

All sessions and room names subject to change

# RNLNC *find your groove* NASHVILLE Agenda



July 25-27 | Nashville, TN | Gaylord Opryland Resort and Convention Center

## Monday, July 24, 2023

**8:00 a.m.-12:00 p.m. Optional Pre-Conference Workshop**

**Developing and Building Leadership Skills: How to Care for Yourself and Your Team**  
*Bayou E*

Interested in becoming a better leader? Becoming more aware of one's own self and needs enhances the ability to bring out the best in teams and increases productivity and happiness. During this half-day intensive workshop, you will engage in in-depth discussions on workplace wellness, make new connections with other campus leaders, and feel energized to start your week at RNLNC. Available to all RNLNC attendees, but registration is required (\$99/person).

**1:00 p.m.-4:30 p.m. Optional Pre-Conference Workshop**

**RNL Summit for Historically Black Colleges and Universities (HBCU)**  
*Canal A-B*

This 1.5 day summit is specifically designed for Historically Black Colleges and Universities (HBCU). **The workshop kicks off on July 24 at 1:00 p.m. and continues on July 25 from 8:00-11:30 a.m.** prior to start of RNLNC. Attendees are encouraged to also attend the RNL National Conference immediately following the HBCU workshop. Separate registration is required.

**3:00 p.m.-6:00 p.m. RNLNC Registration Check-in**

*Delta Ballroom BCD*

## Register at [RNL.com/RNLNC2023](https://RNL.com/RNLNC2023)

Save with early-bird registrations, and save an additional **\$100** per registrant when **6 or more** attend from your institution.

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# RNLNC *find your groove* NASHVILLE Agenda



July 25-27 | Nashville, TN | Gaylord Opryland Resort and Convention Center

## Tuesday, July 25, 2023

10:00 a.m.-5:00 p.m.

**RNLNC Registration Check-In**

*Delta Ballroom BCD*

10:00 a.m.-5:00 p.m.

**Exhibit Area Open**

*Delta Ballroom BCD*

12:30-1:30 p.m.

**Breakout Sessions  
(Choose from 14 sessions)**

### **25A80: The Strategic Enrollment Planning Imperative: Higher Education Past and Present**

*Bayou E*

*Wes Butterfield, Senior Vice President, RNL*

Higher education professionals are currently dealing with the most turbulent environment in decades. Fueled by the global pandemic, ongoing demographic shifts, rapid technological change, and increased scrutiny of the postsecondary enterprise by both government and the larger public, the pressure is on to attract, retain, and graduate students in greater numbers than ever before. This session will explore the major environmental trends that are challenging enrollment managers and suggest some potential solutions to these issues.

### **25A82: Building Unity in Community at a Community College**

*Bayou C*

*Kay Litman, Vice President of Enrollment Management, Reading Area Community College*

The mission of community colleges is to provide access and opportunity to all. Student populations are diverse and their needs are many. This requires that all parts of the college community play a role in supporting student success. Collaboration is a powerful tool but can be challenging to implement and maintain. We often work in silos and we launch well-intentioned initiatives that negatively impact other areas of the college. Reading Area Community College has trended growth in both enrollment and retention by developing a culture of collaboration. Come hear our story and develop a Plan of Unity for your institution.

# All sessions and room names subject to change

## **25A83: Focusing on Campus Climate for Student Success**

### ***Bayou B***

***Julie Bryant, Vice President for Student Success, RNL***

An institution's campus climate, which is another way of saying how students feel on the campus, can make a big difference in whether students choose to stay or leave. Attracting and keeping students with a positive campus environment becomes even more important in today's environment. Paying attention to the campus climate is one way for colleges and universities to control what they can control by providing the best service to students, either in-person or virtually. This session will share national data on campus climate perceptions and suggestions for ways to take action to make improvements.

## **25A84: Retention for Rookies**

### ***Bayou A***

***Sherri Erkel, Vice President, Consulting Services, Student Success, RNL***

Whether you're the new director of retention/student success or a seasoned professional looking for the latest retention management best practices, this session is for you. We will discuss the necessary elements for effective retention management and student success. Discover retention strategies that get results at two-year and four-year institutions and go back to your campus with a set of next steps designed to assist with the development of your retention plan.

## **25A85: The Critical Role of Graduate Education in Institutional Health**

### ***Canal A***

***Scott Jeffe, Vice President for Graduate and Online Research, RNL***

As institutions grapple with demographics affecting institutional health, new revenue streams are critical. Growing your graduate education portfolio is one tactic, but after three years of strong growth, graduate enrollment is experiencing a "correction." How do institutions ensure that graduate enrollment remains robust? Ensure that promotion, cultivation, and programs themselves meet student expectations. This session will discuss findings from RNL's new survey of 1,600 graduate students. Highlights include: the surprising resources used in their search, how they interpret a slow—or a speedy—response, how cost factors into their decision making, and the incentives you can offer to get them to choose you rather than another program.

## **25A87: Maximizing Partnerships to Grow Online Enrollment**

### ***Canal C***

***Eileen Hulme, Chancellor, IWU National and Global***

***Jon Sampson, Ph.D., Vice President for Learner Success & Regional Workforce Engagement, Indiana Wesleyan University - National & Global***

With the cost of digital marketing on the rise, solely relying on increased marketing budgets to meet enrollment growth targets is not only unwise, it's unsustainable. In this session, speakers will share the ways IWU National and Global built key partnerships, enabling them to grow enrollment in a targeted region of the country. They'll share what they learned, how they've adapted, and a checklist for future partnership success.

## **25A88: National Student Clearinghouse Postsecondary Partnership**

### ***Canal D***

# All sessions and room names subject to change

*Marty Fortner, Director of Institutional Research and Effectiveness, Northeast Lakeview College*

*Julie Kirkland-Poirier, Dean for Student Success, Northeast Lakeview College*

*Brandi Solar, IT Data Analyst, Northeast Lakeview College*

Leveraging knowledge to achieve student equity is core to Northeast Lakeview College Post-Secondary Data Partnership (PDP) participation. PDP participation is cornerstone to a collegewide learning construct which leverages institutional knowledge, operational data, and student engagement. Such efforts have resulted in expanded data accessibility, assumption demystifications, and performance contextualization for student achievement, institutional effectiveness, and planning.

## **25A89: Mastering ChatGPT: Prompt Engineering for Higher Ed Marketing and Enrollment Pros** **Canal E**

*Ardis Kadiu, CEO and Founder, Element451*

Tired of spending countless hours on routine tasks that leave little room for creativity? It's time to work smarter, not harder. Supercharge your higher education marketing and enrollment game with AI.

Learn how AI-powered prompt engineering can unlock unprecedented student engagement, streamline enrollment processes, and boost productivity across your institution. We'll empower you with the tools and knowledge to transform your career and outperform the competition.

Led by higher ed marketing and AI experts, this workshop-style session will equip you with:

- Expertise in crafting effective ChatGPT prompts
- Practical applications in marketing, engagement, and enrollment
- Hands-on experience creating custom prompts for real-world scenarios
- Get a 100+ prompt guide

Ideate faster, create more compelling personalized content at scale, and develop better campaigns and content that capture attention. Don't miss this chance to revolutionize your higher ed strategies with cutting-edge AI technology

## **25A90: The Evolution of Search: Meeting the Needs of Users in a Changing Landscape** **Governor's Ballroom C**

*Charlene Cooper, Director of Recruitment & Enrollment Solutions, College Board*

*Latoya Jenkins, Vice President of Enrollment Management and Student Experience, University of Maryland Eastern Shore*

*Jameson Willey, Client Success Director, RNL*

College Board Search has changed since September 2022, with the introduction of new subscription plans, new features like Interest in My Peers, Parent Contacts and Landscape Context, a new user interface, and more. This session will update you on the Search changes, sharpen your strategies, and highlight new enhancements launching in the next academic year. This session will be presented jointly by College Board and University of Maryland Eastern Shore, who will tell their story of how they adapted to the new Search model in 2022 and how they're making plans for the coming year based on what they've learned.

## **25A91: The Next 20 Years Won't Look Like the Last 20—Preparing for Success in the New EM World**

**Governor's Ballroom D**

*Emily Ross, Assistant Vice President, Enrollment Management, University of Arizona*

# All sessions and room names subject to change

*Dr. Matt Bice, Dean of the School of Professional and Graduate Studies, Baker University*

*Courtney Haller, Executive Director of Marketing, Baker University*

*Dani Rollins, Vice President and Senior Consultant, RNL*

*Ken Huus, Vice President and Consultant, Enrollment, RNL*

*Tara Brinkoetter, Director of Online and Graduate Enrollment & Student Services at Baker University*

*Ariana Valverde, Director of Communications at the University of Arizona*

Join a panel of enrollment and marketing practitioners representing graduate, traditional undergraduate, and online divisions for a large public research university and a small private college as they share their stories and the key skills they see as crucial to meeting the challenges of the next 20 years in enrollment management.

## **25A92: Overcoming Financing Fears: How to Communicate with Families—What We Learned From 12,000+ Prospective Families**

***Governor's Ballroom E***

*Raquel Bermejo, AVP for Market Research, RNL*

*Jonathan Shores, Ph.D., Executive VP for Enrollment Management, University of the Cumberland*

*Matt Osborne, Senior VP of Client Service, Ardeo Education Solutions*

It's no secret that concerns about cost and debt are top of mind for most prospective students. We surveyed more than 12,000 prospective families in early 2023 to learn first-hand what drives their fear. Join us during this session to learn what families are concerned about and what information they need from you. We'll help you understand the research and provide actionable data and insights to take home so you can improve your value proposition to families.

During this session, you'll learn the following:

- 1) Differences in access to college financing information and what you can do with that data;
- 2) How families view college costs and financing options;
- 3) Essential and practical data that will help you communicate the value of your institution to prospective families

## **25A93: Marketing for Rookies**

***Governor's Ballroom A***

*Michael Ritter, Senior Vice President, Enrollment, RNL*

*Sam White, AVP Client Success, RNL*

How do you make today's dynamic marketing mix work in this highly competitive college marketplace? If you are new to higher education marketing, you'll want to get these winning strategies for your institution's success. Learn tools and tips to effectively reach and recruit future students—and manage marketing for best results, even with tighter resources, in-house challenges, and an ever-changing landscape.

**1:30-2:00 p.m.**

**Refreshment Break**

*Delta Ballroom BCD*

**1:35-1:55 p.m.**

**Vendor Theater Session**

# All sessions and room names subject to change

## **Enable Services and the Impact of Down Funnel Data***Delta Ballroom BCD*

*Presented by RNL*

An overview of RNL Enable Services focusing on how understanding down funnel data and implementing a robust top of funnel digital lead generation strategy can help campuses achieve better enrollment results.

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

**Breakout Sessions**

**(choose from 14 sessions)**

### **25B80: Recruitment for Rookies**

***Bayou E***

***Ken Huus, VP and Senior Consultant, RNL***

***Erin O'Neill, AVP Client Success, RNL***

You've recently joined the admissions team or are new to higher education and you need help getting a grasp on the lingo. You generally know what you're supposed to be doing, but you also don't know what you don't know! This session will explain some of the terminology and metrics used in recruitment, financial aid, business offices, and budgeting, as well as help you understand reports that are critical within student recruitment. Come learn some of the terms and tricks of the trade, and arrive willing to share ideas from your shop. This session will explore the language of student recruitment and provide context for how information about enrollment is often used on campus. This knowledge is meant to decrease anxiety of new team members and assist you in being an effective new member on the team.

### **25B81: An Innovative Student Accounts Model for Enrollment Success**

***Bayou D***

***Jennifer McMahon, Senior Consultant, RNL***

***Aaron Basko, Associate Vice President for Enrollment Management, University of Lynchburg***

***Emily Williamson, Director of Financial Aid, University of Montana***

The enrollment process is dictated by strong engagement with prospective students and their parents in conjunction with a process focused on headcount and tuition revenue. This session will explore opportunities to bridge campus offices and processes from financial aid and student accounts. We will explore ways to incorporate student billing optimization, financial literacy, and strong anti-melt communication into your campus strategy. Find ways to actualize net tuition revenue and meet your enrollment objectives.

### **25B82: Communication that Converts**

***Bayou C***

***Cindy Chiribao, Director of Admissions, Columbia Southern University***

***Whitney Nielsen, Enrollment Supervisor, Columbia Southern University***

Online students demand attention and quick responses. As an online institution for 30 years, Columbia Southern University has learned that one-to-one and multichannel touch points are key recruitment strategies to meeting students where they are at. Join us as we discuss workflow patterns that have increased our speed to lead, application to enroll, and reached rates.

# All sessions and room names subject to change

## **25B83: Steering Senior Success through Strategic Planning**

### **Bayou B**

*Debbie Smarr, Ph.D., Dean of Strategic Enrollment Management and Analytics, Grayson College*

*Tiffany Francis, Director of Promise Programs and Enrollment Management, Grayson College*

Utilizing a strategic enrollment campaign, Grayson College engaged service area high school seniors in varied events, activities, and communications strategies to increase the college-going culture and FAFSA completion rates. This session will detail how Grayson College altered its high school recruitment through improved engagement of students, parents, and high school counselors to increase enrollment of area high school seniors post high school graduation. With the increased FAFSA completion and personalized communication strategies, the college increased its FTIC cohort by 12 percent and by 22 percent for those coming from one of the college's 23 service area high schools immediately following graduation.

