



VIRTUAL STRATEGIC ENROLLMENT PLANNING EXECUTIVE FORUM **AGENDA**

 **Emsi** *A special thank you to our sponsor, Emsi!*

Wednesday, December 2

10:00-10:15 a.m. CST

Welcome and Forum Overview

Dr. Sumit Nijhawan—President and CEO, RNL

Dr. Lew Sanborne—Vice President, RNL

RNL CEO Sumit Nijhawan and RNL's leader for strategic enrollment planning Lew Sanborne will open the forum with a welcome to attendees, observations on the current state of higher education, and a preview of how RNL can help institutional leaders respond.

10:15-11:15 a.m. CST

Opening Keynote:

The Strategic Enrollment Planning Imperative: Higher Education Past and Present

Kevin Crockett—Senior Executive, RNL

We are living through perhaps the most turbulent time in the history of American higher education. Pushed by the pandemic, economic crises, ongoing demographic shifts, increasingly rapid technological changes, and greater scrutiny of the postsecondary enterprise by both government and the larger public, higher education professionals are under immense pressure to think strategically to preserve their institutions. This session will explore the major environmental trends that are challenging college and university leaders and set the stage for productive approaches to address these issues.

11:15-11:30 a.m. CST

Chat Break

Connect with participants in the SEP Chat to discuss the morning sessions or other topics while we play music to inspire you.

11:30 a.m.-12:30 p.m. CST

Overview of the SEP Process and Setting the Stage for Campus Engagement

Dr. Lew Sanborne—Vice President, RNL

Explore the fundamentals of strategic enrollment planning in this overview; learn why goal setting occurs later in the process (phase three of four); and discover best practices for engaging the broadest possible swath of your college or university community.

12:30-1:00 p.m. CST

Break

Take a break for lunch, coffee, or a stretch before we dive into our breakout sessions.

1:00-2:00 p.m. CST

Breakout Sessions:

Creating the Organizational Structures, Defining Scope and Populations, and Identifying Key Performance Indicators

Two-Year Public

*Dr. Stacy Klippenstein
President, Mohave
Community College*

Four-Year Public

*Dr. Dawn Fortin Mattoon
Executive Consultant, RNL*

Four-Year Private

*Dr. Brad Goan
Executive Consultant, RNL*

Choose your breakout by institutional type to discover how to build the right organizational structure for your strategic enrollment planning project. Learn how to frame your project's scope, target key populations for sustainability and success, and identify the metrics that you must move to strengthen your institution and measure your plan's success.

2:00-2:15 p.m. CST

Break — Sponsored by Emsi

Swag box snack time with Emsi! Grab your toasty Emsi cup, sip some hot chocolate, and join the conversation in the SEP Chat. We'll have some seasonal music to enhance the mood.

2:15-3:15 p.m. CST

Lessons From Campus

Stuart Jones—Vice President for Advancement and Enrollment Management, Southern Utah University

Hear the story of Stuart Jones' introduction to the complexities of enrollment management and how he charted Southern Utah's course to success. The foundation he helped to build pre-pandemic has positioned the university to weather the storm.

Thursday, December 3

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

Data Collection and the Situation Analysis: Research, Data Compilation, Dashboards and Elements of Comprehensive Situation Analysis

Kim Schroeder—Founder of KAS Consulting LLC; Associate Consultant, RNL

Jessie Lynch, M.A.—Partnership Account Executive, Emsi

Effective strategic enrollment planners build a data-centric and data-informed project. Learn how to build a data foundation that tracks progress on both institution-specific and benchmark Key Performance Indicators, leverage environmental scanning data powered by Emsi, and craft a situation analysis that will feed strategy ideation and provide tools for charting your plan's success.

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

Break

Join us in the SEP Chat and put on your RNL hat for a little extra warmth! We'll have a special music playlist to help you get ready for the second day's sessions.

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

Breakout Sessions:

Strategy Ideation and Development: How the Research and Data Feed Into Strategies, Preliminary Vetting of Potential Strategies, and Developing Meaningful Business Plans

Two-Year Public
Dr. Stacy Klippenstein
President, Mohave
Community College

Four-Year Public
Dr. Dawn Fortin Mattoon
Executive Consultant, RNL

Four-Year Private
Dr. Brad Goan
Executive Consultant, RNL

In this second breakout by institutional type, learn how to transform the findings of your situation analysis into effective strategies. Explore a criterion-referenced approach to pre-prioritizing the wealth of strategy concepts your situation analysis has fostered so that you invest your precious time into development of the most promising strategies. Then experience the disciplined and detailed RNL approach to developing useful business/action plans for your emerging strategy subset.

12:15-12:45 p.m. CST

Break

Time for lunch or a walk so you have energy to finish out the day.

12:45-1:45 p.m. CST

Strategy Prioritization, Projections, and Goal Setting

Dr. Stephanie Miller—Executive Consultant, RNL

With detailed action plans at the ready, explore the second wave of strategy prioritization. Plan to maximize limited resources to focus on the most promising strategies. With final prioritization in place, learn methods for enrollment projection, consider the interaction effects among plans to prevent over-estimation, and translate projections into measurable goals.

1:45-2:00 p.m. CST

Break

One final chance to chat with your fellow attendees while we play an energizing set of tunes.

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

The Plan Document, Implementation, and Transitioning From SEP to SEM

Dr. Lew Sanborne—Vice President, RNL

With strategies identified and goals set, we'll turn our attention to maximizing the impact of the plan document to garner support for your plan. We'll explore implementation best practices to ensure strategies produce on their promise, and guide the transition from strategic enrollment **planning** to strategic enrollment **management**. We'll close with tips for maximizing the benefits of the process while avoiding common pitfalls.

3:00-3:15 p.m. CST

Forum Closing

We'll formally close our Strategic Enrollment Planning Executive Forum with a brief review of high points from the previous sessions, and touch on any lingering questions that have arisen over the last two days.

3:15 p.m. CST

Adjournment