

**Note: Times on this agenda are in Central Time. However, in the virtual environment, times displayed on the session's countdown clock and in MyAgenda appear in your time zone (the time zone you have your computer set up to).**

## Wednesday, July 7

### **9:00-10:00 a.m. CT**

#### **Connect Over Coffee**

Visit the L'Amusant room to meet the Parisian jazz band, snap a photo, chat with others, and see live views of The City of Light. Next, stroll to the Innovation Lounge to continue conversations, take in some Paris latte art, watch on-demand Innovation Sessions, or log into the live Morning Carnival Session.

#### **The Morning Carnival**

##### *Innovation Lounge*

Start the day off by connecting with peers and some of our great presenters in this informal, optional morning event. Unpredictable and fun, just like the tradition of French Carnival, you can join the party as we spin the "Enrollment Roulette Wheel" to pick hot enrollment topics, get your opinions in live polls, and kick off the day with conversation and some surprises!

#### **Exhibit Hall Open**

Stroll through the Exhibit Hall to meet and connect with RNLNC Paris exhibitors offering insights and solutions to help you navigate the new normal.

### **9:30-9:45 a.m. CT**

#### **RNLNC Paris Ambassador, Jeff Kallay—Live Session**

Check in with RNLNC Paris Ambassador, Jeff Kallay as he comes to you live with late-breaking event news and RNLNC Paris highlights! You can find this livestream session on the right side of the navigation bar at the bottom of your screen.

## 10:00-11:00 a.m. CT

### Opening Keynote Session with Dr. Bertice Berry

#### *Keynotes Room*

*Dr. Bertice Berry—Sociologist, Speaker, Author*

Dr. Bertice Berry has been stirring academic audiences to action for over 25 years. An accomplished sociologist, Dr. Berry has expertise in several areas including statistics, race relations, and gender in addition to being an entrepreneur, comedian, and author of 11 bestselling and critically acclaimed books. Dr. Berry draws from her own personal journey, going from one of seven siblings in a single-mother household to earning her PhD in sociology from Kent State University by the time she was 26—and then launching her teaching career. This session will inspire you with her story about the power of transformation.

## 11:00-11:15 a.m. CT

### Break

Stand and stretch! Then connect with colleagues in Public Chat, watch an Innovation Session in the Innovation Lounge, or snap a Parisian photo in the L'Amusant Room!

## 11:15-11:45 a.m. CT

### Breakout Sessions

#### **Pivot! Digital Student and Parent Engagement**

##### *Petit Palais Meeting Room*

*Adam Connolly—Vice President of Enrollment Management, RNL*

*Mary Beth Marks—Vice President Enrollment Services, The University of New Orleans*

The marketing and recruitment landscape of higher education has changed and is still changing! Engagement to Generation Z students and their Generation X parents have become a priority on campuses. The time to pivot is now! This session will explore the ever-changing market environment and then illustrate solutions and strategies that your campus can implement to fully engage your target audience. This session promises to provide valuable strategy and discussion points for your enrollment marketing teams to discuss back on campus.

#### **Let's Build the Funnel and Fill the Bucket!**

##### *Petit Palais Meeting Room*

*Jeff Gates—Senior Vice President for Student Life & Enrollment Management, Utica College*

*Jessica Nelson—Executive Director of Admissions, Utica College*

*Sarah Freed—Assistant Vice President of Admissions, West Chester University*

Is your enrollment headed in the right direction? That's a question we get asked daily. This session is geared to set you and your team up for success! Learn from a private college and a public university that have their enrollments headed in the right direction. Each has implemented several strategies as they worked with RNL to build an annual recruitment plan. One piece of the plan is to think through and create well-conceived, broad strategies to achieve the desired enrollment goal(s). You might just learn of a new strategy to implement to fill your institution's bucket and achieve even greater enrollment success.

## **The Intersection of Price and Aid**

*Cathédrale Notre-Dame de Paris Meeting Room*

*Derek Flynn—Vice President, RNL*

*Rob Van Cleef—Executive Consultant, RNL*

With competition heating up and the value of a college education being questioned in the public sphere, finding the right balance between price and aid should be a data-informed art and science. In this session we'll explore best practices in managing the intersection between pricing and financial aid strategies, with a healthy dose of messaging on the side.

## **Successfully Competing for Today's Graduate Students**

*The Alexander III Bridge Meeting Room*

*Scott Jeffe—Vice President Research Graduate and Online, RNL*

*Aaron Mahl—Vice President, RNL*

*Cheryl Ann Engel—Director of Recruitment, Luddy School, Indiana University*

In the spring of 2021, RNL conducted a ground-breaking survey of 1,500 prospective graduate students. In this session, we will discuss with our seasoned graduate school panelists the 10 findings related to prospective students' program(s) of interest, how they conduct their search, and what is most important in their enrollment decision.