## **25B84: CU-STARS: Assessment, Implementation, and Retention Strategies for Student Success**

### **Bayou A**

*Bridget Dewees, Assistant VP, Institutional Effectiveness, Claflin University*

*Dr. Twaina Harris, Director, Coaching, Claflin University*

Explore a case study of continuous improvement with a focus on student success. CU-STARS is Claflin University's newly implemented Quality Enhancement Plan. STARS is an acronym for Students who are Tracked Advised Retained Succeed. This college-wide effort was developed as a response to strategic needs and higher education trends during the pandemic. The university made the shift from a traditional faculty lead advising model to a centralized coaching model to include student engagement and satisfaction goals that impact retention. The model is scalable and could benefit most institutions.

## **25B85: Leveraging Data to Create Highly Personalized Videos**

### **Canal A**

*Tom Mikowski, VP of Higher Education Partnerships, Allied Pixel*

*Bill Haley, President, Allied Pixel*

Data-Driven Personalized Videos are quickly becoming the preferred way to engage prospective students. Recent research shows that students may be up to 5x more likely to enroll through the delivery of personalized video. In this session you will learn how to transform your data into dynamic, engaging, personalized videos that can be leveraged throughout the enrollment process to recruit students (& student-athletes) and parents. See examples on how they can help increase applications, boost yield and reduce melt. We will also discuss how to communicate your financial aid message to help students better understand their aid offer and cost of attendance, while promoting your institution's value. You will learn how to build a successful video campaign from strategy through measurement.

## **25B86: Overcoming Recruiting and Engagement Challenges: Lessons Learned from Forsyth Technical Community College**

### **Canal B**

*Paula Dibley, Chief Officer, Student Success and Strategic Innovation, Forsyth Tech*

*Flora Calderón-Steck, Executive Director, Educational Partnerships, Forsyth Tech*

*Devin Purgason, Executive Director, Marketing and Student Care, Forsyth Tech*

*Ardis Kadiu, Founder and CEO, Element 451*



# All sessions and room names subject to change

## ***Mallory Willsea, Vice President, Marketing and Demand Generation, Element 451***

Attracting students and keeping them engaged through the recruiting process and beyond is complicated. Consumer-level expectations from students, a global pandemic, and historic enrollment lows haven't made it easier.

We bet your institution has faced a number of these challenges:

- 1) lack of personalization in recruitment efforts;
- 2) difficulty in tracking and measuring success of recruitment efforts;
- 3) ineffective communication with prospective students;
- 4) difficulty in providing a seamless and consistent experience for prospective students;
- 5) limited resources for recruitment and engagement activities; and
- 6) inefficient use of technology in recruitment and engagement?

Join us for insights from Forsyth Tech and learn their approach—using artificial intelligence, technology, and CRM systems—to overcoming these top six recruiting and engagement challenges. We'll cover how Forsyth Tech's CR adoption is:

- 1) improving data management and analysis;
- 2) implementing AI to enhance communication and personalization with prospective students;
- 3) using technology to track and measure the success of recruitment efforts;
- 4) providing a seamless and consistent experience for prospective students; and
- 5) maximizing resources through efficient use of technology.

In this session, you will engage in dialogue on how technology and CRM systems can effectively enhance recruitment and engagement efforts.

## **25B87: RNL Advanced Financial Aid Solutions for Undergraduate Enrollment: Leveraging Aid & Optimizing Yield**

### ***Canal C***

***Derek Flynn, Vice President of Financial Aid Services, RNL***

***Adam Connolly, Vice President of Enrollment Management, RNL***

Learn more of how Advanced Financial Aid Solutions will help your campus take a deep dive into your current financial aid awarding structure, how to best leverage dollars to the right segmented population of students, and optimize yield by focusing on students likely to be most receptive to additional aid and recruitment outreach.

## **25B88: CRM Solutions for Higher Education**

### ***Canal D***

***Robert Tallerico, Vice President, CRM Consulting, RNL***

In higher education, CRMs are where enrollment practices meet technology. One is a tool to help streamline the other. But a CRM is like anything else – if not used properly it can hinder enrollment rather than enhance it. Learn about recent developments and technological changes within several CRM platforms, strategies for your team to use CRM technologies to stay on top of the constantly changing enrollment landscape, and how RNL can help.

## **25B89: Advancing Adult Online Learner Retention**

### ***Canal E***



# All sessions and room names subject to change

*Ashton Webb, Manager of Institutional Research, Organizational Effectiveness, Penn State World Campus*

Penn State World Campus (PSWC) has been implementing its strategic plan and utilizing a strategic project process that aligns and coordinates work across the organization to drive student retention efforts in support of its goal to increase graduation rates. The proposed presentation will introduce the PSWC strategic plan, graduation goal, and roadmap actions. An overview of the research projects will then be provided, with specific research highlighted that will include a collaboration with SmarterServices to understand if data from the SmarterMeasure assessment could be used within the Starfish Analytics predictive model for retention as well as an institutional research study to understand the relationship between financial aid and student retention and graduation.

## **25B90: Achieve More: Using Virtual Tours to Boost Enrollment**

***Governor's Ballroom C***

*Jonathan Clues, CEO, StudentBridge*

Higher education institutions are expected to do more with less, especially in a post-pandemic world. How can colleges and universities capitalize on the benefits of virtual tours—accessibility, scalability, reusability, and adaptability—while converting curious on-lookers into engaged enrolled students? In this session, Jonathan will share innovative examples of how institutions of various sizes and types are creating memorable virtual experiences that help them stand out from the competition, drive applications, boost enrollment, and achieve other impressive results.!

## **25B91: Executing an Effective Market Research–Based Approach That Drives Sustainable Graduate and Online Enrollment**

***Governor's Ballroom D***

*Charles Ramos, Vice President - Graduate and Online Enrollment Management, RNL*

*Dr. Boyd Bradshaw, Vice President for Enrollment Management, Towson University*

*Ashley Miller, Principal, Marketing Insights and Analytics, Purdue University*

As graduate and online (undergraduate and graduate) continues to provide the potential for enrollment growth in higher education today, it is imperative that institutions develop an empirically-based approach that ensures that current (and future) programs meet market demands, and that marketing, recruitment, and engagement strategies are based on a thorough understanding of market expectations. This requires that each and every stakeholder is aligned on best practices. This session will provide insights on best practices on informing program development, marketing, and recruitment, as well as how to create a model and infrastructure that align all internal constituents on a path toward driving sustainable enrollment and revenue growth.

## **25B92: The Last Shall Be First: Improving Academic Success for Students of Color**

***Governor's Ballroom E***

*Bryon Dickens, Director, Oklahoma City Community College*

Oklahoma City Community College launched a student success program in 2016 that has dramatically increased grades and graduation rates among participants. Average end-of-semester GPAs for this group is consistently 3.0 or higher, and 93% of program graduates transfer to four-year institutions. Come gain an understanding of what academic and non-academic factors contribute to the academic underperformance of students of color and learn how institutions can mitigate these factors through supportive networks across campus.

## **25B93: The Fundamentals of Strategic Enrollment Planning**

# All sessions and room names subject to change

## ***Governor's Ballroom A***

### ***Lew Sanborne, Vice President, RNL***

The higher education landscape continues to change at a rapid pace, and the competition for students is fierce. Strategic Enrollment Planning (SEP) provides a disciplined approach to monitoring the environment and developing institution-specific strategic responses. Learn the absolute must-dos for an effective SEP project, how to distinguish strategic initiatives from annual planning efforts, the steps to take for an effective SEP, and common pitfalls to avoid. We'll explore these questions and those from participants in this interactive session.

**3:00-3:30 p.m.**

## **Popcorn Break Sponsored by ZeeMee**

*Delta Ballroom BCD*

**3:05-3:25 p.m.**

## **Vendor Theater Session**

### **The Latest in Data-Driven Personalized Video for Graduate and Undergraduate Enrollment**

*Delta Ballroom BCD*

*Presented by Allied Pixel*

Data-driven personalized video is becoming the most compelling way to engage prospective students. Why? Perhaps, it's because delivering dynamic content that is relevant to each student can increase the likelihood of students to enroll at your institution.

In this session, we'll take a quick look at how institutions are utilizing personalized video throughout the enrollment journey as a powerful tool to engage their audiences, create deeper connections, and attract new students.

Discover how to:

- Leverage data and media assets you already have to create customized and compelling personalized videos throughout the enrollment process for graduate and undergraduate students and for prospective student-athletes
- Deploy videos at-scale or individually on-demand from data on your inquiry form or application for admission
- Build a successful video campaign that includes strategy, creative, production, deployment, and measurement

**3:30-4:30 p.m.**

## **Breakout Sessions (choose from 14 sessions)**

### **25C80: E-Expectations Series: Engaging Prospective Students Through Digital Personalization**

*Bayou E*

*Vaughn Shinkus, Vice President and Senior Consultant, RNL*

*Amrit Ahluwalia, Editor-in-Chief, The EvoLLLution, Modern Campus*

In the wake of four years of enrollment declines and with an enrollment cliff on the horizon, it's never been more important to set your institution apart by establishing and cultivating relationships in the digital space. In this session, part of the 2023 E-Expectations Series, we'll reflect on evolving student demand based on insights from the 2023 study and outline how web and digital personalization strategies can help engage and convert prospective students

# All sessions and room names subject to change

at all stages of consideration.

## **25C81: Using Quantitative KPIs to Improve the Student Experience and Retention**

**Bayou D**

***Shickre Sabbagha, Director of Student Retention, Midlands Technical College***

As part of a comprehensive Guided Pathways approach to improving the student experience, Midlands Technical College (MTC) streamlined the curriculum, reorganized academics, and reinvested in the campus environment. To assess the impact of these changes, MTC identified appropriate and applicable KPIs, including assessing student satisfaction each year, and operationalized the KPIs into the student experience. This session will explore how MTC closed the loop on the impact of the college's academic restructuring and how tracking student attitudes impacted the culture of change, highlighting how making substantive innovations and improvements can lead to student success and better degree completion.

## **25C82: Creating Enrollment-Marketing Synergy: A Collaborative Approach to Your Annual Strategy**

**Bayou C**

***Cameron Jordan, AVP Digital Marketing & Communications, Berry College***

***Penny Evans-Plants, CIO, Berry College***

While many colleges and universities are experiencing a decline in applications and heading toward the looming higher ed "enrollment cliff," Berry College has been fine-tuning an enrollment marketing strategy resulting in two record enrollment years—and with the current year tracking additional year-over-year increases. What's behind the success? This session explores one key aspect of this success: fostering a close, collaborative relationship between EM, Marketing, and IT built on:

- 1) project management mentality;
- 2) a strategic approach to campaign planning; and
- 3) leveraging technology and data for effective marketing communications.

## **25C84: Developing a Comprehensive Student Success Plan**

**Bayou A**

***Stephanie Miller, Senior Associate Consultant, RNL***

***Teri Clawson, Executive Director of Academic Operations, Arizona College***

Developing and implementing a comprehensive student success plan is critical to any successful enrollment management plan. The purpose of Student Success planning is to help students meet their educational goals and for institutions to gain more control over the enrollment future by developing the capacity to achieve enrollment goals through improved student success efforts. This session will provide the framework, best practice concepts and characteristics, and skills needed to develop a comprehensive student success plan. Additionally, we will discuss how Snow College, a two-year public institution in Utah, applied those elements to develop their student success plan.

## **25C85: RNL Price Sensitivity and Image Perception Research**

**Canal A**

***Adam Connolly, Vice President of Enrollment Management, RNL***

***Jessica Ickes, Vice President, Market and Research Services, RNL***

# All sessions and room names subject to change

Learn more of how RNL Market Research is helping campuses “myth bust” thoughts on their institutional brand, pricing, and current position in the marketplace. Benchmarking current competition and surveying prospective students and their families can provide actionable data to help campuses fine-tune their brand awareness campaigns, design segmented communication flows with resonating messaging, and focus on the power of their value message proposition.

## **25C86: The Effect of Enrollment on the Financial Health of Private Higher Education**

### ***Canal B***

***Mike Williams, Senior Advisor for Institutional Effectiveness and Research, Council of Independent Colleges***

***Jason Rivera, Director of Strategic Research, Council of Independent Colleges***

The Council of Independent Colleges produces The Key Indicators Tool (KIT) and The Financial Indicators Tool (FIT) for its over 650 members each year with the support of RNL. If you serve at a private, not-for-profit college or university, there is a good chance it is a member of CIC and receives an individualized KIT and FIT. Using these reports, CIC’s Director of Strategic Research, Jason Rivera, and Senior Advisor Mike Williams will discuss the state of private higher education with a special emphasis on the impact enrollment has on the financial health of institutions.

