Levitz</td>
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<td>Thirty-one percent of all undergraduates and 76 percent of all graduate students are 25 years of age or older. Given a relatively flat outlook for high school graduates over the next decade, more and more schools are expanding into online, graduate and adult populations. This session will explore several dimensions of this strategy including: aligning academic programs to market demand, marketing and recruitment strategies and organizational considerations. If you are just starting this journey on your campus or you are a seasoned veteran on these topics, join us for this lively discussion.</td>
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<td>Barbershop Room</td>
<td>25B02: Creating a Climate of Transformation: Engaging, Retaining, and Graduating Students of Color</td>
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<td>Dr. Rosita Lopez, Professor of Educational Leadership and Policy, Northern Illinois University</td>
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<td>This session will present the importance of transforming our campuses from competitive and isolated learning environments for students of color to collaborative and successful inclusive experiences. Teaching and learning are enhanced when it is a team effort. Dr. Lopez will discuss self-assessment of attitudes, conventionalized ideas, bound potential, and leadership skills that are crucial for improvement. This lively session will also address the importance of</td>
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understanding cultural and generational differences when partnering to create a climate of success.

Chicago/Alton Room  

**25B03: Diverse Populations and College Financing Information That Lead to Decision Making: One Size Does Not Fit All**  
*Brandi Phillips, Director of Retention Solutions, Ruffalo Noel Levitz; Raquel Bermejo, Associate Vice President for Market Research and Planning, Ruffalo Noel Levitz*

This session will share students' perceptions regarding college financing issues spanning from high school to college, based on several national studies with special attention to diverse populations and first-generation students.

Participants will learn how perceptions vary by ethnicity as students move through their college experiences. Emphasis will be on strategies to effectively and positively influence students’ decisions to enroll and re-enroll based on their college financing perceptions and resources.

1. Participants will learn what high school students know and don't know about college financing.
2. Participants will learn how perceptions vary by ethnicity as students move through their college experiences.
3. Participants will learn strategies to positively influence students' decisions to enroll and re-enroll based on their college financing knowledge.

11:00-11:30 a.m.  

Break

11:30 a.m. - 12:30 p.m.  

Concurrent Breakout Sessions

Crystal Ballroom  

**25C01: College and Career Access of Special Populations: Supporting First-Generation and Low-Income Students in Their Postsecondary Pathway**  
*Luis Narvaez, Director, Strategic Projects, Office of Language and Cultural Education, Chicago Public Schools*

College enrollment numbers for students from diverse backgrounds have remained lower than their counterparts but have started to increase. Learn about the work taking place at the Chicago Public Schools' Office of Language and Cultural Education to ensure that bilingual, EL, immigrant, and first-generation/low income students receive exposure to colleges they can match to, along with the appropriate services to ensure their successful persistence and eventual graduation from college. Participants will receive information about the Chicago Bilingual College Access network as a model of success that could be replicated in other school districts.

Barbershop Room  

**25C02: A Systems Approach to Marketing and Managing Successful Online and Adult Programs**  
*Dr. William Husson, Academic Dean Emeritus, Regis University*

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

Chicago/Alton Room  

**25C03: Designing a Financial Aid Plan for Recruiting and Retaining Diverse Students**  
*Wes Butterfield, Vice President, Ruffalo Noel Levitz*
More and more of your campus's resources are being gobbled up in the form of financial aid. What's the best way to use your limited pool of resources? Let's walk through an eight-step program that will help your diverse families understand the financial aid process from the prospect stage through graduation and will help you use your resources most effectively.

12:30-1:45 p.m. Hosted Networking Lunch  
Art Hall (Art Hall Level)

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

Crystal Ballroom  
**25D01: Guiding Principles for Retaining Future Graduates of Color**  
*Brenda Williams, Senior Associate Consultant, Enrollment Management, Ruffalo Noel Levitz*

Are you wondering how to maximize the retention of students of color on your campus? Are you familiar with some of the best practices used to facilitate their success? We’ll explore and discuss some guiding principles for retaining future graduates of color. We’ll also identify some effective institutional strategies that can lead to student completion. Come prepared to share best practices from your own campus.

Barbershop Room  
**25D02: 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.

Chicago/Alton Room  
**25D03: Effective Pathways Through Community College and University Partnerships**  
*Cecilia Castellano, Vice Provost, Strategic Enrollment Planning, Bowling Green State University*

Bowling Green State University, a four-year residential public university and Owens Community College, a two-year community college, began a unique partnership called the *Falcon Express Program*. Created in 2015, the program is unique to the State of Ohio in that it builds on a design of simultaneous admission and real-time transcription of community college/university transfer credit. Falcon Express students are admitted to both institutions and earn transfer credit as they move through the degree program. Students immediately know the program/degree requirements and are locked into those degree requirements, and credits transfer along the way, not at the end of the two-year program. Participants in this session will learn how they can replicate this unique program in their communities, taking advantage of partnerships that lead to developing the agreement, program goals, dual admission criteria, and application procedures.

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

3:30-5:00 p.m. Concurrent Breakout Sessions
Crystal Ballroom 25E01: Engagement and Recruitment of Hispanic Students and Their Families
Raquel Bermejo, Associate Vice President for Market Research and Planning, Ruffalo Noel Levitz
In this session, we will examine the best ways to reach out to Hispanic high school students and their parents, based on the findings of our comprehensive national research studies and internal service data. We will share our findings and discuss key takeaways in making sure your recruitment plan resonates with students and their families today.

