



Virtual Strategic Enrollment Planning Executive Forum

November 9-10, 2021
Agenda

Tuesday, November 9

10:00-11:30 a.m. CT

Visit with Exhibitors

Meet and connect with SEP Forum sponsors offering insights and solutions to help you navigate the new normal.

Connect Over Coffee

Grab a cup of joe and connect with peers in these optional, informal gatherings by institution type. No formal agenda or topic—just great conversations and connections!

Access these networking sessions via the Discussions drop-down at the top of your screen.

12:00-12:15 p.m. CT

Forum Welcome and Opening

RNL's leader for strategic enrollment planning Lew Sanborne along with other RNL faculty will open the forum with a welcome to attendees, observations on the current state of higher education, and a preview of how RNL can help institutional leaders respond.

*Stay in this livestream for the next session, *The Strategic Enrollment Planning Imperative!**

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

The Strategic Enrollment Planning Imperative: Higher Education Past and Present

Dawn Hiles—Senior Vice President, RNL

Phil Cavalier—Provost and Senior Vice Chancellor for Academic Affairs, UT Martin

Jodi Johnson—Vice President for Student Affairs and Enrollment Management, Dalton State

Explore the enrollment trends that got us to where we are, and consider the current trends and projections we are facing, including changing demographics, financing higher ed, outcomes pressures, and delivery modalities.

1:15-1:30 p.m. CT**Break****1:30-2:30 p.m. CT****Preparing for the Process and Project Overview***Dr. Lew Sanborne—Vice President, RNL*

We'll look at the SEP process overall, with particular emphasis on the first phase of SEP: determining project scope, building the right organizational structure, and establishing key performance indicators.

2:30-2:45 p.m. CT**Break****2:45-3:30 p.m. CT****Working Session: Scope, Metrics, Key Populations, Organizational Structure***RNL Experts*

Campus teams will tackle the tasks typically accomplished in phase one with guidance from an RNL expert.

3:30-4:00 p.m. CT**Lessons From Campus***Dr. Brad Goan—Executive Consultant, RNL**Mary Kreta—Associate Vice President of Enrollment, Office of Enrollment, University of Montana**Wendy Beckemeyer—Vice President for Enrollment Management, Cornell College*

In this session, we jump ahead to envision ideal outcomes and to hear success stories from two enrollment leaders, bringing experience from multiple campuses. Yes, you can succeed in this environment.

Wednesday, November 10

8:30-9:30 a.m. CT

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10:00-10:45 a.m. CT

From Situation Analysis to Strategy Ideation

Ale Sosa Pieroni—Vice President, RNL

Debi Gaitan—Vice President for Student Success, Northwest Vista College

Heather Smith, PhD—Associate Vice President, Advising and Student Services, Office of the Provost, The University of Texas at El Paso

The heart of SEP is data, framed in a comprehensive situation analysis. We explore how to apply data stories to strategy development: based on what we are learning, what should we do?

10:45-11:15 a.m. CT

Action Planning Fundamentals

Dr. Lew Sanborne—Vice President, RNL

In this session, we'll introduce a tool (provided to all participants) for turning strategies into action plans. Learn how to make a data-informed case for your strategies.

11:15-11:30 a.m. CT

Break

11:30 a.m.-12:15 p.m. CT

Working Session: Strategy Ideation and Action Planning

RNL Experts

RNL experts will lead campus teams through a structured strategy ideation exercise and provide practice in using the action planning tool.

12:15-12:30 p.m. CT

Break

12:30-1:00 p.m. CT

Building the Plan and Transitioning From SEP to SEM

Dr. Dawn Fortin Mattoon—Executive Consultant, RNL

Dr. Allen Guidry—Interim Vice Provost for Academic Affairs, East Carolina University

Dr. Kimberly Brown—Vice President, Enrollment Management and Student Affairs, Des Moines University

In this session we'll explore strategy prioritization and preview the steps to move from a collection of strategies, to a strategic enrollment plan, to strategy implementation and strategic enrollment management.

1:00-1:30 p.m. CT

Working Session: Building the Annual Calendar: Ongoing Evaluation and Continuous Improvement

RNL Experts

RNL experts will guide campus teams to develop their own SEM calendars, considering project management and integration of SEM with annual institutional processes.

1:30-1:45 p.m. CT

Break

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

Forum Closing Session

Join our RNL SEP Forum faculty for reflections on their SEP experiences and to hear their responses to lingering questions. Thank you for attending!

2:00 p.m. CT

Adjournment