

RNL NC 2022

July 8-9



Virtual Conference Agenda

Wednesday, July 8

Get a Great Start! *Brought to you by Cappex*

Virtual Yoga and Mindfulness Meditation in Millennium Park

Millennium Park Auditorium

Kick-off your day by taking part in your choice of these pre-recorded sessions led by professional instructors that allow you to participate at a time of your choosing.

9:00-9:30 a.m. CST

ThankView Connect Over Coffee Break



Networking Lounge at Navy Pier sponsored by Community Phonecast

Join us and Katie Kadan, finalist from *The Voice*, for coffee and connection in the Networking Lounge at Navy Pier.

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

Opening Conference Keynote: From Homeless to Harvard



Millennium Park Auditorium

Liz Murray—Inspirational Speaker, Author, and Executive Director of The Arthur Project

Come to Millennium Park to listen to the riveting life story of Liz Murray in her own words. Liz Murray is an inspirational speaker, author, and executive director of The Arthur Project.

10:00 a.m.-3:00 p.m. CST

Virtual Tradeshow

Stroll through Wrigley Field where you will just happen to bump into nearly 40 vendors offering insights and solutions to help you navigate the new normal.

11:00-11:20 a.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Emsi

Using Alumni Outcomes Data to Recruit and Engage Prospective Students



Vendor Theatre

Ashley Safranski—Product Manager (GoRecruit) & Director of Marketing, Emsi

Learn how your institution can address questions about value and return on investment using more than anecdotes and success stories by utilizing actual data about what your grads are doing in the workforce to highlight the outcomes each of your programs can lead to. This session will provide more information about Emsi's GoRecruit, an alumni outcomes tool for enrollment management teams.

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

Breakout Sessions

Developing Your Re-Enrollment Management (Retention) Plan



The Bean Room, sponsored by StraighterLine

Tim Culver—Vice President Student Success, RNL

COVID-19 has kept us all extremely busy with the movement of instruction, academic advising, registration, and academic support services to virtual delivery. The ability to predict your retention outcomes for the fall of 2020 is also top of mind as you continue to refine and improve your remote services. This session will provide recent research on expected retention rates, discuss the data that you will need, and outline the necessary strategies to assist with the development of your re-enrollment management plan.

After Millennials (Understanding Gen Z Students and Their Gen X Parents)



Art Institute Room, sponsored by Market Mapping plus, Inc.

Jeff Kallay—Senior Vice President, RNL + Render

Brittney Joyce—Vice President, RNL + Render



After two decades of recruiting and enrolling Millennials (and their Baby Boomer parents), this workshop raises the importance of learning about and understanding the seismic generational shift happening on college campuses as post-9/11 Homeland/Gen Z and their Generation X parents are now the target audience. It provides historic background on American generations and key insights into understanding and connecting with this new student/parent cohort, with special attention to your campus visit. It also will provide added value for helping understand generational differences in the workplace as more Millennials are in the ranks of staff and faculty.

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



Buckingham Fountain Room

Penny L. Elkins, Ph.D.—Senior Vice President for Enrollment Management, Mercer University



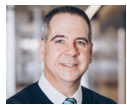
Johnnie Johnson—Interim Vice President for Enrollment Management, Transylvania University

Dennis Matthews—Vice President for Enrollment Management, Barton College



Robert Wagner—Ph.D, Vice President, Academic & Instructional Services, Utah State University

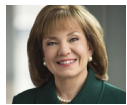
Jen Wick—Vice President, Consulting Services, RNL



From NACAC guidelines’ changes to COVID-19—a lot has happened! How did institutions respond? While many took a “wait and see” approach, and others planned a defensive posture, there were some that took a more preemptive stance. Based on what we observed this year, what does the future have in store for us? How have financial aid practices changed? How do you plan for the year ahead? Join a panel of enrollment leaders at different institutions to discuss observations and strategies resulting from the impact of a major changes in NACAC guidelines and the unprecedented pandemic.



Educating the Next Generation Workforce: A Focus on Skills and Online Learning



Field Museum Room

Susan Aldridge—Former President, Drexel University Online

Drivers of major change are transforming the job markets of the future. As the workplace and technology evolves, higher education is challenged to change. It has become crucial for higher education to evolve in order to provide students with the knowledge, skillsets and experiences necessary to meet the needs and expectations of employers. This presentation will explore future jobs, innovative examples of how robust technologies are changing the workplace, and how universities can rise to the challenge. Industry applications of technologies such as AI, VR, AR, gamification, unmanned vehicles, voice, and facial recognition will be highlighted.

Texting to Increase Enrollments



Art Institute Room, sponsored by Market Mapping plus, Inc.

David Goodwin—Co-Founder, TextAim



Jeri Prochaska—Vice President of Higher Education Relations, TextAim

Using text to communicate with students went from being a luxury to a necessity. But if you aren’t doing it right, you are losing many potential enrollments. Using data and research from over 70 million texts to students for over 750 colleges and universities, you can learn what can help or hurt you in the recruiting cycle when you text.

11:30-11:50 a.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Ardeo Education Solutions

Addressing the Negative Impact of Loans on Enrollment Decisions



Vendor Theatre

Dr. Jonathan E. Shores—Sr. Vice President of Client Service, Ardeo Education Solutions

Media and various others regularly question whether college is worth it. Such skepticism negatively impact students' decisions about college. But data clearly shows college is worth it. Learn how you can use this data to overcome students' and parents' objections and demonstrate your college is worth it.

12:00 p.m. CST

Lunch

Lunch on your own is a time to grab some nourishment and explore the amazing fabric of the city of Chicago, to reflect on the sessions thus far, or just catch up on some email. If you are interested in exploring Chicago further, here are a few places to start:

Field Museum: Fuels a journey of discovery across time to enable solutions for a brighter future, rich in nature and culture.

Check out the Romantic Ants video with Dr. Corre Moreau's research.

<https://www.fieldmuseum.org/blog/romantic-ants>

The Brain Scoop, your front-row seat to stories of collections, people, and research.

