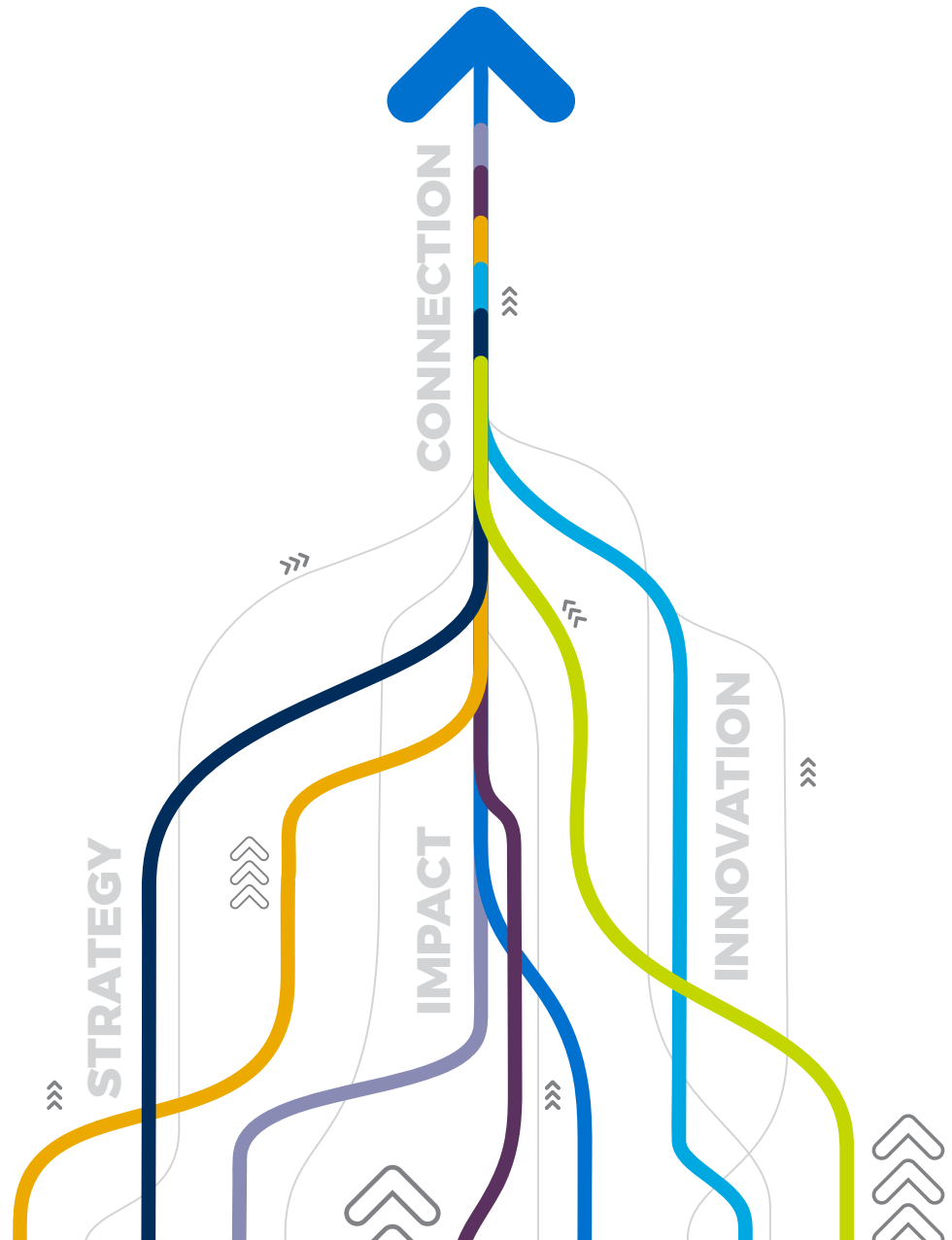


2025 **RNL** National Conference

Atlanta, Georgia | July 22-24

the
**ALTERING
LANDSCAPE**



CONFERENCE TRACKS AND
SESSION DESCRIPTIONS

The 2025 RNL National Conference features more than **120 sessions** on key topics. Sessions will be led by campus professionals and enrollment experts who will share what is working at campuses around the country.

Sessions cover six conference tracks listed below—click on the track to go to that session.

[UNDERGRADUATE ENROLLMENT](#)

[GRADUATE AND ONLINE ENROLLMENT](#)

[FINANCIAL AID](#)

[STUDENT SUCCESS](#)

[STRATEGIC PLANNING](#)

[AI, TECHNOLOGY, AND INNOVATIONS](#)

Register early for the conference and save

Register by May 30 to save \$200 off the regular conference rate, and save an additional \$100 per person when six or more attend the conference.

[RNL.com/Conference](https://www.rnl.com/conference)

Please note: This is our preliminary list of conference sessions. We will continue to add to and enhance the conference program before RNLNC begins.

From Analysis Paralysis to Agile Decisions: Making the Most of Your Data for Success

Andrew Bressette, Vice President for Enrollment, Berry College

Trever Ehrenheim, Sr. Associate for Director of Admission, Berry College

Berry College, a selective, four-year private institution, has aligned our systems and planning to maximize the use of data throughout the admission funnel. Rather than wait for end-of-year data to determine next steps and future planning, we use data weekly to identify gaps, emerging risks, and to pivot our strategy – which has led to six straight years of exceeding our enrollment goals. In this presentation, we will discuss our bi-weekly KPI meetings and emerging top strategies for staying on top of your data along with ways to move from paralysis to agile decisions that identify risks early and maximize your goals.

The Value of Higher Education: Using Concrete Data to Support the Case for College

Jonathan Shores, Chief Enrollment Officer/Executive Vice President,
University of the Cumberlands

In an era of rising tuition costs and increasing skepticism about higher education, enrollment professionals and college administrators must be prepared to answer one critical question: Is college worth it? This session provides actionable, research-based talking points supported by concrete data that highlight the lifelong value of a college degree beyond just financial return. Attendees will gain insights into the societal, professional, and personal benefits of higher education and leave with compelling data points to confidently communicate these advantages to prospective students and families. Equip your team with the facts they need to advocate for the value of a college education.

Maximizing Brand Awareness and Trust Through Evergreen Video Content

Mitchell Whitefield, Marketing & Analytics Coordinator, Weber State University

Weber State University's strategic initiatives include increasing top-of-mind awareness and perception of high quality. Focusing on nursing, one of their hallmark programs, Marketing & Communications developed a strategic content plan developing how-to videos on common procedures and topics nurses will need to know. Utilizing keyword research, content analysis, and contemporary video editing methods, 29 videos were created and placed on YouTube. This effort yielded 82,480 views in 2024 and secured top 10 search engine results page (SERP) positions for a variety of non-branded keywords.

Raising the Bar: Delivering the Right Message at the Right Time

Tennyson Smith, Director of Recruitment, Shelton State Community College

Since implementing our CRM, we have reached new heights in enrollment, connecting with students strategically with the right message. We have a shared vision within student services to ensure students receive communication similar to purchasing products from Amazon and shipping updates from USPS and FedEx. Let's learn together and share best practices on how the communication plan can improve recruitment, admission, and retention efforts.

Cut Through the Noise: Science-Backed Strategies to Reach Busy Students

Shar-day Campbell, Manager Strategic Enrollment Communications and Social Media, Houston Community College

Students are busier than ever, and their attention is hard to grab. This session breaks down how a two-person team built 60 behavior-triggered onboarding workflows without a vendor and by using Todd Rogers' proven principles for communicating with busy people. Learn how to apply science-backed methods to create emails and texts that connect quickly and clearly. Walk away with actionable tips and templates you can use right away.