## **The Influence of Campus Climate Satisfaction Pre and Post Pandemic**

*Arc de Triomphe Meeting Room*

*Julie Bryant—Vice President for Student Success, RNL*

What is the campus climate like on your campus? Do you know how the pandemic has affected student perceptions on your climate? Student satisfaction with campus climate is one of the strongest predictors of individual student retention and institutional graduation rates. This session will share what we know about student satisfaction levels with campus climate pre-pandemic at four-year private, public and community colleges, along with observations on the climate impact from conditions over the past year.

## **Apple iOS 14.5 Update and its Impact to EDU Marketers**

*Petit Palais Meeting Room*

*Hayley Warack—Vice President, Digital Strategy & Innovation, RNL*

*Connor Bolin—Director of Analytics, RNL*

Where were you on April 26, 2021? In late April, Apple officially released its long-awaited iOS 14.5 update, and digital advertising may never be the same. While there was build-up to the release, there were so many unknowns as far as what impact to anticipate. In this session, Connor Bolin and Hayley Warack will dive into all things Apple iOS 14.5 + user privacy and answer top campus questions:

- What exactly is the Apple iOS 14.5 update?
- How is this impacting EDU digital advertising efforts?
- How do I respond to this update?

What's next in digital advertising and user privacy, and how do I prepare for more changes to come?

## **Focus Your Energy on the Right Students With Personalized Engagement Scoring (Demo)**

*Petit Palais Meeting Room*

*Alecia Ortega—Associate Vice President, RNL*

The RNL Student Search and Engagement approach to recruitment combines the power of predictive modeling and analytics with enhanced student and parental behavioral data. In this brief session we'll review how you can incorporate historical insight and real-time engagement feedback into our multichannel marketing campaigns so that you are able to focus on the right students, at the right time.

## **The 3-Phase Video Strategy to Drive Enrollment**

*Petit Palais Meeting Room*

*Matthew Pellish—Vice President, CampusReel*

Nearly 100 universities and programs, from small liberal arts colleges to major state universities to top-rated international business schools, have adopted CampusReel to drive student engagement over the last 12 months. Why? Because we've cracked the code on delivering scalable, consistent user-generated videos that show the diverse range of student experiences from the dorm room to the classroom. Traditional video is expensive and time-consuming, but it doesn't have to be that way. This session will dive into how CampusReel developed a new 3 Phase approach to video creation and strategy, returning real leads, measurable ROI, and compelling student stories at any point in the enrollment funnel.

## **11:45 a.m.-12:45 p.m. CT**

### **Le déjeuner (Lunch)**

Grab some lunch, watch an Innovation Session, or take part in the Live Paris Bike Tour that kicks off at 11:55 a.m.!

## **11:55 a.m.-12:35 p.m. CT**

### **Optional Paris Bike Tour Live From Paris! (Part One)**

*L'Amusant Room*

Join fellow conference participants as you explore Paris in real-time from your home (or couch!). Hear hilarious stories, discover beautiful sites, and interact in real-time with your Parisian guides as they bike around the City of Light. You will visit:

- Ile Saint Louis—Saint Louis Island
- Notre Dame Cathedral
- Love Lock Bridge
- Louvre Museum
- Royal Palace—Palais Royal

Access the Zoom Link in the L'Amusant Room.

## 12:45-1:15 p.m. CT

### Breakout Sessions

#### **Disruption: The Great Driver of Innovation**

*Cathédrale Notre-Dame de Paris Meeting Room*

*Dawn Fortin Mattoon—Executive Consultant, RNL*

*Naomi Deren—Director of Enrollment Services, The University of Regina*

*Laura Pennington—Vice President of Institutional Advancement, Virginia Highlands Community College*

*Patricia McCarthy—Vice President, Enrollment Management, Indiana University of Pennsylvania*

The COVID-19 pandemic has been perhaps the greatest disruptor in the modern era. In this panel discussion, we'll explore lessons learned, innovations made, and consider what facets of enrollment and higher education will not, and perhaps should not, go back to the way they were.

#### **Maximizing Test-Optional Admission Beyond a Pandemic**

*Petit Palais Meeting Room*

*James Steen—Vice President of Enrollment Management, Houston Baptist University*

*April Bush—Executive Consultant, RNL*

As a result of the COVID-19 pandemic in March of 2020, ACT and SAT testing opportunities were cancelled across the United States. Therefore, many (if not most) colleges and universities were forced to become test-optional seemingly overnight. Historically, some faculty, staff, and administrators have been hesitant to adopt test-optional admission policies. However, many institutions saw this as an opportunity to make a move they had desired to make previously, but lacked the institutional buy-in to do so. Others thought of test-optional as temporary and only made the decision out of necessity.