<https://www.fieldmuseum.org/blog/the-brain-scoop>

Art Institute of Chicago: Wherever you are, whatever the time, the Art Institute of Chicago online resources are here to connect you to their collection of art from around the world—jump in for inspiration, community or a bit of adventure.

Explore the Art Institute; Explore the Collection, ElGreco Online, Virtual Backgrounds, Blog, Audio Tours, Journey Maker

<https://www.artic.edu/visit-us-virtually>

Chicago History Museum: The museum continues to share the stories of the city and its people through exhibitions, programs, publications, and digital media.

Check out this exhibit online: "A Wheel With a View, Chicago Law & Disorder, Touring Chicago's Culinary History"

<https://www.chicagohistory.org/exhibitions/#online>

The Adler Planetarium: Chicago's Adler Planetarium is America's first planetarium and a premier resource for inspiring the next generation of space explorers.

Check out these awesome resources: The Adler Scope Blog, Stories from the YOUiverse Podcast, Skywatch Weekly & Virtual Exhibitions including 13 Stories with Captain James Lovell (celebrating the 50th anniversary of the Apollo 13)

<https://www.adlerplanetarium.org/learn/resources/online-resources/>

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

Breakout Sessions

Transform Your Academic Advising Program: Move Beyond Course Registration*The Bean Room, sponsored by StraighterLine**Stephanie Miller—Executive Consultant, RNL*

Does your campus only provide academic advising as a process for registration and course selection? Is there a disconnect between what actually happens in the advising process and what your campus has established as critical missional core values and educational goals?

In this session, we will discuss steps and concepts to help change the advising paradigm on your campus. Why is it important to transform your academic advising program? What are your personal beliefs regarding the overall purpose of academic advising? And, how can you change the way advising is organized and applied on your campus? This session is not about advising approaches or advising strategies; rather it is guidance for academic advising leaders who want to create the conditions necessary to move to an effective, intentional, and student-centered academic advising program.

Doing Data Right: How Information Sharing Can Help Bring in (and Keep) Your Class*Art Institute Room, sponsored by Market Mapping plus, Inc.**Ann Cools—Senior Consultant, Enrollment Consulting, RNL**Leslie Crosley—Senior Consultant, Enrollment Consulting, RNL**Matt Metz—Associate Vice President, Enrollment Management, D'Youville College*

Data are often overlooked in campus decision making. This session will explore how data in the enrollment management office can be a powerful tool in not only helping to enroll and retain students, but can also be used to positively impact campus decision making. We'll look at the numerous metrics that can support campus leadership, while increasing the effectiveness of the enrollment team, when reaching out and responding to students.

Developing Strategic Enrollment Strategies in Response to the Current Environment*Chicago Skyline Room**Kevin Crockett—Senior Executive, RNL*

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. This session will explore some of the prevailing strategic enrollment growth strategies that colleges and universities are using to thrive in the current environment.

The New Normal in the Age of COVID-19: How Graduate and Adult Undergrad Programs Are Adapting



Field Museum Room

David Cotter—Assistant Provost for Graduate Enrollment, Boston University



Lisa Braverman—Dean, Petrocelli College, Fairleigh Dickinson University



Scott Jeffe—Vice President, RNL

This session was originally planned to cover how graduate and adult undergraduate schools and programs are increasingly having to adapt and change focus when demand for staple programs begins to stall. COVID-19 has given the session an entirely different urgency, but still focuses on the same core issues: how are both enrollment (David Cotter) and academic (Lisa Braverman) planning for a future that has been radically altered by the pandemic? We will discuss what they see as the more pressing issues, the greatest current misconceptions, opportunities for institutions in the coming months and years, and what they need to do to be prepared.

1:30-1:50 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by CollegeApp

Creating a Disciplined Pipeline of Adult Prospects



Vendor Theatre

Jack MacKenzie—President, CollegeAPP

CollegeAPP will demonstrate how it is enabling the person-level recruiting of pre-qualified adults for enrollment at colleges and universities.

Today's session will explain how CollegeAPP is deploying predictive analytics and machine learning techniques perfected in electoral politics to the education sector. The presentation will show how institutions ranging from community colleges to graduate school programs are efficiently marketing to individuals who have a high probability of educational intent and institution preference, including those who prefer an online-only education.

CollegeAPP will share case studies of how colleges are using our interactive, online database of 243 million U.S. adults to build their own adult prospect pipelines.

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

Breakout Sessions

E-Expectations 2020: How to Meet the Unique Needs of Prospective Transfer Students



Art Institute Room, sponsored by Market Mapping plus, Inc.

Vaughn Shinkus—Assistant Vice President, Digital Marketing Services, RNL



Matt Herzberger—Executive Consultant, Digital Marketing Services, RNL

Entering its 14th year, E-Expectations is a national research study focused on prospective students and their use of digital resources as they develop their understanding of college choices and engage directly with schools using websites, email, social media, AI, texting, and website search engines. This year's study explores communications preferences of the transfer student population, providing attendees an opportunity to think about the best digital investments for reaching this unique enrollment audience.

Retention Priority: Responding to the Perception of Tuition as a Worthwhile Investment



The Bean Room, sponsored by StraighterLine

Julie Bryant—Associate Vice President, RNL

A top-identified challenge in the national student satisfaction data at four-year private and public institutions is whether the tuition paid is a worthwhile investment. This item speaks to the value of the college education and is often considered a priority for improvement. Stories about rising tuition and reports on students' difficulties with establishing a career after graduation, along with rising student debt levels, are all hot topics in the media. The recent move to online environments has also called into question the perception of what students are receiving for their tuition investment. This session will help you consider how the perception of institutional choice contributes to tuition value, as well as the ways you can counter negative messaging and re-enforce the value of your educational experience to better retain your students.