## **25C87: Peer Tutoring as a Scalable, High-Impact Practice**

### ***Canal C***

***Page Keller, Head of Academic Relations, Knack***

***Dr. George Kuh, Chancellor’s Professor Emeritus of Higher Education, Indiana University***

The power of peer influence is often overlooked when considering what institutions can do to drive student engagement. Attend this session to hear from Dr. George Kuh, the pioneer behind high-impact practices (HIPs), and Page Keller, Head of Academic Relations at Knack and former CRLA president. They will detail how peer tutoring harnesses the power of peer influence and how these experiences are an underutilized, cost-effective resource for enriching student learning and success.

## **25C88: Social Listening: Online Tools & Techniques for Learning About Current and Prospective Students**

### ***Canal D***

***Amy Jauman, Director of University Partnerships, RNL***

***Bryson Purcell, Associate Director of Enrollment Communications, Commonwealth University of Pennsylvania***

Current and prospective students of every age use a variety of social media platforms to connect with others, express themselves, ask questions, and talk about what’s important to them. That information— when gathered, organized, and analyzed effectively—can provide tremendous insights for university faculty and staff. We’ll cover the value of various social listening tools available, tips for organizing and analyzing data collected, as well as how to leverage data and advocate for change.

## **25C89: Should I Stay or Should I Go? Trends in Student-Athlete Enrollment and Retention**

### ***Canal E***

# All sessions and room names subject to change

*Alan Grosbach, Director of Return on Athletics®, National Association of Intercollegiate Athletics*

*Terri Curry, VP of Student Life/Enrollment, Morningside University*

*Eric Groves, Senior Vice President, Campus Partnerships, RNL*

For many small colleges and universities, Athletics plays a vital role in their enrollment and retention strategy, especially as general student enrollment continues to decline. Additionally, the shift in athletic association processes has created a perception that student-athletes are moving institutions on a whim. This session will examine student-athlete enrollment trends and retention while diving deeper into how JV programs fit into this mix. We'll also discuss strategies for how Athletics fits into your enrollment and retention planning.

## **25C90: RNL Search & College Board Connections: Leveraging New Tools to Maximize Success**

**Governor's Ballroom C**

*Alicia Ortega, Vice President, Client Success, RNL*

*Kevin Corr, Strategic Initiatives Consultant, College Board*

*Ryan McClarnon, Director, Recruitment & Enrollment Solutions, College Board*

As enrollment managers, you've become accustomed to change. College Board's most recent enhancement has been designed to help institutions respond to the changing recruitment landscape. This session will provide an update on Connections, a student-driven, privacy-forward feature within the College Board Search platform. We will outline how Connections complements Student Search, explore new audience and communication plan features, and discuss how RNL will incorporate Connections into search strategy for campus partners.

## **25C91: Financial Aid for Rookies**

**Governor's Ballroom D**

*Sylvia Ewell, Vice President, RNL*

Understanding the many moving parts of financial aid is daunting enough, let alone taking this information and building a strategic plan to use these dollars. This session will introduce attendees to the basics of financial aid (Financial Aid 101) while also introducing some basic fundamentals when building your own strategy. This session is geared toward professionals who may be new to financial aid and professionals wanting to learn the basics of building an aid strategy.

## **25C92: Building Community and Institutional Partnerships to Support Funding and Success Initiatives**

**Governor's Ballroom E**

*Dekia Smith, Dean of Students, Bucks County Community College*

Expanding campus resources for growing student needs can be difficult as institutions are facing decreased enrollments, budgets are being reduced, and grant funding is limited. This presentation shows how you can leverage community organizations and institutional resources to expand your student success initiatives at little to no cost.

## **25C93: Opportunities for Enrolling and Getting Your Graduate/Online Students to the Finish Line**

**Governor's Ballroom A**

*Julie Bryant, Vice President for Student Success, RNL*

# All sessions and room names subject to change

*Bob Stewart, Vice President, Graduate and Online Solutions, RNL*

*Melissa Webb, Assistant Dean, Graduate School, University of West Florida*

What do the data tell us about the needs and priorities of adult, graduate, and online students? What factors are influencing their decisions to enroll, and do these align with current institutional activities? Where are there opportunities for institutions to better serve graduate and online students to help them to successfully graduate? This session will share national data and offer a chance to talk about ways to best attract and retain this growing segment.

**5:00-6:00 p.m.**

**Conference Welcome and  
Opening Keynote Session**

*Delta Ballroom A*

**Keynote Speaker: Brandon P. Fleming**

*Former Debate Coach at Harvard University and Founder & CEO of The Veritas School of Social Sciences*

Brandon P. Fleming is a renowned speaker, nationally acclaimed educator, and author of *MISEDUCATED: A Memoir*. An at-risk youth and college dropout turned award-winning educator, Brandon Fleming is a former debate coach at Harvard University and Founder & CEO of The Veritas School of Social Sciences, formerly known as the Harvard Debate Council Diversity Project. Over the past five years, he has raised over a million dollars to enroll over 150 students of color into Harvard's international summer debate residency on full scholarship.

**6:00-7:00 p.m.**

**RNLNC Opening Reception**

*Delta Ballroom BCD Foyer*

Sips and light hors d'oeuvres with entertainment from award-winning performer Carl Wockner.

**7:00 p.m.**

**Dinner on Your Own**

Enjoy the variety of food options at Gaylord Opryland.

# All sessions and room names subject to change

## Wednesday, July 26, 2023

**6:00 a.m**

**RNLNC Fun Run**

*Gaylord Opryland Hotel Main Lobby*

Keep up with your fitness routine while enjoying the fresh air and sights of Nashville. This 3-4 mile guided run is a great way to start your day and meet other RNLNC attendees. The group run will depart from Gaylord Opryland's main lobby at 6:00 a.m. on July 26. Runners of all levels are welcome. No sign-up required.

**7:00-7:30 a.m.**

**National Conference**

**Rise and Shine Meditation**

*Canal A*

Join **Julie Bryant** for a 30-minute morning meditation session to start your day right. No previous meditation experience required. This session will introduce breathing techniques to calm your mind and will include a few stretches you can do throughout your day to keep you comfortable and focused throughout the sessions. No special clothing or yoga mats required. Come in your conference attire and sit comfortably in the meeting room chairs.

**7:00-8:00a.m.**

**Breakfast**

*Delta Ballroom BCD*

**7:00 a.m.-5:00 p.m.**

**Registration Check-In**

*Delta Ballroom BCD*

**7:00 a.m.-5:00 p.m.**

**Exhibit Area Open**

*Delta Ballroom BCD*

**7:40-8:00 a.m.**

**Vendor Theater Session**

**Alumni Employment Outcomes and Student Recruitment**

*Delta Ballroom BCD*

*Presented by Lightcast*

RNL's Student Search and Engagement brings the employment outcomes of your alumni into your enrollment marketing. At this session you'll learn about Lightcast, the trusted global labor market data leader powering RNL's Alumni Success.

**8:15-9:15 a.m.**

**Breakout Sessions**

**(Choose from 14 sessions)**

**26E80: Building an Online Support Ecosystem as a Strategic Response to Enrollment Shifts**

*Bayou E*

*Chris Domes, President, Neumann University*



# All sessions and room names subject to change

*Alexandra Salas, Vice President Digital Learning and Innovation, Neumann University*

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. These shifts require institutions to expand their capacity and support to serve online students and working professional graduate students. This session will explore one university's response to the latest trends in enrollment and degree production, and the strategic response to higher education market shifts to build a sustainable, student-centric approach to grow enrollments and support new student populations.

## **26E81: Gamified: Using Slate Widgets to Make Graduate and Online Recruiting Fun and Effective**

**Bayou D**

*Ryan Ladner, VP of Enrollment, John Brown University*

This presentation will present the findings from a pilot project that used Slate widgets to gamify the graduate and online recruiting process. The gamification of this process provided structure to the admissions counselor role by adding a visual scoreboard that produced favorable conversion results.

## **26E82: How Strategic Family Engagement Helps Hit Enrollment Goals**

**Bayou C**

*Joel Pendergrass, Account Manager, CampusESP*

*John Massena, Associate Vice President Enrollment, Webster University*

Looking for new ways to hook your next cohort? Don't send them another email. Send one to their parents. Prospective families expect communication from the schools their students are considering at least once a week. And beyond that expectation, there's another reason to engage parents — students with connected parents are more likely to apply and enroll.

Join as the enrollment management team from Webster University shares how they build a multi-channel family engagement strategy, the tools and topics they have seen move the needle, and the results that have proved their ROI.

## **26E83: Roundtable Discussion: Measuring Student Success**

**Bayou B**

*Julie Bryant, Vice President for Student Success, RNL*

*Sherri Erkel, Vice President, Consulting Services, Student Success, RNL*

This interactive session will give you an opportunity to discuss how you are currently measuring student success at your institution along with initiatives you may want to implement. We will talk about your campus culture when it comes to data and brainstorm solutions around six guiding principles for effective student success efforts. Bring your ideas to share and your questions to learn more.

## **26E84: Designing the Ideal Program Portfolio**

**Bayou A**

*Brad Goan, Senior Advisor for Strategic Innovation, University of Montana*

*Jessica Ickes, Vice President, Market and Research Services, RNL*

# All sessions and room names subject to change

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 in academic program planning, from market research to enrollment projections to financial viability analysis.

## **26E85: Designing a Future-Proof CRM Strategy to Enroll Tomorrow's Students**

### **Canal A**

*Lawrence Levy, CEO, Enrollment Rx*

Can colleges and universities rely on legacy systems to recruit and enroll the students of the future? Will outdated software tools be able to reach applicants on new communication platforms, provide critical data integration with enterprise systems that are upgraded annually, and support ever-evolving operational requirements, even after staff turnover? Join us while we discuss how schools can best ensure a future-proof Constituent Relationship Management (CRM) technology strategy for recruitment and admissions.

## **26E86: The Road to Centralization: A Real-Time Experience**

### **Canal B**

*Carmen Barnhardt, Vice President, Student & Enrollment Services, Marshall B. Ketchum University*

*Dr. Reena Lichtenfeld, Assistant Vice President, RNL*

*Shane Pruitt, EdD, Executive Consultant, Enrollment Consulting Services, RNL*

Marshall B. Ketchum University offers terminal degree options in optometry, pharmacy, and physician assistant programs. As the university endeavored to develop an annual marketing and recruitment plan, it determined that centralizing the three independently operating admissions offices was critical to the institution's success. Session presenters will share the lived experience as they go through this change in real time and endeavor for a more centralized operation for recruitment and application management.

## **26E87: The Skills, Tools, and Core Competencies of Effective Enrollment Professionals**

### **Canal C**

*Lauren Way, Director of the RNL Certificate in EM, Bay Path University*

*Dr. Ron White, President Emeritus, Emmanuel College*

*Antonio De La Cruz Jr, Senior Undergraduate Admissions Counselor, University of Texas at San Antonio*

How do the most successful enrollment managers and leaders prepare themselves and their institutions to meet their challenges? In this session, you will explore the key skills, most relevant knowledge areas, and cutting-edge strategies that RNL experts have collected and infused into a unique career-building experience—the RNL Certificate in Enrollment Management. Attend to discover the best way to increase your own and your institution's ability to meet the challenges of changing student demographics, financial aid strategy, retention planning, technology expectations, enrollment marketing, and strategic planning initiatives.

## **26E88: Urban Universities: Mission, Challenges, and Opportunities**

### **Canal D**

*Dr. Kim Myrick, Vice President and Senior Consultant, RNL*

*Dr. Rich Klein, Vice Chancellor, University of Nebraska Omaha*

*Dr. Eric Stokes, Assistant Vice Provost, University of Memphis*

*Reggie Hill, Vice Chancellor for Strategic Enrollment, University of Missouri St. Louis*

# All sessions and room names subject to change

Urban universities face challenges and opportunities related to enrollment as the demography of prospective students continues to change. Join a panel of enrollment leaders at metropolitan campuses to learn more about the challenges they face and how they are finding opportunities for growth.

## **26E90: CFO Roundtable**

***Governor's Ballroom C***

***Lisa Browning, Executive Consultant, RNL***

***Brett Bradfield, President, University of Sioux Falls***

***Eric LaMott, CFO, Concordia St. Paul***

***Kim Craig, Vice President Enrollment Management, Concordia St. Paul***

***Jeff Gates, Senior VP for Enrollment & Marketing, Stetson University***

Join this roundtable discussion that will include leadership from four campuses who have successfully navigated some of the most recent challenges in the higher education industry. COVID, test optional, pricing strategies, academic program development, and revisions are just a few topics that will be discussed!

## **26E91: La Familia-Supporting Hispanic Families with Innovative and Inclusive Resources Throughout the Recruitment Process**

***Governor's Ballroom D***

***Raquel Bermejo, AVP for Market Research, RNL***

***Alicia Ortega, Vice President, Client Success, RNL***

***Annamarie Tellez, Director of Parent and Family Programs, University of Arizona***

Attend this session to learn about the latest research on recruiting Hispanic students and their families. How can campuses reach these students differently? What characteristics set them apart? What information do these families want and need? Are there different behaviors and preferences in the college planning process that should be considered when developing outreach and communication plans? This session will highlight best practices and winning programs that have made a difference in institutions across the U.S. You will leave with practical ideas and takeaways to help you meet the needs of these students and reach your enrollment goals.

