

Preliminary sessions—More to come soon!

Strategic Enrollment Planning | Recruitment and Marketing

Graduate and Online | Financial Aid | Retention and Student Success

Strategic Enrollment Planning Sessions

Developing Strategic Enrollment Strategies in Response to the Current Environment

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 Fundamentals of Strategic Enrollment Planning, 2021 Reboot

Lew Sanborne—Vice President, RNL

Strategic enrollment planning (SEP) is a recursive, ongoing process which has become an imperative given the massive changes the last several years have brought to higher education. The SEP framework balances nimbleness with longer-term strategic planning, 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 live with participant questions.

The Intersection of Price and Aid

Derek Flynn—Vice President, RNL

Rob Van Cleef—Executive Consultant, RNL

With competition heating up and the value of a college education being questioned in the public sphere, finding the right balance between price and aid should be a data-informed art and science. In this session we'll explore best practices in managing the intersection between pricing and financial aid strategies, with a healthy dose of messaging on the side.

Designing the Ideal Program Portfolio

Kathryn Karford—Vice President, RNL

Scott Jeffe—Vice President, RNL

Brad Goan—Assistant Vice President, RNL

Academic program planning should be a critical part of every institution's strategic planning process, for every market they serve and in every modality they deliver. This session will explore best practices academic program planning, from market research to enrollment projections to financial viability analysis.

Disruption: The Great Driver of Innovation

Dawn Fortin Mattoon—Executive Consultant, RNL

Naomi Deren—Director of Enrollment Services, The University of Regina

Laura Pennington—Vice President of Institutional Advancement, Virginia Highlands Community College

Patricia McCarthy—Vice President, Enrollment Management, Indiana University of Pennsylvania

The COVID-19 pandemic has been perhaps the greatest disruptor in the modern era. In this panel discussion, we'll explore lessons learned, innovations made, and consider what facets of enrollment and higher education will not, and perhaps should not, go back to the way they were.

Recruitment and Marketing Sessions

Maximizing Test-Optional Admission Beyond a Pandemic

James Steen—Vice President of Enrollment Management, Houston Baptist University

April Bush—Executive Consultant, RNL

As a result of the COVID-19 pandemic in March of 2020, ACT and SAT testing opportunities were cancelled across the United States. Therefore, many (if not most) colleges and universities were forced to become test-optional seemingly overnight. Historically, some faculty, staff, and administrators have been hesitant to adopt test-optional admission policies. However, many institutions saw this as an opportunity to make a move they had desired to make previously, but lacked the institutional buy-in to do so. Others thought of test-optional as temporary and only made the decision out of necessity.

Although outcomes are still to be determined, many test-optional campuses experienced higher volumes of admitted students despite having smaller or flat application pools. Test-optional policies allowed these institutions to complete more applications because test scores were no longer a necessary requirement. This session will evaluate the pivot to test-optional, the impact on various campuses, and how to leverage test-optional post-pandemic to maximize enrollment.

Apple iOS 14.5 Update and its Impact to EDU Marketers

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

Connor Bolin—Director of Analytics, RNL

Where were you on April 26, 2021? In late April, Apple officially released its long-awaited iOS 14.5 update, and digital advertising may never be the same. While there was build-up to the release, there were so many unknowns as far as what impact to anticipate. In this session, Connor Bolin and Hayley Warack will dive into all things Apple iOS 14.5 + user privacy and answer top campus questions:

- What exactly is the Apple iOS 14.5 update?
- How is this impacting EDU digital advertising efforts?
- How do I respond to this update?
- What's next in digital advertising and user privacy, and how do I prepare for more changes to come?

The Forgotten Families—What They Need From Your Institution

Jeff Kallay—Senior Vice President, RNL + Render

Raquel Bermejo—Associate Vice President, Market Research and Planning, RNL

The changing demographics are well known: declining high school graduates and “browning” of America with more first-generation and underserved students in the emerging majority. But what about the other side of the co-purchasing equation, today's parents? RNL research shows 79 percent are “highly involved” in their child's college search, and this session will reveal important data garnered from a recent, robust RNL research of college-bound and current college students' parents that you and your institution need to know and respond to successfully navigate this profound shift and social moment.