Although outcomes are still to be determined, many test-optional campuses experienced higher volumes of admitted students despite having smaller or flat application pools. Test-optional policies allowed these institutions to complete more applications because test scores were no longer a necessary requirement. This session will evaluate the pivot to test-optional, the impact on various campuses, and how to leverage test-optional post-pandemic to maximize enrollment.

#### **Making Research Work: Translating Recruitment Research Into Action**

*The Alexander III Bridge Meeting Room*

*Bob Stewart—Vice President, RNL*

*Teresa MacGregor—Executive Director of Graduate and Professional Studies, Jacksonville University*

It can be challenging to translate graduate and online student recruitment research into strategies and tactics that result in students choosing you over another institution. In this session, we will discuss how to use recruitment research to transform your operations and increase enrollment.

## **The Student Aid Index: Shifting Our Thinking on Financial Aid Eligibility**

*The Louvre Museum Meeting Room*

*Roberto Santizo—Senior Consultant, RNL*

*Ann Cools—Senior Consultant, RNL*

*Betsy Gingerich—Senior Consultant, RNL*

New federal legislation will streamline the FAFSA and replace the Expected Family Contribution (EFC) with the Student Aid Index (SAI) beginning with the 2023-24 academic year. As a result, there will be multiple changes affecting the financial aid process including a different and separate calculation for Pell Grant eligibility. This session will provide an overview of those changes as well as implications for enrollment management officers, their staff in admissions and financial aid, as well as the students and families they serve.

## **8 Insights to Help Guide Your Parent Engagement Strategy**

*Petit Palais Meeting Room*

*Dave Becker—CEO, CampusESP*

*Sarah Coen—Vice President of Strategic Initiatives and Enrollment Management,*

*Transylvania University*

Ninety-nine percent of parents say they're involved in their students' college planning. We know that today's parents will be involved in their students' college selection, but what's the best way to build your parent engagement strategy? Dave Becker, CEO of CampusESP, reveals eight insights and data points that will help you personalize parent engagement, differentiate your institution, and measure the enrollment results.

## **How to Optimize Efficiency and the Student Experience Using AI Technology**

*Arc de Triomphe Meeting Room*

*David Glezerman—Assistant Vice President and Bursar, Retired, Temple University*

*Felice Walden—Sr. Associate Bursar Operations, Temple University*

*Mary Frances Coryell—VP of Strategic Alliances and Partnerships, Ivy.ai*

In this collaborative session, we will examine both the intent and impact of Artificial Intelligence in higher education, and how it differentiates itself from automation. Discover how AI can provide streamlined, omnichannel support for students, scale tier-1 service requirements, improve staff efficiency, enhance user experience, as well as gather and leverage valuable data. We'll engage audience members, prompting them to evaluate their experience with staff sentiment toward workload/workflows, repetition, and expectations through polls and available chat resources on the platform. We'll also examine how staff experiences impact the student journey, especially as student expectations have shifted to instant information access. We will also explore best practices for implementing AI technology to maximize its benefits based on functional goals and requirements. Audience members can look forward to relatable use-case examples, and deeper insights into the strategies used for successful implementation.

## **Maximize Your Enrollments and Revenue with Data Driven Financial Aid Recommendations (Demo)**

*The Louvre Museum Meeting Room*

*Derek Flynn—Vice President, RNL*

The last year and a half has thrown serious curve balls at higher education. Join us for this demo session of how RNL's Advanced FinAid Solutions employs the most comprehensive, multi-step process in the business, state of the art, cloud-based reporting, Advanced Machine Learning Econometric Modeling and decades of experience in higher education and a consulting team to partner with you along the way. This session will be best suited for campuses looking to strategically use institutional financial aid resources to enroll the student you want to enroll, understand and manage discounting, and maximize net revenue and optimize yield.

## **1:15-1:30 p.m. CT**

### **Break**

Stretch and grab a snack! Then connect with colleagues in Public Chat, listen to the Parisian Jazz Band or snap a Paris-Inspired photo in the L'Amusant Room!

## **1:30-2:00 p.m. CT**

### **Breakout Sessions**

## **Centralized or Decentralized? That is the Question: How to Succeed in Centralized and Decentralized Recruiting Structures**

*The Alexander III Bridge Meeting Room*

*Lew Sanborne—Vice President, RNL*

*Reena Lichtenfeld—Executive Consultant, RNL*

*Paul Gemperline—Dean of the Graduate School, East Carolina University*

Graduate program marketing and recruitment efforts are more likely to be decentralized than their undergraduate counterparts. This presents both opportunities and challenges. In this session we will review results from a recent RNL survey of graduate recruiters and marketers and discuss how you can make whatever structure you have work best for you.