2020 Discounting Report and Trends: 7 Factors that Influence Your Discount Rate



Buckingham Fountain Room

Galen Graber—Vice President, RNL

This session will highlight the data available in the *2020 RNL Discounting Report*, and then using that underlining data, this session will take a deep dive into the factors that influence discount rates. We will discuss why discount rates are rising and why simply comparing to a national metric is not advisable. We've sliced and diced our campus-partners' data to produce a wonderfully rich set of data and analysis. Are you curious to understand how your campus tuition discount rate stacks up against others institutions like yours? Have you wondered if discount rates vary by region and asked yourself, what if my campus was located in the western part of the US? What about splits by institution selectivity or athletic affiliation? You'll learn the answers to these sort of questions and more. The *Discounting Report* covers data for both private and public institutions as well as data for transfer students.

Driving Data-Informed Decisions



Field Museum Room

John Pyle—Chief Innovation Officer, Webster University

Brooks Terry—Director of Enrollment Marketing, Teachers College Columbia University



Michael Ritter—Senior Consultant, RNL



In this session, presenters will discuss two examples of how data are being applied to strategic and tactical decision making in order to advance institutional success. John Pyle and Michael Ritter will discuss how Webster University is surfacing and applying demand, demographic, and competitive data to guide marketing, lead generation activities, and program choices across a distributed delivery model. Brooks Terry will discuss how Teachers College Columbia University has experienced significant change over the past two years in its focus on the application of data to enrollment operations. New talent, imbued with both quantitative and qualitative skills, and new technology paved the way for new strategies and initiatives grounded in empirical evidence.

How to Enhance Your Underrepresented Student Recruitment with Help from Community-Based Organizations (CBOs)



Art Institute Room, sponsored by Market Mapping plus, Inc.

Jonathan April—General Manager, College Greenlight

Jesse Carrillo—Director of Strategic Partnerships, EMERGE Fellowship



In this session, you will learn best practices on identifying and partnering with CBOs to foster new pipelines of diverse talent and drive increases in your institution's enrollment of students from underrepresented backgrounds.

2:00-2:20 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Allied Pixel

Best Practices for Using Personalized Video for Enrollment



Vendor Theatre

Tom Mikowski—Vice President for Business Development, Allied Pixel

Personalized video is quickly becoming the preferred way to engage prospective students. Why? Perhaps, it's an increase in the likelihood (by up to 12x) of students to enroll through the delivery of personalized video.

By developing a thought-out strategy for video at your institution, you can create a sustainable program that will allow you to use personalized video as a powerful tool to engage with your audience, create deeper connections, and attract new students to your institution.

Learn how to:

- Leverage personalized video throughout the enrollment process as a channel to recruit new students in an individualized and engaging way.
- Learn how personalized video can increase applications, boost yield and reduce melt.
- Communicate your financial aid message in a relevant and compelling way that helps students better understand the components of their offer.
- Build a successful video campaign that includes strategy, budgeting, creative, production, deployment, and measurement.

2:30-2:50 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by EnrollmentRx

How to Make Salesforce R.A.D.

Vendor Theatre

Wendy Hamstra-Smith—Director of Sales Enablement at EnrollmentRx

Join us to learn how to transform Salesforce into a CRM for recruitment, admission, and decisions.

2:45-3:15 p.m. CST**Hiya Chicago Pizza Party!**

Networking Lounge at Navy Pier sponsored by Community Phonecast

Join us in the Navy Pier Networking Lounge to celebrate one of the best things about Chicago—pizza!

3:00-3:20 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Mongoose

Reimagining Student Engagement with Mongoose

Vendor Theatre

Jeff Meece Ed.D.—Vice President of Strategy, Mongoose

Is your school talking at students, or with them? Technology like chatbots and two-way texting exist to help your staff not only save time and resources, but to also give students what they need to reach their goals. In this session, Jeff Meece from Mongoose will highlight the power of meaningful connections made with two-way texting through Cadence and conversational engagement through Harmony. The presentation will include product demos and success stories from colleges and universities.

3:00-4:00 p.m. CST**Breakout Sessions****The Fundamentals of Strategic Enrollment Planning, 2020 Redux**

Chicago Skyline Room

Lew Sanborne—Vice President, RNL

What once felt like a luxury if we had the time, strategic enrollment planning (SEP) has become an imperative. The SEP framework can be effectively integrated with rapid-response planning to balance the need for nimbleness with a longer-term strategic view, allowing each institution to compete in a radically altered landscape. Learn the absolute must-do's for an effective SEP project: how to bring the right people together, how to engage the campus community, how to scan the environment, and how to be certain your plan (and the strategies within it) are data-informed. We'll look at real best practices as well as common pitfalls to avoid, while engaging with participant questions.

Pricing for Uncertain Times



Buckingham Fountain Room

Pamela Lee—Assistant Vice President, Market Research, RNL



Rob Van Cleef, D.B.A.—Market Strategy Analyst, RNL

COVID-19 has called everything into question for higher education institutions, including pricing strategy. This session provides core concepts for sound price strategy in uncertain times. We review post-COVID-19 trends in price sensitivity as well as new preferences for types of institutions and learning modality based on price. The phenomenon of tuition resets is highlighted as a market repositioning tactic, and we'll examine how resets may or may not be useful or successful depending on institution-specific factors. Finally, we provide concrete steps your institution can take to research and plan for changes in price strategy.

Graduate Enrollment Management Strategies and Best Practices Revealed



Field Museum Room

Raquel Bermejo—VP for Market Research, RNL



Keith Ramsdell—Assistant Dean of the Graduate College and Director of Graduate Enrollment, Bowling Green State University

In the summer of 2019, NAGAP partnered with RNL to conduct joint research to study the strategies and best practices being used by institutions across the student lifecycle. This session will review the results of the study, examining specifically the recruitment communication and student support services being employed and identifying those strategies found to be most effective.

Attendees will learn:

1. The most used/best practices in graduate student recruitment communication.
2. The most used/best practices in graduate student support and success.

Maximize Your Instance of Slate for Better Communication, Workflows, and Reporting



Art Institute Room, sponsored by Market Mapping plus, Inc.

