

# RNL NC *find your groove* NASHVILLE Session List



**July 25-27 | Nashville, TN | Gaylord Opryland Resort and Convention Center**

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Please note that this is an initial list of sessions at the 2023 RNL National Conference. This list of sessions and the descriptions are subject to change without notice.

# Undergraduate Marketing and Recruitment

## **Creating a Healthy, Goal-Driven Culture**

The admissions office is one of the most measurable (and measured) offices on campus, which can be both a blessing and a curse. Goals are a part of life in admissions, so we will discuss that reality and how best to leverage it into creating a positive, productive culture in the office. During this session we will discuss strategies for best using the setting and tracking of goals to positively impact long-term performance, and include a framework for using different types of goals to keep staff motivated regardless of the time of year and whether we are ahead or behind of targets.

## **Using the Right Data at the Right Time to Make the Right Decisions**

College is not the same today as it was five years ago, nor will it be the same five years from now. As a result, we have to currently evaluate data to make strategic decisions to impact enrollment and net revenue. Are you using data to evaluate what you should keep doing, what you should stop doing, and what you should do more of? Data provide a great way to inform your strategy, get buy-in from other stakeholders, and more. Today's student is changing and we have to adapt to these changes to continue to see growth in strategic areas such as first-generation students, transfer students, and students of color. Attend this session to learn more about how we use data to impact our enrollment strategies.

## **Marrying the Use of Your CRM With Building Relationships to Reach Enrollment Goals**

The need for a CRM has become high priority in higher education. Most enrollment teams use a CRM to reach out to students in multiple ways at varying points in the admission process. However, over-reliance on a CRM can cause institutions to miss their enrollment goals—relationship building is still critical for enrollment success. This session will address the benefits of both the CRM and relationship building during this session.

## **Creating Enrollment-Marketing Synergy: A Collaborative Approach to Your Annual Strategy**

While many colleges and universities are experiencing a decline in applications and heading toward the looming higher ed “enrollment cliff,” Berry College has been fine-tuning an enrollment marketing strategy resulting in two record enrollment years—and with the current year tracking additional year-over-year increases. What's behind the success? This session explores one key aspect of this success: fostering a close, collaborative relationship between EM, Marketing and IT built on 1) project management mentality, 2) a strategic approach to campaign planning, and 3) leveraging technology and data for effective marketing communications.

## **Enrollment + Marketing = Enrollment Marketing YASSIFIED**

We often hear marketing has no idea about admissions and recruiting and vice versa. Inspired by a higher ed marketing expert's LinkedIn post, this session demystifies the relationship between marketing and enrollment by demonstrating to participants how to set, measure, and review shared goals between enrollment and marketing for enrollment gains.

## **Stop, Collaborate, and Listen: Partnership Between Enrollment Events and Communications**

Welcoming future students to an open house on your campus is a mandatory recruitment strategy. However, are you optimizing all your resources to execute the best event? In this session, Texas A&M University-San Antonio will share best practices for strategic collaborations, additional resources for marketing and communication, and tactics to utilize your event data to maximize your future student programming.

## **Creating Campus Awareness About Enrollment Matters**

Do you wish people on campus would understand your enrollment challenges and concerns? Or wonder how can you can get others involved in recruiting students and not feel like you are carrying the burden alone? This session aims to help enrollment leaders raise campus awareness of enrollment and foster meaningful partnerships to advance and achieve enrollment objectives for your institution.

## **Marketing for Rookies**

How do you make today's dynamic marketing mix work in this highly competitive college marketplace? If you are new to higher education marketing, you'll want to get these winning strategies for your institution's success. Learn tools and tips to effectively reach and recruit future students—and manage marketing for best results, even with tighter resources, in-house challenges, and an ever-changing landscape.

## **Recruitment for Rookies**

You've recently joined the admissions team or are new to higher education and you need help getting a grasp on the lingo. You generally know what you're supposed to be doing, but you also don't know what you don't know! This session will explain some of the terminology and metrics used in recruitment, financial aid, business offices, and budgeting, as well as help you understand reports that are critical within student recruitment. Come learn some of the terms and tricks of the trade, and arrive willing to share ideas from your shop. This session will explore the language of student recruitment and provide context for how information about enrollment is often used on campus. This knowledge is meant to decrease anxiety of new team members and assist you in being an effective new member on the team.

## **Winning the Enrollment Conundrum: Balancing Quality, Quantity, and Net Revenue**

Since partnering with RNL in 2018, Berry College has grown first-year enrollment by 48 percent and increased net revenue 44 percent while also maintaining its Pell population, growing out-of-state and students of color populations, and increasing the academic quality of the enrolling class. While setting goals and strategies is easy, managing actions in a holistic and agile fashion through the year is more complicated. This session will highlight Berry's planning process, the numerous internal KPI reports used to monitor progress and act nimbly, and strategies for making the most of your data and RNL (or other external) dashboards to meet goals.

## **Say What? Meeting the Communication Expectations of Today's Gen Zs**

Meeting the demands of today's perspective students—the first generation to grow up with access to the internet and digital technology—means that campus communication and marketing teams must understand what this generation wants in terms of communication. Specifically, this means your campus outreach plan must be purposeful, include meaningful interaction, be transparent, include a strong social presence, and be a mobile-friendly experience. This session will include an overview of communication best practices focusing on these needs and give guidance on how to craft a high quality communication plan capable of being delivered from your CRM.

## **Don't Put Visitors to Sleep: 5 Virtual Events Best Practices That Convert**

Schools are expected to do more with less, especially in a post-pandemic world. Enrollment staff don't have the bandwidth to pull off live and virtual events at the same time, but want to provide access to open-house events for students near and far, at any time. How can colleges and universities capitalize on the benefits of virtual events—scalability, reusability, accessibility, and adaptability—while actually converting curious onlookers into engaged enrolled students? This session will share five best practices for virtual events that will invigorate your funnel without putting them to sleep!

