



The Next 20 Years Won't Look Like the Last 20 - Preparing for Success in the New EM World

Dr. Dani Rollins
VP & Senior Consultant

Ken Huus
VP & Senior Consultant

Panelists

- Emily Ross – Assistant Vice President, Enrollment Management; University of Arizona
- Ariana Valverde – Director of Communications; University of Arizona
- Dr. Matt Bice – Dean, Graduate and Online Education; Baker University
- Courtney Haller – Executive Director of Marketing; Baker University
- Tara Brinkoetter – Director of Online and Graduate Enrollment & Student Services; Baker University

Conversation Prompt

The next 20 years won't look like the last 20.

- Based on your experience and perspective, what are the key skills you see as critical for individuals to meet the challenges of the next 20 years in enrollment management?
- How can enrollment professionals be positioning themselves to be successful at their own institution, or be ready to advance professionally by taking a new job at another institution?

Thank you!

Emily Ross | ejr@arizona.edu

Ariana Valverde | arianamartell@arizona.edu

Dr. Matt Bice | matthew.bice@bakeru.edu

Courtney Haller | courtney.haller@bakeru.edu

Tara Brinkoetter | tara.brinkoetter@bakeru.edu

RNL Contacts

Dani Rollins | dani.rollins@ruffalonl.com

Ken Huus | ken.huus@ruffalonl.com