Scott Baumler—Enrollment Systems Analyst, Grinnell College

An indispensable component of an effective admission office is knowledge management. Gone are the days of passively flipping through the printed pages of an application: modern enrollment management operations run on technology. But you don't need to be an IT expert to become a technology rock star. In this session we will discuss the acquisition and use of data, and the process of transforming it for the practical aims of recruitment. If you are currently using Technolutions' Slate CRM, or are considering implementation, this session will provide a roadmap for you.

4:30-5:30 p.m. CST

Improv House Party featuring Chicago's Second City



Millennium Park Auditorium

Join the Second City's best innovators...in their homes! Chicago's funniest comedy talent joins forces with Second City alumni from across the country to bring you a fun-filled distraction. You get to join The Second City in creating a singular online experience as your suggestions influence every aspect of this interactive, playful, and hilarious performance.

Thursday, July 9

Get a Great Start! *Brought to you by Cappex*

Virtual Yoga or Mindfulness Meditation

Millennium Park Auditorium

Kick-off your day by taking part in your choice of these pre-recorded sessions led by professional instructors that allow you to participate at a time of your choosing.

9:00-9:30 a.m. CST

ThankView Connect Over Coffee Break



Networking Lounge at Navy Pier sponsored by Community Phonecast

Join us and Katie Kadan, finalist from *The Voice*, for coffee and connection in the Networking Lounge at Navy Pier.

9:30-10:00 a.m. CST

Conference Keynote: Dr. Sumit Nijhawan



Millennium Park Auditorium

Dr. Sumit Nijhawan—President and CEO, RNL

Head over to the Millennium Park Auditorium to listen to Sumit Nijhawan, president & CEO of RNL, as he discusses why the digital transformation of higher education has become even more critical today.

10:00-10:05 a.m. CST

Performance by Katie Kadan



Millennium Park Auditorium

Hear Katie Kadan, finalist from *The Voice* perform.

10:05-10:50 a.m. CST

Building Winning, Welcoming, and Inclusive Institutions



Millennium Park Auditorium

Dr. Shirley Davis—President, SDS Global Enterprises Inc.

Many institutions and organizations tout how much progress they have made in their diversity efforts because they have recruited more diverse talent and offered D & I training. But if achieving representation, counting heads, and raising awareness is all that you do, and you don't have a welcoming or inclusive workplace culture, your efforts will not be sustainable. Furthermore, the COVID-19 pandemic and recent events around social justice have required us to change our thought processes as well as our efforts around accessibility and inclusivity.

So what does it take to create a winning and inspiring workplace culture that rocks—one that attracts top talent, increases performance and engagement, fosters collaboration and trust, and creates a WOW experience that makes great employees, faculty and students want to stay?

In this high-energy and engaging keynote, Dr. Shirley Davis, CSP, SHRM-SCP, SPHR will share the latest research and innovative strategies for how winning cultures are created and how they lead to significant benefits for the institution as a whole, as well as its faculty, staff, and students. Attend the session to listen, learn, engage, and walk away with practical tips on how you can contribute to building a welcoming, winning, and inclusive workplace culture.

10:00 a.m.-3:00 p.m. CST

Virtual Tradeshow

Stroll through Wrigley Field where you will just happen to bump into nearly 40 vendors offering insights and solutions to help you navigate the new normal.

11:00-11:20 a.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by CampusESP

Enrollment Emergency? How Parents Can Help



Vendor Theatre

Tess Jenkins—Sales Development Manager, CampusESP

Without access to campus visits, guidance counselors, and other resources, more students will rely on parents than ever before. Traditional yield models and strategies will not be enough.

CampusESP partnered with RNL, Cappex and NAIA to conduct a study to over 3,800 parents across the country to learn the effects of COVID-19. Our main takeaway? One-third of families said COVID-19 has impacted their student's decision to enroll in the fall.

These new challenges do not have to be scary. CampusESP can help you reach the #1 influencer of students...their parents. With CampusESP, you can:

- Keep parents informed and appropriately involved
- Nudge the nudgers (and support student success)
- Strengthen student enrollment efforts
- Increase engagement without increasing effort

And the best part? We can have you LIVE in three weeks.

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

Breakout Sessions

Integrated Interactions and Investments to Make Proactive Retention Engagements for Student Success



The Bean Room, sponsored by StraighterLine

Neva Lozada—Director, Institutional Effectiveness, Kean University

Paul Croft—Associate Vice President for Academic Affairs, Kean University



This discussion will engage participants in a conversation regarding how to shift the focus from reactive to proactive in developing strategies to retain students and the action items needed to achieve them in practice. This session introduces the Office of Student Success and the Learning Commons collective mission of redefining early in terms of strategic retention initiatives and developing more proactive measures to engage students with services in a timely and efficient manner. A specific focus will identify how collaborative campus partnerships can assist in more effectively identifying how Kean University can help all students succeed.

State of the Art? How Institutions are Marketing to and Recruiting Adult Undergraduates



Field Museum Room

Scott Jeffe—Vice President, Research (Graduate and Online), RNL



Marie Power-Barnes—Director of Marketing, Thomas Edison State University

In 2019, RNL conducted a national survey of institutional marketers and recruiters responsible for the adult undergraduate population. The findings of this study will be presented and discussed. In some cases these data represent best practices; in others they represent current practices.

Scott Jeffe, who has been conducting primary market research on this audience for more than 20 years, and Marie Power-Barnes, who has led institutional marketing efforts for more than two decades, will discuss the extent to which the findings represent best practices or current practices (which are not necessarily best). With Scott and Marie as your "sherpas," they will discuss what needs to be done to ensure that your marketing and recruitment is effective for this highly demanding audience.

Engagement and Measurement Throughout the Student Journey



Art Institute Room, sponsored by Market Mapping plus, Inc.