## **E-Expectations Series: Engaging Prospective Students Through Digital Personalization**

In the wake of four years of enrollment declines and with an enrollment cliff on the horizon, it's never been more important to set your institution apart by establishing and cultivating relationships in the digital space. In this session, part of the 2023 E-Expectations series, we'll reflect on evolving student demand based on insights from the 2023 study and outline how web and digital personalization strategies can help engage and convert prospective students at all stages of consideration.

## **E-Expectations Series: Engaging Prospective Students Through Social Media**

Attend this session to learn how prospective students use social media in college planning. Where and how are they finding information about colleges and universities on social? What pushes them to "follow" institutions on social platforms? Ultimately, we will show you how to engage prospective students as part of your overall strategy, how social media is part of students' college planning experience from beginning to end, and how to use that to your advantage.

## **E-Expectations Series: Incorporating Student Preferences Into College Marketing Outreach**

In today's competitive landscape for student enrollment, it is essential that institutions connect with high school students' and their parents in meaningful ways. During this 2023 E-Expectations series session, we'll discuss the results of a recent study that identified college marketing preferences among high school students as well as provide examples of using this data to tailor marketing efforts to potential students and their parents. By understanding and addressing the marketing needs and preferences of high school students, institutions can more effectively reach and engage with this crucial audience to boost enrollment.

## **The 2023 Family Engagement Study: What 7,000 Parents of Prospective Students Share**

More than 10,000 families of prospective college students have participated in our surveys over the last four years. The results for 2023 are in, and they are exciting! Learn how your team can use this information to create a state-of-the-art communication strategy to reach and engage prospective families. You will learn which channels you should use and how frequently you communicate with prospective families. You will also learn what information they are looking for and, most importantly, what you can do to remove barriers that keep families from accessing college planning information.

## **La Familia: Supporting Hispanic Families With Innovative and Inclusive Resources Throughout the Recruitment Process**

Attend this session to learn about the latest research on recruiting Hispanic students and their families. How can campuses reach these students differently? What characteristics set them apart? What information do these families want and need? Are there different behaviors and preferences in the college planning process that should be considered when developing outreach and communication plans? This session will highlight best practices and winning programs that have made a difference in institutions across the U.S. You will leave with practical ideas and takeaways to help you meet the needs of these students and reach your enrollment goals.

## **Onboarding With Intention: Supporting Our Men of Color**

Nationwide, enrollment for men of color is declining at alarming rates. San Antonio College has developed a Men of Education Program focused primarily on the onboarding and first-year success of men of color. Armed with support services tailored for their needs and a learning community in their freshman seminar, men are being set up for success with a solid foundation under their feet.

## **Minority Recruiting in a Small(ish) Town**

Are you looking for ways to increase minority enrollment but limited on extending your reach? This presentation will explain how a state college utilizes partnerships with its local school district and community organizations. Recognize why it is important to evaluate internal/external relationships and barriers and how they play a key role in your approach to minority recruitment. Gain skills to increase visibility and create better relationships to lay a foundation for growth in minority student recruitment and enrollment, and discover how utilizing these tools and more will assist with engaging prospective students.

## **Urban Universities: Mission, Challenges, and Opportunities**

Urban universities face challenges and opportunities related to enrollment as the demography of prospective students continues to change. Join a panel of enrollment leaders at metropolitan campuses to learn more about the challenges they face and how they are finding opportunities for growth.

## **What Women Want (and Men): Credit for What They Know**

Credit for Prior Learning (CPL) has been around for decades. While many institutions have CPL policies, they do not necessarily use CPL for marketing, recruitment, or retention purposes. About eight years ago, Walden University took steps to develop the Office of Degree Acceleration and leverage the CPL policies that already existed to better attract and retain students. The data collected over the past several years provide compelling evidence for institutions to take similar steps at their own campuses in order to make impact on their own recruitment and retention results.

## **The Gen Z Mental Health Crisis: What Students Are Saying and How Higher Ed Can Help**

A survey conducted by the Harris Poll found that seven out of ten teens are struggling with their mental health! In fact, according to the National Health Institute of Mental Health, 32 percent of adolescents suffer from anxiety. The World Health Organization also reports that one in seven 10-19 year-olds experiences a mental disorder. Depression, anxiety, and behavioral disorders are among the leading causes of illness and disability among adolescents. Unfortunately, suicide is the second leading cause of death for young persons aged 15-24, according to the Centers for Disease Control. Given these facts, are we too naïve in assuming that all prospective students are excited about leaving home, going to college, and starting this new chapter of life? Likewise, do enrollment professionals assume each step of the college planning process is exciting and fun for the students who are going through them?

## **Mental Health Check**

Gen Z has ushered in an era of openness about mental health struggles. Social media is flooded with incredibly personal stories of anxiety and frustration. While the needs of current students are being addressed, what is being done for prospective students? The process of applying to college is stressful. With mental health at the forefront of many student's minds, how can we better alleviate these concerns? This session will highlight the steps being taken at the University of Iowa to improve communication with prospective students and better address their needs throughout the admission cycle.

## **Steering Senior Success Through Strategic Planning**

Utilizing a strategic enrollment campaign, Grayson College engaged service area high school seniors in varied events, activities, and communications strategies to increase the college-going culture and FAFSA completion rates. This session will detail how Grayson College altered its high school recruitment through improved engagement of students, parents, and high school counselors to increase enrollment of area high school seniors post high school graduation. With the increased FAFSA completion and personalized communication strategies, the college increased its FTIC cohort by 12 percent and by 22 percent for those coming from one of the college's 23 service area high schools immediately following graduation.

