RNL NC Agenda

Washington, DC | July 14-16 | Gaylord National Resort and Convention Center

Wednesday, July 13, 2022

5:30-7:30 p.m.   Registration Check-In

Thursday, July 14, 2022

10:00 a.m.-5:00 p.m.   Registration Check-In

10:00 a.m.-5:00 p.m.   Exhibit Area Open

12:30-1:30 p.m.   Concurrent Breakout Sessions

14A50: Top 10 Issues Facing Higher Education

Scott Jaschik, Editor, Inside Higher Ed

Join Scott Jaschik, editor of Inside Higher Ed, as he discusses the top 10 issues facing higher education.

14A51: Engagement Scoring: Understanding of the Student Lifecycle to Improve Outcomes

Tim Heuer, Director, Enrollment Information and Analysis, Loyola University Chicago

Peter Caron, VP AI and Automation, RNL

We often use "point in time" datasets to determine likelihood to apply or enroll or persist. Students don't consider themselves mere applicants or enrolled students or persisted students – they are people with characteristics, behaviors, and perceptions that change at different rates. Persisting an ongoing "engagement score" is one way to continue to evaluate interest over time by evaluating behavior. Similarly, the use of attitudinal data from surveys can provide a richer understanding of motivation. This session provides insight into using different types of data—from the top of the enrollment funnel through to graduation and beyond—to anticipate future behavior.

14A52: Student Success Through the Pandemic

Julie Bryant, Vice President for Student Success, RNL

Brandi Phillips, Executive Consultant, Student Success Solutions

How are institutions navigating student success efforts as a global pandemic disrupts the student experience? What do we know about student motivation and student satisfaction priorities in the pandemic era and how do the data compare with pre-pandemic indicators? What challenges with serving students may not be new but have been magnified? More than ever, it's critical to understand how to use the right data to impact student retention. This session will highlight what we know about entering student perceptions and the satisfaction levels of currently enrolled students, along with what institutions tell us they are doing as a result.

14A53: Retention for Rookies

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.

14A54: Recruitment for Rookies

Kim Myrick, Vice President, RNL

The problem: you've recently joined the admissions team and you simply need help getting a grasp on the office "language." You generally know what you're supposed to be doing, but you don't know what you don't know! This session will explain prospects, stealth shoppers, and the like, as well as help you understand reports that are critical to new admissions professionals. Come learn some of the lingo and tricks of the trade, and arrive willing to share ideas from your shop. This session will examine strategies and techniques for every stage of the admissions funnel used on various campuses around the country. This knowledge is meant to decrease anxiety in new team members.

14A55: How Provosts and Chief Enrollment Officers Can Work with their Boards to Create Your Desired Outcomes

Henry Stoever, President and CEO, AGB

*Dr. Kemal Atkins, Senior Consultant, AGB; former VP Student Affairs,
Keene State University and Delaware State University*

Dr. R. Barbara Gitenstein, SVP, AGB Consulting; president emerita, the College of New Jersey

Dr. Danette Gerald Howard, Trustee, Howard University Board of Trustees and Chair, Academic Excellence Committee; executive in residence, USC Race and Equity Center; and former Senior Vice President, Chief Strategy Officer, and Chief Policy Officer, Lumina Foundation

The important outcomes of higher education—and to our nation's democracy, society, and economy, are inextricably linked to equitable student success. The strategic roles and responsibilities of provosts and chief enrollment officers in the 21st century are of significant importance to ensure students' success. This panel will discuss the leading practices and essential attributes of highly effective provosts and chief enrollment officers as they work with their boards to accomplish desired outcomes.

14A56: First-Generation Students and Their Families: What Do They Need? How Can You Help Them?

Raquel Bermejo, Associate Vice President Market Research, RNL

AnnaMarie Tellez, Director of Family and Parent Programs, The University of Arizona

Attend this session to learn about our latest and newest research on first-generation students and their families. How are these families and their students different? What sets them apart? What do they want? What do they need? What are their college planning behaviors and preferences? How can you put it all together and help them while still meeting your goals? You will get practical ideas and takeaways to help you meet these families and their students exactly where they are.

14A57: Speak Your CFO's Language: How to Articulate New Program Investment

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

Molly O'Brien, Vice President of Marketing and Communications, Lebanon Valley College

Planning, building, and creating new Graduate-level programming can be a challenge. But it is becoming increasingly necessary as we see that this is the key to overall enrollment growth for many universities. Marketing, admissions, and academic teams must collaborate to determine investment needs and enrollment projections. And then the project champion must convince finance leaders to budget appropriately. This session will provide information on creating a program business plan, budget, and pro forma statements.

14A58: FAFSA Filing 2022 and Beyond: Intersection of Demographics, Economy, a Pandemic, and Affordability

Todd White, Assistant Vice President, Consulting Services, RNL

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 which are expected in the long-term for most markets and regions.

14A59: Fostering Cross-Campus Partnerships That Are Critical for Enrollment Growth

Amanda Vasquez-Vicario, AVP for Enrollment, The University of Texas at El Paso

Heather Smith, VP for Advising and Student Success, The University of Texas at El Paso

Enrollment is a campus-wide responsibility, but too often accountability falls on the shoulders of one unit. At The University of Texas at El Paso, a large R1 Hispanic-serving institution with an access mission, located on the U.S.-Mexico border, we were determined to do things differently. Join us for a presentation of our unique cross-campus partnership that strengthened our enrollment strategy. Our conversation, co-led by Enrollment Management and Academic Affairs, includes an overview of the outcomes of our co-led strategic enrollment planning process, recruitment planning, retention continuum, and advising redesign.

14A60: Graduate and Online Recruitment Simplified: Some Remarkably Basic Advice

Godfrey Gibbison, Dean of Extended Learning and Global Programs, CSU San Marcos

Colleges and universities are hoping to replace diminishing undergraduate student enrollments by attracting more graduate students and increasing enrollment of adult students in online programs. While universities seek the tools to increase enrollments among these populations, they often lack the infrastructure, processes and orientation that are essential for recruitment in this space. This session will focus on practical advice on how to approach the recruitment effort from a seasoned dean who has spent over 15 years in the adult, graduate, and online space.

14A61: Learning in the Workplace and the Classroom

Sam Poullette, Vice President for Enrollment Management, Lakeland University

Mike Dziedziak, Senior Consultant, RNL

As students and their families are increasingly asking questions about the value of a college education, learn how Lakeland University's unique and award-winning Cooperative Education program allows students to both work and learn. Lakeland students have access to a variety of pathways, and each one can be customized to meet their needs. They gain real-world knowledge and earn academic credit for hands-on professional work experience, all while avoiding unnecessary debt.

14A62: Transformational Success: Managing Up and Across Leadership Silos to Drive Sustainable Enrollment and Revenue Growth in Graduate and Online Programs

Susan Aldridge, Former President, Drexel University Online and University of Maryland University College

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

Universities can no longer depend on the traditional student tuition and fees to raise the net tuition revenue required for future financial stability. Growth in the graduate and online sectors provides universities with diverse and increasing revenue opportunities. This evolution, however, requires strategic change leadership to navigate academic, operational and technology barriers that derail universities. This session will delve into the key strategic and tactical issues that leaders should consider to plan, invest in, refresh, and create enrollment and revenue growth—from selecting market-responsive programs, to ensuring successful execution by managing up and across leadership silos.

14A63: Anchoring Data When It Is Counterintuitive to Institutional Culture

Dawn Fortin Mattoon, Executive Consultant, RNL

Maureen McCarthy, Executive Director, Bucks County Community College

Jody Seutter, Interim Associate Vice President, Academic Affairs, Bucks County Community College

Moving toward a data-informed culture sometimes challenges traditions and historic institutional identity.
This interactive session will highlight how to anchor and triangulate data and why data may be met with resistance.