River Bunkley—Account Manager, Facebook Global Business Group



Eduardo Figueroa—Account Manager, Facebook Global Business Group

Facebook continues to be a top channel for reaching and engaging prospective students. With its continuous innovation and updates, it's important for higher education to leverage Facebook beyond lead generation and event promotion and look to leverage Facebook to shape your institution's story and create meaningful engagement through the prospective student journey. During our session, we'll discuss:

- Overall and under-utilized touchpoints with prospective students within Facebook.
- Best practices for creative and messaging throughout the prospective student journey.
- The importance of and how to use signals on Facebook for more powerful audience targeting.
- Facebook's tools and capabilities to effectively track and map the student journey.
- New and next solutions and features to consider, test, and leverage in your next campaign.

Digital Admissions: What Teens Like, and Don't Like, About College Marketing



Art Institute Room, sponsored by Market Mapping plus, Inc.

Sasha Peterson—CEO, TargetX



Michael Stoner—Co-founder and President, mStoner, Inc.

It's no secret that this generation of prospective students is the most marketed-to group in history. With more outreach options than ever before, how do you know which channels or methods will resonate best with teens? You ask them. TargetX and mStoner surveyed thousands of college-bound high school students to learn how digital tools like social media, websites, emails, and digital ads impacted their college search and selection

process. Our digital admissions research offers rich insights into the nuances of their behavior and highlights where you should focus your digital enrollment marketing time and energy for maximum ROI.

11:30-11:50 a.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Nearpeer

Your New Students Don't Want to Talk to You Anymore—They Want to Meet Each Other!



Vendor Theatre

Christopher Quinn—Chief Operating Officer, Nearpeer

Real peer-to-peer engagement is the missing link in offsetting today's big enrollment risks. Virtual orientations and the lack of live events on campus have left a tremendous gap in the student experience—the chance for new students to meet other incoming students. Nearpeer fills that void—connecting students with shared interests, life experiences, hometowns, majors, and more. At Appalachian State University, over 1,600 new 2020 students have logged thousands of hours making real connections since joining Nearpeer in June.

Connecting your students drives positive outcomes—Nearpeer users at public universities, small privates, and community colleges are at least 6x more likely to show in the fall.

Join our session to hear why schools like Texas State University, University of Vermont, Harding University, LSU, and UMKC have decided to focus on building strong community through peer engagement.

12:00 p.m. CST

Lunch

Grab some nourishment and explore the amazing fabric of the city by checking out virtual tour items from Day One. Join the conversation online by sharing your favorite experiences on your social accounts using #RNLNC2020. Otherwise, take time to reflect on the sessions thus far, or just catch up on some email.

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

Breakout Sessions

Let's Talk Financial Aid: Engaging the Digital Native Generation



Buckingham Fountain Room

Ale Sosa Pieroni—Associate Vice President, Financial Aid and Affordability Product Management, RNL



Joseph Bryan—Senior Consultant, RNL

One out of three students makes their college decision without understanding the cost of their education, later resulting in student attrition. During this session, come learn how to effectively explain the financial aid process, communicate affordability, and establish compelling value statements. Come learn the results from our national survey on students' perceptions of college financing, explore innovative approaches to engage this generation of digital natives and short attention spans, and see real-life examples that illustrate the most effective ways to cut through the jargon and provide clear and compelling messaging.

Perfecting Your Academic Program Portfolio Using Program Demand Research and Program Audits



Chicago Skyline Room

Pamela Lee—Assistant Vice President, Market Research, RNL

Academic program planning is a critical part of an institution's strategic planning process. Market research can help a school determine what current programs to focus marketing efforts on and what opportunities there might be for new programs or new program modalities. This session will discuss what information is learned from program audits and program demand research, including cost/margin by program, student demand, employment demand, and an institution's market share. In an environment where there's increasing focus on the bottom line, this data is essential for making decisions about whether to add, cut, grow, or shrink departments or programs.

Community College Enrollment Management 101: A Three-Pronged Approach



Art Institute Room, sponsored by Market Mapping plus, Inc.

Jose da Silva—Vice President of Student Affairs, Kankakee Community College



Meredith Purcell—Director of Student Success, Kankakee Community College



Kathryn Wachtor—Director of Enrollment Services, Kankakee Community College

Kankakee Community College (KCC) was ranked in the 98th percentile for the retention of students from fall to spring semesters by the National Community College Benchmark Project. Additionally, KCC has seen an increase of nearly 10 percent in enrollment of new students. Based on the implementation of a strategic enrollment management plan that has a three-pronged approach focusing on recruitment, retention and completion, and transfer, this presentation focuses on the implementation of such plan, and discusses the various initiatives and software implemented and utilized to document and track the success of this initiative.

Increasing Persistence for First-year, Online, Adult Students



Field Museum Room

Adam Binkerd—Director of Student Success, Indiana Wesleyan University



Sarah Spangler—Student Success Liaison, Indiana Wesleyan University



Eric Whitaker—Student Success Liaison, Indiana Wesleyan University

Adult online students have unique challenges. While hungry to learn, the distractions of adult life can disconnect students from their educational goals. Similar to traditional students, they desire community engagement, learning, belonging, support, and hope. Success in online education today demands that institutions unveil their humanity and welcome students to join a collaborative learning environment. Join us as we share our wild journey of creating a strong community, unifying vision, and its powerful impact on student success and persistence.

Get Ready for Your Virtual-First Enrollment Strategy



Art Institute Room, sponsored by Market Mapping plus, Inc.

Jonathan Clues—Founder & CEO, StudentBridge

Overnight the tried and tested formula of “Get them to campus and we can enroll them” changed. For the foreseeable future, the in-person visit will look very different, if it can happen at all. Critical decisions will be made virtually and your digital presence must set you apart from the rest. StudentBridge is the leading provider of virtual experiences by helping over 250 institutions engage with prospective students along the recruitment lifecycle. Join us for an informative session on how to make sure you are prepared to meet your recruitment goals.

1:30-1:50 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Gigg Inc.

How to Make Your Website a Virtual Gathering Place and Get More from Social Media



Vendor Theatre

Connor Dehlin—Partner, Gigg Inc.