Transfer Students Matter, Too! Tools for Changing the Campus Culture to Embrace Transfer Enrollment

Lauren Franklin, Director of Admissions, University of North Carolina Wilmington
Dr. Stefanie Norris, Executive Director of Strategic Enrollment Transfer Initiatives and Pathways, University of North Carolina Wilmington

How we recruit students and move them through the enrollment process can play as much of a role in retention as what we do after they arrive. University of North Carolina at Wilmington (UNCW) has spent the last three years critically examining various transfer pathways to increase enrollment and student success. The presenters will share a timeline and action steps to decrease barriers for transfer students pre- and post-arrival. By leveraging partnerships with community college partners and on campus, UNCW has enhanced the transfer student experience. Most recently, UNCW has done an internal review and identified how many barriers students face when entering the University that can be solved with clearer communication and expectations. The goal of this conversation will be to hear from others about process and policy changes that has made an impact on how transfer students enroll, retain, and graduate.

Nurturing Transfer Student Parents for Enrollment Growth

Mary Beth Marks, Executive Director for Enrollment Management and Campus Events, University of the Pacific

This presentation outlines a data-driven approach to enhance parent engagement for transfer students. By integrating National Student Clearinghouse (NSC) data with our CRM (Slate) and parent engagement platform (CampusESP), we create targeted inquiry pools and personalize communication. This includes email, text messaging, and interactive webinars. We track key metrics like application and enrollment rates and analyze CampusESP data to measure engagement. This strategy aims to improve communication, strengthen relationships with parents, and ultimately increase transfer student enrollment.

A Data-Driven Approach to Serving Some College No Credential (SCNC) Transfer Students

Drew Melendres, Co-Founder, DegreeSight

There are more than 38 million Americans that have earned some college credits but not completed a degree. This includes the current transfer students in the market. If you've ever wondered what these students are thinking, and how to reach them, then this is the session for you. We will look at data and trends to better understand these students and how to effectively recruit them. With the traditional age student population on the decline, these are the students not only of tomorrow, but the students of today.

Navigating the Changing Landscape of Family Engagement in College Admissions

Dave Becker, President and CEO, CampusESP

Raquel Bermejo, AVP for Market Research, RNL

The college admissions process has become increasingly complex, with families navigating a myriad of factors in supporting their students' higher education journeys. This session presents findings from a prospective study exploring the evolving preferences, concerns, and equity considerations of families with high school students in the classes of 2025-2028. We will delve into how families are approaching college planning, communication preferences, financial aid and affordability perceptions, and the role of campus visits and intercollegiate athletics. The session aims to provide admissions professionals with actionable insights to enhance family engagement strategies, promote inclusivity, and address the diverse needs of contemporary prospective student families.

The Importance of Personalization in College Planning: From Interest to Application

Vaughn Shinkus, Senior Vice President, RNL

Dallin Palmer, Co-Founder, President, & COO, Halda

The college planning process has never been more daunting. Soaring costs, information overload, and rising uncertainty leave 12th graders facing tough decisions about their post-secondary paths. This webinar cuts through the noise, offering a data-driven exploration of the key role of affordability in shaping college choices.

SEO + Video: The Secret Ingredients to Boosting your Website Traffic

Beka Pica, Associate Vice President, Creative, RNL

Rob Alexander, Director Search Engine Optimization, RNL

Zachary Rhodes, Client Solutions Consultant and Client Success, RNL

Hear from an expert panel on the upward trend in using SEO and video to optimize and boost your website's traffic. We will share current statistics and a real life case study on how to successfully grow your website traffic.

Brand Clarity + UGC: Winning Big on Small Budgets

Beka Pica, Associate Vice President, Creative, RNL

Beth Lowary, Associate Vice President, Creative, RNL

Discover how to amplify your marketing efforts, regardless of your team size or budget. This session will show you how to develop a comprehensive brand guide and harness the power of user-generated content (UGC) to boost your institution's brand engagement and authenticity. Tap into the real voices of your campus community for inherently unique stories that connect, resonate, and build brand credibility. Explore real world higher education examples, gain actionable insights, and leave with practical tools, including a brand guide checklist and UGC playbook.

Avoid Sticker Shock: Addressing Students' Fears About College Financing

Dr. Kim Myrick, VP of Campus Partnerships, Ardeo Education Solutions

Raquel Bermejo, AVP for Market Research, RNL

For many students, the prospect of financing a college education is daunting. From concerns about debt to uncertainty about the aid process, financial fears can significantly influence college choices and even deter students from pursuing higher education. This webinar will delve into the latest research on the financial anxieties of high school students, shedding light on the deep-seated fears and emerging trends shaping the college financing landscape.

Enrollment and the Emotional Wellbeing of Prospective Students: Creating a Culture of Care

Raquel Bermejo, AVP for Market Research, RNL

Harrison "Soup" Campbell, Head of Community Experience, ZeeMee

The road to higher education is a thrilling yet trying time for prospective students. As they navigate the complex college planning process, they grapple with profound anxieties about financial affordability, academic success, social belonging, and mental well-being. As higher education professionals, how can we create a more compassionate and supportive journey to ease their worries and empower their transition?

Decoding Student Preferences: Effective College Communications and Website Strategies

Raquel Bermejo, AVP for Market Research, RNL

Shauna Cox, Editor-in-Chief of The EvoLLLution, The Evolution

In the high-stakes world of college admissions, understanding the mindset of prospective students is your competitive edge. This eye-opening session reveals surprising insights from an in-depth study of high schoolers' behaviors, preferences, and pet peeves when engaging with colleges. We'll decode the often misunderstood student perspective from their communication channels of choice to the website features that make or break their interest. Discover how to tailor your outreach, revamp your website, and leverage the power of personalization and AI to capture attention and build meaningful connections in today's digital-first admissions landscape. Don't miss these actionable strategies to transform your recruitment approach and rise above the noise.

Meeting Students Where They Are: Bridging the AI Divide in College Planning

Devin Purgason, Executive Director of Marketing and Student Care,
Forsyth Technical Community College
Raquel Bermejo, AVP for Market Research, RNL

Ready to unlock the secret to connecting with today's tech-savvy (and tech-hesitant) students? Based on eye-opening research from 500 high school students, this session reveals four distinct personas that will transform how you think about AI in college planning. You'll discover why some students embrace AI while others shy away—and, more importantly, how to reach both effectively. Walk away with game-changing strategies to boost enrollment outcomes, including innovative hybrid counseling approaches and proven techniques to build student trust in AI tools. We'll share real-world examples of institutions successfully navigating this digital transformation, plus practical tips your team can implement immediately. Don't miss this chance to stay ahead of the curve as AI reshapes college admissions.

From Student to Strategist: Preparing the Next Generation of Enrollment Managers

Juan Vazquez, Associate Director, Texas A&M International University

This session explores the vital role of student employees in shaping the future of strategic enrollment management. This session focuses on how institutions can take intentional steps to develop student workers for leadership roles within their enrollment management organization. By fostering a growth-oriented environment, institutions can cultivate a pipeline of talented and forward-thinking enrollment management professionals ready to tackle the evolving challenges of higher education. Join us as we discuss best practices and inspire the next generation of enrollment managers.

From Best Practice to Next Practice: Becoming an Enrollment Innovator

James Steen, Vice President Enrollment Marketing & Management,
Houston Christian University

In an era where best practices are no longer enough, smaller institutions must compete with larger universities for a shrinking pool of high school graduates. This session explores how institutions can thrive despite limited resources by maximizing enrollment funnel efficiency, developing distinctive brand messaging, removing barriers through direct admission policies, leveraging competitive merit award structures, and converting resource constraints into strategic advantages.