1:30-2:00 p.m.   Refreshment Break

2:00-3:00 p.m.   Concurrent Breakout Sessions

14B50: The Strategic Enrollment Planning Imperative: Higher Education Past and Present

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.

14B51: Online Learning After the Pandemic

Joshua Kim, Director of Online Programs and Strategy, Dartmouth University

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

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

Eric Groves, Vice President and Consultant, Enrollment Management, RNL

How can colleges and universities be responsive to changing student expectations after two years of monumental disruption? In this panel discussion, online education leaders and Inside Higher Education bloggers Eddie Maloney and Josh Kim will discuss where higher education finds itself today, how institutions should be positioning themselves in terms of strategic priorities and organizational structures in order to be responsive to changing student expectations, the evolving online program ecosystem, new competitors, emerging technologies, recruitment, and marketing.

14B52: A Digital-First Strategy to Market to Gen Z: How to Recruit Your Audience Where They Are

Heidi Marcin, Executive Director of Marketing Strategy, Syracuse University

Brandon Smith, Manager, Marketing Strategy, Syracuse University

Sid Bhattacharya, Associate Vice President, Marketing Strategy, Syracuse University

The Division of Marketing at Syracuse University has taken a digital-first strategy to their traditional and digital marketing efforts. See how they've done this and are leveraging a digital-first marketing strategy and tactics across online and offline mediums to market Syracuse University to every stage of the recruitment funnel. From prospect to melt, see how a fully integrated marketing strategy can impact enrollment numbers.

14B53: Bridging the Gap Between Enrollment and Fundraising

Greta Daniels, Senior Vice President, Fundraising

Sarah Myksin, Senior Consultant, RNL

On campus today, enrollment and advancement teams share many of the same goals, objectives, strategies, challenges and needs. Both serve as lead brand ambassadors, community builders, marketers, event planners, communicators and most importantly revenue drivers.

It is more important than ever that we consider the full engagement lifecycle from prospective student to graduate/alumni and how the experience we create at each stage of that continuum creates ripple effects along our revenue streams. RNL research has revealed that students with high satisfaction scores are 4X more likely to become donors after they graduate. And your alumni function as the best organic advertising that money can't buy.

Despite having so much in common, enrollment and advancement leaders rarely collaborate, don't often share tools, tech, or resources, and are not leveraging the power across the hall to help with achieving collective goals. Join us for this innovative session that looks at how breaking down historic siloes can reduce redundancy, increase efficiency and ROI, and open up opportunities for greater success in both areas.

14B54: Five Things an Enrollment Manager Needs to Know/Do Now

Sarah Keating, Vice President-Consulting Services, RNL

April Bush, Executive Consultant, RNL

There are many expectations placed upon enrollment managers in this role. Common and important questions you are faced with include: How will you increase enrollment, improve the quality of the incoming class, and contribute to revenue? What will give you the best chance for success? This session will address the five key priorities and actions in this current environment you should take.

14B55: Why Student Satisfaction Matters for Student Success

Julie Bryant, Vice President, Student Success, RNL

Have you ever considered the link between student satisfaction and how likely students are to persist at an institution? Research has shown correlations between satisfaction scores and institutional graduation rates as well as individual student retention. Many institutions assess student satisfaction on a regular basis but how are the data best used to influence improvements in student success? This session will look at the research and share examples of what is working at four-year and two-year institutions, along with specific suggestions with how to take action with student satisfaction data.

14B56: Guiding Students on a Path to Success: Developing Educational Plans and Assessing GPS

Dana Chapman, Sr Director of Institutional Research & Retention, Wilmington University

Elizabeth Jordan, Sr Director of Student Systems, Wilmington University

Wilmington University (WU) is an open-admissions institution with enrollment just under 20,000 students (13,000 UG students). Academic Advising (professional, not faculty) is recommended but not required for our students (900:1 student-to-advisor ratio). We have found that most best practices are shared from schools with lower student-to-advisor ratios. Guided Pathways or GPS was implemented at our institution in Fall 2019 to encourage and improve the advisor-student relationship at WU. The development of Educational Plans has been a crucial step that we are continuing to refine as we go. In addition, we have developed a number of leading and lagging metrics to help us gauge the health of GPS. Our lessons learned and outlook for the future will be shared.

14B57: Incorporating Current Students in Your Recruitment & Retention

Gabriela Saliwanchik, Manager of Recruitment and Outreach, College of Arts and Sciences, Western Michigan University

Scott Hennessy, Senior Associate Director of Admissions, Western Michigan University

Today's recruitment has shifted. Although written and electronic forms of communication are the standard, it's a gamble if prospective and current students will read what is sent to them. Once you are no longer an undergraduate student, you're old in their eyes. How can you connect with them? Current students. Allowing them to collaborate in your efforts both in-person and virtually can change the perspective of your message. Starting a program can be time-consuming, but necessary to stay relevant. We want you to be able to have the tools needed to start your program and maintain success.

14B58: Applying the 2021 Graduate School Research

Phil Cavalier, Provost, UT Martin

Aaron Mahl, Vice President, Graduate and Online Partnerships, RNL

Scott Jeffe, Vice President, Research, RNL

In 2021, RNL conducted its largest ever survey of prospective graduate students. While abroad overview of findings will be presented elsewhere during the conference, in this session we will do a deep dive on the implications of several of the most important findings with Phil Cavalier, who serves as Provost at University of Tennessee Martin. How should (must) institutions respond to things such as:

1. The clear preference for online and/or hybrid study

2. The emerging demand for non-degree graduate credentials

3. The increased competition for a finite number of students

4. The expectation that their inquiries and questions will be answered quickly

Join us for the discussion.

14B59: Improving Enrollment Goals With Strategic Parent Engagement

Dave Becker, CEO, CampusESP

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

With student enrollment in higher education dropping significantly for the second year in a row, university teams are searching for new ways to engage prospective students, keep them in the funnel, and start turning numbers like yield around. While many strategies and tools to achieve this exist, a great deal of them miss connecting with an audience that can have some of the most significant impacts: parents.

Ninety-nine percent of parents are heavily involved in their student's college search process, and the volatile environment created by the pandemic has only fueled families' desire to be informed. Research from RNL and CampusESP shows that prospective families expect communications weekly or more, and are engaging more than ever with this messaging. Institutions need to be connecting more strategically with parents, and much sooner in the funnel.

Join CampusESP and Transylvania University to learn how curated communications, timely announcements and reminders, and a parent-focused online content approach via CampusESP has not only satisfied families' desire to be included, but have helped enrollment teams increase their applications by 3x and yield by more than 5 percent.

14B60: An Innovative Student Accounts Model for Enrollment Success

Jennifer McMahon, Senior Consultant, RNL

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

Adam Connolly, Vice President of Enrollment Management, RNL

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.

14B61: An Unexpected Story: The Effect of Housing Locations on Retention

Xiqian Liu, Lead Data Analyst-Research, Texas A&M University-Corpus Christi

Erin Mulligan-Nguyen, Texas A&M University-Corpus Christi

Research has indicated that students who are living on campus have better academic outcomes than students who are living off campus (Schudde, 2011). However, this finding does not apply to Texas A&M University-Corpus Christi (TAMU-CC), as students who are living off campus have better academic outcomes than those living in institution-owned properties. This study aims to compare the retention rate for students who are living off-campus, and those live in TAMU-CC owned properties. In addition, applying logistic regression, it also seeks to test the correlation between housing locations and first-year retention while controlling for student's background characteristics.

14B62: Financial Aid for Rookies

Sylvia Ewell, Associate 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.