## **Moving from a Rookie to a Campus Leader**

*Arc de Triomphe Meeting Room*

*Stephanie Miller—Executive Consultant, RNL*

Student success leadership now is more critical than ever before. Establishing an institutional plan that provides the opportunities for students to be successful requires moving from a retention rookie to a seasoned student success leader. This session will provide a playbook for achieving persistence, retention, and completion goals on your campus through collaborative leadership skills, transformative change management, and implementation of best-practice strategies.

## **Webinars and Webcasting—What Now? Looking Ahead to the Future of Online Engagement for Enrollment**

*Petit Palais Meeting Room*

*Gil Rogers—Executive Vice President, PlatformQ Education*

*Mary Beth Marks—Vice President Enrollment Services, The University of New Orleans*

With the COVID-19 pandemic entering our rearview mirrors, it will be critical for enrollment managers to now decide which legacy tactics to reincorporate and which to leave at the wayside in light of new and highly impactful virtual methods. This conversation will showcase some of the most impactful methods that institutions like the University of New Orleans will be keeping and what they'll be looking at more closely as we look ahead to a hybrid model for recruitment and marketing.

## **Optimizing Financial Aid Packaging Through Data Science**

*The Louvre Museum Meeting Room*

*Lindsey Possehl—Senior Data Scientist, RNL*

*Wes Butterfield—Senior Vice President, RNL*

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

## **Designing a Future-Proof CRM Strategy to Enroll Tomorrow's Students**

*Petit Palais Meeting Room*

*Wendy Hamstra-Smith—Director of Sales Enablement, EnrollmentRx*

*Lawrence Levy—CEO, EnrollmentRx*

Can colleges and universities rely on legacy systems to recruit and enroll the students of the future? Will outdated software tools be able to reach applicants on new communication platforms, provide critical data integration with enterprise systems that are upgraded annually, and support ever-evolving operational requirements, even after staff turnover? Join us while we discuss how schools can best ensure a future-proof Constituent Relationship Management (CRM) technology strategy for recruitment and admissions.

## **Best Practices in Utilizing Data-Driven Personalized Videos for Enrollment**

*Petit Palais Meeting Room*

*Tom Mikowski—Vice President of Business Development and Higher Education Partnerships, Allied Pixel*

Personalized video is quickly becoming the preferred way to engage prospective students. Why? Perhaps it's an increase in the likelihood (by up to 12x) of students to enroll through the delivery of personalized video.



By developing a thought-out strategy for video at your institution, you can create a sustainable program that will allow you to use personalized video as a powerful tool to engage with your audience, create deeper connections, and attract new students to your institution.

Learn how to:

- Leverage personalized video throughout the enrollment process as a channel to recruit new students in an individualized and engaging way.
- Create relevant video content based on data that can increase applications, boost yield, and reduce melt.
- Use on-demand RFI forms to grab attention quickly.
- Build a successful video campaign that includes strategy, budgeting, creative, production, deployment, and measurement.

## **Student Engagement is the New Paid Search: How RNL is Rethinking the Top of the Funnel (Demo)**

*Petit Palais Meeting Room*

*Matt McKillen—Vice President, Product Management, RNL*

*Matt Krov—AVP for Product Management, RNL*

Narrowly focused marketing campaigns are no longer having the impact required to effectively engage your prospective students. Generating a robust digital engagement strategy that goes beyond today's standard digital and traditional marketing strategies is challenging, and difficult to get right. This session will focus on how RNL's Student Search and Engagement is built to help you break out of the standard marketing ruts you may find yourself stuck in, and start engaging with students (and their parents) in new and innovative ways.

## **2:00-3:00 p.m. CT**

### **Exhibit Hall Open**

Stroll through the Exhibit Hall to meet and connect with RNLNC Paris exhibitors offering insights and solutions to help you navigate the new normal.

## **3:00-3:30 p.m. CT**

### **Breakout Sessions**

#### **What's Next? Thought Leadership and Innovation**

*Petit Palais Meeting Room*

*Kathryn Karford—Vice President, RNL*

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

*Wendy Beckemeyer—Vice President for Enrollment Management, Cornell College*

*PJ Woolston—Vice President, Enrollment Management, The University of Texas Permian Basin*

Join the panel of experts with diverse backgrounds to hear their personal insights on how they have led their institutions in solving today's enrollment challenges.

## Leveraging Existing Programs to Grow Enrollment

*The Alexander III Bridge Meeting Room*

*Holly Tapper—Vice President, Graduate and Online Solutions, RNL*

*Travis Lindahl—Director of Enrollment Services - Graduate and Professional Admissions, Mercyhurst University*

Your existing programs are your “product,” but do they meet market demand? Do you know which have the greatest potential for growth? Do you know which may be ready to “sunset?” As institutions strive to ensure that every dollar counts, we will explore pathways to growth for existing programs and new degrees. Our conversation will span market research to student success, and everything in between.