The Evolution of Search: Meeting the Needs of Partners in an Ever-Changing Landscape

Melody Ferguson, Dean of Admission, Pacific Lutheran University

Hillary Powell, Director of Undergraduate Admission, Pacific Lutheran University

Jameson Wiley, Client Solutions Consultant, RNL

This session will highlight the strategic partnership between RNL and Pacific Lutheran University (PLU), showcasing how we adapt and evolve our services year after year. We'll share the history of our collaboration, the current scope of our services, and provide examples of how we've modified our strategies based on performance, conversion data, and PLU's internal initiatives. Additionally, we'll discuss how PLU continues the work post-RNL by leveraging survey data and leads, ensuring ongoing success in recruitment and enrollment. Join us to learn how dynamic partnerships drive results and support sustained growth.

Empowering Hispanic Student Success: Strategies for Inclusive Recruitment & Family Engagements

Flora Calderon-Steck, Executive Director Educational Partnerships, Forsyth Tech College

Annamarie Tellez, Director Parent & Family Programs, University of Arizona

Alicia Ortega, Senior Vice President Client Solutions, RNL

Many Hispanic students face cultural and systemic barriers, and universities must modernize their recruitment and support services. Research shows that successful programs require "cultural responsiveness and asset-based approaches" to truly serve Latino students. We will explore how technology can create more inclusive pathways to higher education for Hispanic families through case studies and practical demonstrations. We will examine how tools like AI-powered translation services, culturally tailored virtual experiences, and automated bilingual financial aid guidance can transform the enrollment journey. This session will provide actionable strategies to leverage technology in a way that builds trust and maintains cultural authenticity so institutions can better serve their Hispanic student population.

Optimizing the Student Journey: A Collaborative Approach to Enhancing Enrollment

Dr. Kerwin Graham, Dean of Enrollment, Greenville Technical College

Tarsha Brown, Community Outreach Specialist, Greenville Technical College

Reena Lichtenfeld, Senior Vice President, RNL

The goal of this session is to share the experience of student journey optimization work conducted at Greenville Technical College, where a comprehensive mapping of the student journey from inquiry through census was conducted to identify areas of opportunity for improvement. This collaborative effort involved stakeholders from various departments, current students, and other constituent groups to uncover barriers and develop action plans to address them. This session will highlight the benefits of this approach, including increased transparency, improved student experience, and enhanced enrollment outcomes.

Bridging Technology and Strategy: Increasing Student Engagement Through AI Chat and Search Marketing

Ryan Myzak, Director of Undergraduate Admission, Marymount University

Samantha White, Associate Vice President, RNL

Gia Bower, Account Manager, Halda

In the competitive landscape of college admissions, institutions are increasingly turning to innovative technologies to enhance student engagement and streamline the recruitment process. This presentation explores a dynamic use case scenario featuring Marymount University's success in partnering with Halda's AI chat solution and RNL Student Search to Enrollment. By leveraging data-driven insights, Marymount has identified students' interests and tailored communications to nurture them throughout the decision-making process. This case study highlights key strategies, outcomes, and lessons learned. Attendees will gain actionable insights into integrating AI chat technology into their recruitment strategies to create meaningful connections with prospective students.



UNDERGRADUATE ENROLLMENT

Leveraging the Success of a Medical Immersion Camp to Drive Undergraduate Enrollment

Dana Famularo, Adjunct Professor, Nova Southeastern University

Kimberly Valenti, Director, Medical Education Program, Nova Southeastern University

In 2017, the Dr. Kiran C. Patel College of Osteopathic Medicine introduced a medical immersion camp for high school students. This camp offers experiential education opportunities for students interested in pursuing healthcare degrees. Participants engage in activities such as suturing, research, medical education technology, AI, and health informatics. These interactions with medical students and faculty play a pivotal role in fostering interest in the healthcare workforce. Additionally, the camp incorporates university tours and showcases the range of undergraduate and graduate programs available at Nova Southeastern University, serving as a valuable marketing tool.

Cultivating a S.A.F.E. Workplace

Michael Rubbo, Sr. Undergraduate Admission Counselor,

The University of Texas at San Antonio

Noah Murray, Sr. Undergraduate Admission Counselor,

The University of Texas at San Antonio

Jennifer Cantu, Undergraduate Admission Counselor,

The University of Texas at San Antonio

This presentation explores the S.A.F.E. framework (Supportive, Authentic, Fostering, Excellence) to cultivate a positive workplace environment. It emphasizes building trust, active listening, and encouraging open communication and recognition. Participants will learn strategies to enhance authenticity, empower employees, and align organizational culture with core values. The session highlights the importance of adaptability in navigating change and maintaining cohesion during challenges. Practical examples, such as effective onboarding and team engagement practices, will empower attendees to create a resilient, inclusive, and thriving work culture.

International Recruitment: Partnerships, Pathways, and Plans that Make Sense for Your Institution

John Baworowsky, Senior Associate Consultant, RNL

Post-pandemic and with a new US President, growing international pipelines are changing. What does the data tell us? What makes the most sense for your institution? We will discuss some of the innovative ways institutions have grown international enrollment.

Amplify Your Access Initiatives With College Board Search and Connections

Alicia Ortega, Senior Vice President Client Solutions, RNL

Mark Barrett, Executive Director Recruitment & Enrollment Services, College Board

Kevin Corr, Senior Director Enrollment Solutions, College Board

Students who opt-in to College Board Search are more likely to enroll in four-year colleges and graduate in four years than similar students who are not identified through Search. Over time, research shows these outcomes are even greater for historically underrepresented students. College Board Search and Connections help schools build a diverse and vibrant class leveraging insightful data, and RNL consultants utilize the information to help colleges identify and promote access to all qualified students. Learn how College Board Search, Connections, and RNL work together to amplify your access initiatives in the next recruitment cycle.

How to Utilize Data-Driven Personalized Videos

Tom Mikowski, Vice President of Business Development and Partnerships, Allied Pixel

Bill Haley, President, Allied Pixel

Learn how data-driven personalized videos boost enrollment conversion by delivering tailored content that resonates with prospective students. See and hear how colleges are using existing student data along with school photos and video assets to provide personalized messages and program highlights aligned with each student's interests. Discover how this targeted approach enhances engagement and builds a stronger connection with students, making them feel valued and understood. Dynamic and relevant, these videos ensure students receive the information they need to make informed decisions and take the next step in their enrollment journey – ultimately leading to higher conversion rates. Students who view their personalized videos are up to five times more likely to enroll.

Recruitment for Rookies

Andrew Watson, Senior Consultant, RNL

Shelley Moss, Client Solutions Consultant, RNL

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 don't know what you don't know! This session will explain key 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 lingo and tricks of the trade, and arrive willing to share ideas from your shop. This knowledge is meant to decrease new team member anxiety and assist you in being an effective new member of the team.



UNDERGRADUATE ENROLLMENT

Student Search to Enrollment

Andrew Watson, Senior Consultant, RNL

Samantha White, Associate Vice President, RNL

Learn more about how RNL's Student Search to Enrollment services strategically build demand and drive student conversion across the full enrollment funnel. RNL's predictive modeling helps to identify the prospects most likely to apply and offers insight on how to prioritize the students most likely to enroll. Student Search to Enrollment combines powerful modeling, qualification surveys, award-winning creative, and omnichannel outreach to meet your enrollment objectives.