14B63: The Impact of Campus Well-Being: A Surprise Discovery

Donavan McCargo, Assistant Vice President & Dean of Students, Kutztown University

Christine Storch, Coordinator, Campus Well-Being; Executive Assistant for VP Enrollment Management & Student Affairs, Kutztown University

Warren Hilton, Vice President of Enrollment Management and Student Affairs, Kutztown University

Imagine engaging several hundred students through a well-being program, only to discover your efforts would impact retention in the most unusual way? This presentation will share our practical approach for building a campus well-being initiative that engages hundreds of students, all while retaining a special group of students. The presenters will discuss their framework, practices, and recommendations for how build, and or elevate your well-being programming, transform your campus environment, and accidentally start a retention initiative.

3:00-3:30 p.m.   Refreshment Break

3:30-4:30 p.m.   Concurrent Breakout Sessions

14C50: Emphasizing Retention to Offset Enrollment Challenges

Student retention provides another lever to mitigate declining enrollment. Unfortunately, retention rates are falling along with enrollment declines. Yet the cost of retaining a student is typically less expensive than the cost of acquiring a new student. This session covers recent trends in student retention and the analytics behind effective strategies for retaining at-risk students.

14C51: E-Expectations: Trends in Student Use of Digital Resources in College Search and Selection

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

The resources prospective students and their parents use to discover, assess, and select the college they will attend continue to evolve. We'll examine student preferences and behaviors in the college search process based on RNL's ongoing research and data.

14C52: The Fundamentals of Strategic Enrollment Planning

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 do's 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.

14C53: College Readiness Coaches: Building Recruitment Pipelines in Your Community

*David Barron, Associate Vice President for University Enrollment Management,
The University of Texas at Tyler*

Kathryn Ramirez, Director of Admission Recruitment and College Readiness, The University of Texas at Tyler

The success story of how the University of Texas at Tyler partnered with high schools to address issues with college readiness while creating pipelines for university enrollment. This program is one of the reasons that UT Tyler has been recognized as the fastest-growing public institution in the state of Texas by the Chronicle of Higher Education.

14C54: Bridging Success in Recruitment, Retention, and Graduation

Jill Fort, Associate Vice President of Academic Affairs, Newman University

Kate Bussell, Coordinator of Early Intervention, Testing & Tutoring Services, Newman University

Angela McCoy, Director of the MBA Program, Newman University

Teresa Wilkerson, Assistant Dean of the School of Business, Newman University

Various student-centered success strategies will be discussed including the integration of program services from the undergraduate to graduate level. Special attention will be paid to nontraditional adults and at-risk students.

14C55: Creating a Sustaining, Retaining, and Graduating First-Gen Program

Brandi Phillips, Executive Consultant, Student Success Solutions

Dr. Jodi Hicks, Director of Student Transitions and Academic Readiness, Davenport University

During this session we will identify the "why", "how" and "what" of first-generation programming and student outcomes. We will review "why" first-generation programs are developed. We will focus on "how" to create a sustainable program through campus buy-in, funding, and intentional programming. Lastly, we will discuss "what" retention, graduation and student success outcomes to expect and "what" impact to anticipate for students and the institution. Interwoven into each of these three sections we will include authentic student stories that demonstrate the effect of a successful first-gen initiative.

14C56: Keys to Success in New Enrollment Leadership Roles

Kim Myrick, Vice President, RNL

Evan Lipp, Executive Director of Admission, Marymount University

Beth Clark, Vice President Enrollment Management, Millsaps

Learn from enrollment professionals the keys to success in a new leadership role.

14C58: Institutional Effectiveness: Your Partner for Student Success

Adam Swanson, Executive Vice President, Technology & Research

Student success and retention are said to be "everyone's responsibility" on campus but are often considered a priority for student affairs or academic affairs. Have you considered that a key partner in improving student success may be your Institutional Effectiveness and Research office? This session will discuss the data that can help inform student success efforts, ways to access, share and distribute data and ways to track actions for accreditation, strategic planning and retention efforts.

14C59: The Analytics Team: Skills and Structure for Enhancing Your Analytical Acumen

Industry analyst Gartner emphasizes the importance of data literacy in creating an analytics culture. Essentially this emphasis means that data and analysis is not an IT or analysts' task: it's a critical business activity to understand, share common knowledge of, and have strategic conversations about data and insights collected from the analysis. At the same time, analytical roles are perhaps the hardest to fill. This session covers the skills and structure—internal and external—required to help create an analytics culture. A case study involving a university with a graduate population of non-traditional students will show how data can support the analytical acumen that influences university culture for better and quicker decisions.

14C60: Marketing for Rookies

Michael Ritter, Vice President and Senior Consultant, 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.

14C61: The Changing Landscape of International Recruitment

Basil Cleveland, Chief Innovation Officer, Shorelight

During this hour-long presentation, Basil Cleveland, Co-Founder of Shorelight, will provide a high level overview of the changing international recruitment landscape and how Shorelight is helping students find the best-fit institutions for their needs while also enabling institutions to maximize students' opportunities for success once they get to the U.S.

14C62: How to Assess Brand Strength and Take Targeted Action

Rob Van Cleef, Assistant Vice President, RNL

A strong brand brings tangible benefits to campus in terms of enrollment and willingness to pay. Are you known? Does your value proposition resound with the students you seek to recruit? Are you the preferred provider of the educational experience your students seek?

This session will explore the dimensions of a strong brand, discuss methods of assessing each dimension, and teach you how to conduct value-engineering exercises to identify where targeted investments will be most effective through the SEP process. We will propose ways to reconcile divergent opinions between stakeholder groups concerning how your brand should be defined and developed.

14C63: The 2022 RNL Discounting Report and 7 Factors That Influence Your Tuition Discount Rate

Galen Graber, Vice President, Consulting Services, RNL

This session will highlight the data available in the 2022 RNL Discounting Report, and then using that underlining 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.

5:00-6:30 p.m.   Conference Welcome & Opening Keynote

Byron Pitts

Co-Anchor of ABC's Nightline & Author, Be the One and Step Out on Nothing

Byron Pitts' personal journey and success in the face of adversity has inspired audiences nationwide. He brings years of experience as a world-class journalist to the stage and shares the important lessons about humanity that can be uncovered in global events and the stories surrounding them. Sharing anecdotes and details of his own personal challenges while growing up—including his struggles with illiteracy and a profound speech impediment—Pitts encourages audiences to strive past struggles to achieve success, and challenges us all to be brave enough to "step out on nothing" and help others reach their own goals.

6:30-8:00 p.m.   Opening Reception with special performance by Dallas String Quartet

Friday, July 15, 2022

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

7:00 a.m.-5:00 p.m.   Registration check in/Exhibit Area Open

8:15-9:15 a.m.   Concurrent Breakout Sessions

15E50: Leading Transformational Change with Graduate and Online Enrollment

Greg O'Brien, Chief Growth Officer, RNL

Dawn Hiles, Chief Business Development Officer, RNL

Brian Gawor, Vice President of Research, RNL

As the graduate and online markets evolve, campuses face new challenges and complexities. How do campuses establish new programs? What are ideal onboarding processes for integrating new technologies? How can ROI from marketing and admissions investments be documented? In an environment where Online Program Management (OPM) providers take high percentages of tuition revenue, institutions are also reconsidering their implementation and gravitating to more cost-effective and transparent online program support. And, this will be necessary as regulatory changes begin to target the high cost and low accountability OPM model. In this session, Greg O'Brien, RNL, Co-Founder @ Noodle and Dawn Hiles, SVP, RNL will lead a discussion of the latest research, strategies, and technology to power enterprise enrollment growth and shape the student lifecycle.

15E51: Strategy in the Midst of Chaos: Pursuing a Bold Path for Success

Sarah Coen, Vice President, Strategic Initiatives, Transylvania University

To say that higher education is in the midst of unprecedented change and stress is clearly stating the obvious. What is also obvious is the need for colleges to consider a different approach, yet that seems to be difficult to do. During this session, you will learn from one college that has taken bold steps to secure a position of strength. Time will be spent discussing organizational structure, institutional positioning, working with vendors, internal communication and approaches to strategic enrollment growth. The presenter brings a unique perspective as a leader, consultant, enrollment manager, senior campus leader to the session.