## **26E92: Building Transformative Campus Partnerships and Data-Informed Ecosystems to Facilitate Student Success**

***Governor's Ballroom E***

***Tammy Wyatt, Vice Provost Student Success, University of Texas at San Antonio***

***Dr. Steve Wilkerson, Associate Vice Provost & Chief Analytics Officer, University of Texas at San Antonio***

***Dr. Heather Shipley, Sr. Vice Provost Academic Affairs & Dean of University College, University of Texas at San Antonio***

The University of Texas at San Antonio (UTSA) is a Carnegie R1, urban-serving, Hispanic-thriving institution deeply committed to student success and academic excellence. To meet the needs of its primarily Hispanic and first-generation students, UTSA has implemented institution-specific insights and a data-activated student success coalition charged with improving student success. During this session, learn how UTSA fostered an intentional and unified student success approach; leveraged institutional data to refine support for specific populations; and utilized technology platforms and dashboards that promote a campuswide data culture resulting in significant gains in

# All sessions and room names subject to change

retention and graduation rates as well as degrees awarded.

## **26E94: Students are Running our Lives!**

### ***Governor's Chamber A***

***Craig Whyte, Executive Director, Student Financial Support, Utah State University***

***Katie North, Executive Director, New Student Enrollment, Utah State University***

Enrollment management can be strategic and sophisticated, yet our customers use words like “bruh,” “dank,” “hype,” and “lowkey”. Student behavior has changed, but have you adapted your recruitment and financial aid strategies?

This session will review how Utah State University has:

- 1) interpreted data to understand their story
- 2) strategically implemented financial aid leveraging to support institutional outcomes, and
- 3) enhanced recruitment strategies to adapt to student’s changing demands.

Utah State University is a land-grant and R1 institution with 30 campuses/centers and an enrollment of 29,000 students.

**9:15-9:45 a.m.**

**Refreshment Break**

*Delta Ballroom BCD*

**9:20-9:40 p.m.**

**Vendor Theater Session**

**The Latest in Data-Driven Personalized Video for Graduate and Undergraduate Enrollment**

***Delta Ballroom BCD***

***Presented by Allied Pixel***

Data-driven personalized video is becoming the most compelling way to engage prospective students. Why? Perhaps, it’s because delivering dynamic content that is relevant to each student can increase the likelihood of students to enroll at your institution.

In this session, we’ll take a quick look at how institutions are utilizing personalized video throughout the enrollment journey as a powerful tool to engage their audiences, create deeper connections, and attract new students.

Discover how to:

- Leverage data and media assets you already have to create customized and compelling personalized videos throughout the enrollment process for graduate and undergraduate students and for prospective student-athletes
- Deploy videos at-scale or individually on-demand from data on your inquiry form or application for admission
- Build a successful video campaign that includes strategy, creative, production, deployment, and measurement

**9:45-10:45 a.m.**

**Breakout Sessions**

**(choose from 14 sessions)**

**26F80: Flexibility, Transparency, Empowerment: The Essentials of Great Partnerships**

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## **Bayou E**

**Aaron Mahl, PhD, Senior Vice President, Graduate and Online Partnerships, RNL**

Given the regulatory challenges confronting OPM's, many campuses are re-thinking their long-term, high revenue share agreements and considering how to maximize enrollment in a "post-revenue-share" world. Institutions want a real partner. We know this because in 2020 we asked campus partners what they needed in a graduate and online strategic partner. The results were clear: Radical transparency, empowering technology, and complete flexibility resulting in a transformational partnership.

Whether you're off-boarding an OPM partnership or desire to grow programs internally, this session will equip you to make the best possible choices. We will review the questions to consider as you make decisions and then how to implement best practices to ensure success. RNL will provide insight on the data we analyze, the institutional offices we coordinate with, and provide examples of the result we've produced for partner institutions. We will also provide examples of full-funnel dashboards, media planning tools, SEO analyses, and market insights we provide for our partners.

## **26F81: Leveraging ForecastPlus Scoring Throughout the Enrollment Funnel**

### **Bayou D**

**Andrew Bressette, Vice-President for Enrollment Management, Berry College**

**Glenn Getchell, Executive Consultant, RNL**

**Andy Baker, Vice President & Senior Consultant, RNL**

Berry College has used ForecastPlus inquiry scoring for several years at all stages of the enrollment funnel. Leveraged properly, this tool has helped increase their applicant pool by 60 percent and led to three successive years of record-breaking first-year enrollment. A quick overview of the inquiry model will be presented followed by strategies the college has successfully deployed to leverage these scores across all stages of the recruitment funnel. Specific strategies will include using the scores to optimize counselor travel, focus counselor outreach, drive visits and FAFSA completion, evaluate lead generation sources, and optimize the marketing communication flow.

## **26F82: Minority Recruiting in a Small(ish) Town**

### **Bayou C**

**Raphel Robinson, Director, Admissions & Student Recruitment, College of Central Florida**

**Marissa Brown, Manager, Admissions & School Relations, College of Central Florida**

**Keith Bracey, EOC Coordinator, College of Central Florida**

Are you looking for ways to increase minority enrollment but limited on extending your reach? This presentation will explain how a state college utilizes partnerships with its local school district and community organizations. Recognize why it is important to evaluate internal/external relationships and barriers and how they play a key role in your approach to minority recruitment. Gain skills to increase visibility and create better relationships to lay a foundation for growth in minority student recruitment and enrollment. Discover how utilizing these tools and more will assist in your efforts in reaching minority populations.

## **26F83: Personalization for Student Success — Buck the Overcomplication Trend. Get It Done With 6 Actionable Steps**

### **Bayou B**

**Ed Braddock, Chief Customer Officer, Squiz**

**Jennifer French, Vice President of US Sales and Global Partnerships, Squiz**

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Discover the potential of personalization to boost enrollment and foster a connected student experience. In reality, while personalization is a top priority, many institutions struggle to deliver. It's not your fault – higher education is dealing with lean teams, heavy workloads, and a fragmented tech stack.

Join us if you want to buck the trend. This solution-oriented session shuns overpromises and shiny brochureware. Instead, get 25 years of hard-earned guidance on making personalization delivery practical. Walk away with 6 steps to getting your student personalization project going, and quickly. Bonus: Attendees get a comprehensive guide with templates to action the steps shared.

## **26F84: Co-Creating a SEM Culture Through Cadence and Care**

**Bayou A**

*Robin Lund, Dean for Student Success, Northwest Vista College*

*Dr. Janie Scott, Director of Strategic Initiatives, Northwest Vista College*

Congrats! You've created a Strategic Enrollment Management Plan. Now it's time to deploy and integrate it into your college's culture. Come co-create with us as we share strategies on how to keep your SEM Plan alive and well beyond the first year.

## **26F85: RNL Student Search & Enrollment – A Fresh Approach to Building Demand and Sustainable Enrollment**

**Canal A**

*Andrea Gilbert, Chief Solutions Officer, RNL*

*Alicia Ortega, Vice President, EMGO Client Success, RNL*

*Jason Isaac, Creative Director, RNL*

Learn more about how RNL's Student Search & Enrollment strategically builds demand and drives student conversion across the full enrollment funnel. RNL's suite of modeling produces a hyper focus target on the most likely to enroll prospective students, while also leveraging robust digital strategies to capture and convert stealth student audiences. Student Search & Enrollment combines powerful modeling, qualification surveys, award-winning creative, and omni-channel outreach to meet campus enrollment objectives.

## **26F86: Developing an Agile Enrollment Management Structure and Culture**

**Canal B**

*Boyd Bradshaw, Vice President for Enrollment Management, Towson University*

*Alejandra Sosa Pieroni, Georgia Southern University*

The need for strategic enrollment planning to create a data-informed campus culture is a must to succeed in today's volatile environment. During this session, you will learn how a continued strategic enrollment planning process can help you bring the campus together to optimize enrollment, meet revenue goals, and advance your institution's mission.

## **26F87: Increase Access and Affordability to Grow Enrollment by Leveraging Financial Aid**

**Canal C**

*Tom Halligan, Director of Undergraduate Admissions, Concordia University St. Paul*

*Derek Flynn, Vice President, Financial Aid Services, RNL*

*Jared Christensen, Associate Vice President of Client Service, Ardeo Education Solutions*

# All sessions and room names subject to change

The cost of college tuition in America continues to rise and has created significant barriers for students and families. Concordia University, Saint Paul (CSP) has taken important steps to ensure college is affordable and accessible for all. We will discuss how CSP proactively manages the financial aid process to display their commitment to affordability for all. We will also discuss how CSP has partnered with RNL and Ardeo to further close the gap for students and families seeking a college degree.

## **26F88: Applying Graduate Student Motivations, Attitudes, and Decision Making to Outreach** **Canal D**

*Scott Jeffe, Vice President, Research-Graduate and Online, RNL*

*Nate Mouttet, Vice President, Graduate and Online Partnerships, RNL*

*Phil Cavalier, Interim Chancellor, UT Martin*

RNL just completed a survey of more than 1,500 prospective graduate students. In that survey, we focused on better understanding what motivates graduate students to enroll, how they make their decisions, and what effect cost has on their decisions. The research also looks at the various personas within the graduate market. In this session, we will present findings and discuss how they should be applied to recruitment strategy.

## **26F90: Enhancing the Student Learning Experience Through AI and Virtual/Augmented Reality** **Governor's Ballroom C**

*Abram Hedtke, Executive Director of Professional and Continuing Education, St. Cloud State University*

*Emily Wood, Director of Instructional Design, RNL*

*Andrea Carroll-Glover, Vice President and Sr. Consultant, RNL*

The last 18 months have brought a sea change of technological advances in artificial intelligence (AI), virtual reality (VR), and augmented reality (AR). As university leaders, we can leverage technology to meet student expectations and differentiate our online programs. We'll discuss the power of incorporating AI and AR/VR-driven experiences to enhance online student learning, engagement, retention, and success. In this audience-driven, interactive session, attendees will be invited to share ideas and brainstorm ways to support innovation at their institutions.

## **26F91: JSU R.O.A.R.: Re-envisioning Orientation, Advising, & Retention** **Governor's Ballroom D**

*Mitchell Shears, Associate Vice President for Student Success & Executive Director of Title III, Jackson State University*

*Dr. Kristina Phillips, Executive Director of QEP and General Education, Jackson State University*

*Dr. Brandi Newkirk-Turner, Associate Provost, Jackson State University*

Jackson State University, an HBCU and Mississippi's only urban university, is generating momentum for its SACSCOC Quality Enhancement Plan (QEP), Re-Envisioning Orientation, Advising, & Retention (R.O.A.R.). JSU's R.O.A.R. five-year plan consists of goals, objectives, and strategies designed to ultimately increase the retention rate of first-time, full-time freshmen. The strategies outlined in JSU R.O.A.R. ensure that first-time, full-time students receive the necessary tools to be successfully retained.

## **26F92: 3, 2, 1, Liftoff: Counting Down the Steps to Launch Successful Digital Advertising Campaigns** **Governor's Ballroom E**



# All sessions and room names subject to change

*Vaughn Shinkus, VP & Sr Consultant Account Management EM, RNL*

*Lori Cannistra, Senior Client Success Director, RNL*

Looking to understand what it takes to launch a new lead generation campaign to boost enrollment? Join Duke University and RNL as they share what their journey looked like from start to finish to launch a new lead generation campaign for new academic programs, sharing unique perspectives and unexpected discoveries about audience and messaging development, channel strategy, and lead time.

## **26F94: Creating Connections with the SSI: Linking Results to Action and Improvement at a Community College**

***Governor's Chamber A***

***Gabe Estill, Associate Dean of Instruction, Wilbur Wright College***

Wilbur Wright College saw its Student Satisfaction Inventory (SSI) scores improve from 2019 to 2022, even amidst a global pandemic. The college has been intentional in its concerted effort to use the results to drive improvement, involve a cross-section of stakeholders, including students, in follow-up plans, and connect the results to reaccreditation, strategic planning, and faculty development. This session will break down how to go from needing data on the student experience, using that evidence to drive improvement, and linking the data to other strategic initiatives at a community college.

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

**Break**

**11:15 a.m.-12:30 p.m.**

**Keynote Panel Session**

***Delta Ballroom A***

***Dr. Marjorie Hass, President, Council of Independent Colleges***

***Dr. Terrence Ramon Stuart, President, West Virginia University Institute of Technology***

***Dr. Ryan Gower, Chancellor, Illinois Eastern Community Colleges***

***Dr. Roslyn Clark Artis, President, Benedict College***

***Dr. Eileen Hulme, Chancellor, Indiana Wesleyan University-National and Global Campus***

***Moderator Dawn Hiles, Chief Business Development Officer, RNL***

***Moderator Todd Abbott, SVP Campus Partnerships, RNL***

In this engaging panel discussion, a distinguished group of college presidents will come together to share their valuable insights and perspectives on leading higher education institutions into the future. Drawing from their diverse experiences and backgrounds, the panelists will explore the challenges, opportunities, and innovative approaches involved in guiding colleges through a rapidly evolving educational landscape. From addressing the needs of a changing student body to navigating budgetary constraints and fostering academic excellence, these seasoned leaders will discuss strategies for ensuring the success, relevance, and sustainability of their respective institutions. They will also examine the role of technology, partnerships, and community engagement in advancing the mission of higher education. Attendees will gain a deeper understanding of the strategic decision-making, visionary leadership, and forward-thinking initiatives required to shape the future of higher education. Join us for an enlightening and inspiring discussion as these college presidents share their collective wisdom and insights, providing a roadmap for the transformation and advancement of higher education.