Campuses are rethinking their digital presence in response to COVID-19 and placing renewed emphasis on their social media strategy. Students are looking for ways to interact and your website has the potential to be the epicenter of your virtual community. Social media and your website must go beyond information and announcements. We will discuss how Gigg is helping schools:

- Bring people together in authentic meaningful ways.
- Build interactive competitions and contests using social media.
- Effectively reuse and leverage student-generated content.
- Increase revenue by driving traffic and boosting conversion.

We will also show you how to display social content on message boards throughout campus and at events.

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

Breakout Sessions

Engaging Parents and Families of First-Generation Students



Art Institute Room, sponsored by Market Mapping plus, Inc.

Kristy LeMunyon—Managing Assistant Director, Digital Marketing, Kean University



Melissa Maiorino—Associate Director, Marketing, Kean University

First-generation students face many unknown challenges as they embark on their college decision-making journey. Partnering with and educating parents and families of first-generation students is a critical component of their success. In this session, learn some of the key factors in engaging parents and families of first-generation students, viewing parents and families as partners, and how involvement and education can lead to increased student success.

The Most Effective Programs/Services to Improve Academic Performance of At-Risk Students at HBCUs



The Bean Room, sponsored by StraighterLine

Niesha Baker—Student Academic Support Counselor, Xavier University of Louisiana

This study examines the perceptions of student support staff about the most effective programs and services to improve the academic performance of at-risk students at historically black colleges and universities (HBCUs). As the demographics of today's college students evolve to include a variety of students, there will be a need to academically support them. Support staff at HBCUs across the country were surveyed to gain insight on the effectiveness of student support initiatives. The survey found that support staff believe that the student support programs and services at their institutions are effective in improving the performance of at-risk students.

Successful Industry Partnerships for Growing the Nontraditional Student Pipeline



Field Museum Room

Lisa Braverman—Dean of the Petrocelli College of Continuing Studies, Fairleigh Dickinson University

With the sweeping changes that are presently occurring in traditional student enrollments at colleges and universities nationwide, institutions of higher education are now as never before looking at new strategies for building nontraditional pipelines to reach their enrollment goals. This session provides a deep dive into ways that colleges and universities can build new capacity in B-to-B relationships with industry partners through targeted programs that can draw significant new adult learner enrollments to their institutions.

Strategic Enrollment Planning and Investment in the New Normal



Chicago Skyline Room

Brad Goan—Assistant Vice President and Executive Consultant, RNL



Mary Kreta—Associate Vice Chancellor for Enrollment Management, University of Alaska Fairbanks



Greg Orwig—Vice President for Admissions and Financial Aid, Whitworth University

Inertia is a powerful force on college and university campuses. Change in higher education generally comes by addition, but in the wake of COVID-19, institutions do not have that luxury. Strategic enrollment planning efforts must continue. In fact, they have never been more important. But strategic priorities generally require financial investments. In this environment, how should universities prioritize programs and activities? How can institutions find the resources to invest in initiatives with strategic importance in times of considerable uncertainty and significant budget cuts? This session will explore these questions and more with a panel of campus leaders.

2:00-2:20 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Community Phonecast

Still the Next Best Thing to Being There...



Vendor Theatre

Mickey Munley—President, Community Phonecast

With the explosion of apps and usage of phone as a device, phone conversation is the most under-utilized tool for admission recruitment. Now, nothing is more effective...

Phonecasts are an outbound phone call to hundreds or thousands at once. Everyone who answers joins an interactive conversation of Q&A with your student panel or other speakers—LIVE. It's fireside chat meets radio call-in show.

Our nearly 100 higher-ed clients know this kind of interpersonal connectivity is impactful. An A/B case-study with Pomona College found the Phonecast group yielded 50% better than overall yield rate.

Phonecast features include: simul-streaming (with video) to your webpage, Facebook Live, YouTube, etc.; real-time clips for social media; on-demand texting to participants; poll questions; participant-specific data. Limited travel and on-campus programming place more reliance on "distance access." Only Phonecasts deliver the high touch, interpersonal, and authentic experience essential for admission work in 2020 and beyond. Join us to learn more and see a short demo.

2:30-2:50 p.m. CST

Vendor Theatre Sponsored by Emsi—Topic presented by Market Mapping plus, Inc.

How Do You Find Qualified Prospects in Today's Market Environment?



Vendor Theatre

David Fant—President/Founder, Market Mapping plus, Inc

Finding qualified prospects is becoming more and more difficult. New innovations in the direct marketing field are helping institutions identify who is interested in getting a

degree, completing their degree of getting an advanced degree. Market Mapping plus will help guide you through the various ways that traditional direct marketing lists have changed and improved your chances of finding qualified prospects.

3:00-4:00 p.m. CST

Breakout Sessions

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



Buckingham Fountain Room

Wes Butterfield—Vice President, RNL

The work of enrollment services officers is becoming increasingly challenging. If there is a successful cycle, you're thinking about replicating everything that you did the previous year. But, if you missed your targets, you're rethinking everything. We've identified our most favorite top 10 metrics we believe are critical for success. The work we do is hard, but not keeping your eye on the right metrics makes it even more challenging. If you're looking for a list of repeatable metrics to monitor, this session is for you.

Changing the Trajectory of Transfer Enrollment



Art Institute Room, sponsored by Market Mapping plus, Inc.

Bonita Jacobs—President, University of Northern Georgia

In this session, Dr. Jacobs will talk about the role campus leaders can play in easing the path of transfer students, as well as the work she has done over the course of her career with the National Transfer Institute. She will speak of the value, richness, and diversity they bring to the campus community as well as provide insights into common sense strategies—underpinned by research produced by the National Transfer Institute—designed to ensure that these students are successful in completing their educational journey.