15E52: Do It for the Culture!

A'Lelianne Warren, Director of Recruitment and Retention, Rowan-Cabarrus Community College

Emily Baldwin, Manager of Recruitment and Enrollment, Rowan-Cabarrus Community College

Natasha Lipscomb, Vice-President of Student Success Services, Rowan-Cabarrus Community College

Culture is defined as the customs, arts, social institutions, and achievements of a particular nation, people, or other social groups. Whereas culturally responsive advising uses the cultural characteristics, experiences, and perspectives of racially/ethnically, linguistically, and socioeconomically diverse students as conduits for advising them more effectively (Gay, 2018). Learn how one community college's recruitment and retention team has implemented culturally responsive advising to build better relationships with students and colleagues to increase retention and build a stronger sense of belonging.

15E53: Social Media, You're Doing It Wrong! Time To Re-Focus!

Scott Warner, CEO, Gigg, Inc.

In a world where everything from daily news to teen dance routines are introduced and enshrined into our culture via social media, if you're still worrying about how many hashtags and mentions your school is getting, you're missing the point. Come learn how to use social media to engage existing students, recruit new ones and turn your school into a brand and account people actually WANT to follow. Learn from one of the social media industry's leading minds how to adjust and re-focus your online marketing strategy by turning the table so marketing your school and engaging your community happens through your most powerful marketing team: your students and fans.

15E54: The Key to Staying Relevant: Exploring Disruption in Higher Education

Danielle Carnes, Vice President for Innovation and Strategic Partnerships at Edmonds College

The value proposition of higher education, relevancy of degrees, and the very delivery model of academia is under the magnifying glass. Combined with shifting consumer expectations of students and families, technological advancement that outpaces academic preparation, and employers desperate for a faster workforce pipeline, we are seeing the rise of just-in-time education, micro-credentials, competency based learning, and skills based hiring. It is critical for institutions to build innovative leadership teams skilled in change management to help colleges survive the oncoming paradigm shifts.

Higher learning is not dead—colleges like ASU, WGU, and SNHU are seeing record enrollments, as are online learning providers like Coursera, edX, Google, and LinkedIn Learning. These innovators are disrupting traditional college models and challenging the degree system. How? And why should we pay attention? Students already vote with their feet and wallets by choosing options that fit with their increasingly complex lives and tight budgets, but what else can we learn from these early adopters?

15E55: Growing Enrollment: Lessons on the Use of Digital Marketing in Online and Graduate Enrollment

Amy Jauman, Director, University Patnerships, RNL

The recent growth in importance of graduate and online programs have accelerated the adoption of digital strategies in higher education. After all, non-traditional programs must find the right people at the right time, and digital marketing has the reach and flexibility for this challenge. Join RNL experts to learn about best practices in digital strategy and execution gleaned from graduate and online and applicable to any enrollment program. This session includes considerations for cross-channel attribution and other analytics.

15E56: Student Success Measures at Community and Technical Colleges: Is First Year Retention Really the Goal?

Tim Culver, Executive Vice President, Mohave Community College

Retention planning at community colleges isn't necessarily the same as planning at four-year institutions. Many community college students don't fit the first-time, full -time IPEDS definition and in fact at many two-year schools upwards of eighty percent of students are part-time. Join a conversation about student success performance measures at Mohave Community College and strategies designed to achieve them.

15E57: Assessing Student Satisfaction for Online Learner Success

Julie Bryant, Vice President for Student Success, RNL

Alisa Fleming, Director of Institutional Assessment, University of Phoenix

Tiffany Doherty, Director of Student Affairs, Granite State College

With more students turning to online learning programs in recent years, understanding the priorities of online learners is even more critical for student success efforts. How can student satisfaction data help to inform retention efforts for online programs? This panel session will feature institutions who are actively collecting student satisfaction data and using it to inform decision making. Suggestions for the best ways to encourage online students to respond, as well as ideas for collecting additional qualitative feedback will be shared.

15E58: Leading Change

Kim Myrick, Vice President, RNL

Dr. Irma Becerra, President, Marymount University

A presidential perspective on leading change in challenging times.

15E59: What Do Graduate Students Expect? 10 Things Graduate Students Expect of Institutions

Scott Jeffe, Vice President, Research, RNL

In each of the semesters since the pandemic began, graduate enrollment has increased. But not every institution benefited from this growth. Why did some grow and others not? A groundbreaking 2021 RNL survey of 1,500 prospective graduate students revealed that today's graduate students are very demanding. They are applying to more programs than ever, they are more willing to enroll online than ever. So, what do institutions need to do to ensure that they are an attractive option? In this session, we will discuss 10 expectations that are essential for graduate enrollment growth.

15E60: Is Higher Ed Dying or Dynamic? Student Perceptions of ROI

Russ Nunley, Chief Marketing Officer, SUNY Alfred State College

Many institutions are suffering as the number of high schoolers likely to go to college has taken a nosedive to only 48 percent from 71 percent in 18 months, according to an ECMC study. Universities must convince price-conscious students and parents that their degrees are worth it. Dynamic changes on campus must be authentic, provable, and lead to successful careers.

15E61: The Intersection of Price and Aid During Times of Inflation

Rob Van Cleef, Assistant Vice President, RNL

While colleges and universities are feeling inflationary pressures to increase the price, they also remain cognizant, as dramatic price increases further alienate at-risk populations they seek to serve. During this session, we will examine a range of strategies and tactics institutions can take to mitigate the impact of inflation, set competitive prices, and extend financial aid to those who need it most. Audience members will be provided with a framework to evaluate and select strategies best suited to their situation.

15E62: Silo Annihilation: How Marketing and Enrollment Management Can Win the Recruitment Game, Together

Jaime Morgans, Director of Marketing, University of Missouri

Rebecca Koonse, Digital Marketing Manager, University of Missouri

Mary Ann Rotert, Director of Enrollment Marketing and Communications, University of Missouri

When your university has a distributed marketing and communications structure, how do you destroy the silos that keep the most effective and aligned recruitment strategies from ever seeing the light of day? University of Missouri's Enrollment Management Communications team and Marketing team embarked on a two-year quest to align as many student recruitment touch points as possible. The work and results speak for themselves. The team and relationship-building that happened along the way were merely a bonus! Learn how Mizzou is doing student recruitment better than ever through data-driven marketing and department collaboration and how you can implement the same strategy.

15E63: "Free College" Corporate Partnerships: The Ups and the Downs

Sean Nemeth, Vice Chancellor for Enrollment and Student Success, UMass Global

Ricardo Lorenzana, Dean for the School of Extended Education, UMass Global

Large corporate partnerships can be an exciting prospect to help boost university enrollments at a much needed time. As corporations look to be more competitive with their benefits, many large organizations (Walmart, Disney, Amazon, and Starbucks to name a few) have developed employee programs that pay tuition and other expenses for their associates. Removing the financial barrier for new students can make it much easier for those employees to get started. However, they can also create unforeseen negative impacts on the university or the student. In this session, we will explore one university's experience, both the good and the bad, in onboarding several large corporate partners.

9:15-9:45 a.m.   Refreshment Break

9:45-10:45 a.m.   Concurrent Breakout Sessions

15F50: Declining Traditional Enrollment and the Top of the Funnel: Numbers or Quality?

Greg O'Brien, Chief Growth Officer, RNL

Enrollment is down over a million students since the pandemic began, compounding the problem of expected declines. The move to test-optional admissions has made filling the top of the enrollment funnel more difficult: an ideal source of identifying potential students has dried up. Enrollment professionals are faced with an uncomfortable dichotomy: should we get more names or focus on a smaller number of more qualified potential applicants? This session uses data to assess each approach.