# All sessions and room names subject to change

**12:30-1:45 p.m.**

**Hosted Lunch**

*Delta Ballroom A*

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

**Breakout Sessions**

**(Choose from 14 Sessions)**

## **26H80: The 2023 Family Engagement Study: What 12,000+ Parents of Prospective Students Shared**

**Bayou E**

*Raquel Bermejo, AVP for Market Research, RNL*

*Dave Becker, President and CEO, CampusESP*

More than 12,000 families of prospective college students participated in our survey in 2023. The results are in, and they are exciting! Learn how your team can use this information to create a state-of-the-art communication strategy to reach and engage prospective families. You will learn which channels you should use and how frequently you should communicate with prospective families. You will also learn what information they are looking for and, most importantly, what you can do to remove barriers that keep families from accessing college planning information.

## **26H81: Developing Scalable In-House Marketing/Recruitment That's Both Automated and Personalized**

**Bayou D**

*Jon Korhonen, Assistant Dean of Admissions, Boston University Metropolitan College*

*Andrew Stearns, Admissions CRM Manager, Boston University Metropolitan College*

*Dana Niland, Assistant Director of Admissions, Boston University Metropolitan College*

Hear how Boston University's Metropolitan College has successfully developed an in-house marketing and recruitment operation over the past six years to bolster graduate student enrollment. With a consultative, advising-based approach in coordination with an automated communication strategy, learn how your outreach efforts can stay personalized to meet the needs of a wide and diverse demographic of students. This session includes a discussion of recruitment conversation models, campaign timing strategy, communication modalities and tactics, and event and engagement opportunities for prospective students.

## **26H82: RNL Student Success: Using Motivational Data to Improve Student Success**

**Bayou C**

*Brandi Phillips, Executive Consultant, Student Success Solutions, RNL*

Motivational data shed light on the academic and non-academic needs of your students. RNL's Retention Management Surveys (RMS) allow you to identify students who are most at-risk and receptive to campus support. Improve advisor- student communications and impact retention initiatives through data-informed results that are immediately available for incoming freshmen, second-year students, transfer students, and graduate learners.

## **26H83: Stop, Collaborate, and Listen: Partnership Between Enrollment Events and Communications**

**Bayou B**

# All sessions and room names subject to change

*Vanessa Quiroga, Executive Director of Community Partnerships & Campus Visit Experience,  
Texas A&M University-San Antonio*

*Courtney Baxter, Senior Manager of Enrollment Marketing & Communications,  
Texas A&M University-San Antonio*

Welcoming future students to an open house on your campus is a mandatory recruitment strategy. However, are you optimizing all your resources to execute the best event? In this session, Texas A&M University-San Antonio will share best practices for strategic collaborations, additional resources for marketing and communication, and tactics to utilize your event data to maximize your future student programming.

## **26H84: Play to Win! Ensuring First-Generation Student-Athlete Success**

**Bayou A**

*Eric Groves, Senior Vice President, Campus Partnerships, RNL*

*Dr. Adam Cocco, Department of Health & Sport Sciences Assistant Professor,  
University of Louisville*

*Alan Grosbach, Director of Return on Athletics®, National Association of Intercollegiate Athletics*

First-generation students face unique stressors, which contribute to this population being more than twice as likely to leave school within three years after enrollment compared to their non-first-generation peers. However, is it the same for first-generation student-athletes? One could argue that student-athletes face different expectations and stressors relative to the general student population. This session examines the results of a recent study that explored factors related to first-generation student-athlete retention while also looking at the practical side of supporting first-generation student-athletes in their college experience.

## **26H85: What Women Want (and Men): Credit For What They Know**

**Canal A**

*Reena Lichtenfeld, Assistant Vice President, Consulting Services, RNL*

*Dr. Dana Ague, Manager, Office of Degree Acceleration, Walden University*

Credit for Prior Learning (CPL) has been around for decades. While many institutions have CPL policies, they do not necessarily use CPL for marketing, recruitment, or retention purposes. About eight years ago, Walden University took steps to develop the Office of Degree Acceleration and leverage the CPL policies that already existed to better attract and retain students. The data collected over the past several years provide compelling evidence for institutions to take similar steps at their own campuses in order to make impact on their own recruitment and retention results.

## **26H86: RNL Envision: Maximizing Your Ability to Optimize Lead Generation Performance and Attribution Through State-of-the-Art Reporting Capabilities**

**Canal B**

*Bob Stewart, Vice President, Graduate and Online Solutions, RNL*

Campuses and programs have lacked a single solution that can bridge the gap between marketing management, enrollment technology, and enrollment growth planning. RNL Envision fills that gap. It's the unique higher education enterprise SaaS that combines marketing, enrollment, and technology into one platform. That's why it also powers our RNL Enable solutions for graduate and online enrollment!

## **26H87: RNL Enable – Optimizing Your Communication, Engagement and Nurturing Capabilities**

# All sessions and room names subject to change

## **to Drive Enrollment Success**

### ***Canal C***

***Kelsey Freidel Nelson, Associate Vice President, Partner Engagement, RNL***

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

Learn more of how Enable partners leverage RNL capabilities, experience, and expertise to receive a combination of marketing, enrollment, academic, and retention support for degree programs geared toward online graduate, adult, and non-traditional students. Through the RNL Enable service, schools bring on RNL as an extension of their campus, immediately enhancing and optimizing recruitment strategies to drive sustainable programmatic and enrollment growth. Our team works seamlessly with our partners to deliver best-in-class inbound/outbound outreach and engagement via multiple mediums, as well as support throughout the student life cycle. RNL Enable's unique approach of being enrollment-focused, rather than being driven by lead generation, is an omnichannel approach leveraging strong in-house services, and our strategic agility to meet institutional goals makes Enable the go-to service for institutions looking to significantly and expeditiously enhance their capabilities to drive meaningful change and growth in their enrollment strategies.

## **26H88: Strategies for Multicultural Career Counseling and the Recruitment of Minority Career Practitioners**

### ***Canal D***

***Ruben Britt, Assistant Director, Rowan University***

***Shirley Farrar, Career Counselor, Rowan University***

With the changing demographics in public education, it is imperative for educators to be equipped with the necessary tools for understanding cultural literacy and its importance for providing equitable career counseling. The scope of the presentation will afford participants the opportunity to re-examine the role and responsibilities of a career counselor and the need for multicultural representation within underserved communities. Participants will engage in a self-reflection activity that addresses cultural illiteracy, stigma, predominant privilege, and personal bias. The presenters will also provide recruitment strategies for creating a pipeline for recruiting and mentoring underrepresented career practitioners.

## **26H91: Affiliations, Partnership, Collaborations, Mergers, and Acquisitions....Oh My!**

### ***Governor's Ballroom D***

***Dawn Fortin Mattoon, Executive Consultant, RNL***

Post-pandemic realities are creating a new trend for higher education that was previously reserved for the corporate sector. The new trend is driven by declining enrollment that is exacerbated by rising tuition costs, a student loan crisis, perceptions of decreasing value of college and university credentials, and new certification alternatives to postsecondary degrees. This session will review the increasing rates of external affiliations, private-public partnerships, collaborations, mergers, and acquisitions. This interactive session will include audience experience and frameworks to ensure that external engagement is leveraged strategically.

## **26H92: The Student Aid Index: Shifting Our Thinking on Financial Aid Eligibility**

### ***Governor's Ballroom E***

***Ann Cools, Executive Consultant, RNL***

***John Mueller, Executive Consultant, RNL***

Changes are coming to student aid! A streamlined Free Application for Federal Student Aid (FAFSA) will be

# All sessions and room names subject to change

implemented and the Expected Family Contribution (EFC) will be replaced with the Student Aid Index (SAI) beginning with the 2024-25 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.

## **26H94: Perceptions of College Faculty Toward Student-Athletes at Small, Liberal Arts Institutions**

***Governor's Chamber A***

***Andrew Watson, Client Success Director, RNL***

A common enrollment strategy at small, liberal arts institutions is to build student enrollment by adding athletic programs. What is not always fully understood is how college faculty experience the increasing number of student-athletes in their classrooms. The purpose of this session is to share with other enrollment professionals the insights, beliefs, and attitudes of college faculty toward this enrollment strategy. The information presented in this session builds upon the doctoral dissertation of the presenter.

**3:00-3:30 p.m.**

***Delta Ballroom BCD***

**Refreshment Break**

**3:05-3:25 p.m.**

**Vendor Theater Session**

**The Power of Community Engagement in the Palm of Your Hand**

***Delta Ballroom BCD***

***Presented by ZeeMee***

Come learn how colleges and universities are leveraging student led social engagement to keep the admissions conversation going 24/7 and drive conversion at every step of the enrollment funnel.

**3:30-4:30 p.m.**

**Breakout Sessions**

**(Choose from 14 sessions)**

**26J80: E-Expectations Series: Engaging Prospective Students Through Virtual Experiences and Video Content**

***Bayou E***

***Vaughn Shinkus, VP & Sr Consultant Account Management EM, RNL***

***Jonathan Clues, CEO, StudentBridge***

In today's competitive enrollment landscape, it is essential that institutions connect with high school students and their parents in meaningful ways. During this 2023 E-Expectations series session, we'll discuss how visual media and experiences drive interest and engagement among prospective college students. And we'll demonstrate how marketing and enrollment teams can effectively leverage video and virtual experiences as critical components of their undergraduate marketing strategies.

# All sessions and room names subject to change

## **26J81: Creating a Healthy Goal-Driven Culture**

**Bayou D**

*Michael Ritter, Senior Vice President, RNL*

*John Massena, AVP for Enrollment, Webster University*

The admissions office is one of the most measurable (and measured) offices on campus, which can be both a blessing and a curse. Goals are a part of life in admissions, so we will discuss that reality and how best to leverage it into creating a positive, productive culture in the office. During this session, we will discuss strategies for best using the setting and tracking of goals to positively impact long-term performance, and include a framework for using different types of goals to keep staff motivated regardless of the time of year and whether we are ahead of or behind targets.

## **26J82: First-Generation Student Success**

**Bayou C**

*Brandi Phillips, Executive Consultant, Student Success Solutions, RNL*

*Dr. Ronda Westry, Assistant Vice President of Student Affairs/Student Success Units & Director of Retention, Alabama State University*

This session will focus on current data and trends in first-generation student success. We will discuss strategies for identifying the needs of first-gen students, resources to help them persist, and the development of effective programming to increase their success.

## **26J83: We Have Your Back: An Integrated Approach to Melt and Retention**

**Bayou B**

*Aaron Basko, AVP Enrollment Management, University of Lynchburg*

*Jennifer McMahon, Vice President and Senior Consultant, RNL*

Institutions typically see melt as an admissions problem and retention as a problem for student success, but what if they are actually the same issue pre-enrollment and post-enrollment? This session will explore how to apply the Gallup-Purdue Index's Big Six strategies for student success to build a solution for student attrition. Learn how shifting your student success culture to focus on two primary strategies can engage your campus, empower your students, and yield results.

## **26J84: The 2022 RNL Discounting Report and 7 Factors That Influence Your Tuition Discount Rate**

**Bayou A**

*Galen Graber, Vice President, Consulting Services, RNL*

This session will highlight the data available in the 2023 RNL Discounting Report, and then using that underlying data, we will take a deep dive into the factors that influence discount rates. The discounting report covers data for both private and public institutions as well as data for transfer students.

## **26J85: Operational Excellence for Higher Education—A Case Study**

**Canal A**

*Joe Scherrer, Executive Director, Professional Education, Washington University in Saint Louis, McKelvey School of Engineering*

# All sessions and room names subject to change

Operational Excellence is an approach to business management that emphasizes continuous improvement across all aspects of the business and within all business processes by creating a culture where management and employees are invested in business outcomes and empowered to implement change. Although OpEx originated in the manufacturing industry, its principles can be applied profitably to all sectors, including higher education. This session will focus on:

- How the use of OpEx methods can improve professional education operations, including enrollment management
- How a well-developed strategic plan can drive enrollment and tuition growth and cultural change
- How data-driven decision-making and tracking can help ensure performance and progress toward goals stays on track

## **26J86: How to Attract Transfer Students With Credit Calculators**

### **Canal B**

*David Cook, Founder and CEO, DegreeSight*

*Greg Baker, President, DegreeSight*

The transcript evaluation has evolved. For years, this process has been overwhelming for students, leading to a negative experience before they even begin their educational journey. It can take weeks to complete and is often only available to applicants and accepted students. With the growing number of first-time freshmen coming in with credit as well, the transcript evaluation is no longer just for transfers. Credit Calculators can give informed feedback in minutes, right when the student wants it. Join us for a conversation about how students, enrollment officers, and registrars are loving the experience of a Credit Calculator.