Don't Think You Have the Budget for High Quality Video? Think Again



Field Museum Room

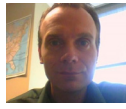
Michael Thomas—Associate Vice President for Marketing, Enrollment, and Communications, Eastern University



Kelly Goddard—Director of Marketing, Eastern University

Most people would love to utilize high quality video for marketing and enrollment endeavors, but few believe they have the necessary funds to do it. From the high costs of vendors to the perceived high cost of developing internal capacity, many give up and only use video for large-budget, university-wide branding campaigns. In this session, you will learn how one small university (3,300 students) found a cost-effective way to create high quality, engaging content to grow graduate, online, and adult enrollment.

Planning in the Dark: Presidential Perspectives on Reimagining the Undergraduate Experience for Fall 2020



Chicago Skyline Room

Richard Garrett—Eduventures Chief Research Officer, ACT | NRCCUA



Helen Drinan—President, Simmons University



Chris Domes—President, Neumann University



Ed Klonoski—President, Charter Oak State College (Online Institution)

For higher education leaders, planning for fall is never straightforward, but nothing is certain about fall 2020. The severity of the pandemic, whether campuses can re-open and under what restrictions, student appetite for remote alternatives, and the state of institutional finances are dynamic unknowns forcing schools to plan for the most pivotal moment in the academic year largely in the dark. But schools need to make decisions, and they need to make them now. Higher education leaders want to understand student sentiment, but students look to schools for clarity on what fall will look like.

Certainty may be in short supply, but sharing ideas and perspectives can only help. Join us for a conversation with Neumann University President Chris Domes, Simmons University President Helen Drinan, Charter Oak State College President Ed Klonoski, and Eduventures Chief Research Officer Richard Garrett. These institutions have worked hard to stand up remote instruction over the past two months (Charter Oak is an online institution) and are now piecing together fall plans that must be realistic, sustainable and appealing to students, faculty and staff.

4:00-5:00 p.m. CST

Closing Keynote Virtual Happy Hour, Sponsored by StudentBridge



Millennium Park Auditorium

Jeff Kallay—Senior Vice President, RNL+Render

Grab a drink, kick back, and take part in the fun as Jeff Kallay, Senior Vice President, RNL+Render, talks about The Experience Economy.

5:00 p.m. CST

Adjournment

See you next year in National Harbor, Maryland!

Discussion Guide

Recruitment/Marketing

Pre-Conference/Session

You likely assess your recruitment and marketing strategies at least annually, if not more frequently. If your assessment includes how you might better align recruitment and marketing, how you may reach different segments of students, and what is next and new in marketing, consider attending our Enrollment Marketing and Recruitment sessions.

Questions

1. Have you been considering which recruitment strategies you currently employ are effective and which strategies you might want to discontinue?
2. What are the best practices that other colleges and universities are using to reach and successfully recruit key audiences, such as transfer students and first-generation students?
3. How are you keeping your marketing and recruitment efforts relative to student digital preferences?
4. What practices do you see as specifically in need of change due to current health and economic conditions?
5. How are you personalizing marketing to scale at various stages of the funnel?
6. What are your key data points for understanding the health of your funnel, and where does the data come from? How are you communicating across databases and offices?
7. What are the gaps in your data (e.g., what do you want to know about students or your pool of students that you currently do not have) that prevent you from successfully recruiting and/or successfully serving students after they enroll?

Post-Conference Ideas

We are confident that you will hear some new ideas that will assist you evolving your recruitment and marketing plan, both broadly and for specific audiences. We'd like to offer the steps below to think about implementation of the initiatives you may have in mind after having attended the recruitment and marketing sessions.

1. Develop a plan to better align recruitment practices with campus-wide marketing using key crossover concepts like target audience, conversion goals, etc.
2. Create an inventory of all key brand and content delivery tools that contribute to recruitment and marketing efforts and establish a content management plan.
3. Establish a process for sharing data across campus that can help in the development of marketing content and student service practices.
4. Establish a feedback loop from your newly enrolled students and parents to better assess what content and what marketing mediums resonated best.

Retention & Student Success

Pre-Event Planning

If you've been considering developing or revising your retention plan, each of these sessions will have elements that will make your plan more effective. If any of the questions below are on your mind, then consider the five Student Success sessions in the program.

1. Have you been considering which retention strategies you currently employ are effective and which strategies you might want to discontinue?
2. What are the best practices that other colleges and universities are using?
3. Is your academic advising approach in need of revision?
4. What are the elements that you must have in place to make academic advising state-of-the-art?
5. The value proposition for many of your students and their families is top-of-mind. 'Am I really getting what I am paying for?' is a common question. How should you respond to this perception? How do you build value and show that tuition paid is a worthwhile investment?
6. Perhaps, as many colleges experience, not everyone is necessarily rowing in the same direction with respect to retention planning. If this is an issue for you, the student success sessions will assist with getting everyone involved and determining which strategies are best to achieve your goals.
7. Academic success is top-of-mind for many of you. If students don't progress, they will not retain. If you would like to learn how other schools are addressing academic progression, then the student success sessions will assist you with some ideas that you can take back to your campus.

Post-Event Ideas for Implementation/Reflection

We are confident that you will hear some new ideas that will assist you with the development of your student success plan. We'd like to offer the steps below to think about implementation of the initiatives you may have in mind after attending the student success sessions.

1. Ensure that your retention management plan is being mapped to other strategic planning efforts.
2. Gather a student success team to guide planning. It should have campus representation from all constituencies.
3. Embed these six guiding principles within your plan:
 - a. Integrate with other programs and services.
 - b. Rely on student feedback and integrate effectively.
 - c. Provide quality classroom engagement.
 - d. Ensure student-centeredness.
 - e. Empower students to develop relationships.
 - f. Be intrusive and intentional—give students and their families what they need before they know they need it.
4. Conduct a retention situation analysis including data collection and analysis.
5. Formulate strategies (enabling objectives).
6. Set goals.
7. Develop action plans.

Financial Aid

Pre-Event Planning

With financial aid being a top factor for students and parents, your ability to effectively allocate and communicate aid is vital to your institutional sustainability and success. If any of the questions below are on your mind, the Financial Aid Track sessions are for you!