15F51: 2022 Prospective Family Engagement Study

Raquel Bermejo, AVP for Market Research, RNL

Dave Becker, President & CEO, CampusESP

More than 30 institutions from across the U.S. joined forces to survey nearly 6,500 families of prospective college students. The results are in, and they are exciting! Join this session to 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 what channels you should be using, how frequently you should be communicating with prospective families, what information are they looking for, and most importantly what you can do to remove barriers that keep families from being able to access college planning information.

15F52: Building a Solid Foundation that Drives Growth During Shifting Economic Realities

Jason Langdon, Senior Vice President, RNL

Andrea Gilbert, Senior Vice President, RNL

Eric Groves, Vice President and Consultant, Enrollment Management, RNL

In the face of turbulent economic times, institutions that have built a solid foundation, to support their recruitment efforts, will likely be the institutions that survive and thrive into the future. In this session, we will draw on data and experiences across hundreds of campuses, to discuss ways that Colleges and Universities can set themselves up to be successful in the current Higher Education Marketplace. Three of RNL's experts, who are responsible for relationships with thousands of colleges and universities, will share best practices when building a robust pipeline to engage students, grow/shape enrollment, and increase net revenue. We will discuss new approaches, innovative strategies, and describe why investing in your brand has never been more important!

15F53: Less Likely to Succeed? Factors That Influence Nursing Student Persistence

Jeff Hill, Regional President, Herzing University

The growing shortage of nurses with bachelor's degrees is threatening the quality of our nation's healthcare systems. Traditional admission practices of nursing programs, which rely solely upon academic variables are not yielding degree completion rates that will meet occupational demands. As a result, this study utilized a two-phase, sequential exploratory design to examine the predictive validity of an array of both academic, and non-cognitive, variables related to program completion.

15F54: Questions Enrollment Leaders Should Ask their Marketing Team

Amy Jauman, Director, University Partnerships, RNL

Sarah Dampier, Director of Academic Operations, Saint Mary's University

Institutions are filled with experts, so why don't we always hear the most valuable information that will lead to success? Faculty and staff who have their finger on the pulse of what current and prospective students are looking for, where they're spending their time, and what incentives they're responding to are potentially not telling leaders everything they need to know for one (or several) reasons.

15F56: When Less Is More: How Smaller Institutions Can Successfully Compete

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

Those of us who serve at small- to mid-sized institutions regularly compete for students with other universities that are significantly larger and have seemingly infinite resources. With a goal to grow, enrollment managers are a facing increasing pressure to increase the number of inquiries, applicants, admits, and enrollees each year—often against seemingly insurmountable odds and declining high school graduation rates. By working smarter (not necessarily harder) and being more strategic about approaches to recruiting students, most institutions can achieve their enrollment goals in a market that is becoming more and more competitive. In this session, we will explore findings from the presenter's dissertation on branding in higher education with practical techniques and recommendations that can be implemented to leverage your greatest assets to maximize your funnel, steward your brand, and ultimately do more with less.

15F57: Lasting Impacts of the Pandemic on Law Admissions

David Kirschner, Associate Dean of Admissions and Financial Aid, USC Gould School of Law

There is no denying that the pandemic disrupted the fabric of everyday life and this certainly has ramifications for the world in which law school admissions offices operate. So, how will the pandemic impact law school admissions moving forward? Join this session to engage in a discussion about the answers to that very question. Attendees should expect to learn about the new hybrid nature of prospective student recruitment, the disruptions to the pipeline of law school applicants caused by the pandemic, and fundamental changes to enrollment models that may result from pandemic-related disruptions.

15F59: Addressing Student Success for "Contemporary Learners"

Nancy Ludwig, Dean, Graduate, Online, & Professional Studies, University of Massachusetts Lowell

Students today don't necessarily fit into the commonly used designations of "traditional" and "nontraditional." Today's students might be considered "contemporary learners." Learning modalities have expanded and evolved through the past two years due to the pandemic, but student behavior has been evolving, too. Institutions need to be prepared to address student success for all the students they serve, in whatever format or pattern students choose to take their courses. This session will share how one four-year public institution is gathering data, establishing touchpoints, and working to retain their graduate, online, and professional students in ways that are specific to the needs of these populations.

15F60: Debt Perception: Student Loans, Financial Literacy, and a New Generation of Students

Steve Neilsen, Dean of Academic Persistence and Support, California Baptist University

More than 45 million college students in the United States have amassed $1.6 trillion in student loan debt. Cultural identity, family background, and communities where students grow up have a powerful impact on the way they perceive education, both as a family value and the economic value of a college degree. More than just financial knowledge, students need to be taught practical skills in order to make informed financial decisions. Generation Z is the most diverse generation in history. Financial security, paying for college, and being able to estimate the potential return on investment are top concerns for today's students.

15F61: Enrollment Growth Through University-Industry Collaboration

Elmer Yglesias, Director of Data Analytics & Strategic Enrollment, American University

From Silicon Valley to Amazon's HQ2 in Arlington, VA, University-Industry Collaboration (UIC) comes with the promise of more jobs and economic development. For their part, universities participate in UICs to align their academic programs and graduates with the needs of business and industry with the hope of achieving higher enrollment and stronger community bonds. The key challenge for UICs is how to successfully bridge the dissimilar missions and organizational goals of universities and industry. How are these strategic partnerships established? What are the UIC characteristics that lead to enrollment growth? How do you convince stakeholders to engage in UICs?

15F62: How to Conduct an Internal Enrollment Assessment (and What to Do With What You Find)

Chanelle Lester, Assistant Dean - School of Science, The College of New Jersey

Reena Lichtenfeld, Assistant Vice President, RNL

Many institutions seeking help from consulting organizations like RNL are doing so because they either are experiencing enrollment loss or see it coming. This year, more than ever before, we have been asked to assess enrollment outcomes and then offer recommendations to remediate. To this end, we have developed a two-part assessment process that allows for a survey of the situation by employing rubric methodology followed by looking at what rises to the top to determine what requires further exploration, which is where we delve even deeper. From there, we are able to remediate really getting at root cause(s) and enabling teams to leverage other RNL approaches, such as strategic enrollment planning and annual marketing and recruitment plan development.

15F63: Project Integration and Optimization Through SEP

Dawn Fortin Mattoon, Executive Consultant, RNL

Dean Kahler, Vice Provost for Strategic Enrollment Management, University of Idaho

Your strategic plan provides the map for setting and achieving your goals. Learn how to integrate all of your enrollment projects into the Strategic Enrollment Planning process. Enrollment project integration and coordination will help to ensure a return on all of your enrollment support investments.

11:15 a.m.-12:30 p.m.	Keynote Session

The Surprising Path to the Good Life
Daniel Pink, #1 New York Times Bestselling Author

How can we lead more satisfying personal and professional lives? As the world emerges from Covid, that question has become newly urgent for individuals and organizations alike. #1 New York Times bestselling author Daniel Pink has found the answer in an unlikely place.

In this provocative and engaging presentation, Pink will reveal a new approach to working smarter and living better by examining our most understood emotion: regret. He will show why the ever-popular "No Regrets" philosophy is utter nonsense. Everyone has regrets. And if we handle our regrets strategically, Pink says, they can be one of the most powerful ways we have to sharpen our decisions, elevate our performance, and deepen our sense of meaning.

To tell his stories and share his insights, Pink will draw on two massive and unprecedented research projects: The American Regret Project, the largest sampling of U.S. attitudes on regret ever conducted, and the World Regret Survey, which has collected more than 16,000 regrets from people in 105 countries. The result is a presentation packed with big ideas, practical takeaways, and a dose of inspiration.

12:30-1:45 p.m.	Hosted Lunch

2:00-3:00 p.m.	Concurrent Breakout Sessions

15H50: Women Leaders in Higher Ed: We Can Do It All!