## **26J87: Innovation and Sustainability for Graduate and Online Programs**

### **Canal C**

*Andrea Carroll-Glover, VP + Sr. Consultant, RNL*

*Kelsey Freidel Nelson, AVP, Partner Engagement, RNL*

*Zachary Rhodes, Director, Client Success, RNL*

*Francesca Reed, Vice President for Enrollment Management and Marketing, Neumann University*

With the market shifting, many institutions are seeking new and innovative approaches to keep up with the changing landscape of graduate and online learning. We will be exploring strategies and tactics across the student life cycle, including marketing strategies, program development, and student retention. Join us for a conversation featuring institutions from varying markets who have found effective methods to develop their online growth and support future sustainability.

## **26J88: Engaging for Student Success: Fostering a Sense of Community With Online Graduate Learners**

### **Canal D**

*Marcus Phillips, Associate Director, Recruitment and Admission, University of Illinois Gies College of Business*

*Kate Deering, Assistant Director, Recruitment and Admissions, University of Illinois Gies College of Business*

*Rachel Ward, Assistant Director, Operations, University of Illinois Gies College of Business*



# All sessions and room names subject to change

Developing engaging and student-focused programming for online graduate learners can be challenging. We have identified successful strategies for building community among online graduate students in our online programs. During this session, we will discuss various strategies, student testimonials, and outcomes that have positively affected student and online graduate programs.

## **26J90: How to Consume Data and Knowledge From Multiple Social Media Platforms to Better Engage With Today's Students**

***Governor's Ballroom C***

***Presented by Gigg***

Learn how to consume data and knowledge from multiple social media platforms to better engage with today's students.

## **26J91: How to Grow Your Online Footprint— OPMs, Options, and Alternatives from the Perspective of Public Universities**

***Governor's Ballroom D***

***Nate Mouttet, Vice President, Graduate and Online Partnerships, RNL***

***Suzana Diaz Rosencrans, Assistant Vice Provost for Academic Innovation, University of Texas, San Antonio***

***Chelsea Hoffman, VP for Graduate and Online Solutions, RNL***

***Godfrey Gibbison, Dean of Extended Learning and Global Programs, California State University***

All the indicators say that online enrollment has become fundamental to a growth strategy. Now what? Hear how our panelists are overcoming the headwinds of innovation at public universities. Join us to learn how they navigate state regulations, budget constraints, and competition with mega-universities.

## **26J92: Creative Ways to Deliver FinAid in the Digital Era**

***Governor's Ballroom E***

***Jen Sekol, Senior Consultant, Online Engagement Tools, RNL***

***Tom Mikowski, VP of Higher Education Partnership, Allied Pixel***

College bound students rate video as one of the most influential resources for college search. Learn how to stand out from the competition by communicating financial aid offers in a compelling way. In this session we will discuss how you can use video to facilitate students' understanding of affordability and value, help demystify college costs, and enable them to make informed decisions. You will learn how we turn your financial aid data into a fully branded, personalized video that guides students to clear next steps; and see how this will support your yield and melt reduction efforts.

**5:00-6:00 p.m.**

**RNLNC Happy Hour  
Keynote Experience**

***Delta Ballroom A***

Kick back with a signature RNLNC cocktail while being immersed in a truly Nashville experience as Grammy award-winning song writer Jimmy Yeary leads an unforgettable performance. Filled with storytelling and audience interaction, you will leave inspired and with a custom song based on RNLNC audience participation!

**6:00 p.m.**

**Free Evening to**

**All sessions and room names subject to change**

**Enjoy Nashville**

# All sessions and room names subject to change

## Thursday, July 27, 2023

**7:00-7:30 a.m.**

**National Conference**  
**Rise and Shine Meditation**  
*Canal A*

Join **Julie Bryant** for a 30-minute morning meditation session to start your day right. No previous meditation experience required. This session will introduce breathing techniques to calm your mind and will include a few stretches you can do throughout your day to keep you comfortable and focused throughout the sessions. No special clothing or yoga mats required. Come in your conference attire and sit comfortably in the meeting room chairs.

**7:00-8:00 a.m.**

**Breakfast**  
*Delta Ballroom BCD*

**7:00 a.m.-1:45 p.m.**

**RNLNC Registration Check-In**  
*Delta Ballroom BCD*

**7:00 a.m.-1:45 p.m.**

**Exhibit Area Open**  
*Delta Ballroom BCD*

**7:40-8:00 a.m.**

**Vendor Theater Session**

**Using Modeling to Help Inform Strategic Decisions**

*Delta Ballroom BCD*

*Presented by RNL*

Join us to discuss using modeling in ever day enrollment decisions throughout the funnel. What data should you be collecting to help inform strategy? RNL has used modeling for 40 years as the foundations to the everchanging Higher Ed landscape.

**8:15-9:15 a.m.**

**Breakout Sessions**  
**(Choose from 14 sessions)**

**27K80: Say What? Meeting the Communication Expectations of Today's Gen Zs**

*Bayou E*

*Sarah Keating, Senior Associate Consultant, RNL*

Meeting the demands of today's prospective students—the first generation to grow up with access to the internet and digital technology—means that campus communication and marketing teams must understand what this generation wants in terms of communication. Specifically, this means your campus outreach plan must be purposeful, include meaningful interaction, be transparent, include a strong social presence, and be a mobile-friendly experience. This session will include an overview of communication best practices focusing on these needs and give guidance on how to craft a high quality communication plan capable of being delivered from your CRM.

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## **27K81: The Student Achievement Collaborative: A Holistic Approach to Student Success**

### **Bayou D**

*Janet Anderson, Sr. Assoc. Vice President/Sr. Vice Provost, Utah State University*

*Heidi Kesler, Executive Director for Retention, Utah State University*

In 2019, Utah State University formed the Student Achievement Collaborative as an initiative-based entity with the goal of removing systemic barriers to success and increasing USU's retention rate. The Collaborative brings together boots-on-the-ground leadership from both the academic and operations sides of the university. This presentation will feature the Sr. Associate Vice President/Sr. Vice Provost who leads the Collaborative as well as the Executive Director for Retention. They will share the organizational approach and data-informed strategies implemented by USU to improve the student experience and increase the retention rate at USU over the past four years.

## **27K83: Enrollment + Marketing = Enrollment Marketing YASSIFIED**

### **Bayou B**

*Mary Beth Marks, Executive Director for Enrollment Marketing, University of the Pacific*

*Sarah Bergez, Director of Marketing, The University of New Orleans*

We often hear marketing has no idea about admissions and recruiting and vice versa. Inspired by a higher ed marketing expert's LinkedIn post, this session demystifies the relationship between marketing and enrollment by demonstrating to participants how to set, measure, and review shared goals between enrollment and marketing for enrollment gains.

## **27K84: Meeting the Needs of Online Students - An Institutional Imperative**

### **Bayou A**

*Scott Jeffe, Vice President, Graduate and Online Research, RNL*

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

Online students now comprise nearly as much of the graduate market as do classroom students, and at the undergraduate level they are less than 1 million students behind. Other data from IPEDS indicate that we have been undercounting students who choose to enroll in all online courses by more than 2 million students. This makes growing online enrollment an imperative for many institutions that want to see growth over the next several years. In this session, we will first explore these data trends, and then discuss RNL's groundbreaking research on the preferences and expectations of online students and how these findings can be applied on campus to help institutions maximize their online footprint.

## **27K85: Using the Right Data at the Right Time to Make the Right Decisions**

### **Canal A**

*Tami Selby, Vice President for Enrollment Management, Chadron State College*

*Dr. April Bush, Vice President and Sr Consultant, RNL*

College is not the same today as it was five years ago, nor will it be the same five years from now. As a result, we have to currently evaluate data to make strategic decisions to impact enrollment and net revenue. Are you using data to evaluate what you should keep doing, what you should stop doing, and what you should do more of? Data provide a great way to inform your strategy, get buy-in from other stakeholders, and more. Today's student is changing and we have to adapt to these changes to continue to see growth in strategic areas such as first-generation students, transfer students, and students of color. Attend this session to learn more about how we use data to impact our

# All sessions and room names subject to change

enrollment strategies.

## **27K86: Onboarding with Intention: Supporting our Men of Color**

### **Canal B**

*Chaye Pena, Interim Dean of Student Success, San Antonio College*

*Alexandra Tray, Senior Advisor of Student Success, San Antonio College*

Nationwide, enrollment for men of color is declining at alarming rates. San Antonio College has developed a Men of Education Program focused primarily on the onboarding and first-year success of men of color. Armed with support services tailored for their needs and a learning community in their freshman seminar, men are being set up for success with a solid foundation under their feet.

## **27K87: Enhancing Lead Generation with RNL's Digital Lead Generation Capabilities**

### **Canal C**

*Erin Minsart, Vice President for Integrated Media, RNL*

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

Understand how RNL's Digital Lead Generation expertise, experience, and approach provides campus partners with a distinct competitive advantage in attracting, recruiting, and enrolling graduate and online students. Using a data-informed, persona-based approach, RNL optimizes any institution's lead generation capabilities by attracting a larger number of qualified leads through a more deliberate and targeted approach. Partners also leverage, to their benefit, RNL's preferred status and relationships with Google, Facebook, LinkedIn, among the many we have that in turn help our campus clients reach sustainable enrollment success.

## **27K88: RNL Student Success: Systematic Student Satisfaction Assessment**

### **Canal D**

*Shannon Cook, Executive Consultant, Student Success Solutions, RNL*

*Dr. Jean-Noel Thompson, Executive Vice President, Harding University*

Students' perceptions of their experience at your institution is their reality. Student-centered campuses assess students to identify priorities and perceptions of how the campus is performing. For 25 years, RNL's Student Satisfaction Inventory has set the standard for student satisfaction assessment. In this session you will learn our systematic assessment approach to capturing perceptions, how to overcome barriers for administering assessments, best practices for higher response rates, and specifically how Harding University engaged their entire university community to effectively use survey data for manageable action strategies. Who should attend? Institutional researchers, student affairs, academic affairs, enrollment managers, and accreditation officers.

## **27K90: Money, Money, Money: Using a Funding Model to Guide Decision Making and Program Growth**

### **Governor's Ballroom C**

*Edwin Blanton, Assistant Vice Provost, University of Texas at San Antonio*

*Dr. Melissa Mahan, Associate Vice Provost, University of Texas at San Antonio*

*Bob Stewart, Vice President, Graduate & Online Solutions, RNL*

There are a wide array of ways to deliver professional and continuing education programs and having all the different options can be overwhelming, especially when you have financial goals that must be met. To aid in our decision-

# All sessions and room names subject to change

making processes, we developed funding models that are used as a guide throughout our program development process to make for easier decision-making; they also help ensure that financial goals are met. During this session, we will present the pros and cons of each model, the process for developing funding models, and how participants can apply them at their institutions.

## **27K91: Leveraging Partnerships to Scale Enrollment**

***Governor's Ballroom D***

***Brittany Sansagraw, Assistant Vice President of Online & Graduate Enrollment,  
Missouri Baptist University - Saint Louis, MO***

***Bryce Chapman, Vice President of Enrollment, Marketing, & Communications,  
Missouri Baptist University***

***Joel Lindsey, Director of University Communications, Missouri Baptist University***

Do you work for an enrollment-driven institution seeking to grow online enrollment? Have you considered launching or expanding corporate partnerships to contribute to online enrollment growth? This session will explore how a private institution leveraged corporate/organizational partnerships, including a subscription-based model, to contribute to online enrollment growth and create visibility throughout its community.

## **27K92: Enrollment Manager's Panel: How Has the "New Normal" Environment Changed Financial Aid Practices?**

***Governor's Ballroom E***

***Jennifer Wick, Vice President, RNL***

***Sarah Coen, Vice President of Strategic Initiatives and Enrollment Management,  
Office of the President, Transylvania University***

***Latoya Jenkins, Vice President for Enrollment Management & Student Experience,  
University of Maryland Eastern Shore***

***Nick Stevens, Vice Provost for Enrollment Management, University of Kansas***

We'll cover two major topics:

- 1) adapting strategies to achieve diversity goals in the current climate (especially in light of the Supreme Court ruling on race-conscious admissions policies) and
- 2) preparing for the upcoming changes to the FAFSA (timing, SAI versus EFC, planning for possibly more Pell eligible students, etc.).

**9:15-9:45 a.m.**

**Refreshment Break**

***Delta Ballroom BCD***

**9:20-9:40am**

**Vendor Theater Session**

**Better Together: How the New StudentBridge Helps You Achieve More**

***Delta Ballroom BCD***

***Jonathan Clues, Founder & CEO, StudentBridge***

*Peanut butter and jelly. Pen and paper. Gloves.* Some things are just better together — like StudentBridge and Full Measure. This merger fuses authentic storytelling with industry-leading technology, personalized digital experiences, and data-rich student profiles to create an unparalleled one-stop-shop approach to help higher education admissions

# All sessions and room names subject to change

and enrollment teams achieve more. In this session, discover how the new StudentBridge's services, solutions, and latest innovations can help you get (and stay) ahead of the competition.

