



# AGENDA

## Tuesday, February 23

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

**Event Welcome by Sumit Nijhawan, President and CEO of RNL**

**Opening Panel Discussion—Breaking Down Silos: Increasing Revenue Streams by Expanding Graduate and Online Enrollment**

*Meeting Room*

*Moderator: Brian Gawor—Vice President, Research, RNL*

*Susan Aldridge—President Emerita, Drexel University Online*

*David Cotter—Assistant Provost for Graduate Enrollment, Boston University*

*Wanda Blanchett—Dean, Graduate School of Education, Rutgers University*

*Gary McDaniel—Vice President for Enrollment and Marketing, Concordia Nebraska*

*Cheri DeClerq—Assistant Dean for MBA Programs, Broad School of Business, Michigan State University*

As institutions confronted multiple challenges this past year, there were two notable areas of growth: both online and graduate enrollment increased. This panel discussion will ask an array of leaders—academic, marketing, enrollment—how they are making their decisions, what has worked (and has not), and how they are planning for a successful future.

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

**Break**

*Innovation Lounge*

Head to the Innovation Lounge to chat with colleagues, check out the Gigg photo wall, and dive into quick Innovation Sessions. Session topics include:

- How to Elevate Your Online Courses
- What's Trending in Online Learning?
- The Benefits of High Quality Online Courses The Need for Speed: The Importance of Immediate Engagement
- Beyond Ad Spend: How to Generate Adult Leads
- Keeping up with the Joneses: How Does Your Conversion Strategy Stack Up?
- Where Are You on the Digital Transformation Spectrum?
- Breaking Up is Hard To Do: Why I Broke Up With My OPM
- The Impact of Apple iOS 14 Privacy Updates to Digital Marketing
- LinkedIn and the New Wave of Students
- How to Amplify your Social Media Presence and Track It
- Scaling Video Technology for One to One Marketing
- You Don't Have to Brace Yourself, We're Already in the Digital Transformation

*Innovation Sessions are subject to change.*

## 11:15 a.m.-12:00 p.m. CST

### Live Webcast—Keynote Fireside Chat

#### The Low Density University: 15 Scenarios for Higher Education

##### Meeting Room

*Eddie Maloney—Executive Director, The Center for New Designs in Learning and Scholarship, Georgetown University*

*Dr. Joshua Kim—Director of Online Programs and Strategy, Dartmouth College*

Eddie Maloney and Dr. Joshua Kim are authors of the new book *The Low-Density University: 15 Scenarios for Higher Education*, a book based on their widely read article “15 Fall Scenarios” that ran in their *Inside Higher Ed* blog in 2020. During their thought-provoking keynote, they will discuss the changes institutions need to make in the current environment, including:

- How could changing the academic calendar impact student success?
- How could moving to a hybrid model impact teaching and learning?
- What opportunities are available to institutions that migrate some coursework permanently to online modality?
- How can institutions be better prepared for future flare-ups or the next “big thing”?
- How should institutions make good decisions in an ever-shifting environment?

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

### Break

##### Innovation Lounge

Grab a bite and visit the Innovation lounge to learn, connect, and to be inspired. Watch short videos on such topics as online courses, engagement, conversion strategy, and building a better business model. Topics include:

- How to Elevate Your Online Courses
- What’s Trending in Online Learning?
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## 12:30-1:15 p.m. CST

### Concurrent Breakout Sessions

#### **Leveraging an Omnichannel Approach to Lead Generation**

##### *Meeting Room*

*Moderator: Charles Ramos—Vice President, Graduate and Online Enrollment Management, RNL*

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

*Hayley Warack—Vice President, Digital Strategy & Innovation, RNL*

*John Grundig—Vice President of Enrollment Management, Florida Southern University*

*Mary Kay LeMay—Assistant Dean for Marketing and Communications, Johns Hopkins University*

Lead generation is becoming more complex every day as institutions struggle to meet prospective students where they are. A one-channel approach no longer keeps schools competitive. Colleges need to diversify their lead generation strategies to include multiple channels/sources in order to maximize potential. We will discuss the impact of deploying an omnichannel-based approach to lead gen, and then target more specifically the significant effect of balancing a digital lead generation strategy with search engine optimization to meet your funnel needs. The session will include subject matter experts from RNL, as well as campus partners, who will share their experiences and provide how they have achieved success in their lead generation campaigns.