## **It Takes a Village**

It has long been said that if you can recruit the family, you can recruit the student. However, saying it and knowing how to do that is no easy task. 2020 was a time when knowing how to recruit students and their families was crucial to aiding in the overall recruitment efforts. Join this session as the presenters cover the tried and true strategies that will help you become a household name and yield more students.

## **Should I Stay or Should I Go? Trends in Student-Athlete Enrollment and Retention**

For many small colleges and universities, athletics plays a vital role in their enrollment and retention strategy, especially as general student enrollment continues to decline. Additionally, the shift in athletic association processes has created a perception that student-athletes are moving institutions on a whim. This session will examine student-athlete enrollment trends and retention while diving deeper into how JV programs fit into this mix. We'll also discuss strategies for how athletics fits into your enrollment and retention planning.

## **Perceptions of College Faculty Toward Student-Athletes at Small, Liberal Arts Institutions**

A common enrollment strategy at small, liberal arts institutions is to build student enrollment by adding athletic programs. What is not always fully understood is how college faculty experience the increasing number of student-athletes in their classrooms. The purpose of this session is to share with other enrollment professionals the insights, beliefs, and attitudes of college faculty toward this enrollment strategy. The information presented in this session builds upon the doctoral dissertation of the presenter.

## **Students Are Running Our Lives!**

Student behavior has changed, but have you adapted your recruitment and financial aid strategies? This session will look at the strategies you need to know to adapt.

## **Leveraging Forecast*Plus* Scoring Throughout the Enrollment Funnel**

Berry College has used Forecast*Plus* inquiry scoring for several years at all stages of the enrollment funnel. Leveraged properly, this tool has helped increase their applicant pool by 60 percent and lead to three successive years of record-breaking first-year enrollment. A quick overview of the inquiry model will be presented followed by strategies the college has successfully deployed to leverage these scores across all stages of the recruitment funnel. Specific strategies will include using the scores to optimize counselor travel, focus counselor outreach, drive visits and FAFSA completion, evaluate lead generation sources, and optimize the marketing communication flow.

## **The Key Skills, Tools, and Core Competencies of Effective Enrollment Professionals**

How do the most successful enrollment managers and leaders prepare themselves and their institutions to meet their challenges? In this session, you will explore the key skills, most relevant knowledge areas, and cutting-edge strategies that RNL experts have collected and infused into a unique career-building experience—the RNL Certificate in Enrollment Management. Attend to discover the best way to increase your own and your institution's ability to meet the challenges of changing student demographics, financial aid strategy, retention planning, technology expectations, enrollment marketing, and strategic planning initiatives.

# Graduate and Online Enrollment

## **The Adult Learner Life Cycle From Admissions to Professional Career Outcomes**

During this session, you will learn how Villanova University's College of Professional Studies (CPS) works with nontraditional adult learners from the prospect stage to their post-graduation employment status...and everywhere in between. Villanova CPS incorporates unique adult student engagement angles which power recruitment strategies within the very competitive adult student market. A session highlight will include an overview of the infusion of Villanova University Career Management support via a dedicated CPS Career Management Coach to complement a student's academic journey by enhancing career awareness and readiness, which powers successful job seeking strategies and professional success.

## **The Sooner, The Better: Improving Graduate Admissions Through Time-in-Funnel Analysis**

Graduate students don't follow the undergraduate admissions timeline based on the academic calendar. They inquire, apply, and enroll when it suits them. This presentation will cover how Loyola University Chicago analyzes when graduate applicants inquire, create their applications, submit them, are admitted and enrolled. We'll show how our analysis provided valuable insights into the enrollment process. We identify potential processing bottlenecks and show strategies to improve efficiency and reduce student wait times. We'll then demonstrate our dashboard, which empowers enrollment staff to identify problems and develop creative solutions. Can reducing the timeline between application submission and admission decisions help enrollment by increasing certainty, reducing applicants' stress, and increasing the institution's competitiveness? Attend this session to find out! Analyzing the admission timeline is one of the important parts of enrollment management and can help institutions thrive in this ever-changing competitive environment.

## **Building an Online Support Ecosystem as a Strategic Response to Enrollment Shifts**

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. These shifts require institutions to expand their capacity and support to serve online students and working professional graduate students. This session will explore one university's response to the latest trends in enrollment and degree production, and the strategic response to higher education market shifts to build a sustainable, student-centric approach to grow enrollments and support new student populations.

## **Developing Scalable In-House Marketing/Recruitment That's Automated and Personalized**

Hear how Boston University's Metropolitan College has successfully developed an in-house marketing and recruitment operation over the past six years to bolster graduate student enrollment. With a consultative, advising-based approach in coordination with an automated communication strategy, learn how your outreach efforts can stay personalized to meet the needs of a wide and diverse demographic of students. This session includes a discussion of recruitment conversation models, campaign timing strategy, communication modalities and tactics, and event and engagement opportunities for prospective students.

## **Get a Little More: Using Optimized Inquiry Forms for a Segmented Email Strategy**

There are many ways to approach an email communication strategy for prospective students. It can include scheduled emails as well as an automated, evergreen drip campaign. When considering the messaging strategy for prospective full-time MBA students, UNC Kenan-Flagler recognized an opportunity to optimize the automated drip campaign originally designed for all new leads. One automated drip campaign turned into a layered strategy leveraging the data already being collected from prospective students. After hearing the presenters, you will be inspired to use relevant data points to create a meaningful segmentation strategy. You will also learn about UNC Kenan-Flagler's method of developing multiple drip campaigns aligned with recruitment goals.