**9:45-10:45 a.m.**

**Breakout Sessions  
(Choose from 14 sessions)**

## **27L80: Strategy in the Midst of Chaos: Pursuing a Bold Path for Success**

**Bayou E**

*Sarah Coen, Vice President of Strategic Initiatives and Enrollment Management,  
Office of the President, Transylvania University*

To say that higher education is in the midst of unprecedented change, stress, and speculation is clearly stating the obvious. What should also be obvious is the need for colleges to consider a different approach, yet that seems very difficult to do. During this session, the presenter will share how one campus has worked to maintain a position of strength during these challenging times. Time will be spent discussing organizational structure, market position, working with vendors, internal communication, and approaches to strategic enrollment growth. The session will include what worked well, as well as what did not work well, so that you can avoid similar pitfalls. The presenter brings a unique perspective as a senior campus leader, former consultant, and senior executive on the vendor side.

## **27L81: The Adult Learner Life Cycle From Admissions to Professional Career Outcomes**

**Bayou D**

*Paul Ballentine, Director, Admissions and Enrollment, Villanova  
Meredith Okenquist, Director, Career Management, Villanova*

During this session, you will learn how Villanova University's College of Professional Studies (CPS) works with nontraditional adult learners from the prospect stage to their post-graduation employment status and everywhere in between. Villanova CPS incorporates unique adult student engagement angles which power recruitment strategies within the very competitive adult student market. A session highlight will include an overview of the infusion of Villanova University Career Management support via a dedicated CPS Career Management Coach to complement a student's academic journey by enhancing career awareness and readiness, which powers successful job seeking strategies and professional success.

## **27L82: Breaking Up with Your OPM: How to Build a Better Enrollment Partnership**

**Bayou C**

*Holly Tapper, Vice President, RNL  
Mark Kassel, Director, Chatham Online, Chatham University*

How should a university move forward toward building internal capabilities for marketing/enrolling/serving online students? In this session, we'll share "break-up stories" and provide concrete actions for examining capacity and filling gaps. Attendees will learn how to determine which programs to grow, evaluate where help is needed, and select a partner to assist with a step-by-step approach.

## **27L83: Creating Campus Awareness About Enrollment Matters**

**Bayou B**



# All sessions and room names subject to change

*Anthony Turner, Vice President of Enrollment and Marketing, Charleston Southern University*

Have you said to yourself, "I wish people on campus would understand our enrollment challenges and concerns?" Or, "How can I get others involved in recruiting students and not feel that I am carrying the burden alone?" This session aims to help the enrollment leader raise campus awareness of enrollment and foster meaningful partnerships to advance and achieve enrollment objectives for your institution.

## **27L84: Roundtable Discussion: Helping Students of Color Persist and Retain at HBCUs**

**Bayou A**

*Brandi Phillips, Executive Consultant, Student Success Solutions, RNL*

*Dr. Keyana Scales, Vice President and Senior Consultant, RNL*

*Dr. Monica Leach, Provost and Senior Vice Chancellor of Academic Affairs, Fayetteville State University*

*Dr. Ronda Westry, Assistant Vice President, Student Affairs & Student Success, and Director of Retention, Alabama State University*

*Curtis Wright, Vice President for Student Affairs, Xavier University of Louisiana*

During our roundtable discussion, we will review emerging themes in student success for students of color. We will also discuss specific case studies, the use of data for practical application, and how RNL supports partners in addressing challenges that impact student persistence and retention.

## **27L85: International Enrollment: Why you Should be Building that Pipeline and How You Can Do it Better Than Before the Pandemic**

**Canal A**

*Eric Groves, Senior Vice President, RNL*

The 2022 Open Doors report showed a 3.8% increase, year over year in International Enrollment. While international enrollment is still over 100,000 students down from pre-pandemic numbers, it still accounts for almost a million students in US Higher Education today. What is interesting is the change in countries that are making up international enrollment today versus the middle of last decade. In this session, we will discuss trends in International Enrollment and strategies that are working in this new normal.

## **27L86: Community = Conversion**

**Canal B**

*Marcus Cooper, Executive Director, Undergraduate Recruitment and Outreach, Texas A&M University*

*Vanessa Didyk, CEO, ZeeMee*

*Darryl Isom, Director, Office of Admissions & Recruitment- University of Maryland Eastern Shore*

*Robert Gorrie, Director of Enrollment Services, AMDA College and Conservatory of the Performing Arts*

*Luisa Ramirez, Associate Director of Freshman Recruitment, The University of Texas at San Antonio*

*Shane Ryan, Admissions Counselor, Salisbury University*

Harnessing community to drive conversion at every stage of the enrollment funnel: a panel discussion with enrollment leaders.

## **27L87: RNL Student Success - Retaining Your Students Through Proactive Strategies**

**Canal C**

*Sherri Erkel, Vice President of Student Success, RNL*

*Wes Butterfield, Senior Vice President, RNL*

# All sessions and room names subject to change

Learn how RNL Student Success can provide your campus with a student survey suite, predictive retention modeling, live student behavioral data, and an annual retention plan. These solutions will allow your campus to collaborate and focus on incoming students influencing factors, current students satisfaction priorities, and prioritize retention initiatives that will ensure student persistence and graduation.

## **27L88: It Takes a Village: Recruit the Family, Recruit the Student**

**Canal D**

*Antonio De La Cruz Jr, Senior Undergraduate Admissions Counselor,  
University of Texas at San Antonio*

It has long been said that if you can recruit the family, you can recruit the student. Saying it and knowing just how to do that is no easy task. 2020 was a time when knowing how to recruit students and their families was crucial to aiding in the overall recruitment efforts. Join us as we cover the tried and true strategies that will help you become a household name and yield more students.

## **27L90: A Masterclass in Higher Education Marketing with StackAdapt**

**Governor's Ballroom C**

*Erin Minsart, Vice President of Integrated Marketing, RNL*

*Ankita Nair, Sales Director, North America, StackAdapt*

*Brandon Langevin, Director of Sales, StackAdapt*

*Mary Wegman, Account Executive, StackAdapt*

Want to learn how to reach the right students at the right time, for your higher education marketing campaigns? We'll show you how!

Finding prospective students in the competitive higher education market can be challenging. Learning how to leverage the right campaign strategy from StackAdapt experts can help you cut through the noise.

## **27L91: Navigating Staff Vacancies Without Losing Momentum, Morale, or Our Minds**

**Governor's Ballroom D**

*Amanda Craddock, Ed.D., Vice President for Enrollment Management, Coastal Carolina University*

*Melissa Yakabouski, Dean of Admissions, University of Mary Washington*

*Dr. April Bush, Vice President & Sr Consultant, RNL*

Recent headlines have brought attention to high turnover and low retention for staff positions in enrollment offices, both in Admissions and Financial Aid. Like us, you are likely experiencing this too. This session will explore the three "M's". We will discuss ways to keep the momentum going, despite vacancies, to meet recruitment and enrollment goals. We will cover how to foster morale amongst the remaining staff to both reward and retain them. Finally, we will discuss keeping a positive mindset during turmoil and how you can take care of both you and your team.

## **27L92: Optimizing Financial Aid Packaging Through Data Science/Variables, Probabilities, and Enrollment Likelihood**

**Governor's Ballroom E**

*Derek Flynn, Vice President, RNL*

*Maruf Hussain, AI and Data Analyst, RNL*

# All sessions and room names subject to change

Learn how to use econometric and predictive modeling to understand the strength of your class and how you can use data to pivot when life “throws you lemons.”

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

**Refreshment Break**

*Delta Ballroom BCD*

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

**Breakout Sessions**

**(Choose from 14 sessions)**

## **27M80: The Gen Z Mental Health Crisis: What Students are Saying and How Higher Ed Can Help** **Bayou E**

*Raquel Bermejo, AVP for Market Research, RNL*

*Harrison "Soup" Campbell, Director of Product Marketing and Brand Development, ZeeMee*

A survey conducted by the Harris Poll found that seven out of ten teens are struggling with their mental health! In fact, according to the National Health Institute of Mental Health, 32 percent of adolescents suffer from anxiety. The World Health Organization also reports that one in seven 10-19 year olds experiences a mental disorder. Depression, anxiety, and behavioral disorders are among the leading causes of illness and disability among adolescents. Unfortunately, suicide is the second leading cause of death for young persons aged 15-24, according to the Centers for Disease Control. Given these facts, are we too naïve in assuming that all prospective students are excited about leaving home, going to college, and starting this new chapter of life? Likewise, do enrollment professionals assume each step of the college planning process is exciting and fun for the students who are going through them?

## **27M81: RNL's Impact With the University of Maryland Eastern Shore in Enrollment Management Turnaround**

**Bayou D**

*Darryl Isom, Director of Admissions and Recruitment, University of Maryland Eastern Shore*

*Latoya Jenkins, Vice President for Enrollment Management and Student Experience, University of Maryland Eastern Shore*

In fall 2022, the University of Maryland Eastern Shore welcomed its largest new student cohort since 2015. Its progress is a result of a collaborative effort to engage the entire university community that started with a focus on student success and retention and expanded to new student outreach. With finite resources and the support of external partners, UMES built a high performing team, using education and professional development to create a new outlook on enrollment management. This session will describe the UMES journey, providing insights and strategies applicable to a broad range of institutions.

## **27M82: Problem Solving a Strategic Recruitment Plan**

**Bayou C**

*Diane Kanney, Director of Enrollment, The Ohio State University at Newark*

Launching a new academic major with high public visibility can be challenging, so join me to learn the “science” behind the development. We will explore the who, what, when, and why, and by the time our session is over, you will be armed with the knowledge necessary to put together your own plan.

# All sessions and room names subject to change

## **27M83: Data-Based Interventions to Increase Equity in Retention and Student Success**

**Bayou B**

*Marsha Besong, Vice Chancellor for Student Academic Success, Rutgers University-Camden*

Institutions often wish to achieve equitable outcomes for all students but start without the awareness of the equity gaps at their institutions. This session will discuss how Rutgers University-Camden brought together faculty and staff to analyze academic and engagement data to determine disparities in student outcomes with a focus on race, gender, first-generation student status, and equity indicators. We will discuss data's role in helping us understand and address equity gaps.

## **27M84: Using the RNL Survey Results to Make Great Strides with Academic Advising at a Community College**

**Bayou A**

*Heather Keith, Dean of Student Success, Union College, of Union County New Jersey*

*Robert Devarona, Associate Director of Advising, Career, and Transfer, Union College, of Union County New Jersey*

Learn how one institution conducted a study to understand and explore students' perceptions of advising services before, during, and after the institution had transitioned to a One Stop Student Services Center. The research compared pre-existing data obtained from the RNL Student Satisfaction Inventory results from 2014, 2016, and 2018 to student interviews conducted in spring of 2021. Students expressed increased levels of satisfaction, at statistically significant levels, with advising after the institution transitioned to the one stop. Within the context of the presentation, the presenter will discuss what institutions can do to improve academic advising services.

## **27M85: RNL's Program Prioritization and Positioning (P3) Research: Leveraging Market Data to Select and Prioritize Programs**

**Canal A**

*Scott Jeffe, Vice President for Graduate and Online Research, RNL*

Discover how RNL's P3 research provides institutions with robust market insights related to overall program demand, competitor performance and trends, as well as employer demand and projections for graduates from most bachelor's and master's programs. In the competitive landscape we find ourselves in, some institutions need quick and affordable methods to assess market demand for new program proposals, as well as reviewing current degrees offered. Other schools require quantitative data to help them prioritize allocation of limited marketing budget dollars for their programs. Quite a few struggle with how to differentiate their programs in a crowded market.

These challenges require data for the best results, but most market studies are time consuming and expensive, while using IPEDS data to make these decisions can have decidedly mixed results. So what should you do?

P3 provides a reliable, robust, and inexpensive option for schools struggling with one or more of the above issues.

## **27M86: FAFSA Filing 2022 and Beyond: Intersection of Demographics, Economy, a Pandemic, and Affordability**

**Canal B**

*Roberto Santizo, Executive Consultant, Financial Aid Services, RNL*

*Leslie Crosley, Executive Consultant, Financial Aid Services, RNL*

# All sessions and room names subject to change

Long-term demographic trends necessitate strategies to maximize enrollment and retention efforts for all institutions. This session will discuss how the changing demographics and economy have affected enrollment and FAFSA filing in the short term. We will also discuss strategies to maximize enrollment, affordability, and FAFSA filing during the coming years as demographics improve for many regions and in preparation for the major demographic shifts that are expected in the long term for most markets and regions.

## **27M87: Data Visualization: Clear and Concise Ways to Present Complex Information**

**Canal C**

*Amy Jauman, Director of University Partnerships, RNL*

*Chelsea Hoffman, Vice President of Graduate and Online Solutions, RNL*

We've gained greater access to big data, but audience attention spans seem to be getting shorter. How can you get people to listen to your most important messages? Higher ed professionals can address this challenge by using data visualization techniques. With a little creative thinking, you can quickly inform leaders, peers, or members of the community and engage them in meaningful discussions. In this session, we'll discuss how you can determine that best visualizations for your audience by considering your goals and the story your data has to tell, as well as specific recommendations for pairing various charts and graphs while drawing focus to important points. We'll present specific questions that will help you create your strategy, demonstrate specific tactics, and share our real-world examples to spark new ideas for persuading your audience.