Pivot! Digital Student and Parent Engagement

Adam Connolly—Vice President of Enrollment Management, RNL

Mary Beth Marks—Vice President Enrollment Services, The University of New Orleans

The marketing and recruitment landscape of higher education has changed and is still changing! Engagement to Generation Z students and their Generation X parents have become a priority on campuses. The time to pivot is now! This session will explore the ever-changing market environment and then illustrate solutions and strategies that your campus can implement to fully engage your target audience. This session promises to provide valuable strategy and discussion points for your enrollment marketing teams to discuss back on campus.

What's Next? Thought Leadership and Innovation

Kathryn Karford—Vice President, RNL

Boyd Bradshaw—Associate Vice Chancellor for Enrollment Management and Chief Enrollment Officer, IUPUI

Wendy Beckemeyer—Vice President for Enrollment Management, Cornell College

PJ Woolston—Vice President, Enrollment Management, The University of Texas Permian Basin

Join the panel of experts with diverse backgrounds to hear their personal insights on how they have lead their institutions in solving today's enrollment challenges.

8 Insights to Help Guide Your Parent Engagement Strategy

Dave Becker—CEO, CampusESP

Ninety-nine percent of parents say they're involved in their students' college planning. We know that today's parents will be involved in their students' college selection, but what's the best way to build your parent engagement strategy? Dave Becker, CEO of CampusESP, reveals eight insights and data points that will help you personalize parent engagement, differentiate your institution, and measure the enrollment results.

Beyond the Funnel: How Students Actually Engage

JC Bonilla—Chief Analytics Officer, Element451 and Faculty Member at NYU/Rice University

The admissions funnel is flawed. Student behavior doesn't fit neatly into a linear process. At Element451, we've been working with colleges to track and analyze how prospective students actually engage with a school. Join us to learn how behavioral analytics and machine learning are transforming the idea of a funnel into the reality of a student journey.

Webinars and Webcasting—What Now? Looking Ahead to the Future of Online Engagement for Enrollment

Gil Rogers—Executive Vice President, PlatformQ Education

Mary Beth Marks—Vice President Enrollment Services, University of New Orleans

With the COVID-19 pandemic entering our rearview mirrors, it will be critical for enrollment managers to now decide which legacy tactics to reincorporate and which to leave at the wayside in light of new and highly impactful virtual methods. This conversation will showcase some of the most impactful methods that institutions like the University of New Orleans will be keeping and what they'll be looking at more closely as we look ahead to a hybrid model for recruitment and marketing.

Let's Build the Funnel and Fill the Bucket!

Jeff Gates—Senior Vice President for Student Life & Enrollment Management, Utica College

Jessica Nelson—Executive Director of Admissions, Utica College

Sarah Freed—Assistant Vice President of Admissions, West Chester University

Description coming soon!

How to Optimize Efficiency and the Student Experience Using AI Technology

David Glezerman—Assistant Vice President and Bursar, Retired, Temple University

Felice Walden—Sr. Associate Bursar Operations, Temple University

Mary Frances Coryell—VP of Strategic Alliances and Partnerships, Ivy.ai

In this collaborative session, we will examine both the intent and impact of Artificial Intelligence in higher education, and how it differentiates itself from automation. Discover how AI can provide streamlined, omnichannel support for students, scale tier-1 service requirements, improve staff efficiency, enhance user experience, as well as gather and leverage valuable data. We'll engage audience members, prompting them to evaluate their experience with staff sentiment toward workload/workflows, repetition, and expectations through polls and available chat resources on

the platform. We'll also examine how staff experiences impact the student journey, especially as student expectations have shifted to instant information access. We will also explore best practices for implementing AI technology to maximize its benefits based on functional goals and requirements. Audience members can look forward to relatable use-case examples, and deeper insights into the strategies used for successful implementation.

Strengthening Enrollment with Market-Aligned Programs

Remie Verougstraete—Content Writer - Higher Education, Emsi

In-demand academic programs that align with learners' goals are the foundation of effective enrollment and retention strategies. The good news is, the same data used to develop these programs in the first place can also be used to communicate their value to prospective students.

In this session, you'll learn the "why" and "how" of aligning programs with labor market trends, and leveraging that alignment to market programs more effectively. Join us for an overview of national trends, key data points to consider, and strategies for putting that data to work.