## **Communication That Converts**

Online students demand attention and quick responses. As an online institution for 30 years, Columbia Southern University has learned that one-to-one and multichannel touch points are key recruitment strategies to meeting students where they are at. Join us as we discuss workflow patterns that have increased our speed to lead, application to enroll, and reached rates.

## **PANEL: The Next 20 Years Won't Look Like the Last 20—Preparing for Success in the New EM World**

Join a panel of enrollment and marketing practitioners representing graduate, traditional undergraduate, and online divisions for a large public research university and a small private college as they share their stories and the key skills they see as crucial to meeting the challenges of the next 20 years in enrollment management.

## **A Futurist Mindset Leads to Scaling and Sustaining Online Programs**

Why do some universities excel with the launch of online programs and others experience mediocre results? What are the key variables that lead to scalability and sustainability? Dr. Susan Aldridge has spent her career leading institutions and innovatively expanding their footprint. While president of University of Maryland Global Campus she developed the first online master's degree in cybersecurity. In only a few years, this program grew from zero to well over 1,000 graduates. At Drexel University, she launched programs in drug discovery and pharmaceutical clinical trial research. In this session, we will review national trend data that makes scaling online imperative for many institutions, and then have a step-by-step discussion with Dr. Aldridge about how a futuristic mindset leads to identifying trends, patterns of success, data-driven research, and creative solutions.

## **Opportunities for Enrolling and Getting Your Graduate/Online Students to the Finish Line**

What do the data tell us about the needs and priorities of adult, graduate, and online students? What factors are influencing their decisions to enroll, and do these align with current institutional activities? Where are there opportunities for institutions to better serve graduate and online students to help them to successfully graduate? This session will share national data and offer a chance to talk about ways to best attract and retain this growing segment.

## **Gamified: Using Slate Widgets to Make Graduate and Online Recruiting Fun and Effective**

This presentation will present the findings from a pilot project that used Slate widgets to gamify the graduate and online recruiting process. The gamification of this process provided structure to the admissions counselor role by adding a visual scoreboard that produced favorable conversion results.

## **Maximizing Partnerships to Grow Online Enrollment**

With the cost of digital marketing on the rise, solely relying on increased marketing budgets to meet enrollment growth targets is not only unwise, it's unsustainable. In this session, speakers will share the ways IWU National and Global built key partnerships enabling them to grow enrollment in a targeted region of the country. They'll share what they learned, how they've adapted, and a checklist for future partnership success.

## **Breaking Up With Your OPM: How to Build a Better Enrollment Partnership**

How should a university move forward toward building internal capabilities for marketing/enrolling/serving online students? In this session, we'll share "break-up stories" and provide concrete actions for examining capacity and filling gaps. Attendees will learn how to determine which programs to grow, evaluate where help is needed, and select a partner to assist with a step-by-step approach.



## **Strategic Enrollment Planning: A Workshop for Graduate and Online Enrollment Leaders**

This interactive session will help institutional leaders develop a framework for graduate and online strategic enrollment planning. External forces such as shifting demographics and increasing competition for market share are causing institutions to think more carefully about their graduate and online programs as well as the infrastructure that is required for enrollment success. This session will help institutional leaders identify succinct focus areas for graduate and online strategic enrollment planning. The session will highlight how to harvest and analyze strategies based on their investment return. Participants will also learn implementation best practices that will support sustained graduate and online enrollment growth.

## **Leveraging Partnerships to Scale Enrollment**

Do you work for an enrollment-driven institution seeking to grow online enrollment? Have you considered launching or expanding corporate partnerships to contribute to online enrollment growth? This session will explore how a private institution leveraged corporate/organizational partnerships, including a subscription-based model, to contribute to online enrollment growth and create visibility throughout its community.

## **Learning in the Metaverse: Enhancing Online Learning Through AI and Virtual/Augmented Reality**

The last 18 months have brought a sea change of technological advances in artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). Innovations such as AI-powered teaching assistants, augmented reality lab simulations, and ChatGPT-generated syllabi are challenging the status quo of online learning. As university leaders, we can leverage technology to meet student expectations and differentiate our online programs. We will discuss the power of incorporating AI and AR/VR-driven experiences to enhance online student learning, engagement, and success. In this interactive session, attendees will be invited to share ideas and brainstorm ways to support innovation at their institutions.

## **Executing an Effective Market Research-Based Approach That Drives Sustainable Graduate and Online Enrollment**

As graduate and online (undergraduate and graduate) continues to provide the potential for enrollment growth in higher education today, it is imperative that institutions develop an empirically-based approach that ensures that current (and future) programs meet market demands, and that marketing, recruitment, and engagement strategies are based on a thorough understanding of market expectations. This requires that each and every stakeholder is aligned on best practices. This session will provide insights on best practices on informing program development, marketing, and recruitment, as well as how to create a model and infrastructure that align all internal constituents on a path toward driving sustainable enrollment and revenue growth.

## **Using Market Research to Prioritize Programs**

How can you use publicly available data to prioritize programs? In this session we will discuss how to: capture a landscape in which your programs will operate; 2) create a roadmap that will help you differentiate your programs in a crowded market; and 3) look in the (rear view) mirror to understand what your audience thinks of you. The secret to using publicly available data is to have multiple points of comparison. We will work through examples to see how this can be leveraged in a powerful way resulting in good program choices.

## **Successfully Launching New Programs Is not Easy: Lessons Learned and Shared**

After a period of almost no new program launches, Samuel Merritt University turned its attention to new program development. Administrators in the provost's office were tasked with supporting and developing new program concepts and preparing them for campus leadership review. Hard lessons were learned early, but over time they have developed insight and best practices around the research they collect, ownership of the process, and identifying which programs to "go-to-market" and when they put the "no" in innovation. Join us for a conversation about lessons learned and could be applied to your campus.