Leveraging Salesforce for Enhanced Recruitment and Enrollment at Alamo Colleges

Karla Frausto, Salesforce Administrator, Alamo Colleges District

Veronica Reyes, CRM Systems Supporting Manager, Alamo Colleges District

This session will explore utilizing Marketing Cloud's Journey Builder to optimize recruitment and enrollment processes at the Alamo College.

Strategies for Optimizing the Applicant Journey From Initial Interest to Successful Graduation

Brian Wayne, Graduate Programs Recruiter, Elizabeth City State University

This methodology emphasizes a holistic approach to the educational journey, focusing on the various stages of engagement, support, and transition that an individual experiences from the initial point of interest in a program to the successful completion of their degree. By systematically addressing each phase of entry into the program, the experiences and challenges faced during study, and the eventual transition out into the professional world, this guide seeks to provide actionable strategies and insights that can significantly enhance the overall experience and outcomes for students.

The Long Game: Investing in Web and SEO for Visibility and Growth

Todd Nucci, Director of Marketing and Digital/Web Services, Oakland University

Vaughn Shinkus, Senior Vice President, RNL

Years of research demonstrate that search engines are the most used resource among prospective students seeking educational opportunities at all levels. But search engine optimization isn't a quick fix. Rather, it's a long game requiring sustained attention and ongoing investment in website content and usability. Learn how Oakland University's multi-year SEO work in partnership with RNL has increased the university's overall visibility and driven undergraduate and graduate student engagement.

A Data-Driven Approach to Graduate Program Communications Planning

Jessica Ickes, Vice President, Market and Research Services, RNL

Anuja Siraj, Associate Vice President, Digital Strategy, RNL

What are the most effective steps for retaining graduate students in the enrollment funnel? How do graduate programs most frequently interact with prospective students, and to what extent does that match student preferences? What messages are most likely to continue to engage students from inquiry to application and from application to enrollment? These three questions will form the foundation of this interactive session, along with data from two recent RNL surveys.

Generations of Online Learners: Understanding How to Market and Recruit All the Generations

Andrea Carroll-Glover, Vice President, RNL

The online audience has firmly shifted from GenX/Millennial to Millennial/Gen Z. Nearly half of students today are Millennials, and nearly a third are GenZ, but more than 20 percent are still GenX. How do you ensure that your marketing, messaging, and recruitment tactics are optimized to meet the needs of the widest possible audience? In order to help you navigate the increasingly complicated online education environment, RNL analyzed the findings of its recent national study of more than 1,500 prospective and enrolled online students by their generation. Attendees and facilitators will work through how the generations diverge and converge in their expectations and preferences, and think through how you can ensure your marketing, recruitment, enrollment, and retention efforts can best serve the age-diverse online audience.

What you Need to Know About the Some College, No Degree Audience

Jessica Ickes, Vice President, Market and Research Services , RNL

Every year or so, a new report is published indicating the growing number (in millions) of Americans that have earned some college credit but stopped out prior to earning a credential. The most recent number is as high as 41 million. As institutions contend with the oncoming demographic cliff, many see this audience as a student audience that could make up some of the shortfall among the more traditional audience. But this audience is among the most complicated to serve. In this session, we will learn more about who this audience is, what motivates them, who among them would make the strongest target audience, and then turn to a discussion about how to best serve them.

Maximizing Enrollment Through Digital Strategy: Bridging Expectations, ROI, and Budgeting

Anuja Siraj, Associate Vice President, Digital Strategy, RNL

Leaders are challenged in securing the funds that it takes to successfully market programs today. With institutional resources tighter than ever and sophisticated marketing tactics often more expensive than ever, how do you make a successful case for the additional resources? How do you set realistic expectations, demonstrate good stewardship of funds, and maximize ROI? We will discuss how a comprehensive digital strategy can serve as the backbone of your enrollment efforts, helping you orchestrate five essential steps in your case: confirming demand, building a reverse funnel, developing a budget, writing a business case, and creating a continuous improvement plan.

From Clicks to Campus: Cracking the Code on Enrollment Conversions

Cait Fitzpatrick, Client Solutions Consultant, RNL

Zach Rhodes, Client Solutions Consultant, RNL

In today's competitive higher education landscape, guiding prospective students through the enrollment funnel requires strategic alignment between marketing and admissions teams. This presentation will explore how conversion tracking and intentional collaboration can drive higher conversion rates at every enrollment stage, from awareness to enrollment. Attendees will gain actionable insights into using data to monitor and improve performance, implementing strategies to optimize each step of the funnel, and fostering visibility and partnership between departments. Real-world examples and case studies will demonstrate the impact of streamlined communication, shared goals, and innovative joint initiatives.

Building Connections That Convert: Graduate Enrollment Success With Stories and Segmentation

Catie Connolly, Client Solutions Consultant, RNL

Zach Rhodes, Client Solutions Consultant, RNL

Personalized marketing isn't just a trend – it's a necessity. This session explores how segmentation, persona development, and storytelling can transform your marketing strategies to better engage prospective graduate students and boost conversions. Learn how to create data-driven personas and use them to craft targeted campaigns featuring tailored emails, customized ads, and optimized web content. Discover the power of authentic storytelling, leveraging student testimonials, alumni success stories, and faculty spotlights to create emotional connections with your audience. Walk away with actionable strategies to build highly personalized campaigns that resonate with students and drive measurable results.

How Mastering SEO and Paid Search Can Make You Google's Best Friend

Cait Fitzpatrick, Client Solutions Consultant, RNL

Rob Alexander, Director Search Engine Optimization, RNL

Want to get in Google's good graces? We'll show you how mastering both SEO and paid search can transform your digital marketing strategy and help you dominate search results. Google's algorithms reward websites that deliver valuable, relevant content, and with the right combination of organic and paid search tactics, you can ensure your institution stays top of mind for prospective students. You'll leave with a clear roadmap of how to combine the power of SEO and paid search in ways that will get you noticed by Google and prospective students.

Success of DLG + SEO Campaigns and Partnership with Admissions Team Leads to Increased Enrollments

Chris Hogan, Interim Associate Dean for Faculty and Doctoral Programs,
Michigan State University
Catie Connolly, Client Solutions Consultant, RNL

In this session we will focus on factors that led to a 200 percent increase in enrolled students for an online master's degree at Michigan State University. The strong partnership between lead generation, search engine optimization, and a notable admissions process has been key to increasing enrollment over multiple semesters. Gain actionable takeaways and tools for increasing the number of quality leads that convert into enrolled students.

Navigating the Crossroads: The Case for Investment in Graduate-Online-Adult Programs

Alicia Ortega, Senior Vice President, RNL

In this moderated session, campus leaders discuss the complex landscape of higher education as we approach the 2025-2026 academic year. Drawing from comprehensive data on traditional undergraduate, adult learner, graduate, and online student populations, we'll examine emerging trends and student preferences that demonstrate the need for investing in a balanced portfolio of academic programs to shape institutional success.

Using Research to Enhance Your Graduate and Online Program Strategy

Dr. Ken Newbold, Assistant Vice President, Market and Research Services, RNL
Dawn Fortin Mattoon, Senior Vice President, RNL
Stephannie Seaton, Market Research Consultant, RNL

Graduate and online programs play a significant and growing role in program mix at many colleges and universities. In this session, we'll explore how to use market research, including primary research, to understand the landscape for your existing graduate and online programs and how to leverage it to consider emerging programs of interest.

Lead to Enrollment and the Importance of Speed to Lead

Zach Rhodes, Client Solutions Consultant, RNL

Lori Cannistra, Senior Consultant, Graduate & Online Marketing, RNL

Join us to learn more about navigating lead-to-enrollment for the nontraditional student. This session will highlight best practices to help you reach the right students in a competitive market and how to effectively move them through the funnel.

