



graduate & online innovation virtual summit | february 23 agenda

Times in Central Time

10:00–11:00 a.m.

Welcome and Opening Discussion

Welcome and Introduction

Aaron Mahl, Senior Vice President, Graduate and Online Partnerships, RNL

Todd Abbott, Senior Vice President, Partnerships, RNL

Opening Discussion: Scaling for Growth

Susan Aldridge, Former President, Drexel University Online and University of Maryland Global Campus

Dawn Hiles, Chief Business Development Officer, RNL

The higher education landscape has changed dramatically in recent years. In this session, we will talk with Susan Aldridge about the tactics, strategies—and leadership—that are needed to effectively scale for growth. Over the course of her career, Susan has led expansion efforts at multiple institutions, most recently Drexel University Online and University of Maryland Global Campus. Among the topics we will discuss are:

- How to determine if your campus is ready for growth
- How to make the case for growth and build buy-in
- How many programs you should launch at one time
- How to determine what to do yourself and what to “farm out”
- How to make all of this scalable

Susan Aldridge, was president of both University of Maryland Global Campus and Drexel University Online and led periods of dramatic growth at both institutions.

11:00–11:15 a.m.

Break

11:15 a.m.–12:00 p.m.

Breakout Sessions: How To Grow Your Online Footprint: OPMs, Options, and Alternatives

All the indicators say that online enrollment has become fundamental to a growth strategy. Now what? With tight resources, many institutions think that an OPM revenue share is their only option. But when you look at the real dollars and cents, you're likely better off in the long run to own your own success. How do you do this? How do you make the case for investment? How do you make it happen?

Choose one of the following conversations:

Selective Institutions

Josh Kim, Director of Online Programs and Strategy, Dartmouth College

Eddie Maloney, Executive Director, Center for New Designs in Learning and Scholarship, Georgetown University

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

Josh Kim and Eddie Maloney talk with Charles Ramos about the unique opportunities and challenges that select privates contend with as they contemplate the expansion of online programming.

Public Institutions

Godfrey Gibbison, Dean, California State University San Marcos

Suzana Diaz Rosencrans, Assistant Vice Provost for Online Programs, The University of Texas at San Antonio

Nate Mouttet, Vice President Graduate and Online Solutions, RNL

Godfrey Gibbison and Suzana Diaz Rosencrans talk with Nate Mouttet about the unique regulatory, institutional culture, and operational issues that public institutions must navigate as they grow online.

Private Institutions

Chris Domes, President, Neumann University

Holly Tapper, Vice President Graduate and Online Solutions, RNL

Dr. Chris Domes talks with Holly Tapper about how to best capitalize on the opportunities as well as address the challenges that mid-sized private institution confront when building online programming.

12:00–1:00 p.m.

Lunch
Grab a bite & take in Innovation Sessions

1:00–1:45 p.m.

Integrated Marketing is the Key: The Pendulum Swings Again

Diana Ebanks, Digital Marketing Director, Rice Online

Erin Minsart, Vice President of Integrated Media, RNL

Bob Stewart, Vice President Graduate and Online Solutions, RNL

You've built buy-in. You've got the right programs. You've determined how to scale and own your programs. Now it's time to market and enroll students. What are the "must-do's"? What is coming around the corner? How do you avoid the pitfalls? Higher education marketing is an ever-moving target and this session will discuss how to make every marketing dollar get its highest ROI. While digital marketing boomed during the pandemic, a litany of circumstances has pushed marketers to rethink their strategies and tactics. More sophisticated SEO, moving digital marketing dollars to traditional resources (used in new and innovative ways), and leveraging the relationships that you have are just a few of the latest paradigm shifts.

1:45–2:30 p.m.

Leveraging Market Data to Inform Program Choice

Rachel Carlton, Dean, William Kellest School, Lakeland University

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

You know you need to go online. You know you need to invest strategically. You don't have the time or the resources to wait for in-depth research. How do you choose or prioritize your programs? While everyone has access to the secondary research available from IPEDS, the U.S. Labor Department, and various other sources, the way these data are being leveraged is spotty at best. In this session we will discuss how to effectively use these resources (it's all about comparisons) in a timely, cost-efficient manner that brings clarity to your plans.

2:30–3:00 p.m.

Answering Your Questions LIVE!

Aaron Mahl, Senior Vice President, Graduate and Online Partnerships, RNL

Todd Abbott, Senior Vice President, Partnerships, RNL

When you register for the event, you will be asked to write in the question you most need answered. This will not only influence the development of content throughout the Summit, but it will also provide the basis for our closing session. All of our speakers will join us and answer as many of your questions as we can get through—and if we don't get to yours, we will follow up after the event!

3:00 p.m.

Adjourn