## Student Success: Implementation Models for First- to Second-Year Retention

*Arc de Triomphe Meeting Room*

*Brandi Phillips—Executive Consultant, RNL*

*Angie Bauman Power—Director of Institutional Effectiveness, Cornell College*

*Eric Jaburek—Assistant Director of First Year Experience, The Ohio State University*

Do you know the best implementation strategy to gather student data, determine relevant resources for various student populations, and establish a solid timeline for your first- to second-year retention efforts? Join us for a panel discussion on various implementation models to improve student retention and graduation rates. During this session you will hear from campus leaders at public and private colleges and universities as they share their institutions’ student success strategies and outcomes.

## Transforming Remote Learning to World-Class Online Education

*The Alexander III Bridge Meeting Room*

*Dawn Fortin Mattoon—Executive Consultant, RNL*

*Kelly Kirk—Director of the University Honors Program, Instructor of History, Black Hills State University*

*Dave Louis—Associate Professor, Educational Psychology and Leadership, Texas Tech University*

*Leslie Martin—Professor of Psychology, La Sierra University*

Recent RNL data indicate that adult populations have NOT been turned off by pandemic era transitions to remote learning, but that won’t last forever. Now that almost every faculty member and student have been exposed to remote study, it is time to transform online curriculum to its highest quality. In this session, we will discuss how to make it work on your campus.

## Reaching the Next Generation: Using Video to Increase Engagement

*Petit Palais Meeting Room*

*Kevin Replinger—Client Experience Researcher, ThankView*

Join Client Experience Researcher Kevin Replinger as he dives into why the digital transformation of admissions has become even more critical today and what you can do to reach and retain prospective students throughout the enrollment process. He’ll cover roll-up-your-sleeves strategies for creating and incorporating video effectively and share creative ideas from ThankView’s network of over 1,500 partners.

## **Starts the Smart Way: How RNL Enable Uses Full-Funnel Data to Drive Towards Enrollment Goals (Demo)**

*Petit Palais Meeting Room*

*Matt McKillen—Vice President, Product Management, RNL*

Graduate and online students require a special focus and attention to detail when being recruited for your institutions. RNL Enable is a new service that provides strategic consulting, marketing, and reporting to grow your institutions graduate and online presence. This session will review the RNL Enable offering and take a deeper look at, RNL Envision, the technology that powers RNL Enable. This session will take an inside look at the technology, process, and full funnel data insights the RNL team uses to optimize your media spend in order to strategically grow your enrollment numbers.

## **3:30-3:45 p.m. CT**

### **RNLNC Paris Ambassador, Jeff Kallay—Live Session**

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## **4:00-4:30 p.m. CT**

### **Paris-Inspired Mixology Event**

*L'Amusant Room*

Join RNLNC Paris participants for this fully interactive mixology event guided by top tier instructors from LiquidLab NYC. You will laugh and learn while mixing two Parisian-inspired cocktails (or mocktails)!

Access the Zoom link in the L'Amusant Room.

[Here is a shopping list](#) to gather easy-to-find ingredients prior to the event.

# Thursday, July 8

## 8:00-9:00 a.m. CT

### Connect Over Coffee

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### The Morning Carnival

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## 8:30-8:45 a.m. CT

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## 9:00-9:45 a.m. CT

### Morning Keynote Session

### Piano Meditation Concert Live From Paris and Remarks by RNL’s President and CEO

#### *Keynotes Room*

*Dr. Beate Perrey—Pianist, Musicologist, Author*

*Dr. Sumit Nijhawan—President and CEO, RNL*

Experience this calming and deeply connecting music-poetic performance. Dr. Perrey’s Piano Meditation Concert will be performed live from her living room in the historic center of Paris Saint-Germain-des-Prés on her Steinway Concert Grand piano. You will experience calm, joy, and a refreshed-mind to start your day.

Stay in the Auditorium of the Opera Garnier to listen to RNL President and CEO Dr. Sumit Nijhawan discuss the changes that impacted us all in the previous year and how colleges and universities can engage more students and chart a course to enrollment growth.

## 9:45-10:30 a.m. CT

### Exhibit Hall Open

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## 10:30-11:30 a.m. CT

### Keynote Session with Professor Americus Reed II

#### *Keynotes Room*

*Americus Reed II— Whitney M. Young, Jr. Professor, Professor of Marketing at the Wharton School, University of Pennsylvania*

Professor Americus Reed II is a pioneering expert on the deep social psychological analysis of the topic of identity—the complexity of how a person, organization, brand, or service creates self-expression, and how these factors interface with various domains of business. He is the author of more than 50 articles, book chapters, and cases, and he has been featured on CNN, CNBC, *Forbes*, the *Wall Street Journal*, the *New York Times*, and NPR. During this informative and entertaining session, Professor Reed will discuss how to create “identity loyalty” among your constituents.