Going Pro:

Positioning Graduate Professional Programs for Success

Vaughn Shinkus, Senior Vice President, RNL, and panel of campus leaders

Students seeking engineering, law, healthcare, and other professionally focused graduate degrees have unique information needs and preferences in their search for the best-fit program. A panel of enrollment and marketing experts discusses the opportunities and challenges in reaching, enrolling, and retaining high-caliber prospective professional-degree students.

Thrive, Not Just Survive:

Building Sustainable Online Programs Beyond OPMs

Andrea Carroll-Glover, Vice President, RNL

Jeremiah Grabowski, Executive Dean of Online Learning, D'Youville University

In 2025, the online education landscape is undergoing a significant transformation, with institutions increasingly shifting away from traditional Online Program Management (OPM) partnerships towards more flexible and customized solutions. This evolution is driven by institutions' growing desire for control, cost-effectiveness, and the need to adapt to rapidly changing market demands.

Cross-Campus Collaboration: How Undergraduate and Graduate Admissions Can Work Together

Shelley Moss, Client Solutions Consultant, RNL

Cait Fitzpatrick, Client Solutions Consultant, RNL

This presentation topic is designed for both undergraduate and graduate admissions staff to collaborate and address common challenges and opportunities across both levels of higher education admissions. Discuss the benefits of cross-campus collaboration between undergraduate and graduate admissions teams to improve overall institutional strategy, enhance efforts, and ensure consistency in branding and messaging.

Empowering Online Recruitment Success: Strategies for Training, Retention, and Support

Reena Lichtenfeld, Senior Vice President Consulting, RNL

In this interactive session, higher education professionals will learn how to effectively train, retain, and support online recruitment staff to drive student success in a rapidly evolving online education landscape. Through a combination of expert insights, case studies, and role-playing exercises, participants will gain practical knowledge and skills to better understand the motivations of online learners, develop compelling value propositions, and leverage emerging technologies to drive recruitment and retention efforts.

Session descriptions coming soon....

How to Prioritize Academic Programs for Digital Advertising Spend

Anuja Sirah, Associate Vice President, Digital Strategy, RNL

Integrating AI Digital Assistants to Optimize Your Speed to Lead

Jenna Bezner, Vice President, RNL



Reset, Freeze, or Increase: How to Make Pricing Part of Your Strategy

Dr. Jeffrey Gates, Senior Vice President of Enrollment and Marketing, Stetson University

Jessica Ickes, Vice President Market and Research Services, RNL

Derek Flynn, Senior Vice President Financial Aid Services, RNL

Ever wondered if your institution is “priced right” or considered a change in price strategy like a reset or freeze? Students, families, and external audiences are increasingly aware of the cost of higher education. Yet even in a time of increasingly sophisticated approaches to pricing, some institutions still set their price annually without clearly aligning this crucial decision to market, mission, and institutional strategy. Hear from those who have made price strategy changes and RNL experts who can help you understand the impact of changes in price and how to use price as a key part of your strategy.

Trading Places: Building Collaboration Across Admissions and Financial Aid

Samantha Hicks, Assistant Vice President of Financial Aid and Scholarships,
Coastal Carolina University

Trey Wilson, Director of Undergraduate Admissions, Coastal Carolina University

Discover how an innovative week-long experiment switching roles between the directors of admissions and financial aid highlighted the power of collaboration in higher education. This session will explore lessons learned about fostering cross-campus partnerships, boosting staff morale, and enhancing leadership. Attendees will gain insight into breaking down silos, improving communication, and supporting holistic student enrollment experiences through this unique leadership initiative.

Beyond Access: Enhancing Recruitment and Retention for Pell Students – a Holistic Approach

Michael Marshall, Vice President for Enrollment and Student Success, Goucher College
Lauren Keeling, Vice President for Enrollment, Marketing, and Communication, Bellarmine University

Join enrollment leaders from Bellarmine University and Goucher College as they share proven strategies for recruiting and retaining Pell-eligible students. Learn how these two institutions enhanced recruitment and retention outcomes by implementing innovative financial aid models, data-informed engagement, and comprehensive support systems. Explore successful initiatives like HOPE Kentucky Scholars and Maryland Advantage (LAUNCH Scholars Network) and see how cross-campus collaboration and predictive analytics are helping to create sustainable pathways for Pell student success.

Leveraging Aid and Personalized Marketing for Enrollment Success

Dave Hunt, Director of Enrollment Marketing, University of Kansas
Angela Karlin, Director of Financial Aid & Scholarships, University of Kansas

In partnership with RNL, the University of Kansas (KU) is combining insights into their prospective student audience's need for aid, brand affinity, historic enrollment trends, and academic success metrics to create personalized, segmented marketing strategies that effectively communicate to students their unique individual opportunity for academic and financial success at KU, a key part in achieving record enrollment in 2024.

How to Bring Clarity to Your Financial Aid Award Offers Using Personalized Video

Melody Ferguson, Dean of Admission, Pacific Lutheran University
Tom Mikowski, Vice President of Business Development and Higher Ed Partnerships, Allied Pixel

According to the 2023 US Department of Education Study, 44 percent of students reported not fully understanding their financial aid award offers. The number was 57 percent for first-generation students. Learn how personalized financial aid offer videos leverage your existing data and media assets to provide clear financial aid explanations on grants, scholarships, loans and work-study while communicating affordability, value and ROI. Personalized merit scholarship videos also engage students early in the recruitment process. Learn how colleges are using these innovative solutions to support yield and melt reduction efforts in their financial aid communication strategies.



Financial Aid for Rookies

Derek Flynn, Senior Vice President, RNL

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.

Session descriptions coming soon....

Level of Sacrifice: Understanding "the Gap" of Your Student Population

The Data Tells the Story: Resourcing Advising for Student Success Outcomes

Tara Warden, Assistant Vice Provost, University of Cincinnati

As higher education leaders, student success administrators are charged with positively impacting student outcomes such as retention, persistence, academic performance, and graduation rates. The University of Cincinnati has improved graduation rates by 21 percentage points and dramatically narrowed equity gaps by investing in the student experience. This session will illustrate the university's long-term use of the Student Satisfaction Inventory and other student experience data, as well as a model to analyze advising capacity. Join us to understand the types of data and evidence that make the case for resources to improve student outcomes.

All-In for Student Success: Implementation, Faculty Engagement, & Impact

Suzan Harkness, Provost, SUNY College of Agriculture and Technology at Morrisville
Brenda Oursler White, Interim Associate Dean, SUNY College of Agriculture and Technology at Morrisville

Learn about an implementation strategy and impactful results launching the RNL College Student Inventory (CSI) utilizing SUNY ACE/ASAP funds to drive faculty engagement and student success among first year and transfer students attending a highly diverse rural central New York College. Data analytics demonstrate correlations to higher GPAs, persistence, and retention rates. Stark differences were found between students who did and students who did not complete the CSI. Discover best practices for faculty engagement, establishing connections to first-year students, and approaches to converting skeptical faculty into CSI thought leaders.

Enhancing Retention: A Comprehensive, Data-Driven Approach to Term-to-Term Reenrollment

Audra Taylor, Associate Director for Student Success Technology and Analytics,
Georgia Southern University

This presentation will detail the reenrollment strategy first developed and deployed at our institution in spring 2024. The strategy describes retention goals, communication strategies and templates, campus partner coordination, and key checkpoints throughout the process. Since its launch, we have refined the process to include identifying students' reasons(s) for stopping out and their communication preferences. This strategy has allowed us to quickly and easily target specific populations for outreach. Our results speak for themselves: fall-to-spring retention for our IPEDS freshman cohort was 94 percent as of 12/24/2024, up 3 percent from the same day one year prior.