The New Era of Mass Personalization, Why We Need to Embrace it if We Want to Effectively Market to Prospective Students: Why Siri and Alexa are More Influential Than Your Recruitment Team, and What You Can Do to Take Advantage of This Trend

Mary Kreta—Associate Vice President for Enrollment, University of Montana

Eric Groves—Vice President, RNL

Have you even been discussing a product and later see an ad for it on Facebook or Amazon? Your phone isn't listening to you—it doesn't have to! In this session, we will discuss how this type of thing can happen and why students expect that you know as much about them as Netflix, Amazon, and Instagram. We will discuss ways that colleges and universities can use this mass personalization to their benefit and drive up engagement with prospective students and families.

E-Expectations 2021: Understanding the Impact of the Pandemic on Online College Search

Amrit Ahluwalia—Editor in Chief, Modern Campus

Jeff Meece—Sales Director, Mongoose

Vaughn Shinkus—Assistant Vice President, RNL

In a challenging year of online and hybrid learning, the nation's high school students set their gaze on the future and forged ahead with college search and selection. Based on our 2021 study of high school sophomores, juniors, and seniors, learn how the pandemic accelerated reliance on digital resources in the enrollment process and how colleges and universities must adapt to meet changing online preferences and behaviors.

Replacing Your Revenue Share Model with Strategic Marketing

Nicole Cafillio—AVP Client Success, RNL

Dan Campagna—Senior Client Success Director, RNL

During this session we will explore topics to consider when transitioning from an OPM model and the critical role that strategic marketing plays for a successful transition. We will review campus resources and bandwidth to take into consideration, talent/expertise gaps, and infrastructure needed to support a successful transition. To bring this all to life, we will delve into a university case study and how their strategic marketing plan played a key role to the successful outcomes they experienced following their move away from a revenue share OPM model.

CRM Game Changer—Or Is It?

Nathan Ament—Chief Enrollment Officer, Loyola University New Orleans

Kim Myrick—Vice President, RNL

Making the move to a high power CRM may appear to be the solution to your enrollment challenges. Is a CRM really the answer? The leaders of this session have participated in several system implementations on a variety of campuses as well as bringing enrollment management experience to the discussion. Join us to discuss whether your campus is ready for a CRM change, the role of strategic enrollment planning in CRM implementation, the best things a CRM can do for campus, and the things a CRM can't do.

Graduate and Online Sessions

Successfully Competing for Today's Graduate Students

Scott Jeffe—Vice President Research Graduate and Online, RNL

Aaron Mahl—Vice President, RNL

Cheryl Ann Engel—Director of Recruitment, Luddy School, Indiana University

In the spring of 2021, RNL conducted a ground-breaking survey of 1,500 prospective graduate students. In this session, we will discuss 10 findings related to what type of program they want, how they search, and what is most important in their enrollment decision with our seasoned graduate school panelists.

Finding Growth in Graduate and Online Enrollment

Brad Goan—Assistant Vice President, RNL

Owen Guthrie—Executive Director, University of Alaska Fairbanks

In an otherwise challenging time for higher education, graduate and online enrollments are growing. This session will explore important market trends, current best practices, and how one university has capitalized on graduate and online growth opportunities.

Transforming Remote Learning to World-Class Online

Dawn Fortin Mattoon—Executive Consultant, RNL

*Kelly Kirk—Director of the University Honors Program, Instructor of History,
Black Hills State University*

Dave Louis—Associate Professor Educational Psychology and Leadership, Texas Tech University

Leslie Martin—Professor of Psychology, La Sierra University

Recent RNL data indicate that adult populations have NOT been turned off by pandemic era transitions to remote learning, but that won't last forever. Now that almost every faculty member and student have been exposed to online study, it is time to transform curriculum to the highest quality online study. In this session we will discuss how to make it work on your campus.

Filling the Funnel With the RIGHT Leads

Charles Ramos—Vice President, RNL

Chris Zagar—Senior Client Success Director, RNL

*Nicole Hitpas—Chief Marketing and Communications Officer, Goizueta Business School,
Emory University*

Filling your enrollment funnel is where it all begins, but if you don't generate high quality leads that result in enrolled graduate and online students, your efforts (and your money) are wasted. In this session we will discuss strategies and tactics that will ensure that the leads you generate match the unique characteristics of your programs and employ the channels (a mix leaning heavily on digital marketing) that reach prospective students.

