

Wednesday, February 23

10:00-11:00 a.m. CST

Welcome and Goals for the Day

Dawn Hiles—Chief Business Development Officer, RNL

Building Your Checklist for Transformational Growth

Joshua Kim—Author and Director of Online Programs and Strategy, Dartmouth College

Eddie Maloney—Author and Executive Director of CNDLS and Professor, Georgetown University

Susan Aldridge—Former President, Drexel University Online

Holly Tapper—Vice President, Graduate & Online Solutions, RNL

During this session, we'll discuss questions that each campus should address when building for growth in the graduate, online, or adult space.

- What is the best organizational structure for my campus?
- What considerations should be made for technology and systems that drive our work?
- How do I balance student expectations with faculty/staff culture?
- How do I plan ahead for investing in a competitive environment?

11:00-11:15 a.m. CST

Break

Stand and stretch! Then take in a short Innovation Session.

11:15 a.m.-12:00 p.m. CST

Findings from the RNL Online Student Recruitment Report

Cheri DeClercq—Assistant Dean for MBA Programs, MSU Broad College of Business

Aaron Mahl—Vice President, Graduate & Online Partnerships, RNL

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

In this session, we'll review the early takeaways from proprietary research on online student, research focused on graduate students, and how these findings impact our marketing and recruitment plans.

12:00-12:30 p.m.

Lunch

12:30-1:15 p.m. CST

Building for Academic Excellence

Jenna Templeton—PhD, Vice President of Academic Affairs, Chatham University

Cherron Hoppes—Chief Academic Officer, RNL

Charles Ramos—Vice President, Graduate and Online Enrollment Management, RNL

In this session, we'll explore the academic components that influence success. We'll discuss best practices on topics from building new programs, course design, and credit vs. non-credit considerations.

1:15-1:30 p.m. CST

Break

Stand and stretch! Then take in a short Innovation Session.

1:30-2:15 p.m. CST

Getting Your Students to the Finish Line: Challenges and Opportunities in Student Success and Retention

Bob Stewart—Vice President, Graduate and Online Solutions, RNL

Julie Bryant—Vice President for Student Success, RNL

For this session, we'll discuss the challenges associated with student success—from mental health to academic resources to early alert systems—and the impact these factors have on retention and completion rates.

2:30-3:00 p.m. CST

Bringing It All Together

Greg O'Brien—Chief Growth Officer, RNL

Dawn Fortin Mattoon—Executive Consultant, RNL

As we think about all the factors that influence success in this space, we'll close out the day with best practices for setting up KPIs and reports that can provide transparency, information, and direction.

3:00 p.m. CST

Adjournment