#### **The Evolution of Instructional Design**

##### *Meeting Room*

*Dawn Wilson—Lead Instructional Designer, RNL*

*Holly Tapper—Vice President, Graduate and Online Solutions, RNL*

*Dr. Philip Acree Cavalier—Provost and Vice Chancellor for Academic Affairs, University of Tennessee at Martin*

In the spring of 2020, college administrators and leaders were forced to move residential and in-seat courses online with very little warning. University leaders and faculty responded and adapted, preserving the semester and in some cases maintaining those same online and distance course options over the next two semesters. Early feedback from students revealed key shortcomings with the abrupt change to online education. Institutions and their leadership must now evaluate the effectiveness of their courses in achieving learning objectives as well as student satisfaction. How can institutions learn from this experience and embrace the challenge presented during this time of a global pandemic? How can you ensure students are learning in an optimal environment? These questions, among others, will be addressed in this lively discussion.

## 1:15-1:30 p.m. CST

### Break

#### *Innovation Lounge*

Head to the lounge to chat with attendees about fresh insights, listen to music, check out the Gigg Board, and watch Innovation Sessions.

- How to Elevate Your Online Courses
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## 1:30-2:15 p.m. CST

### Concurrent Breakout Sessions

#### **Technology Driven Conversion Strategies: New and Next Strategies**

##### *Meeting Room*

*Andrea Gilbert—Vice President, RNL*

*Matt Krov—Associate Vice President, Product Management, RNL*

Data clearly indicates that graduate and online students demonstrate behavior patterns that can require significant time and financial resources to convert a lead to an enrolled student. In this session, we will explore behavioral nuances as well as solutions leveraging advances in technology to exceed student expectations and drive enrolment through personalized, immediate, and engaging outreach.

#### **Key Components of Aligning Your Academic Portfolio with Market Demand**

##### *Meeting Room*

*Dr. Aaron Mahl—Vice President, Graduate and Online Partnerships, RNL*

*Scott Jeffe—Vice President, RNL*

*Selma Šabanović, PhD—Associate Dean for Graduate Education, Indiana University*

*Cheryl Ann Engel—Director of Recruitment and Systems Development, Indiana University*

The graduate and online marketplace continually shifts—no more so than in 2020 when all programs had to pivot to online modalities. Programs that once had a competitive advantage through their online offerings were now confronted with more competitors. In addition to increased competition, the environment continues to shift making the messaging and marketing of current programs as important as ever. Institutions must be precise in their understanding of their programs, the environment, and the competition. Throughout this session, our presenters will discuss the latest trends in graduate and online education and share how one RNL campus partner utilized new and next market research to more effectively market and promote their programs.

## 2:15-2:45 p.m. CST

### Break

#### *Innovation Lounge*

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## 2:45-3:15 p.m. CST

### **Closing General Session: The Emerging Model of Higher Education for the 21st Century**

#### *Meeting Room*

*Robert Heil—Chief Business Development Officer, RNL*

Across business, education, technology, and healthcare, COVID is accelerating digital transformation at rapid velocity. For higher education, a new university model once sitting on the distant horizon has now quickly come into full view. In many ways, it has already arrived. This model is not a contingency plan for the next global pandemic or crisis. This is the emerging evolution of higher education for the 21st century.

Our closing session of the Summit will encourage you to imagine the possibilities for your institution. This is a momentous time for higher education. How will your campus respond? Leaders in online, adult education, and digital learning must be at the forefront of innovation on their campus. We'll discuss the critical questions to consider and how to initiate these conversations on your campus to help your institution embrace the opportunities.

## 3:15 p.m. CST

### **Innovation Summit Adjournment**