Centralized or Decentralized? That is the Question: How to Succeed in Centralized and Decentralized Recruiting Structures

Lew Sanborne—Vice President, RNL

Reena Lichtenfeld—Executive Consultant, RNL

Paul Gemperline—Dean of the Graduate School, East Carolina University

Graduate program marketing and recruitment efforts are more likely to be decentralized than their undergraduate counterparts. This presents both opportunities and challenges. In this session we will review results from a recent RNL survey of graduate recruiters and marketers and discuss how you can make whatever structure you have work best for you.

Making Research Work: Translating Recruitment Research Into Action

Bob Stewart—Vice President, RNL

Teresa McGregor—Executive Director of Graduate and Professional Studies, Jacksonville University

There is shortage of research being done on what graduate and online students need from the programs in which they enroll. Translating that research into strategies and tactics that result in students choosing you over some other institution is the real challenge. In this session we will discuss how to use recruitment research to transform your operations.

Leveraging Existing Programs to Grow Enrollment

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

Travis Lindahl—Director of Enrollment Services - Graduate and Professional Admissions, Mercyhurst University

Your existing programs are your “product,” but do they meet market demand? Do you know which have the greatest potential for growth? Do you know which may be ready to “sunset?” As institutions strive to ensure that every dollar counts, we will explore pathways to growth for existing programs and new degrees. Our conversation will span market research to student success, and everything in between.

So What Does “Adult-Friendly” Really Mean—and Why Does it Matter?

Cherron Hoppes—Chief Academic Officer, RNL

Paula Schmidt—Interim Vice President for Academic Affairs, Dean for the College of Professional and Graduate Studies at Clarke University

As the pandemic has swept through American higher education, the pendulum has swung back to a focus on attracting “adult students.” But the demands and preferences of these students has changed a lot in recent years. So what do institutions need to do to attract—and retain—adults in their undergraduate, graduate and online programs? In this session we will talk about the primary characteristics of today’s most “adult-friendly” programs.

Financial Aid Sessions

2021 Discounting Report and Trends: 7 Factors that Influence Your Discount Rate

Galen Graber—Vice President, RNL

This session will highlight the data available in the 2021 RNL Discounting Report, and then using that underlining data, this session will take a deep dive into the factors which 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 U.S.? 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.

Optimizing Financial Aid Packaging Through Data Science

Lindsey Possehl—Senior Data Scientist, RNL

Wes Butterfield—Senior Vice President, RNL

With rising tuition rates and an increase in admission competition, higher education institutions are struggling to meet the competing demands of a competitive tuition discount rate while maintaining a prestigious academic profile. Pressure to maintain and even increase enrollment numbers year after year adds to the complexity. What happens if enrollment increases, but the academic profile of the institution is compromised? What will happen to the tuition discount rate? In this session you will hear how campuses across the country have implemented a mathematical optimization model to explore various options around keeping their school fiscally healthy while also setting attainable enrollment goals.

The Student Aid Index: Shifting Our Thinking on Financial Aid Eligibility

Roberto Santizo—Senior Consultant, RNL

Ann Cools—Senior Consultant, RNL

Betsy Gingerich—Senior Consultant, RNL

New federal legislation will streamline the FAFSA and replace the Expected Family Contribution (EFC) with the Student Aid Index (SAI) beginning with the 2023-24 academic year. As a result, there will be multiple changes affecting the financial aid process including a different and separate calculation for Pell Grant eligibility. This session will provide an overview of those changes as well as implications for enrollment management officers, their staff in admissions and financial aid, as well as the students and families they serve.

Variables, Probabilities and Enrollment Likelihood, OH MY! Using Predictive Modeling in Your Enrollment Strategy

Derek Flynn—Vice President, RNL

Lindsey Possehl—Senior Data Scientist, RNL

This session will discuss using econometric and predictive modeling to understand the strength of your class, using data to pivot when life throws you lemons.