## **The Road to Centralization: A Real-Time Experience**

Marshall B. Ketchum University offers terminal degree options in optometry, pharmacy, and physicians assistant programs. As the university endeavored to develop an annual marketing and recruitment plan, it determined that centralizing the three independently operating admissions office was critical to the institution's success. Session presenters will share the lived experience as they go through this change in real-time and endeavor for a more centralized operation for recruitment and application management.

## **Applying Graduate Student Motivations, Attitudes, and Decision Making to Outreach**

RNL just completed a survey of more than 1,500 prospective graduate students. In that survey, we focused on better understanding what motivates graduate students to enroll, how they make their decisions, and what effect cost has on their decisions. The research also looks at the various personas within the graduate market. In this session we will present findings and discuss how they should be applied to recruitment strategy.

## **Meeting the Needs of Online Students: An Institutional Imperative**

Online students now comprise nearly as much of the graduate market as do classroom students, and at the undergraduate level they are less than 1 million students behind. Other data from IPEDS indicate that we have been undercounting students who choose to enroll in all online courses by more than 2 million students. This makes growing online enrollment an imperative for many institutions that want to see growth over the next several years. In this session, we will first explore these data trends, and then discuss RNL's groundbreaking research on the preferences and expectations of online students and how these findings can be applied on campus to help institutions maximize their online footprint.

## **Engaging for Student Success: Fostering a Sense of Community With Online Graduate Learners**

Developing engaging and student-focused programming for online graduate learners can be challenging. We have identified successful strategies for building community among online graduate students in our online programs. During this session we will discuss various strategies, student testimonials, and outcomes that have positively affected student and online graduate programs.

## **Why the Margins Matter: Recruiting and Retaining Nontraditional Students**

In the ever-changing higher education landscape, institutions need to be willing to adapt to a different population of students. In this session, learn how Waukesha County Technical College creates space for different age demographics to be successful at a college level. Hear about the process, data evaluated, and support WCTC places around our students to ensure are successful from inquiry to graduation! As awn institution, we are committed to improving and personalizing the process for students every step of the way.

## **Full-Funnel Attribution: Maximizing Your Media Spend**

The amount of money campuses spend on digital marketing continues to increase year over year. In a crowded media marketplace, how does a campus know that the spend is actually generating results, not just driving leads at the top of the funnel? In this session, participants will get a glimpse into RNL Envision—a full-funnel media planning and dashboard tool that allows RNL partners to gain visibility into what channels and ads are most successful in their digital campaigns.

## **Data Visualization: Clear and Concise Ways to Present Complex Information**

We've gained greater access to big data, but audience attention spans seem to be getting shorter. How can you get people to listen to your most important messages? Higher ed professionals can address this challenge by using data visualization techniques. With a little creative thinking, you can quickly inform leaders, peers, or members of the community and engage them in meaningful discussions. In this session, we'll discuss how you can determine that best visualizations for your audience by considering your goals and the story your data has to tell, as well as specific recommendations for pairing various charts and graphs while drawing focus to important points. We'll present specific questions that will help you create your strategy, demonstrate specific tactics, and share our real-world examples to spark new ideas for persuading your audience.

# Retention and Student Success

## **Data-Based Interventions to Increase Equity in Retention and Student Success**

Institutions often wish to achieve equitable outcomes for all students but start without the awareness of the equity gaps at their institutions. This session will discuss how Rutgers University-Camden brought together faculty and staff to analyze academic and engagement data to determine disparities in student outcomes with a focus on race, gender, first-generation student status, and equity indicators. We will discuss data's role in helping us understand and address equity gaps.

## **Quality Innovation for Student Success**

Because of size, region, and enrollment trends, White Mountains Community College (WMCC) has had the opportunity and need to be innovative, while maintaining quality programming and aligning with our NECHE accreditation standards. Innovative programming to increase student success has been implemented with academic programming and student services. These include, but are not limited to, free meals and transportation for all students, Credit for Prior Learning opportunities, industry-driven experiential learning and apprenticeship models, and guided pathways. Since implementing innovative programming, WMCC has seen significant retention and completion rates and was also selected as an Aspen Institute top 150 finalist.

## **CU-STARS: Assessment, Implementation, and Retention Strategies for Student Success**

Explore a case study of continuous improvement with a focus on student success. CU-STARS is Claflin University's newly implemented Quality Enhancement Plan. STARS is an acronym for Students who are Tracked Advised Retained Succeed. This collegewide effort was developed as a response to strategic needs and higher education trends during the pandemic. The university made the shift from a traditional faculty lead advising model to a centralized coaching model to include student engagement and satisfaction goals that impact retention. The model is scalable and could benefit most institutions.

## **Using Quantitative KPIs to Improve the Student Experience and Retention**

As part of a comprehensive Guided Pathways approach to improving the student experience, Midlands Technical College (MTC) streamlined the curriculum, reorganized academics, and reinvested in the campus environment. To assess the impact of these changes, MTC identified appropriate and applicable KPIs, including assessing student satisfaction each year, and operationalized the KPIs into the student experience. This session will explore how MTC closed the loop on the impact of the college's academic restructuring and how tracking student attitudes impacted the culture of change, highlighting how making substantive innovations and improvements can lead to student success and better degree completion.

## **Building Transformative Campus Partnerships and Data-Informed Ecosystem to Facilitate Student Success**

The University of Texas at San Antonio (UTSA) is a Carnegie R1, urban-serving, Hispanic-thriving institution deeply committed to student success and academic excellence. To meet the needs of its primarily Hispanic and first-generation students, UTSA has implemented institution-specific insights and a data-activated student success coalition charged with improving student success. During this session, learn how UTSA fostered an intentional and unified student success approach; leveraged institutional data to refine support for specific populations; and utilized technology platforms and dashboards that promote a campuswide data culture resulting in significant gains in retention and graduation rates as well as degrees awarded.