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### Optional Paris Bike Tour Live From Paris! (Part Two)

#### *L'Amusant Room*

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- Place de la Concorde—Guillotine Square
- Petit and Grand Palais
- Alexander III Bridge
- Eiffel Tower and Champ de Mars

Access the Zoom link in the L'Amusant Room.

## 12:45-1:45 p.m. CT

### Breakout Sessions

#### **Developing Strategic Enrollment Strategies in Response to the Current Environment**

*Cathédrale Notre-Dame de Paris Meeting Room*

*Kevin Crockett—Senior Executive, RNL*

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.

#### **The Forgotten Families—What They Need From Your Institution**

*Petit Palais Meeting Room*

*Jeff Kallay—Senior Vice President, RNL + Render*

*Raquel Bermejo—Associate Vice President, Market Research and Planning, RNL*

The changing demographics are well known: declining high school graduates and “browning” of America with more first-generation and underserved students in the emerging majority. But what about the other side of the co-purchasing equation, today’s parents? RNL research shows 79 percent are “highly involved” in their child’s college search, and this session will reveal important data garnered from a recent, robust RNL research of college-bound and current college students’ parents that you and your institution need to know and respond to successfully navigate this profound shift and social moment.

#### **Filling the Funnel With the RIGHT Leads**

*The Alexander III Bridge Meeting Room*

*Charles Ramos—Vice President, RNL*

*Chris Zagar—Senior Client Success Director, RNL*

*Nicole Hitpas—Chief Marketing and Communications Officer, Goizueta Business School, Emory University*

Filling the top of your enrollment funnel is where it all begins, but if you don’t generate high quality leads resulting in enrolled graduate and online students, your efforts (and your money) are wasted. In this session, we will discuss strategies and tactics that employ the channels (a mix leaning heavily on digital marketing) that reach prospective students, and will ensure that the leads you generate match the unique characteristics of your programs.

## **Test-Optional Policies: Crawl, Walk, or Run**

### *The Louvre Museum Meeting Room*

*Lisa Browning—Associate Vice President, RNL*

*Joel Recznik—Vice President, Enrollment Management, Franciscan University of Steubenville*

*Craig Whyte—Director of Scholarships, Utah State University*

*Andy Woodall—Assistant Vice President of Recruitment and Admissions, Shenandoah University*

*Kim Scranage—Vice President for Enrollment and Degree Management,  
Northern Kentucky University*

According to FairTest.org there were 1,070 colleges that were test optional before the COVID-19 pandemic. As of June 2, 2021, there are 1,475+ accredited, 4-year colleges and universities with ACT/SAT-optional test policies for Fall 2022 admissions. In this session, four enrollment professionals from both public and private institutions will discuss how their campus decision to move to test optional affected their financial aid strategy and its effects on this year's overall enrollment results. They will also discuss what they learned from their test optional experience this year and any adjustments they plan to make to admissions and financial aid strategies, as well as retention strategies.

## **Strengthening Enrollment with Market-Aligned Programs**

### *Petit Palais Meeting Room*

*Remie Verougstraete—Content Writer - Higher Education, Emsi*

In-demand academic programs that align with learners' goals are the foundation of effective enrollment and retention strategies. The good news is, the same data used to develop these programs in the first place can also be used to communicate their value to prospective students.

In this session, you'll learn the "why" and "how" of aligning programs with labor market trends, and leveraging that alignment to market programs more effectively. Join us for an overview of national trends, key data points to consider, and strategies for putting that data to work.

## **RNL Student Success, an Integrated Program of Assessment, Analytics, Planning, and Implementation (Demo)**

### *Arc de Triomphe Meeting Room*

*Stephanie Miller— Executive Consultant, RNL*

*Brandi Phillips— Executive Consultant, Student Success Solutions, RNL*

*Shannon Cook— Director, Retention Solutions, RNL*

The management of student retention outcomes should be integrated throughout your institution, data-informed, and most certainly based upon your students' needs. But where and how do you start? This session will explore the RNL 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 data points into academic advising, planning strategies, annual retention, and completion plans. You'll leave this session with the ability to assess your student success initiatives and with strategies to move it to the next level.

## 1:45-2:00 p.m. CT

### Break

Stand and stretch! Then connect with colleagues in Public Chat, watch an Innovation Session in the Innovation Lounge, or snap a Parisian photo in the L'Amusant Room!