April Bush, Executive Consultant, RNL

Wendy Beckemeyer, Vice-President for Enrollment Management, Cornell College

Kelly Holloway, Assistant Vice President for Enrollment Management, Mercer

Keyana Scales, Vice President of Enrollment Management at Xavier University, New Orleans

As women, we constantly feel as if we must make sacrifices for family or a career, but do we? If work and family are a natural part of our lives, then why do we have to choose? You can find joy and fulfillment from work and family. Join a panel of women leaders in higher education from across the country who have success in achieving the ultimate life balance and enjoy both work and family. Come be encouraged by other women in higher education and learn how we achieve more when we support each other.

15H51: I am MORE Than a Number: Why Personalization is Key for Gen Z

Jonathan Clues, Founder & CEO, StudentBridge

Digital marketing experts estimate that most Americans are exposed to around 4,000 to 10,000 ads each day (back in the 70's it was less than 500!). With this amount of sensory overload, it is easy to see how your important messages get lost in the noise and don't have the impact you hoped for. Beyond the technology, getting the right balance of personalization can be tricky. Come on too strong, too early, and it could alienate the audience who fear Big Brother. Sending out the same message to everyone shows you don't have any idea who they are and it is completely impersonal. Not ideal for such an important and emotional decision as Higher Ed. In this session we will highlight the right way to approach personalization, and show why nearly 80% of your audience EXPECTS it.

15H52: Be True to Your Institutional Brand in the Digital Learning Environment

Emily Wood, Director of Instructional Design and Development, RNL

Derek Kirby, Director of Marketing Strategy, RNL

Andrew Gianchetti, Senior Market Research Consultant, RNL

Many universities pride themselves on offering a particular campus experience consistent with their mission. How can universities close the gap between online and in-person student learning experiences? How can universities still retain their unique characteristics and value proposition in a digital learning environment? This session will help answer those questions through an exploration of design using the student experience lens.

15H53: Aspirations, Access, and College Completion Driving Students of Color Success Pre- and Post-Recruitment

Jason Fletcher, Director of Undergraduate Recruitment, Houston Baptist University

Dr. Tristian Fernandez-Cablay, Associate Dean Academic Support and Resources, Houston Baptist University

It is essential that every institution minimizes barriers that exist in terms of recruitment, persistence, retention, and the graduation of students of color. Successful colleges do more than recruit; they cultivate, improve and continually examine the processes to help students of color thrive, excel, and achieve a higher education. This session will explore some of the critical functions of enrollment management and student success related to students' color. On a more practical basis, we will examine how student experiences, family resources, and social mobility affect students of color at various points in the pipeline, from application to completion.

15H54: Academic Program Planning

Rob Van Cleef, Senior Market Research Consultant, RNL

Aligning curricular offerings with the needs of the ever-changing market is not an easy task. Most institutions struggle to sunset programs while bringing about new ones. Come learn the key metrics associated with taking a data-driven and objective approach to optimizing your academic program mix, such as demand and market share, employment, funnel analysis, and survey research.

15H56: How Your People and Your System Create Success: The Role of Your People and Slate in Successful Recruitment

Rob Tallerico, Vice President CRM Consulting, RNL

Session description coming soon.

15H57: RNL Student Success: An Integrated Program of Assessment, Analytics, Planning, and Implementation

Shannon Cook, Executive Consultant, Student Success Solutions, RNL

Laura Breckner, Consultant, Student Success Solutions, RNL

The management of student retention outcomes should be integrated throughout your institution, data-informed, technology-enabled, and most certainly based upon your students' needs. But where and how do you start? This session will explore the RNL approach to student success. The presenters will share ways to assess student motivation and satisfaction, the use of predictive analytics for early-alert identification, and the integration of these data points into academic advising, planning strategies, annual retention and completion plans. Examples from institutions who have developed an integrated student success program and improved the student experience will provide ideas for implementation on your campus. You'll leave this session with the ability to assess your campus's comprehensive student retention plan, and with strategies to move it to the next level.

15H59: Creating Campus Awareness About Enrollment Matters

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.

15H60: Driving Online and Graduate Enrollment Growth: Building a Market Data-Informed Marketing, Enrollment, and Program Development Strategy

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

Jay Goff, Vice Provost of Enrollment Management and Student Success, George Washington University

Gabrielle Julien Molinequx, Assistant Vice Provost for Graduate Enrollment, George Washingon University

Join a discussion with Charles Ramos from RNL—along with Jay Goff, vice provost of enrollment and student success and Gabrielle Julien-Molineaux, assistant vice provost for graduate enrollment, both from The George Washington University—about how GW would apply key findings from RNL's 2022 Survey of Online Student Search and Enrollment Processes to their own operations and strategies. Among the topics to be discussed: How can institutions meet students' expectations for personalized responses? How can colleges and universities adjust admissions processes to ensure timely admissions decisions? What should marketing operations do to ensure they are addressing the value propositions most important to prospective students? Are your programs aligned with online student demand, needs and expectations? How can marketing and outreach operations more effectively meet students where they are? This session will provide strategic and practical approaches all aligned and rooted in the intelligence gathered from the survey, providing attendees with practitioner-based insights on how to best leverage the results of the survey.

15H61: How Can Colleges Provide School Counselors With The Information They Need to Succeed?

Alicia Ortega, AVP, Enrollment Marketing Strategy & Integration, RNL

Melanie Casciato, Director for Student Recruitment, Columbia Basin College

Raquel Bermejo, AVP for Market Research, RNL

High school counselors are key influencers in the college admission process. This session will highlight results from recent RNL studies examining the effectiveness of content geared at high school counselors, and how they leverage various forms of information with students and families. We will share what counselors have identified as the most valuable information, as well as common pitfalls. Come to this session to learn about what works when engaging with students from the counselor's perspective and leave with actionable items to improve your counselor's communication plan.

15H62: Integrated Technology Tools for a Data-Driven Marketing Strategy

Cyrus Homayounpour, Associate Dean for Marketing & Enrollment Management, College of Professional Studies, George Washington University

Amanda Gillespie, Director of Communications, Marketing and Recruiting, College of Professional Studies, George Washington University

Sam Wimberly, Data Analyst, George Washington University

This session provides detailed information on one university employing a suite of technologies consisting of labor market databases (EMSI), digital marketing dashboards, email journeys (Pardot) and social media analytics to develop data-driven marketing strategies by using skill cluster analysis, broad labor market and profile data, digital and email engagement and social amplification rate.

15H63: The Student Aid Index: Shifting Our Thinking on Financial Aid Eligibility

Ann Cools, Executive Consultant, RNL

Beth Davenport, Senior Consultant, RNL

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

3:00-3:30 p.m. Refreshment Break

3:30-4:30 p.m. Keynote Session

The Imperative for Innovation in Student Success at Scale: Examples from an R1 University

Dr. Phil Regier, University Dean for Educational Initiatives and CEO of EdPlus, Arizona State University

Innovation is a way of doing business, and the need for innovation that leads to graduation at scale, with quality and rigor in our offerings, has never been greater. Navigating the changing set of solutions to achieve scale appears treacherous, with for-profit universities being purchased by public universities and full-service OPMs facing daunting political and operational challenges. University Dean for Educational Initiatives and CEO of EdPlus at Arizona State University, Phil Regier, will discuss these challenges and propose solutions sparked from within the knowledge core of the university itself.

3:30-4:30 p.m.   Concurrent Breakout Sessions

15J52: Put Your FAQs to Work: Using Keyword Research to Optimize Your Existing Content for Search

Juliana Scheiderer, Digital Marketing Strategist, Ohio State Online (The Ohio State University)

Erin Schuler, Digital Marketing Strategy Lead, Ohio State Online (The Ohio State University)

Developing a search-friendly content strategy doesn't have to mean starting from scratch. Your prospective students' frequently asked questions are also their frequently searched questions. Leverage readily available data about your prospective student audience and refresh your existing resources to create content that captures more search traffic—and more students.