### **Retention for Rookies**

Whether you're the new director of retention/student success or a seasoned professional looking for the latest retention management best practices, this session is for you. We will discuss the necessary elements for effective retention management and student success. Discover retention strategies that get results at two-year and four-year institutions and go back to your campus with a set of next steps designed to assist with the development of your retention plan.

### **Re-Thinking Retention: Developing Effective Student Success Strategies for a New Generation**

Whether you're a retention rookie or a seasoned student success professional, this session is for you. Drawing on RNL's robust research and data analytics, we will discuss the unique retention challenges students face in today's higher education landscape. We will share effective strategies that get results at two- and four-year institutions. You will leave this session with an updated understanding of student success strategies and the next steps designed to assist with the development of your retention plan.

### **We Have Your Back: An Integrated Approach to Melt and Retention**

Institutions typically see melt as an admissions problem and retention as a problem for student success, but what if they are actually the same issue pre-enrollment and post-enrollment? This session will explore how to apply the Gallup-Purdue Index's Big Six strategies for student success to build a solution for student attrition. Learn how shifting your student success culture to focus on two primary strategies can engage your campus, empower your students, and yield results.

### **Focusing on Campus Climate for Student Success**

An institution's campus climate—which is another way of saying how students feel on the campus—can make a big difference in whether students choose to stay or leave. Attracting and keeping students with a positive campus environment becomes even more important in today's environment. Paying attention to the campus climate is one way for colleges and universities to control what they can control by providing the best service to students, either in-person or virtually. This session will share national data on campus climate perceptions and suggestions for ways to take action to make improvements.

### **Advancing Adult Online Learner Retention**

Penn State World Campus (PSWC) has been implementing its strategic plan and utilizing a strategic project process that aligns and coordinates work across the organization to drive student retention efforts in support of its goal to increase graduation rates. The proposed presentation will introduce the PSWC strategic plan, graduation goal, and roadmap actions. An overview of the research projects will then be provided, with specific research highlighted that will include a collaboration with SmarterServices to understand if data from the SmarterMeasure assessment could be used within the Starfish Analytics predictive model for retention as well as an institutional research study to understand the relationship between financial aid and student retention and graduation.

## **Developing a Comprehensive Student Success Plan at Snow College**

Developing and implementing a comprehensive student success plan is critical to any successful enrollment management plan. The purpose of student success planning is to help students meet their educational goals and for institutions to gain more control over the enrollment future by developing the capacity to achieve enrollment goals through improved student success efforts. This session will provide the framework, best practice concepts and characteristics, and skills needed to develop a comprehensive student success plan. Additionally, Snow College, a two-year public institution in Utah, will discuss how they applied those elements to develop their student success plan.

## **JSU R.O.A.R.: Re-Envisioning Orientation, Advising, and Retention**

Jackson State University, an HBCU and Mississippi's only urban university, is generating momentum for its SACSCOC Quality Enhancement Plan (QEP), Re-Envisioning Orientation, Advising, & Retention (R.O.A.R). JSU's R.O.A.R five-year plan consists of goals, objectives, and strategies designed to ultimately increase the retention rate of first-time, full-time freshmen. The strategies outlined in JSU R.O.A.R. ensure that first-time, full-time students receive the necessary tools to be successfully retained.

## **First-Generation Student Success**

This session will focus on current data and trends in first-generation student success. We will discuss strategies for identifying the needs of first-gen students, resources to help them persist, and the development of effective programming to increase their success.

## **Play to Win! Ensuring First-Generation Student-Athlete Success**

First-generation students face unique stressors, which contribute to this population being more than twice as likely to leave school within three years after enrollment compared to their non-first-generation peers. However, is it the same for first-generation student-athletes? One could argue that student-athletes face different expectations and stressors relative to the general student population. This session examines the results of a recent study that explored factors related to first-generation student-athlete retention while also looking at the practical side of supporting first-generation student-athletes in their college experience.

## **Roundtable Discussion: Helping Students of Color Persist and Retain at HBCUs**

During our roundtable discussion, we will review emerging themes in student success for students of color. We will also discuss specific case studies, the use of data for practical application, and how RNL support partners in addressing challenges that impact student persistence and retention.

## **The Last Shall Be First: Improving Academic Success for Students of Color**

Oklahoma City Community College launched a student success program in 2016 that has dramatically increased grades and graduation rates among participants. Average end-of-semester GPAs for this group is consistently 3.0 or higher, and 93 percent of program graduates transfer to four-year institutions. Come gain an understanding of what academic and non-academic factors contribute to the academic underperformance of students of color and learn how institutions can mitigate these factors through supportive networks across campus.

## **Strategies for Multicultural Career Counseling and the Recruitment of Minority Career Practitioners**

With the changing demographics in public education, it is imperative for educators to be equipped with the necessary tools for understanding cultural literacy and its importance for providing equitable career counseling. The scope of the presentation will afford participants the opportunity to re-examine the role and responsibilities of a career counselor, and the need for multicultural representation within underserved communities. Participants will engage in a self-reflection activity that addresses cultural illiteracy, stigma, predominant privilege, and personal bias. The presenters will also provide recruitment strategies for creating a pipeline for recruiting and mentoring underrepresented career practitioners.

## **Using the RNL Survey Results to Make Great Strides with Academic Advising at a Community College**

Learn how one institution conducted a study to understand and explore students' perceptions of advising services before, during, and after the institution had transitioned to a One Stop Student Services Center. The research compared pre-existing data obtained from the RNL Student Satisfaction Inventory results from 2014, 2016, and 2018 to student interviews conducted in spring of 2021. Students expressed increased levels of satisfaction, at statistically significant levels, with advising after the institution transitioned to the one stop. Within the context of the presentation, the presenter will discuss what institutions can do to improve academic advising services.