Using Your Data for Improvement: What to Track and How to Create a Data Culture

Jessica Ickes, Vice President Market and Research Services, RNL

Julie Bryant, Vice President for Student Success, RNL

Sherri Erkel, Vice President Consulting Services, RNL

Colleges and universities are rich with data. But is your campus turning data into information to support a data-informed culture to support your mission and strategic goals? From market data, to student success and retention data, to campus perception information, this important session will help you understand how to decide what data elements to track, how to use data and information to help you to achieve your strategic goals, and how to build your college or university's data capacity and culture.

Empowering Students: A Blueprint for Student-Centered Success

Erinne Weber, Executive Director of Strategic Retention and Academic Success,
Wiley University

Discover transformative student-centered practices to enhance engagement, inclusivity, and academic growth. This interactive session emphasizes collaborative learning, adaptability, and reflective dialogue, equipping educators with actionable strategies to nurture a supportive educational environment. Leave with tools to reimagine education by placing students at the heart of learning.

Proactive Approaches to Student Success and Retention

Alicia Washington-White, Communications Strategist for Student Retention,
University of North Texas

This presentation presents proactive strategies that help drive student success and retention efforts at the University of North Texas. Designed to equip educators and administrators with practical, scalable approaches, the session focuses on fostering a supportive and thriving student community through practical, evidence-based practices. Emphasizing the importance of early brand recognition and awareness, sharing targeted resources and support, and consistent engagement, attendees will learn about innovative methods for building student-centered resources, creating streamlined support channels, and using data to inform timely interventions.

Creating Bespoke Retention Plans Using the College Student Inventory and AI

Elizabeth Swartz, Director of TRIO Student Support Services, Fitchburg State University

This presentation explores how the College Student Inventory (CSI) scores are used to craft personalized retention plans that leverage students' strengths and address their self-identified challenges. Attendees will learn how to interpret CSI data to create targeted, impactful support strategies tailored to individual student needs. Additionally, the session will showcase how AI technologies can be integrated to recommend specific services and interventions based on CSI results, enhancing the precision and effectiveness of student support. By combining human insight with AI's analytical capabilities, this approach fosters a proactive and personalized retention strategy that empowers students to thrive academically and personally.

Student Success Coaching: A Holistic Approach to Retention

Julie Everett, Student Success Coordinate, University of Nebraska at Kearney

Come and explore a comprehensive coaching model designed to support first-year college students holistically, addressing their academic, social, and personal needs. By tailoring mentorship, emotional support, and academic guidance to meet students where they are, we can create a more inclusive and effective transition to college life. Attendees will learn strategies to foster self-awareness, critical thinking, and resilience in freshmen, building meaningful connections that enhance student success and retention. Join us to discover practical approaches that empower first-year students and lay a foundation for their long-term well-being and achievement.

Calibrating a Collaborative Communication Climate for Underserved Students

Woodrow Wilson Wagner, Director of Institutional Strategies,
University of Houston-Victoria

To successfully engage and retain first-generation and unserved students, faculty and staff must provide learning experiences that meet students where they are in order to get them to where they need to be. This session will explore culturally responsive teaching and learning practices that help establish an effective communication climate based on respect, collaboration, empathy, and trust. We will also analyze specific strategies for communication and discuss how we can exemplify these in our classrooms and programs to resolve cultural incongruity and first-generation student communication disconnects, while increasing student engagement and retention.

Online Accelerated Programs: The "One Stop Shop" Approach to Student Success

Jenna Noe, Assistant Director of Academic Advising, Online Accelerated Programs,
University of North Carolina Wilmington

This session will dive deep into several critical steps required to develop successful and sustainable infrastructure to support students enrolled in online, accelerated programs at any institution. Breaking down barriers beyond traditional length, campus-based education allows students to pursue their dreams one online class, one session at a time. However, it can't happen without the right support model in place, and students are eager to have one place to go to for all things student success. Creating this "one stop shop" approach doesn't have to take years to build. Join this collaborative session with no experience or highly knowledgeable about online accelerated programs. Participants will learn, discuss, and brainstorm deliverables together to be able to present to their institutions.

Establishing a Collaborative Framework for Student Success and Retention

DiAnna Washington, Director of Student Success & Retention,
University of North Carolina Wilmington

Dr. Kevin Meaner, Executive Director of Housing and Residence Life,
University of North Carolina Wilmington

Successful and sustainable student success and retention strategies are most effective when driven by intentional and strategic collaboration across all divisions of a university. At the University of North Carolina Wilmington (UNCW), an innovative approach to enhancing student success emerged through a joint effort between the divisions of Academic Affairs and Student Affairs. This joint effort resulted in the creation of three key student success strategies, an operational definition of student success, the development of a comprehensive catalog of student success initiatives, and the launch of a student-focused marketing campaign to engage and inform the campus community. This presentation will outline the collaborative process used to achieve key student success strategies and highlight the impact of cross functional partnerships in fostering a shared student success vision. This session will outline the collaborative process used to achieve key student success strategies and highlight the impact of cross-functional partnerships in fostering a shared student success vision.

One River: A Data-Driven Transformation of Orientation to Improve Student Success

Elizabeth Gaskin, Vice President for Student Success, Indian River State College

Emily Mass, Associate Vice President of Recruitment and Admissions, Indian River State College

In 2022, Indian River State College launched the Promise Program, bringing in the largest freshman class in the college's history. This majority first-generation, Pell-eligible, and minority cohort presented new challenges in retention and course success. To address these needs, Indian River State College fostered a One River culture, leading to a collegewide collaboration to redesign New Student Orientation (NSO) and its virtual companion course (SLS1501). Through the Enrollment Roundtable, faculty, student success professionals, and institutional researchers analyzed data to enhance student outcomes. This session will highlight the collaborative, data-driven strategies used to improve gateway course success rates, retention, and utilization of academic support services.

Launching Data Roadshows: Leveraging Survey Insights to Drive Collaborative Strategies for Student

Alisa Fleming, Director Institutional Assessment, University of Phoenix

Sam Rodriguez-Flores, Assessment Manager, University of Phoenix

Universities play a pivotal role in preparing students to contribute to their field of study and community. As such, it is important to assess what students are learning and the impact of teaching on learning.

Nationally normed surveys are one way to gather insights into perceptions of student learning and the university experience. While conducting the assessment is important, collaborating and disseminating the findings with stakeholders is equally vital. This session will provide practical strategies for engaging stakeholders and leveraging survey insights to drive action. Participants will leave with a framework for using survey results to support the student experience.

Redefining Student Success: Establishing a Culture of Care for Generation Z in Higher Education

Dawn Nail, Executive Director, North Carolina A&T State University

Generation Z, those born between 1997 and 2012, is reshaping higher education by placing a spotlight on the importance of inclusivity, mental health, technology, and affordability (Michigan Language Assessment, 2024). They test the status quo, expecting more from universities to meet their unique needs. Generation Z requires a personalized approach and a sense of community, which is a break from previous generational learning styles that have become outdated.

Consequently, higher education must challenge traditional norms, not only to retain students, but also for sustainability and to successfully matriculate students throughout their academic careers.

Addressing Mental Health & Student Success: The Power of Peers

Whitney Bischoff, Community Prevention Advisor, Lost & Found

In the post-pandemic era, college students' mental health continues to be a pressing concern, often overwhelming counseling services and tasking student affairs professionals with filling the gap. Join us for an engaging session that explores the critical link between mental health, student retention, and success. Learn how students' well-being directly influences their decision to persist each semester and how non-clinical peer-to-peer strategies, such as skill-building, fostering connections, and relationship development, can significantly improve mental health and encourage help-seeking behaviors. Leave with actionable tools designed to meet the unique needs of your institution, enhance student satisfaction, and improve campus climate.