## **27M88: Building Connections to Achieve Goals Utilizing Both Traditional and Modern Strategies**

**Canal D**

*Leigh Lanford, Executive Director of Admission, Presbyterian College*

*Dr. April Bush, Vice President and Sr. Consultant, RNL*

The need for a CRM has become high priority in higher education. Most enrollment teams use a CRM to reach out to students in multiple ways at varying points in the admission process. However, over-reliance on a CRM can cause institutions to miss their enrollment goals—relationship building is still critical for enrollment success. This session will address the benefits of both the CRM and relationship building during this session.

## **27M90: Strategic Enrollment Planning: A Workshop for Graduate and Online Enrollment Leaders**

**Governor's Ballroom C**

*Dawn Fortin Mattoon, Executive Consultant, RNL*

*Nate Mouttet, Vice President, Graduate and Online Solutions, RNL*

This interactive session will help institutional leaders develop a framework for graduate and online strategic enrollment planning. External forces such as shifting demographics and increasing competition for market share are causing institutions to think more carefully about their graduate and online programs as well as the infrastructure that is required for enrollment success. This session will help institutional leaders identify succinct focus areas for graduate and online strategic enrollment planning. The session will highlight how to harvest and analyze strategies based on their investment return. Participants will also learn implementation best practices that will support sustained graduate and online enrollment growth.

## **27M91: Inclusive Search Strategy to Increase Funnel Diversity**

**Governor's Ballroom D**

*Drew Melendres, Senior Vice President, RNL*

*Keyana Scales, Vice President, RNL*

# All sessions and room names subject to change

Campuses are called to reflect the communities they serve while experiencing increased scrutiny around admissions and recruitment practices. Join us for a discussion around how to be inclusive with search strategy and increase funnel diversity when recruiting prospective students. In this session, we will delve into practical techniques and strategies that will empower you to attract and engage a broader range of students. We will explore actionable steps to ensure a more inclusive and equitable student recruitment funnel. Come and discover how to foster a diverse applicant pool that reflects the rich perspectives and backgrounds of today's college students.

## **27M92: Advancing Undergrad Enrollment Conversion Tactics**

***Governor's Ballroom E***

***Andrea Gilbert, Chief Solutions Officer, RNL***

***Jason Isaac, Creative Director, RNL***

***Austen Kelso, VP and Enrollment Product Owner, RNL***

In this session, we will discuss new and improved tactics for all stages of the Enrollment Marketing funnel. This panel will focus on a mobile-first approach and highlight the use of content pillars at different points of engagement to evolve your omnichannel solutions. Buckle up as we launch your Inquiry Marketing, Applicant Cultivator, Student Search and Engagement, and Admit Marketing Solutions to new heights for today and beyond.

## **27M94: Rise of the Chatbots: Transforming Student Engagement with AI**

***Governor's Chamber A***

***Ardis Kadiu, CEO and Founder, Element451***

Dive into the world of AI as it revolutionizes the way higher education institutions engage with prospective and current students.

In this session we'll explore the incredible potential of AI-driven technologies, such as conversational chatbots and generative AI, to shift the paradigm from traditional human-first, reactive approaches to digital-first, proactive strategies. This transformation empowers institutions to identify student needs early and foster a culture of success.

This session will delve into the benefits of adopting cutting-edge AI tools over outdated, reactive systems. Learn how chatbots and generative AI solutions, powered by ChatGPT (GPT-4), enable seamless, personalized interactions, and provide institutions with invaluable insights to enhance the student experience. We'll discuss the transition from early alert systems to early success models, which allows for timely interventions and support, ultimately driving student success rates.

We will examine the nuts and bolts of integrating AI chatbot technologies into existing IT infrastructures. From data privacy to scalability, we'll address the challenges and opportunities that come with AI adoption in higher education.

Attendees will gain a comprehensive understanding of how AI-powered tools are reshaping the student journey. Leave equipped with the knowledge and strategies to harness the power of AI and create a proactive, student-centered environment that sets the stage for lasting success in higher education. Embrace the rise of chatbots and AI to stay at the forefront of innovation and drive meaningful change in your institution.

**12:15-1:45 p.m.**

**Lunch on Your Own**

# All sessions and room names subject to change

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

## **Breakout Sessions (Choose from 14 sessions)**

### **27N80: E-Expectations Series: Engaging Prospective Students Through Social Media**

**Bayou E**

*Raquel Bermejo, AVP Market Research, RNL*

*Scott Warner, CEO, Gigg*

Attend this session to learn how prospective students use social media in college planning. Where and how are they finding information about colleges and universities on social? What pushes them to "follow" institutions on social platforms? Ultimately, we will show you how to engage prospective students as part of your overall strategy, how social media is part of students' college planning experience from beginning to end, and how to use that to your advantage.

### **27N81: Winning the Enrollment Conundrum: Balancing Quality, Quantity, and Net Revenue**

**Bayou D**

*Andrew Bressette, VP Enrollment Management, Berry College*

*Glenn Getchell, Director of Admission, Berry College*

*Melanie Wade, Senior Consultant, RNL*

Since partnering with RNL in 2018, Berry College has grown first-year enrollment by 48 percent and increased net revenue 44 percent while also maintaining its Pell population, growing out-of-state and students of color populations, and increasing the academic quality of the enrolling class. While setting goals and strategies is easy, managing actions in a holistic and agile fashion through the year is more complicated. This session will highlight Berry's planning process, the numerous internal KPI reports used to monitor progress and act nimbly, and strategies for making the most of your data and RNL (or other external) dashboards to meet goals.

### **27N82: RNL Graduate and Online 2024 Research Agenda: Focus Group and Brainstorming**

**Bayou C**

*Scott Jeffe, Vice President, Research-Graduate and Online, RNL*

What do you think RNL's graduate and online research agenda should focus on in 2024? What are the pressing issues that your campus is in greatest need for hard data. In this session we will talk about the research agenda, brainstorm ideas, and have a dialogue about how RNL can best serve its partners in advancing their service to graduate and online students.

### **27N83: Re-Thinking Retention: Developing Effective Student Success Strategies for a New Generation**

**Bayou B**



# All sessions and room names subject to change

## ***Sherri Erkel, Vice President, Consulting Services, Student Success, RNL***

Whether you're a retention rookie or a seasoned student success professional, this session is for you. Drawing on RNL's robust research and data analytics, we will discuss the unique retention challenges students face in today's higher education landscape. We will share effective strategies that get results at two- and four-year institutions. You will leave this session with an updated understanding of student success strategies and the next steps designed to assist with the development of your retention plan.

## **27N84: Course Correction when the Planning Process Stutters**

### ***Bayou A***

***Aubria Nance, Dean of Enrollment, Bucks County Community College***

***Dawn Fortin Mattoon, Assistant Vice President, RNL***

Despite your best efforts to lead an inclusive strategic enrollment planning project, it appears the project has stalled. In this case study-based session, we'll explore how to get projects that have gone off the rails back on track, gaining buy-in, and building energy for SEP initiatives.

## **27N85: Search Engine Optimization: Maximizing Enrollment by Optimizing Organic Traffic to Your Webs**

### ***Canal A***

***Bob Stewart, Vice President, Graduate and Online Solutions, RNL***

***Vaughn Shinkus, Vice President and Senior Consultant, RNL***

Gain a deeper understanding of RNL's Search Engine Optimization (SEO) service, and how leveraging our team's experience and expertise can help your institution:

- 1) make SEO a continuous, ongoing process rather than just an event;
- 2) make up for bandwidth challenges that prevent your institution from optimizing your website and key enrollment and program-based pages; and
- 3) significantly enhance organic traffic to those pages to drive leads that would convert at 7x greater any other lead source.

## **27N86: What, When, and How? Top FA Metrics You Can't Ignore**

### ***Canal B***

***John Mueller, AVP, RNL***

Attendees will walk away with the top ten metrics every EM leader should be monitoring.

## **27N87: Data-Driven Digital Strategies for Enrollment Success**

### ***Canal C***

***Lisa Hearld, Client Success Director, RNL***

***Anuja Siraj, MBA, Director of Digital Strategy***

***Michael J Ritter, Senior Vice President, RNL***

***Charise Bell, Director of Recruitment and Marketing,  
Johns Hopkins University – Whiting School of Engineering***

# All sessions and room names subject to change

In today's digital age, leveraging data effectively can be the key to achieving enrollment goals while also optimizing budgets and efforts. Together, the JHU Engineering Director of Recruitment and Marketing and RNL Digital experts will delve into a case study that showcases the process, actions, and results of a successful digital partnership that yields more applications, admits, and enrollments year over year. Throughout the presentation, we will provide valuable insights and recommendations into this dynamic and challenging pursuit of leveraging digital channels to reach enrollment targets.

## **27N88: RNL Advanced Financial Aid Solutions for Graduate Enrollment: Leveraging Aid and Optimizing Yield**

**Canal D**

*Derek Flynn, Vice President of Financial Aid Services, RNL*

*Adam Connolly, Vice President of Enrollment Management, RNL*

Learn more of how Advanced Financial Aid Solutions will help your campus take a deep dive into your current financial aid awarding structure, how to best leverage dollars to the right segmented population of students, and optimize yield by focusing on students likely to be most receptive to additional aid and recruitment outreach.

## **27N90: The Importance of Leveraging Data and Build a Framework for Growth**

**Governor's Ballroom C**

*Jason Langdon, Senior Vice President, RNL*

*Robert Tallerico, Vice President, CRM Implementation RNL*

*Lew Sanborne, Lew Sanborne, Vice President, RNL*

In this session, you will discover the critical role of data utilization in driving growth and success for your institution. Through practical insights, a proven methodology, and practical CRM application, attendees will learn how to construct a robust framework that harnesses the power of data to propel organizational advancement and achieve sustainable growth.

## **27N91: Online Learner Satisfaction: Priorities for Improvement in Recruiting and Retaining Students and Alumni**

**Governor's Ballroom D**

*Julie Bryant, Vice President Student Success, RNL*

*Charles Ramos, Vice President Graduate and Online Enrollment, RNL*

*Greta Daniels, Senior Vice President for Fundraising, RNL*

Online learners are generally more satisfied than traditional, on-ground students with their overall experience, but there are still priority areas that institutions can improve upon to better attract and retain students. This session will unpack the national student satisfaction data by key demographic variables to identify opportunities for institutional action and consider the best messaging for enrolling students who will be a good fit for online learning. We will share strategies for using these data to inform change on campus.

## **27N92: Transforming Higher Education: Exploring the Potential Impact of Artificial Intelligence**

**Governor's Ballroom E**

*Dr. Reena Lichtenfeld, Assistant Vice President, Consulting Services, RNL*

*Jessica Ickes, Vice President, Market and Research Services, RNL*

# All sessions and room names subject to change

Join us for a thought-provoking roundtable discussion on the anticipated impact of generative artificial intelligence (AI) in higher education, focusing on various crucial areas such as marketing, admissions, student services, data analytics, financial aid, advising, and academics. As the field of AI rapidly advances, higher education institutions are presented with a unique opportunity to leverage generative AI algorithms and tools to enhance various aspects of their operations. Our panelists will share insights and explore ways in which generative AI may revolutionize higher education and what colleges and universities should consider when planning for generative AI's impact. This roundtable discussion aims to deepen our understanding of generative AI's expected impact in higher education and will focus on audience participation in discussion to better understand how institutions have begun to embrace (or resist) its varied applications and uses.

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

**Closing Keynote Session**

*Delta Ballroom A*

***Keynote Speaker: Dr. Freeman Hrabowski***

***President Emeritus, University of Maryland Baltimore County***

Freeman A. Hrabowski III, President Emeritus of UMBC, served as president from 1992 to 2022. His research and publications focus on science and math education, with special emphasis on minority participation and performance. He chaired the National Academies' committee that produced the 2011 report, *Expanding Underrepresented Minority Participation: America's Science and Technology Talent at the Crossroads*. In 2012, he was named by President Obama to chair the President's Advisory Commission on Educational Excellence for African Americans. His 2013 TED talk highlights the "Four Pillars of College Success in Science." In 2022, Dr. Hrabowski was elected to the National Academy of Engineering, and he was also named the inaugural ACE Centennial Fellow, to be served upon his retirement from UMBC. In addition, the Howard Hughes Medical Institute (HHMI) also launched the Freeman Hrabowski Scholars Program (\$1.5 billion) to help build a scientific workforce that more fully reflects our increasingly diverse country. In October 2022, he was named the inaugural Dr. Martin Luther King Jr. Commemorative Lecture Speaker by Harvard.

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

**RNLNC Closing Reception**

*Delta Ballroom BCD Foyer*

**5:00 p.m.**

**RNLNC 2023 Adjournment**

**See you next year, July 23-25, 2024, in Dallas, Texas!**