## **National Student Clearinghouse Postsecondary Partnership**

Leveraging knowledge to achieve student equity is core to Northeast Lakeview College Post-Secondary Data Partnership (PDP) participation. PDP participation is cornerstone to a collegewide learning construct which leverages institutional knowledge, operational data, and student engagement. Such efforts have resulted in expanded data accessibility, assumption demystifications, and performance contextualization for student achievement, institutional effectiveness, and planning.

## **Let's Be Friends: Collaboration With Institutional Research to Support Student Success**

This presentation will focus on institutional research as a partner in data-informed student success. This presentation will also give the audience an opportunity to think about how to maximize the benefits from survey data collection, effective data sharing, and strategic data use, while focusing on ways for institutional research to be engaged in student success and retention efforts. It will encourage attendees to identify appropriate data-sharing opportunities to support data-informed decision support at their institutions, and to engage others in the work of sharing and using data.

## **Creating Connections With the SSI: Linking Results to Action and Improvement**

Wilbur Wright College saw its Student Satisfaction Inventory (SSI) scores improve from 2019 to 2022, even amidst a global pandemic. The college has been intentional in its concerted effort to use the results to drive improvement, involve a cross-section of stakeholders, including students, in follow-up plans, and connect the results to reaccreditation, strategic planning, and faculty development. This session will break down how to go from needing data on the student experience, using that evidence to drive improvement, and linking the data to other strategic initiatives at a community college.

## **RNL Student Success: Systematic Student Satisfaction Assessment**

Students' perceptions of their experience at your institution is their reality. Student-centered campuses assess students to identify priorities and perceptions of how the campus is performing. For 25 years, RNL's Student Satisfaction Inventory has set the standard for student satisfaction assessment. In this session you will learn our systematic assessment approach to capturing perceptions, how to overcome barriers for administering assessments, best practices for higher response rates, and how to communicate findings across campus with manageable action strategies. Who should attend? Institutional researchers, student affairs, academic affairs, enrollment managers and accreditation officers.

## **RNL Student Success: Using Motivational Data to Improve Student Success**

Motivational data shed light on the academic and non-academic needs of your students. RNL's Retention Management Surveys (RMS) allow you to identify students who are most at-risk and receptive to campus support. Improve advisor-student communications and impact retention initiatives through data-informed results that are immediately available for incoming freshmen, second-year students, transfer students, and graduate learners.

## **Listen to Student Voice: Using Data to Enhance Experiences, Increase Retention, Improve Satisfaction**

Establishing a culture of data is critical to improving recruitment, retention, and the student experience. In addition, assessment data is an important part of institutional accreditation. Data collected through assessment and inventory instruments can provide a roadmap for the development of a collaborative student-centered strategy. At Robert Morris University, students have inspired us to use the data effectively to reimagine programming, resources, and services through their responses to a variety of inventories and surveys. Using assessments (such as the CSI and SSI) takes time and resources, but they are well worth the investment to inform constituents, identify actionable initiatives, and improve institutional culture and outcomes.

# Financial Aid

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

Changes are coming to student aid! A streamlined Free Application for Federal Student Aid (FAFSA) will be implemented and the Expected Family Contribution (EFC) will be replaced with the Student Aid Index (SAI) beginning with the 2024-25 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.

## **Financial Aid for Rookies**

Understanding the many moving parts of financial aid is daunting enough, let alone taking this information and building a strategic plan to use these dollars. This session will introduce attendees to the basics of financial aid (Financial Aid 101) while also introducing some basic fundamentals when building your own strategy. This session is geared toward professionals who may be new to financial aid and professionals wanting to learn the basics of building an aid strategy.

## **Increase Access and Affordability to Grow Enrollment by Leveraging Financial Aid**

The cost of college tuition in America continues to rise and has created significant barriers for students and families. Concordia University, Saint Paul (CSP) has taken important steps to ensure college is affordable and accessible for all. The presenters will discuss how CSP proactively manages the financial aid process to display their commitment to affordability for all. They will also discuss how CSP has partnered with RNL and Ardeo to further close the gap for students and families seeking a college degree.

## **FAFSA Filing 2023 and Beyond: Intersection of Demographics, Economy, a Pandemic, and Affordability**

Long-term demographic trends necessitate strategies to maximize enrollment and retention efforts for all institutions. This session will discuss how the changing demographics and economy have affected enrollment and FAFSA filing in the short term. We will also discuss strategies to maximize enrollment, affordability, and FAFSA filing during the coming years as demographics improve for many regions and in preparation for the major demographic shifts which are expected in the long-term for most markets and regions.

## **An Innovative Student Accounts Model for Enrollment Success**

The enrollment process is dictated by strong engagement to prospective students and their parents in conjunction with a process focused on headcount and tuition revenue. This session will explore opportunities to bridge together campus offices and processes from financial aid and student accounts. We will explore ways to incorporate student billing optimization, financial literacy, and strong anti-melt communication into your campus strategy. Finds ways to actualize net tuition revenue and meet your enrollment objectives.

## **Overcoming Fears of Financing College: How to Communicate With Families What We Learned From 7,000 Prospective Families**

It's no secret that concerns about cost and debt are top of mind for most prospective students. We surveyed 7,000 prospective families in early 2023 to learn first-hand what drives their fear. Join us during this session to learn what families are concerned about and what information they need from you. We'll help you understand the research and provide actionable data and insights to take home so you can improve your value proposition to families.