Assessing Student Satisfaction for Online Learner Success

Jacque Allen, Director of Online Student Success, Pima Community College
Julie Bryant, Vice President for Student Success, RNL

With more students turning to online learning programs, understanding the priorities of online learners is even more critical for student success efforts. How can student satisfaction data help to inform retention efforts for online programs? This session will highlight the experience of Pima Community College, which has collected student satisfaction data and used it to inform decision making. Suggestions for the best ways to encourage online students to respond to the survey, as well as ideas for collecting additional qualitative feedback and recommendations for highlighting the data with various departments will be shared.

Student Success: Gather and Use Data to Impact the Student Experience Across Your Campus

Shannon Cook, Senior Consultant, Student Success Solutions, RNL

Student satisfaction surveys are a key component in assessing and ensuring the quality of the student experience. They allow institutions to understand student priorities and to target resources accordingly. To be most effective, institutions need strong response rates, a plan to review and respond to the feedback, plus good collaboration with leadership. Representatives from four-year and two-year institutions will share how they are effectively gathering and using their student satisfaction data, providing examples of what is working. This session will share the perspectives of the panelists and the moderator to identify how campuses can successfully use student satisfaction survey results.

Developing, Implementing, and Improving Data-Informed Student Success Campaigns

Regina Wine-Nash, Student Success Systems Coordinator, James Madison University
Dr. Pal Mabrey, Director of Student Success Analytics, James Madison University

Using our experiences of developing and implementing data-informed student success campaigns, members of the Office of Student Success Analytics at James Madison University will discuss how they developed and implemented data-informed student success campaigns to improve retention and reduce equity gaps. With a focus on email and text campaigns, the presentation will discuss the value of integrating data-informed campaigns, explain the process for designing, implementing, and assessing campaigns, and help higher education professionals identify and design a student success campaign.

Building the Talent Pipeline: From College Promise to Career Success in South Texas

Matthew Hebbard, Vice President for Student Affairs and Enrollment Management, South Texas College

Tony Matamoros, Dean of Enrollment Services, South Texas College

Melissa Pena, Director of Valley Promise, South Texas College

Discover how South Texas College's Valley Promise program is strengthening the institution's talent pipeline through comprehensive college transfer and workforce pathways. This session will showcase strategies for enhancing college access, including admissions and financial aid support, dual enrollment, data-driven decision-making, and partnerships with school districts and community stakeholders to foster college and career success. Attendees will gain practical insights into improving data processes, managing organizational change, and creating seamless student experiences from high school through college completion and workforce readiness.

Transforming Retention: How the First-Year Experience Elevates Student Success

Jennifer Collins, Associate Provost Student Success, Florida A&M University

Dr. Allyson Watson, Provost and Vice President Academic Affairs, Florida A&M University

Dr. Lewis Johnson, Associate Provost Strategic Initiatives, Florida A&M University

Florida A&M University (FAMU) has demonstrated consistent improvement in second-year retention rates over the past several years. Starting at 80.5 percent in 2017, the retention rate has steadily increased, reaching a peak of 90.9 percent in 2021 before stabilizing at 89.7 percent in 2023. This upward trend reflects FAMU's targeted initiatives and commitment to student success, surpassing many public four-year universities in Florida and maintaining a competitive position among public Historically Black Colleges and Universities. This sustained growth underscores the effectiveness of academic support systems and retention strategies implemented by the Office of Freshmen Studies.

Empowering Student Success Through Alamo Colleges' Partner Portal

Karla Frausto, Salesforce Administrator, Alamo Colleges District

Veronica Reyes, CRM Systems Reporting Manager, Alamo Colleges District

Paige Petersen, Salesforce Business Analyst, Alamo Colleges District

This session will delve into the key features and benefits of the Partner Portal, highlighting how it can revolutionize the way partners collaborate with Alamo College.

Session descriptions coming soon....

Advising Across the Student Journey: A Panel Discussion

Panel of campus leaders

Assess, Strategize, and Operationalize (ASO): A Model for Enrollment Success

Boyd Bradshaw, Vice President, Towson University

Ashley Miller, Associate Vice President, Old Dominion University

This engaging session dives into the practical application of the ASO (Analytical Strategic Optimization) model, a key framework emphasized in the RNL Strategic Enrollment Planning textbook, 3rd Edition, Chapter 5. We will highlight real case studies from two distinct public institutions on how utilizing this approach achieved enrollment success from recruitment to retention. Discover proven methods and practical tools for transforming enrollment challenges into opportunities for growth. Attendees will leave with actionable insights and recommendations on how they can implement this model at their institution.

New Leaders, New Culture: Managing Staff Changes and Cultivating Cultural Transformation

Ryan Konkright, VP for Enrollment Management, St. Mary's University

Dr. Deena Slockett, Associate Provost for Strategic Enrollment Management,
AdventHealth University

Ken Huus, Vice President and Senior Consultant, RNL

Leaders play a critical role in guiding both staff and institutions through transition. The appointment of new leaders on campus often coincides with a period of significant institutional change, including shifts in culture, organizational structure, and staffing. Effectively managing these transitions is crucial for institutional success. Hear how these enrollment leaders successfully navigated transitions and realized enrollment success in that cycle, and take away tips and strategies you can use on your own campus. Attendees will gain a deeper understanding of how to lead cultural transformation, support staff through change, and foster a shared vision for the future of their institutions.

Women in Higher Ed: Panel Discussion

Julie Bryant, Vice President for Student Success, RNL

Panel of campus leaders

Back by popular demand, this year's session will bring together a panel of professional women in higher education for an interactive discussion on strategies for negotiation, communication, and networking, plus managing the tides of change to effectively develop a successful career in higher education. In this session, the panel will explore practical strategies to create opportunities for career enhancement and advancement, along with ways to incorporate professional development into our busy lives.

Building Strategic Advantage by Leveraging External Influences and Internal Strengths

Ken Newbold, Assistant Vice President, Market and Research Services, RNL

Jessica Ickes, Vice President, Market and Research Services, RNL

This session will focus on enhancing institutional strategy through an exploration of key external influences such as demographic changes, student and labor market demand, and market perception coupled with internal insights such as student satisfaction, retention predictor, and college employee satisfaction.

The Strategic Enrollment Planning Imperative: Higher Education Past and Present

Wes Butterfield, Chief of Consulting Services, RNL

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.

The Fundamentals of Strategic Enrollment Planning

Dawn Fortin Mattoon, Senior Vice President, RNL

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'll explore these questions and those from participants in this interactive session.



Session descriptions coming soon....

RNL Insights:

A Strategic Planning Framework Powered by AI

Dawn Fortin Mattoon, Senior Vice President, RNL

Steve Drew, Chief Operating Officer, RNL

Program Portfolio Revitalization with Academic Program Planning

Kenneth Newbold, Assistant Vice President, RNL

Stephannie Seaton, Market Research Consultant, RNL

Dawn Fortin Mattoon, Senior Vice President, RNL

The Trifecta:

Admissions, Academics, and Student Service Partnership

Shelley Moss, Client Solutions Consultant, RNL

AI-Powered Education: Innovations in Learning, Engagement, and Student Retention

Agnes Drupka, Assistant Director of Institutional Research, Union College of Union County New Jersey

Artificial intelligence (AI) is rapidly transforming education, offering unprecedented opportunities to personalize learning, enhance student engagement, and improve retention rates. This presentation explores the innovative ways AI is reshaping the educational landscape. We will examine AI-driven adaptive learning platforms that tailor instruction to individual students' needs, intelligent tutoring systems that provide real-time support, and predictive analytics models that identify at-risk students early, enabling timely intervention. Additionally, we'll discuss how AI-powered tools streamline administrative processes, optimize resource allocation, and deliver around-the-clock support through virtual assistants. By addressing both the benefits and challenges, such as ethical considerations and data privacy, "this talk highlights how AI in education not only fosters improved academic outcomes but also builds more inclusive, responsive learning environments.