1. What are the students' perceptions of college financing and how have those changed based on the recent unprecedented events?
2. What are other campuses doing in terms of enrollment and financial aid practices to adjust to the current situation? How are they designing their new normal?
3. What are the most innovative and effective ways to communicate financial aid to students and their families? How do I up my game?
4. Given the current environment, how do I go about understanding whether or not my students can still afford to attend my institution? Is our pricing/discount strategy still relevant? Has my competitive landscape changed? How do I go about adjusting our current awarding strategy?
5. How does my institution's financial aid metrics such as discount, net tuition revenue, and FAFSA filer rates compare to other institutions of my type? And what factors influence those key variables?
6. What are the main financial aid metrics I have to stay on top of to ensure reaching our goals? Could I possibly be ignoring some of those key metrics?

Post-Event Ideas for Implementation/Reflection

We are confident that you will hear some new ideas that will assist you with the development of your financial aid awarding and communication plans. We'd like to offer the steps below to think about implementation of the initiatives you may have in mind after attending the financial aid sessions.

1. Gather a team to guide planning of awarding strategy and communication plan. It should include representation from at least the following teams: financial aid, admissions, and marketing.
2. Understand and gather data regarding your current landscape—internally and externally—to facilitate decision making. What are the perceptions of your own students? Do you understand whether or not your price elasticity has changed? What are your current data telling you about your situation? National data are helpful, but your students may not behave in the same way.
3. Consider multiple scenario planning and possible results from each.
4. Ensure that your financial aid awarding plan is fully aligned with other strategic initiatives.
5. Set goals at a high level and down to specific student populations.
6. Develop action plan.
7. Determine how you will measure performance throughout the cycle to track your success and facilitate strategic changes as needed.

Strategic Enrollment Planning

Pre-Event Planning

If you or other leaders on your campus have been considering development of a strategic enrollment plan, particularly in response to the current environment, these sessions will support your plan to plan and provide concrete guidance for you and your team. If any of the questions below are on your mind, then consider the four Strategic Enrollment Planning sessions in the program.

1. Who should we include in our strategic enrollment planning efforts, and how should we organize ourselves for maximum impact?
2. What are the enrollment planning best practices that other colleges and universities are using?
3. Do we have the right mix of academic programs, and are we prepared to deliver them?
4. How can we possibly invest in strategic initiatives when our budgets are constrained and may actually be reduced?
5. How can we develop strategies that simultaneously address the uncertainties in the upcoming academic year while anticipating the new normal that will follow?

Post-Event Ideas for Implementation/Reflection

We are confident that you will hear some new ideas that will assist you with the development of your strategic enrollment plan. We'd like to offer the steps below to think about implementation of your planning framework following the strategic enrollment planning sessions.

1. Ensure that you have formed an effective team of college- or university-first thinkers.
2. Make the temporal and conceptual scope of your plan clear and insure an effective internal communication plan to keep the campus community apprised of your efforts, with opportunities for engagement and input along the way.
3. Take the time to develop a data-informed situation analysis to establish a foundation for where you've been, and to support strategy development to move you forward.
4. Engage academic affairs and the financial management team in your planning effort.
5. Remember that enrollment planning is not just about attracting new students, but about fostering the success of the students you already have; insure your strategy set and plan is integrative and inclusive.
6. Develop detailed action plans for each strategy that outline tasks and responsibilities, anticipated expenses and enrollment impacts, return on investment, and evaluation and assessment methods.
7. Prioritize! You have neither the time nor bandwidth to adopt every good idea. Adapt prioritization criteria to reflect the current environment and anticipated changes in the near, intermediate, and long term.

Graduate and Online

Pre-Event Planning

If you are planning to focus additional efforts on graduate, online, or adult undergraduate enrollment in order to maximize enrollment this fall (and beyond), the sessions in RNL's new Graduate and Online (GO) track will help you plan, strategize, and execute effectively. The sessions will provide answers to the following questions and many more:

1. How can I better use data—and where can I find it—to inform marketing and enrollment strategy? What is the difference between market and internal data?
2. When reviewing core aspects of how we do what we do in marketing and outreach to adult, graduate, and online students, what things really represent “best practices” and what things represent “common practices,” and what is the difference?
3. What is working—right now—to attract students to your programs? How do you effectively—and cost effectively—leverage digital marketing in the era of social distancing?
4. How will the pandemic and the ensuing recession affect adult, graduate, and online enrollment? Will the conventional wisdom that “when the economy is bad, adults go back to school” actually happen?
5. How should our institutions respond to the dramatic need among our employers for a workforce desperately in need of new or renewed skills and competencies?
6. How can we maximize enrollment in fall 2020 and beyond?

Post-Event Ideas for Implementation/Reflection

You will return with dozens of new ideas, data points, and other information. The question then will be how best to apply what you learned to your policies, practices, and initiatives focused on adult, graduate and/or online students. Here are some ideas on how to ensure that you are ready to attract more of these unique students to your programs.

1. Underpin every strategic decision with data. Leverage what you have in your own student records and consider conducting external research (you really need to know what your community needs, rather than only how your own constituencies operate).
2. Assess everything you do alongside industry best practices. Determine which of your current practices represent best practices and which do not. Don't try to change everything at once, but take on those in need to improve one at a time. Your teams will be more likely to embrace incremental change.
3. Ensure that your digital marketing strategy is robust and is leveraging the channels that are getting the most clicks and converting at the highest levels.
4. Talk with colleagues—internal and external—about their experiences across the enrollment spectrum to understand current patterns among these audiences. Don't assume that past experiences (“when the economy is bad, adults go back to school”) will hold true—but also don't assume that this is not true (with the right mix of marketing and cultivation).
5. Keep in touch with employers. Be a resource in tough times. Leverage their experiences to inform how you position your programs to prospective students concerned about their employment prospects.

All of these steps will help you maximize enrollment in 2020 and beyond.