



senior leadership forum agenda

Wednesday, April 21 All sessions are listed in Central Time

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

Connect Over Coffee and Browse the Innovation Sessions

Innovation Lounge

Head to the Innovation Lounge to chat in real time with other forum participants, listen to music, and watch and learn from the Innovation Sessions.

- Engagement Marketing is Now and Next
- Innovating With Skills: Using Work-Relevant Skills to Validate and Market In-Demand Programs
- Modernizing Your Financial Aid Offer
- Engage Parents to Amplify Results!
- Creating Continuous and Consistent Engagement
- Leveraging Video in Your Student Engagement Strategy
- How Higher Ed is Missing the Mark When it Comes to Social Media
- The New Standard in Student Engagement

Innovation Sessions are subject to change.

10:00-10:45 a.m. CST

Forum Kickoff and Opening Keynote Session— Welcome to The Experience Economy: They Are All Stealth Applicants Now

Meeting Room

Forum Welcome by Dr. Sumit Nijhawan—President and CEO, RNL

James H. Gilmore—Co-Author, The Experience Economy: Competing for Customer Time, Attention, and Money

Before the pandemic, the “experience economy” (spending on experiences) was increasing 6.3 percent per year—400 percent greater than the rate of goods and 33 percent greater than that of services.

Along with this desire for experiences came a scrutiny of what consumers expected from those experiences. That scrutiny certainly extended to higher education as prospective students and paying parents researched where to matriculate.

Then COVID happened and turned every campus into a Zoom University, leading parents and students to reevaluate their perceptions of the value of a college education. Now, in our online world, the stealth methods and investigative means employed by some to get the “real scoop” on campuses has been extended to all prospective students. In this session, RNL’s Jason Langdon will discuss with Jim Gilmore the possible ways we might need to think anew as we move forward in the aftermath of 2020-2021.

10:45-11:15 a.m. CST

Live Webcast—Keynote Fireside Chat

Higher Education Expert Panel

Meeting Room

Sarah Coen—Vice President Strategic Initiatives and Enrollment Management, Transylvania University

Leocadia Zak—President, Agnes Scott College

Jeff Kallay—Senior Vice President, RNL+Render

Jason Langdon—Senior Vice President, RNL

In this fireside chat, our panel of higher education experts will respond with an institution's perspective on the Welcome to the Experience Economy: They're All Stealth Students Now keynote message.

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

Break

Stretch and grab some coffee or a snack!

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

Developing a Strategic Response to Enrollment Shifts

Meeting Room

Keith Carver—Chancellor, The University of Tennessee Martin

Lew Sanborne—Vice President, 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 the latest trends in enrollment, the impact these trends have on institutions and the prevailing strategic enrollment growth approaches that colleges and universities are using to succeed.

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

Working Lunch—Innovation Sessions

Innovation Lounge

Select a few to inspire your work in the upcoming sessions

Grab a bite and visit the Innovation lounge to learn, connect, and to be inspired with these rapid-fire tactical sessions. These tools and tactics are the key enhancements that successful leaders are employing to develop successful enrollment programs.

- Engagement Marketing is Now and Next
 - Innovating With Skills: Using Work-Relevant Skills to Validate and Market In-Demand Programs
 - Modernizing Your Financial Aid Offer
 - Engage Parents to Amplify Results!
 - Creating Continuous and Consistent Engagement
 - Leveraging Video in Your Student Engagement Strategy
 - How Higher Ed is Missing the Mark When it Comes to Social Media
 - The New Standard in Student Engagement
- Innovation Sessions are subject to change.*

1:30-2:30 p.m. CST

Concurrent Breakout Sessions

Pick two 30-minute sessions to attend with your team

Strategic Goal Setting and Revenue Projections: Leveraging Aid in The Context of Net Tuition Revenue Goals

Meeting Room

Tony Turner—Vice President of Enrollment and Marketing, Geneva College

Kevin Wilson—Senior Consultant, RNL

Successful enrollment leaders collaborate across many departments on campus and through COVID-19, we've learned that strategic interactions between the VP of Enrollment and Chief Financial Officer are paramount. In this session, attendees will learn more about the strong ties between financial aid, discounting strategy, maximizing net revenue and budgeting.

Next Generation of Student Engagement

Meeting Room

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

Dave Becker—CEO, CampusESP

Gil Rogers—Executive Vice President, PlatformQ Education

Jason Langdon—Senior Vice President, RNL

It's time to ditch the old-fashioned one-way communications for a modern approach that puts digital engagement front and center and makes parent engagement a crucial part of the process. Don't fill your funnel with more of the same. Expand your strategies to engage with students and parents the way they truly want to engage and leverage analytics that make engagement turn into enrollment. Anything else is just noise.