15J53: Positioning Your College as a Destination for Phi Theta Kappa Transfer Students

Dennis Kelly, Chief Enrollment Officer / Senior Vice President, Wilmington College Ohio

The difference between a successful transfer fall class could be the number of students enrolled that are Phi Theta Kappa transfers. This presentation focuses on establishing a firm business relationship with PTK, developing a sound recruitment plan to include marketing, and creating specific scholarships and grants for PTK transfers.

15J55: The Unintended Consequences of the Use of Data on Diversity, Equity, and Inclusion

*Tracy Simmons, Assistant Dean, Admissions, Diversity Initiatives and Financial Aid,
University of San Diego School of Law*

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

In the last several years, institutions have increasingly promoted Diversity, Equity, and Inclusion initiatives. At the same time, the use of advanced analytics in marketing, enrollment management, financial aid optimization, and student success has become more commonplace. Often, data can seem merely factual and innocuous. Yet there can be surprising bias in data. To avoid unintended effects on DEI initiatives, enrollment leaders need to understand how to spot and mitigate data issues that perpetuate the status quo.

15J56: Academic Affairs and Enrollment Management: The Bridge to a Quality Student Experience

Reena Lichtenfeld, Assistant Vice President, RNL

Cherron Hoppes, Chief Academic Officer, RNL

Keona Tarpley, Director of Product Management, Adtalem Education

To ensure the best possible student experience in graduate and online programs, alignment between academic affairs and enrollment management is key. Leaders from each division should partner in all aspects of academic and enrollment operations, program development, marketing and messaging, student orientation and onboarding, and the learning experience. Join our conversation to explore ways to build the academic and enrollment partnership.

15J58: Win, Grow, Retain: How Athletics Impacts Admissions, Financial Aid, and Enrollment

Todd White, Assistant Vice President, Consulting Services, RNL

Institutional strategic planning goals target improved recruitment, enrollment, retention, and graduation of students. Athletics impact these results not just for athletes but for the entire institution. This session will discuss the importance of the recruitment of student athletes in meeting institutional enrollment and revenue goals. Examine the role of roster size, JV programs, and new programs for potential growth. Look at examples of tools and strategies you can use to include athletic student recruiting goals in overall enrollment planning. Review strategies to deliver and monitor merit and talent scholarship cost for student-athletes.

15J59: Developing an Agile Enrollment Management Structure and Culture

Alejandra Sosa Pieroni, Vice President, Enrollment Management, RNL

Boyd Bradshaw, Vice President for Enrollment Management, Towson 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, come 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.

15J61: Faculty Involvement in Recruitment: Beyond the "Same Old, Same Old"

Carol Descak, Interim Dean of Enrollment, PA College of Art & Design

How can you distinguish your institution by involving faculty beyond "the same old, same old" tactics? What do you do about the overly enthusiastic faculty member who wants to volunteer but who may not be the best front-facing representative? How can we optimize faculty strengths in recruitment? At what touch points does faculty involvement have the most impact? What do we in admissions want faculty to know (or not know)? How do we encourage and reward faculty involvement? In this session, you'll hear answers to these questions, gain insight into some best practices in your work with faculty, and hear about creative strategies for building partnerships with one of your institution's greatest resources.

15J63: The Skills, Tools, and Capacities Most Important to Enrollment Management Success

Lauren Way, Director, RNL Certificate in EM and Associate Professor, Bay Path University

Dr. John Baworowsky, VP of Enrollment Management, Marquette University

Enrollment professionals serve in the intersection of strategic institutional needs including tuition revenue, institutional policy, technology expectations, and the changing prospective student demographics and preferences. How do the most successful enrollment managers and leaders prepare themselves and their institutions to meet these challenges? This session covers the set of key skills, most relevant knowledge areas, and cutting edge strategies that RNL experts have collected and infused into a unique career-building experience. Attend to discover the best way to increase your own and your institution's ability to meet rapidly changing technology, financial aid, retention, and strategic planning capabilities.

4:30 p.m.   Free Evening to Enjoy D.C.

Saturday, July 16, 2022

8:00-8:30 a.m.   Coffee and Doughnuts

8:00 a.m.-10:00 a.m.   Registration check in/Exhibit Area Open

8:30-9:15 a.m.   Concurrent Breakout Sessions

16K50: Creating an Environment for Success: What Enrollment Leaders Need to Prepare for in 2023 and Beyond

Dani Rollins, Vice President, Enrollment, RNL

Suzana Díaz Rosencrans, Assistant Vice Provost for Online Programs, The University of Texas at San Antonio

Effective enrollment managers in the twenty first century need more than a solid understanding of marketing, recruitment, and financial leveraging practices. Truly transformational enrollment results come from truly transformational leaders. Join us for this conversation about enrollment management and strategies for creating the necessary infrastructure and culture for enrollment success.

16K51: Creating a Healthy Goal-Driven Culture

Michael Ritter, Vice President, RNL

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 a positive, productive culture in the office. We'll 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 time of year and whether we are ahead or behind of targets.

16K52: Doing Data Right—How Information Sharing Can Help Bring In (and Keep) Your Class

Ann Cools, Senior Consultant, RNL

Leslie Crosley, Executive Consultant, RNL

Bernie Valento, VP Enrollment Management, St Bonaventure University

Attendees will learn why data is important in making enrollment management decisions, as well as the impact it can have on recruiting and retaining students. This session will explore:

 • How to understand what metrics (data points) should be collected and analyzed to help the enrollment and campus leadership make informed decisions.

 • Explore the specific data points that are vital to assessing the health of an enrolling class, while supporting recruitment and retention efforts.

 • How to use data to respond to the continually changing environment while being mindful of campus enrollment and revenue priorities.

16K53: Retaining Students by Validating Their Milestones

Raymond Carlos, Director of Student Life, San Bernardino Valley College

Retaining students though validating their personal success in their educational endeavors is critical to affirming a student's place in college. This session will demonstrate the use of Dr. Rendon's Validation Theory with particular attention to the use of technology and showcase the success and continued challenges of student retention.

16K54: Strategic Student Success Planning

Jeff Gates, Senior Vice President for Student Life and Enrollment Management, Utica University

Have you ever wondered how to think strategically with student success planning? You might be familiar with Strategic Enrollment Planning - but how can you apply similar principles within Student Success? Learn how one University has achieved success in this area with first year to second year retention increasing from 67% to 80% in just three years.

16K55: Faculty Engagement in Student Success: Effective Strategies for Today's College Students

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

Research abounds on the positive effects of student-faculty interactions on college student success, but these interactions have changed as a result of the Covid-19 pandemic. How do you determine the most effective ways to engage faculty in your student retention and success strategies? This session will provide a useful context and key questions to ask as you build new strategies for faculty-student engagement in the coming year.

16K57: Meeting the Needs of Online Students: What the Data Tell Us

Scott Jeffe, Vice President, Research, RNL

In each of the last five years, the number of students enrolled in fully face-to-face programs has contracted, while those enrolled in all online courses has increased. This demonstrates the importance of online programming as a key component of enrollment health. In early 2022, RNL conducted a survey of more than 1,600 prospective online students and what we found may surprise you. How do they prefer their online program to be structured? What are the most important factors in their enrollment decision? How do they search for programs of interest? What do they expect of the recruiters and others at institutions? Just how time-sensitive are they? These are among the most important findings that we will review in this session.

16K58: I Have Money... How Do I Spend It? Spending Institutional Financial Aid Resources in a Strategic Way

Derek Flynn, Vice President, RNL

Financial aid continues to be a driving force in students' decision to enroll. With most institutions having a finite amount of dollars, spending them wisely is critical.