Leveraging AI in Enrollment Management for Higher Education

David Barron, Vice President of Enrollment Management, The University of Texas at Tyler

Today, we will explore how AI can address some of the most pressing issues in enrollment management. We will look at how AI can enhance recruitment efforts, streamline the admissions process, improve student retention, and support students through to graduation. Additionally, we will discuss real world examples of institutions that have successfully implemented AI solutions and the benefits they have realized. By the end of the presentation, you will have a clearer understanding of the transformative power of AI and how it can be leveraged to create more efficient, effective, and student-centered enrollment management practices.

AI Essentials for Higher Education

Rebecca Jenkins, Director of AI Product Marketing, RNL

This presentation will provide higher education leaders with a foundational understanding of AI and its potential impact on their institutions. We will explore key AI concepts, including machine learning, deep learning, natural language processing, and computer vision, and discuss their potential applications in various areas of higher education, such as teaching and learning, research, administration, and student support.

Transforming Legislative Insights: The NDUS Experience

Ryan Jockers, Assistant Director of Reporting and Analytics,
North Dakota University System

The North Dakota University System (NDUS) is revolutionizing how legislative sessions are monitored and analyzed with NDUS LegiTrack AI. Our AI-driven system automates tracking North Dakota bills, amendments, hearings, and votes, providing real-time insights and actionable data. By integrating advanced language models and data processing techniques, we ensure that stakeholders receive timely alerts and comprehensive overviews of legislative activities. This innovative approach saves time and resources and enhances accuracy, efficiency, and decision-making capabilities. Join us to discover how NDUS sets a new legislative tracking and advocacy standard through cutting-edge technology.

The Ethical Frontier: Navigating Bias and Privacy in AI-Powered Higher Education

Subreina DeSouza, Senior Vice President, AI Solutions Consulting, RNL
Keyana Scales, Senior Vice President, RNL

AI is transforming higher education, but ethical concerns like bias and privacy are crucial. This presentation will explore these challenges and discuss practical steps for responsible AI use, including developing guidelines, addressing bias, and protecting student data. You will understand AI bias and its impact, learn how to protect student privacy, and develop a framework for responsible AI implementation.

Unlocking Enrollment Success: Leveraging AI for Predictive Analytics, Engagement, and Efficiency

RNL AI Team

This presentation explores how AI can revolutionize higher education enrollment. We'll delve into key areas, including: Data-Driven Insights: AI-powered analysis for predicting student success and informing strategic enrollment planning; Personalized Engagement: Leveraging AI for personalized communication and building stronger student relationships; and Operational Efficiency: Streamlining admissions processes and empowering teams with AI-driven tools. Through real world examples, this presentation equips enrollment leaders with the knowledge to effectively integrate AI and drive enrollment growth.

Become a Prompt Engineer Expert! Anyone Can Do it!

So Hye Park, Associate Vice President, Applied AI, RNL

Get the most out of your LLMs with our expert tips on crafting the perfect prompt. In this interactive session, you'll learn how to write prompts that deliver high-quality results.

Discover:

- The 5 essential elements of a well-designed prompt,
- How to avoid common pitfalls that lead to poor results,
- Real world examples of successful prompts and what made them effective,
- Tips for iterative refinement and improvement, and
- Hands-on practice with interactive exercises to hone your skills.

Walk away with the confidence to create effective prompts and get the insights you need from your LLMs.

Leveraging AI on a Campus Enterprise Level

This session will be feature presenters from RNL and Southern University of New Orleans

Hear from Southern University of New Orleans about their journey in implementing AI technology and governance across their campus. This presentation will provide a comprehensive overview of the university's approach, highlighting successes, challenges, and key takeaways including how they assessed their needs and readiness of their campus community for AI adoption; lessons learned from their experiences with AI-powered tools and technologies, and how they are using AI to support enrollment, student success, and institutional efficiency.

Early Adopter of AI Experience: Leveraging a Digital Assistant to Drive Enrollment Success

Logan Fields, AI Solutions Specialist, RNL

Join us as we share one institution's journey of implementing a digital assistant on their website to drive enrollment success. Learn how they identified the need for a digital assistant, navigated the implementation process, and the significant impact it has had on their recruitment and admissions efforts. Discover the benefits of leveraging AI-powered technology to enhance the student experience, improve communication, and increase enrollment numbers.

Embracing the Future:

AI as a Catalyst for Connectivism Learning Ecosystems

Jennelle Hodes, Director of Cybersecurity in Healthcare Certificate Program,
Touro University

Education is undergoing a profound transformation, with AI revolutionizing how knowledge is accessed, shared, and applied across dynamic interworks. This session explores the principles of connectivism, a paradigm that views learning as an interconnected process within technology enhanced ecosystems. Attendees will discover how AI tools, such as adaptive learning platforms, intelligent tutoring systems, and real time collaboration technologies, empower learners to engage deeply with knowledge while fostering networked, personalized experiences.

Lessons from Early Adopter of AI-Driven Technologies

RNL AI Team

Join us for a panel discussion featuring four pioneering universities that have leveraged AI technology to revolutionize their enrollment processes and improve operational efficiency. Hear from the experts at Xavier University of Louisiana, SUNO, University of Maryland Eastern Shore, and the University of Alabama as they share their experiences, successes, and challenges in implementing AI-driven solutions to drive student recruitment, retention, and success. From chatbots to predictive analytics, learn how these institutions are harnessing the power of AI to stay ahead of the curve and create a more personalized, student-centric experience.

Build-a-Future: Redefining Academic Writing and Admissions in the AI Era

Goran Trajkovski, Director, Data Analytics, Touro University Illinois

Dr. Jenelle Hodges, Director, Cybersecurity, Touro University Illinois

Dr. Chani Tessler, Vice Provost, Touro University Illinois

AI technologies are reshaping academic writing and admissions, presenting both challenges and opportunities for innovation. This session explores how institutions can shift from reactive approaches, like detecting misuse, to fostering integrity-driven systems that embrace AI. Participants will examine frameworks for using AI to personalize writing support, enhance creativity, and uphold academic rigor while addressing ethical considerations. By rethinking admissions and academic writing in the AI era, institutions can create systems that prioritize equitable access and empower authentic student voices.

From Overwhelmed to Optimized: AI for Application Evaluation

So Hye Park, Associate Vice President, Applied AI, RNL

David Kirschner, Associate Dean of Admissions and Financial Aid, USC Law School

So Hye Park from RNL and David Kirschner from USC Law School share their innovative approach to streamlining the application evaluation process. Learn how they leveraged RNL Answers to build a custom rubric, automating the initial evaluation of law school application essays and freeing up staff to focus on top candidates.

Generations in Collision: How AI Is Redefining the Future of Higher Education

Friederike Maag, Principal AI Solutions Consultant, RNL

Join us for a session that delves into the AI-driven shift in communication and engagement styles across generations. We'll explore how AI is changing the way we interact with students, from Gen Z's preference for digital-first communication to Millennials' desire for personalized experiences, and how these changing expectations are redefining the student-faculty relationship and the future of higher education.