Digital Marketing for Recruitment in Higher Ed

Meeting Room

Deb Cooper—Executive Vice President, Marketing and Communications, Davenport University

Emily Spitale—Associate Vice President of Strategic Marketing and Communications, Temple University

Andrea Gilbert—Senior Vice President, RNL

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

Digital transformation is key for enrollment and revenue growth. While the pandemic has accelerated the rate of change, shifting consumer behaviors and changes in student demographics have been shaping the higher education marketing landscape for years. What strategies for recruiting traditional and nontraditional undergrad and graduate student populations have worked in the last year, and what have we learned?

Join a discussion of trends and opportunities with veteran higher education marketers Deb Cooper, Executive Vice President for Marketing and Communications at Davenport University and Emily Spitale, Associate Vice President for Marketing and Communications at Temple University.

The Changing Landscape of Higher Ed: How to Prepare Your Campus Through a Diversity, Equity, and Inclusion Lens

Meeting Room

Terrance Harris—Assistant Vice Provost, Cal Poly

Wes Butterfield—Senior Vice President, RNL

Colleges and universities today are dealing with the most turbulent environment in decades. Fueled by stagnant state funding, social injustice, a global pandemic, challenging demographics, rapid technological change, and increased scrutiny of the postsecondary enterprise, by both government and the larger public. Colleges face increased pressure to attract, retain, and graduate students in greater numbers than ever before.

This session will explore the major environmental trends that are challenging higher education. It will offer insight on how institutions can develop data-informed strategic enrollment planning systems with a much needed emphasis on diversity, equity and inclusion to respond to the challenges and align the institution's mission, vision, and values with shifting market needs and expectations.

Paving the Way to Long Term Institutional Sustainability

Meeting Room

Dr. Tania Tetlow—President, Loyola New Orleans

Kim Myrick—Vice President, RNL

Learn how a senior leader is paving the way to long term institutional health and sustainability. We will consider prioritizing challenges and opportunities, the role of institutional vision and mission, and what is necessary to achieve long term sustainability during this conversational session.

Test Optional and Enrollment

Meeting Room

Jose Aviles—Vice President for Enrollment Management, Louisiana State University

Jason Langdon—Senior Vice President, RNL

The test-optional movement is not new, but the pandemic has accelerated the rate of colleges and universities adopting these policies. This conversation visits some of the decisions that campuses should make when adopting these policies and the longer-term implications of these practices.

Revenue Diversification: Expanding into New Markets and New Audiences

Meeting Room

Brad Goan—Executive Consultant, RNL

Kathryn Karford—Assistant Vice President, RNL

Dawn Hiles—Senior Vice President, RNL

As traditional enrollment streams narrow, institutions must look to new audiences and creative solutions. This session explores several approaches to revenue diversification, including the alignment of program offerings with the skills and jobs in demand, creative academic delivery options, and graduate and online enrollment.

How Higher Ed Can Meet the Needs of Learners and Employers in a Skill-Based Economy

Meeting Room

Rob Sentz—CINO, Emsi

For years, higher education and the labor market have spoken fundamentally different languages: colleges and universities have talked in terms of degrees, GPAs, and CIP codes while employers are primarily interested in the skills an individual has and the work they can do.

This disconnect has made it nearly impossible to achieve a clear, apples-to-apples comparison of what an institution teaches and what the market is asking for. As a result, academic leaders and staff struggle to quickly assess how curriculum aligns with the needs of learners, and confidently determine next steps to better meet those needs.

In this session Emsi CINO Rob Sentz will discuss how skillifying curriculum can position institutions for continued relevance in the eyes of students, industry and other stakeholders.

Delivering a Massively Personalized Digital Experience for Students

Meeting Room

Amrit Ahluwalia—Editor in Chief, The EvoLLLution: A Modern Campus Illumination

The higher education environment is transforming rapidly, with evolving student demographics demanding a great deal from institutions who already must address extremely high stakeholder expectations. This presentation will reflect on the radical changes that are creating a gap between modern learners and the experience they expect from colleges and universities. It will then show the different journeys various learners engaging with today's institutions wish to take, and share data from Modern Campus's recent State of Continuing Education survey to show the importance of personalization and digital engagement to the modern learner's experience. Join us to learn how personalization and career pathways can help your institution bridge the engagement gap.

2:30-3:30 p.m. CST

Capstone Experience

Guided Live Discussions: Creating Your Action Plan

Live discussion via Zoom—you will receive an email prior to the event with your meeting link

In these live, interactive small group sessions, you, your leadership team and peers will work together with an RNL expert to recap what you learned from this morning's strategy and tactical sessions, filter it based on your institutional goals and complete workbooks to walk away with an action plan for the next six months for your institution.

3:30-4:00 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 forum 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 undergraduate recruitment and marketing 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.

4:00 p.m. CST

Adjournment

Note: How Sessions Appear in the Virtual Meeting Room

Upon entering the virtual meeting room and clicking the sessions screen, you will see a countdown clock adjacent to each session. The clock is counting down to the session's start time listed on the agenda. (Please note: the times on the forum agenda are in Central Time. However, the countdown clock displays the time in your time zone.) Once the countdown clock reaches zero time remaining, the yellow scheduled button turns to green and you are able to launch the session.