## 2:00-2:30 p.m. CT

### Breakout Sessions

#### **The Fundamentals of Strategic Enrollment Planning, 2021 Reboot**

*Cathédrale Notre-Dame de Paris Meeting Room*

*Lew Sanborne—Vice President, RNL*

Strategic enrollment planning (SEP) is a recursive, ongoing process which has become an imperative given the massive changes the last several years have brought to higher education. The SEP framework balances nimbleness with longer-term strategic planning, allowing each institution to compete in a radically altered landscape. Learn the absolute must-do's for an effective SEP project: how to bring the right people together, how to engage the campus community, how to scan the environment, and how to be certain your plan (and the strategies within it) are data-informed. We'll look at real best practices as well as common pitfalls to avoid while engaging live with participant questions.

#### **Beyond the Funnel: How Students Actually Engage**

*Petit Palais Meeting Room*

*JC Bonilla—Chief Analytics Officer, Element451 and Faculty Member at NYU/Rice University*

The admissions funnel is flawed. Student behavior doesn't fit neatly into a linear process. At Element451, we've been working with colleges to track and analyze how prospective students actually engage with a school. Join us to learn how behavioral analytics and machine learning are transforming the idea of a funnel into the reality of a student journey.

#### **RNL Discounting Report 2021: The KPIs That Influence the Industry**

*The Louvre Museum Meeting Room*

*Galen Graber—Vice President, RNL*

This session will highlight the data available in the 2021 RNL Discounting Report, and then using that underlining data, this session will take a deep dive into the factors which influence discount rates. We will discuss why discount rates are rising and why simply comparing to a national metric is not advisable. We've sliced and diced our campus-partners' data to produce a wonderfully rich set of data and analysis.

Are you curious to understand how your campus tuition discount rate stacks up against others 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.? What about splits by institution selectivity or athletic affiliation? You'll learn the answers to these sort of questions and more. The Discounting Report covers data for both private and public institutions, as well as data for transfer students.



## **Are You Making the Most Out of Your Data? Translating Insights into Action for Student Success**

*Arc de Triomphe Meeting Room*

*Traci Roble—Director of Partner Success, Othot*

*Brandi Phillips—Executive Consultant, Student Success, RNL*

Before the pandemic, on average only 67 percent of first-year students were retained at their starting institutions. ([studentclearinghouse.org/nsblog/research-center-releases-2020-persistence-and-retention-report](https://studentclearinghouse.org/nsblog/research-center-releases-2020-persistence-and-retention-report)) Clearly, many institutions are struggling to make meaningful improvements in retention, graduation, and more importantly, success rates, and the negative influence of the pandemic on student success is yet to be determined. Those seeing positive outcomes are using advanced analytics—a variety of cognitive and machine-learning data—to change course.

All colleges and universities have data, but do you have the right data? How is it organized? Are you using it correctly? Most importantly, how do you translate your insights into actions that increase retention, persistence, and success at your institution?

Join us for an insightful combined session where we will demonstrate how you can use predictive and prescriptive analytics, overlaid with an individual's motivational and behavioral attributes, to inform strategies and tactics that improve each student's outcome.

Our use cases and strategies will outline how you can bridge the gap from enrollment to retention and enrollment to initial academic success. In this session, you will learn:

- How the combination of non-cognitive assessment data coupled with traditional admissions data lays the foundation for student success.
- How to understand the true impacts of student success.
- Why common policies and practices need to be re-examined.
- How to recognize where resources should be invested for greater operational efficiency and student impact.
- How investing in student success brings meaningful revenue increases to your institution.

## **Finding Growth in Graduate and Online Enrollment**

*The Alexander III Bridge Meeting Room*

*Brad Goan—Assistant Vice President, RNL*

*Owen Guthrie—Executive Director, University of Alaska Fairbanks*

In an otherwise challenging time for higher education, graduate and online enrollments are growing. This session will explore important market trends, current best practices, and how one university has capitalized on graduate and online growth opportunities.

## Mass Personalization in Enrollment Marketing

*Petit Palais Meeting Room*

*Mary Kreta—Associate Vice President for Enrollment, University of Montana*

*Eric Groves—Vice President, RNL*

Have you even been discussing a product and later see an ad for it on Facebook or Amazon? Your phone isn't listening to you—it doesn't have to! In this session, we will discuss how this type of thing can happen and why students expect that you know as much about them as Netflix, Amazon, and Instagram. We will discuss ways that colleges and universities can use this mass personalization to their benefit and drive up engagement with prospective students and families.

## 2:30-2:45 p.m. CT

### Break

Stretch and grab a snack! Then connect with colleagues in Public Chat, watch the Paris latte artist in the Innovation Lounge, or listen to the Parisian Jazz in the L'Amusant Room!