## ***The 2023 RNL Discounting Report* and 7 Factors That Influence Your Tuition Discount Rate**

This session will highlight the data available in the *2023 RNL Discounting Report*, and then using that underlying data, we will take a deep dive into the factors that influence discount rates. The discounting report covers data for both private and public institutions as well as data for transfer students.

## **Optimizing Financial Aid Packaging Through Data Science/Variables, Probabilities, and Enrollment Likelihood**

Learn how to use econometric and predictive modeling to understand the strength of your class and how you can use data to pivot when life “throws you lemons.”

## **CFO Roundtable**

Join this CFO roundtable for a lively discussion from college and university Chief Financial Officers.

## **What, When, and How? Top Financial Aid Metrics You Can't Ignore**

This session will present the top 10 financial aid metrics every enrollment leader should be monitoring.

## **Enrollment Manager's Panel: How Has the “New Normal” Environment Changed Financial Aid Practices?**

Join this panel session of enrollment leaders for a lively discussion on the “new normal” in financial aid practices.



# Strategic Enrollment Planning

## **The Fundamentals of Strategic Enrollment Planning**

The higher education landscape continues to change at a rapid pace, and the competition for students is fierce. Strategic enrollment planning (SEP) provides a disciplined approach to monitor the environment and to develop institution-specific strategic responses. Learn the absolute must do's for an effective SEP project, how to distinguish strategic initiatives from annual planning efforts, the steps to take for an effective SEP, and common pitfalls to avoid. We will explore these questions and those from participants in this interactive session.

## **The Strategic Enrollment Planning Imperative: Higher Education Past and Present**

Higher education professionals are currently dealing with the most turbulent environment in decades. Fueled by the global pandemic, ongoing demographic shifts, rapid technological change, and increased scrutiny of the postsecondary enterprise by both government and the larger public, the pressure is on to attract, retain, and graduate students in greater numbers than ever before. This session will explore the major environmental trends that are challenging enrollment managers and suggest some potential solutions to these issues.

## **Developing an Agile Enrollment Management Structure and Culture**

The need for strategic enrollment planning to create a data-informed campus culture is a must to succeed in today's volatile environment. During this session, you will learn how a continued strategic enrollment planning process can help you bring the campus together to optimize enrollment, meet revenue goals, and advance your institution's mission.

## **The Effect of Enrollment on the Financial Health of Private Higher Education**

The Council of Independent Colleges produces The Key Indicators Tool (KIT) and The Financial Indicators Tool (FIT) for its 667 members each year with the support of RNL. If you serve at a private, not-for-profit college or university, there is a good chance it is a member of CIC and receives an individualized KIT and FIT. Using these reports, CIC's Director of Strategic Research Jason Rivera and Senior Advisor Mike Williams will discuss the state of private higher education with a special emphasis on the impact enrollment has on the financial health of institutions.

## **RNL's Impact With the University of Maryland Eastern Shore in Enrollment Management Turnaround**

UMES has experienced great inroads as a result of their partnership and engagement with RNL and Partnership for Education Advancement (PEA). RNL and PEA were leveraged to turn around the enrollment projections of the university. They were instrumental in changing the way enrollment management is viewed at the university and including the entire university community in the process. During this session, we will discuss how to approach enrollment management with a new outlook, building a high performing team with reeducation and limited resources, making your current resources work for you, and setting priorities that make sense for your school.

## **Co-Creating a SEM Culture Through Cadence and Care**

Congrats—you've created a strategic enrollment management plan. Now it's time to deploy and integrate it into your college's culture. Come co-create with us as we share strategies on how to keep your SEM plan alive and well beyond the first year.

## **Strategy in the Midst of Chaos: Pursuing a Bold Path for Success**

To say that higher education is in the midst of unprecedented change and stress is clearly stating the obvious. What is also obvious is the need for colleges to consider a different approach, yet that seems to be difficult to do. During this session, you will learn from one college that has taken bold steps to secure a position of strength. Time will be spent discussing organizational structure, institutional positioning, working with vendors, internal communication, and approaches to strategic enrollment growth. The presenter brings a unique perspective as a leader, consultant, enrollment manager, and senior campus leader to the session.

## **Designing the Ideal Program Portfolio**

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 in academic program planning, from market research to enrollment projections to financial viability analysis.

## **Affiliations, Partnership, Collaborations, Mergers and Acquisitions....Oh My!**

Post-pandemic realities are creating a new trend for higher education that was previously reserved for the corporate sector. The new trend is driven by declining enrollment that is exacerbated by rising tuition costs, a student loan crisis, perceptions of decreasing value of college and university credentials and new certification alternatives to postsecondary degrees. This session will review the increasing rates of external affiliations, private-public partnerships, collaborations, mergers, and acquisitions. This interactive session will include audience experience and frameworks to ensure that external engagement is leveraged strategically.

# Innovation and Analytics

## **Social Listening: Online Tools and Techniques for Learning About Current and Prospective Students**

Current and prospective students of every age use a variety of social media platforms to connect with others, express themselves, ask questions, and talk about what's important to them. That information— when gathered, organized, and analyzed effectively—can provide tremendous insights for university faculty and staff. We'll cover the value of various social listening tools available, tips for organizing and analyzing data collected, as well as how to leverage data and advocate for change.

## **How to Consume Data and Knowledge From Multiple Social Media Platforms to Better Engage With Today's Students**

Learn how to consume data and knowledge from multiple social media platforms to better engage with today's students.

## **Leveraging Student Generated Content to Engage Better than Ever**

Attendees will learn how to better leverage student generated content to engage better than ever.

## **Using Data to Create to Personalized Videos and Increase Student Engagement**

Session description coming soon.

## **Building Buy In by Leveraging Data**

Session description coming soon.