Test-Optional Policies: Crawl, Walk, or Run

Lisa Browning—Associate Vice President, RNL

Joel Recznik—VP, Enrollment Management, Franciscan University of Steubenville

Craig Whyte—Director of Scholarships, Utah State University

Andy Woodall—Assistant VP of Recruitment and Admissions, Shenandoah University

Kim Scranage—Vice President for Enrollment and Degree Management,

Northern Kentucky University

According to FairTest.org there were 1,070 colleges that were test optional before the COVID-19 pandemic. As of June 2, 2021, there are 1,475+ accredited, 4-year colleges and universities with ACT/SAT-optional test policies for Fall 2022 admissions. In this session, four enrollment professionals from both public and private institutions will discuss how their campus decision to move to test optional affected their financial aid strategy and its effects on this year's overall enrollment results. They will also discuss what they learned from their test optional experience this year and any adjustments they plan to make to admissions and financial aid strategies, as well as retention strategies.

Retention and Student Success Sessions

The Influence of Campus Climate Satisfaction Pre and Post Pandemic

Julie Bryant—Vice President for Student Success, RNL

What is the campus climate like on your campus? Do you know how the pandemic has affected student perceptions on your climate? Student satisfaction with campus climate is one of the strongest predictors of individual student retention and institutional graduation rates. This session will share what we know about student satisfaction levels with campus climate pre-pandemic at four-year private, public and community colleges, along with observations on the climate impact from conditions over the past year.

Moving from a Rookie to a Campus Leader

Stephanie Miller—Executive Consultant, RNL

Student success leadership now is more critical than ever before. Establishing an institutional plan that provides the opportunities for students to be successful requires moving from a retention rookie to a seasoned student success leader. This session will provide a playbook for achieving persistence, retention, and completion goals on your campus through collaborative leadership skills, transformative change management, and implementation of best-practice strategies.

Student Success: Implementation Models for First- to Second-Year Retention

Brandi Phillips—Senior Director of Retention Solutions, RNL

Angie Bauman Power—Director of Institutional Effectiveness, Cornell College

Eric Jaburek—Assistant Director of First Year Experience, The Ohio State University

Do you know the best implementation strategy to gather student data, determine relevant resources for various student populations, and establish a solid timeline for your first- to second-year retention efforts? Join us for a panel discussion on various implementation models to improve student retention and graduation rates. During this session you will hear from campus leaders at public and private colleges and universities as they share their institutions' student success strategies and outcomes.

Are You Making the Most Out of Your Data? Translating Insights into Action for Student Success

Traci Roble—Director of Partner Success, Othot

Brandi Phillips—Senior Director, Student Success, RNL

Before the pandemic, on average only 67 percent of first-year students were retained at their starting institutions. (studentclearinghouse.org/nsblog/research-center-releases-2020-persistence-and-retention-report) Clearly, many institutions are struggling to make meaningful improvements in retention, graduation, and more importantly, success rates, and the negative influence of the pandemic on student success is yet to be determined. Those seeing positive outcomes are using advanced analytics—a variety of cognitive and machine-learning data—to change course.

All colleges and universities have data, but do you have the right data? How is it organized? Are you using it correctly? Most importantly, how do you translate your insights into actions that increase retention, persistence, and success at your institution?

Join us for an insightful combined session where we will demonstrate how you can use predictive and prescriptive analytics, overlaid with an individual's motivational and behavioral attributes, to inform strategies and tactics that improve each student's outcome.

Our use cases and strategies will outline how you can bridge the gap from enrollment to retention and enrollment to initial academic success. In this session, you will learn:

- How the combination of non-cognitive assessment data coupled with traditional admissions data lays the foundation for student success.
- How to understand the true impacts of student success.
- Why common policies and practices need to be re-examined.
- How to recognize where resources should be invested for greater operational efficiency and student impact.
- How investing in student success brings meaningful revenue increases to your institution.

Leepfrog: Leveraging Your Catalog to Increase Student Success

Kevin Stejskal—Senior Account Executive, Leepfrog Technologies

Higher education institutions continue to seek ways to drive student success through the tools and technologies that are already in use. Join us to learn how some campuses are leveraging their catalog platforms to add learning outcomes, career data, and filter searching as they pursue stronger student career guidance and higher on-time graduation rates.