Barbershop Room 25E02: Serving Those Who Have Served Us: Strategies for Enrolling and Retaining Military Students
Michael Morehouse, Success Advocate/Veterans Service Coordinator, Kalamazoo Valley Community College
Military students present unique opportunities for providing special services. Creating a military-friendly environment and targeted support not only boosts morale, but lifts enrollment and retention of both active duty and veteran students. This session will identify some of those services that can be provided within a small budget yet make a big difference.

Chicago/Alton Room 25E03: The Road to Achievement: Improving Retention and Graduation Rates of Adult Learners
Brandi Phillips, Director of Retention Solutions, Ruffalo Noel Levitz
Using national data, this session focuses on adult learners’ institutional satisfaction and barriers to their success. We will review best practices in campus policies and procedures that will support and encourage the common goal of adult students’ successful completion of their academic programs.

5:00-6:00 p.m. Networking Reception Art Hall (Art Hall Level)
6:00 p.m. Free Evening to Enjoy Chicago

Wednesday, April 26, 2017
7:30-8:30 a.m. Continental Breakfast Crystal Ballroom Foyer
8:00-8:20 a.m. Insights Update from Inside Higher Ed Crystal Ballroom
Join your colleagues to hear from Scott Jaschik, co-founder and editor of Inside Higher Ed, as he shares the top challenges for meeting diversity goals and how to stay ahead of the curve.
8:30-9:30 a.m. Concurrent Breakout Sessions
Crystal Ballroom 26F01: Challenges and Rewards of Serving a Diverse Population
John Baworowsky, Vice Provost for Enrollment Management, Marquette University
Recruiting and supporting students to build a diverse campus can be challenging. Students of various ethnic backgrounds bring unique expectations and skill sets to college. Add to the mix adult learners, online learners, graduate and international students, and the student expectations and services needed will increase. Are you ready to meet these expectations? Dr. John Baworowsky will explore data supporting a diverse campus and serving an increasingly more complex and diverse college student population. He will discuss the benefits of
recruiting students through multiple pipelines and share strategies for providing the academic delivery systems and support services necessary to assure all students are successful.

Barbershop Room  
**26F02: Making a Difference in Your Recruitment Work**  
*Wes Butterfield, Vice President, Ruffalo Noel Levitz*  
What is the roadmap to success in the admissions world? Is there one road to follow or many? Are you at the crossroads of your career and trying to determine if you’re in the right field? Let’s spend some time identifying ways to develop the best map for you. From crystallizing goals to determining targeted strategies, this interactive session will make a difference in your recruitment work—tomorrow, next week, and for the 2017-18 recruitment cycle.

Chicago/Alton Room  
**26F03: Supporting and Retaining Transfer Students: Moving Toward Completion!**  
*Brenda Williams, Senior Associate Consultant, Ruffalo Noel Levitz*  
Transfer students are increasingly targeted populations for enrollment and revenue growth. Who are the transfer students of today? Do your campus services and resources match their needs? This session focuses on student support services and retention strategies that create and facilitate a culture of student success for transfer students, that enhance student engagement, and that ultimately move them toward persistence and completion. We’ll also discuss some of your own challenges and successes!

9:30-10:00 a.m.  
Refreshment Break

10:00-11:00 a.m.  
Concurrent Breakout Sessions

Crystal Ballroom  
**26G01: Nurturing Your International Students**  
*John Bavorowsky, Vice Provost for Enrollment Management, Marquette University*  
The process of developing pipelines to recruit international students is only the first step in getting them to campus. In this session, Dr. John Bavorowsky will share international student data and discuss the support services needed to help international students thrive on our campuses. Attendees are encouraged to bring their ideas too!

Barbershop Room  
**26G02: More Than Mentoring: A Multi-faceted, Low-Budget Approach to Increasing African American Male Retention and Success**  
*Dr. Daniel McEachern, Dean, Enrollment Management, Central Piedmont Community College*  
To address achievement gaps among African-American males, Central Piedmont Community College faculty and staff formed a cross-college team to create a comprehensive plan of success and retention strategies that impact all facets of the student experience. This session will share the suite of successful interventions and retention practices, many of which have been scaled and sustained. Attendees will leave with low-to-no-cost, innovative student success ideas that may be adapted and implemented at both large and small institutions.
Chicago/Alton Room  26G03: Diversity as the New Dominant: Recognizing and Planning for Recruitment and Retention Success
Dr. Lewis Sanborne, Vice President, Ruffalo Noel Levitz
It wasn’t too long ago when enrollment planning for diverse populations meant add-ons to recruitment and retention plans. We’ve reached a point where for many colleges and universities, the “traditional” student is now, by some standards, a minority population. This session will explore major trends that should be driving recruitment and retention plans to attract and serve diverse populations. We will explore concrete steps that institutions can take to embrace this diversity and thrive in a 21st century context that doesn’t look at all like the closing decades of the 20th.

11:00-11:15 a.m.  Break
11:15 a.m.-12:15 p.m.  Closing Keynote Session

Crystal Ballroom  26H01: Time to Welcome a New Generation
Dr. Jim Hundrieser, Associate Managing Partner, Association of Governing Boards (AGB) Institutional Strategies
As campuses have finally now adjusted to the Millennial generation, it is time to welcome the next Generation initially called Gen Z or iGen. This keynote will share ways this generation is similar and different from Millennials and how we need to prepare to meet their expectations. How prepared are we to recruit, teach, advise, and retain the most diverse generation of students we’ve ever seen? Here is a hint—think—safety, urban, career focused, and technology integration most people over 40 will never understand.

12:15 p.m.  Adjournment