## 2:45-3:15 p.m. CT

### Breakout Sessions

## E-Expectations 2021: The New Normal in Online College Search

*Petit Palais Meeting Room*

*Amrit Ahluwalia—Editor in Chief, Modern Campus*

*Jeff Meece—Sales Director, Mongoose*

*Vaughn Shinkus—Assistant Vice President, RNL*

In a challenging year of online and hybrid learning, the nation's high school students set their gaze on the future and forged ahead with college search and selection. Based on our 2021 study of high school sophomores, juniors, and seniors, learn how the pandemic accelerated reliance on digital resources in the enrollment process and how colleges and universities must adapt to meet changing online preferences and behaviors.

## So What Does “Adult-Friendly” Really Mean—and Why Does it Matter?

*The Alexander III Bridge Meeting Room*

*Cherron Hoppes—Chief Academic Officer, RNL*

*Paula Schmidt—Interim Vice President for Academic Affairs, Dean for the College of Professional and Graduate Studies, Clarke University*

As the pandemic has swept through American higher education, the pendulum has swung back to a focus on attracting “adult students.” But the demands and preferences of these students has changed a lot in recent years. So what do institutions need to do to attract—and retain—adults in their undergraduate, graduate and online programs? In this session we will talk about the primary characteristics of today's most “adult-friendly” programs.

## **Designing the Ideal Program Portfolio**

*Cathédrale Notre-Dame de Paris Meeting Room*

*Kathryn Karford—Vice President, RNL*

*Scott Jeffe—Vice President, Research, Graduate and Online, RNL*

*Brad Goan—Assistant Vice President, RNL*

Academic program planning should be a critical part of every institution's strategic planning process, for every market they serve and in every modality they deliver. This session will explore best practices academic program planning, from market research to enrollment projections to financial viability analysis.

## **Replacing Your Revenue Share Model with Strategic Marketing**

*Petit Palais Meeting Room*

*Nicole Cafillio—AVP Client Success, RNL*

*Dan Campagna—Senior Client Success Director, RNL*

During this session we will explore topics to consider when transitioning from an OPM model and the critical role that strategic marketing plays for a successful transition. We will review campus resources and bandwidth to take into consideration, talent/expertise gaps, and infrastructure needed to support a successful transition. To bring this all to life, we will delve into a university case study and how their strategic marketing plan played a key role to the successful outcomes they experienced following their move away from a revenue share OPM model.

## **Variables, Probabilities and Enrollment Likelihood, OH MY! Using Predictive Modeling in Your Enrollment Strategy**

*The Louvre Museum Meeting Room*

*Derek Flynn—Vice President, RNL*

*Lindsey Possehl—Senior Data Scientist, RNL*

This session will discuss using econometric and predictive modeling to understand the strength of your class, using data to pivot when life throws you lemons.

## **Leveraging Your Catalog to Increase Student Success**

*Arc de Triomphe Meeting Room*

*Kevin Stejskal—Senior Account Executive, Leapfrog Technologies*

Higher education institutions continue to seek ways to drive student success through the tools and technologies that are already in use. Join us to learn how some campuses are leveraging their catalog platforms to add learning outcomes, career data, and filter searching as they pursue stronger student career guidance and higher on-time graduation rates.

## CRM Game Changer—Or Is It?

*Petit Palais Meeting Room*

*Nathan Ament—Chief Enrollment Officer, Loyola University New Orleans*

*Kim Myrick—Vice President, RNL*

Making the move to a high power CRM may appear to be the solution to your enrollment challenges. Is a CRM really the answer? The leaders of this session have participated in several system implementations on a variety of campuses as well as bringing enrollment management experience to the discussion. Join us to discuss whether your campus is ready for a CRM change, the role of strategic enrollment planning in CRM implementation, the best things a CRM can do for campus, and the things a CRM can't do.

## Make Meaningful Connections Through Personalized Financial Aid Videos (Demo)

*The Louvre Museum Meeting Room*

*Ale Sosa Pieroni—Vice President, RNL*

With financial aid being a top factor in the students' decision to enroll, modernizing how we communicating affordability and value is a must for all colleges and universities. Come learn how **RNL's Personalized Financial Aid Videos** enable you to communicate your financial aid offer in a clear, consistent, compelling, and relevant manner to your students and their families.

## 3:30-4:00 p.m. CT

### Closing Session and Wrap-Up

*Keynotes Room*

*Jeff Kallay—RNLNC Paris Ambassador, Senior Vice President, RNL + Render*

Join this high-energy closing session as RNLNC Paris Ambassador Jeff Kallay wraps up the conference and sends you on your way feeling encouraged and inspired.

## 4:00 p.m. CT

### Adjournment