16K59: Integrating Your Institutional Strategic Plan with Your Strategic Enrollment Plan

Stacy Klippenstein, President, Mohave Community College

Tim Culver, Executive Vice President, Mohave Community College

Many colleges and universities have developed their Institutional Strategic Plan (ISP) and have included key performance indicators for enrollment and student success, which help guide their Strategic Enrollment Plan (SEP) and enrollment management activities. This presentation will describe how Mohave Community College (AZ) has directly mapped four strategic goals and twenty-one objectives over the next five years.

16K60: Utilizing Market Analytics to Maximize Low-Performing Graduate Programs

David Barron, Associate Vice President for University Enrollment Management,
The University of Texas at Tyler

Bob Stewart, Vice President Graduate and Online Solutions, RNL

This session will highlight how UT Tyler utilized market analytics to determine optimal graduate programs for growth and implemented an innovative "Tuition Reduction Benefit" scholarship to boost enrollment in low-performing graduate programs, without increasing direct costs to the university. Participants will gain an understanding on how they too can implement this strategy on their campuses.

16K61: Using Benchmarking to Prescribe Action

Josh Roberston, Senior Vice President, Product Strategy, RNL

Every metric begs the question: is this result good or bad? The best way to answer this relevance question is to begin with benchmarks: how do I compare with a peer group? If my metric is better or worse, is this a valid comparison or is there a reason for the divergence from the peer group? This session covers best practices and considerations for more effective benchmarking and taking action with prescription.

16K62: At the Intersection of Standardized Testing Admissions Policies

Tony Sarda, Director of Undergraduate Admission, St. Mary's University

Akil Bello, Senior Director of Advocacy and Advancement, FairTest

Tara Miller, Assistant Director of Undergraduate Admission, St. Mary's University

While the college admissions landscape has shifted away from requiring students to submit standardized tests for college admissions, students have been left to sift through individual institutional policies, wondering if they can game the system, and determining if optional truly means optional. In this session you'll hear from a test-prep expert, a veteran college counselor, and an admission director about the misconceptions and uses/misuses of tests. This session will also discuss the impacts of testing policies on college counseling and the college search, and what admissions offices can do to create clearer and more equitable environments for future college students.

16K63: Let's Talk College Financing: How to Effectively Communicate Affordability and Value

Alejandra Sosa Pieroni, Vice President, Enrollment Management, RNL

Wendy Beckemeyer, Vice President for Enrollment Management, Cornell College

With cost and scholarships being among the top decision factors in the students' decision to enroll, financial aid leveraging and literacy has become an imperative in the recruitment process. During this session, come learn how to effectively communicate the financial aid process, establish compelling value statements, and implement innovative financial aid programs to drive enrollment (Learn about Cornell College's latest Debt Reduction Pledge program). Additionally, we will discuss ways to train your staff so they can successfully help students and families navigate the financial aid process and make an informed college decision; all while reaching their recruitment goals.

9:15-9:30 a.m.　　　　Refreshment Break

9:30-10:15 a.m.　　　　Concurrent Breakout Sessions

16M50: Retaining Adult Learners in an Online Environment

Nathan Carson, Assistant Vice President of Enrollment Management – Online, Oral Roberts

Supporting and retaining online learners through strategic processes and employment allocation. Learn how to establish a support system and a retention mindset throughout your organization from application to graduation. Also, identifying and discussing retention factors facing today's online learner will be discussed.

16M51: Role of Analytics: Evolution of RNL Modeling

Kristin Davis, Associate Vice President, RNL

Andrea Gilbert, Senior Vice President, RNL

Student engagement has changed the modeling game. Come join and learn how RNL is incorporating prospective student interactions from your recruitment efforts to present a more robust behavior analytical predictive model.

16M52: Admissions Staff Engagement in a Remote Workplace

Lucy Bourgeault, Director of Admissions, Goddard College

COVID forced many admissions offices to move their operations to remote work. Learn how one admissions office managed to deepen engagement and ownership for a fully remote team.

16M53: Financial Aid in a Time of Change

Terrance Harris, Vice President, Strategic Enrollment Management, Cal Poly

In the last 10 years, students and their families are less willing to borrow as issues as varied as changes in alternative loans, less engagement with learning due to COVID disruptions, and a decrease in the perceived value of education present new challenges for the roll of financial aid packages in encouraging enrollment and meeting diversity and other goals. The best path for a solution is using data and analytics to understand sub-groups better: with a shift away from traditional demographics to include more behavioral and attitudinal sources, we can understand motivations and needs better and act on these learnings.

16M54:The Sophomore Slump: Strategies for Supporting and Retaining Second-Year Students

Julie Tetley, Deputy Head: Curriculum, Registration and Advising and Asst. Professor, The United States Air Force Academy

Over the past 25 years, colleges across the nation have developed extensive programs to support first-year students and, as a result, have witnessed a rise in first- to second-year retention rates and improved academic engagement of first-year students. But, what about the second-year students? While the "sophomore slump" is not a new phenomenon, institutions of higher learning have begun to pay greater attention to this population by means of increased resources, research, and specialized programs. This session focuses on the characteristics, needs, and issues of second-year students, drawing on various psychosocial and cognitive developmental models, and features the latest sophomore-year research and program best practices from across the nation. Participants will leave with ideas for implementation and knowledge about how to better support second-year students.

16M56: Storytelling Through Motivational Data

Elizabeth Swartz, Director, TRIO Student Support Services, Fitchburg State University

Do you want to "know" your students? Students' answers to motivational data enable you to not only create case studies of an individual, but to expand outward to encompass whole populations. This session explores micro and macro data that you can use to connect with specific students, detect trends within populations, and bring bespoke surveys of your cohorts to the analytical table.

16M57: The 34-Minute Marketing Survival Guide: What Works and What Doesn't

Stephen Dill, Interim Senior Director of Marketing and Communications, Naropa University

How do you manage a small marketing team as it evolves to succeed in the new higher ed recruitment environment? There are more social platforms every month, an ever-greater need for more content, the imperative of diversity, equity, and inclusion, and the unavoidable reality that decisions have to be based on data, not instinct or history. Drawing from the collective experiences of working with the marketing teams at five very different colleges, Stephen Dill delivers pragmatic approaches to support a long-term vision for how to create leads and strengthen the brand of any college.

16M58: Design for Diversity, Equity, and Inclusion

Emily Wood, Director of Instructional Design and Development, RNL

Cherron Hoppes, Chief Academic Officer, RNL

Brian Bourke, Professor, Murray State University

Online and digital learning has been put to the test during the pandemic. The pivot to remote emergency teaching has opened our eyes to the value of quality course development but more importantly, it has highlighted the need for DEI in all institutional practices. Universal Design for Learning (UDL) is both a lens and a toolkit to promote inclusion and engagement. Its focus on removing barriers can influence our work in marketing, enrollment, student support services, and the learning experience. From our boards and senior leadership to faculty and staff, what are the key conversations on your campus? This session will provide insight and application of UDL across the student lifecycle.

16M59: High School Students' and Families' Perceptions of College Financing—Help Them Turn Perceptions into Reality!

Raquel Bermejo, AVP for Market Research, Undergraduate, RNL

Darlene Dilley, M.Ed., Associate Provost for Enrollment, Management, Utah Tech University

We asked nearly 6,500 prospective families and 1,000 high school students about college financing, and we cannot wait to tell you what we learned from their responses!

Join us to learn how your team can use this information to reach, engage, and help prospective families and students with the right information. In this session, we'll unpack the results of two national-level studies and leave you with a better understanding of how you can improve communication with your prospective families and students regarding college financing to help you meet your enrollment and revenue goals.

16M60: Beyond the Funnel: Data and Reporting

Tim Heuer, Director, Enrollment Information and Analysis, Loyola University Chicago

You know you need research to understand your enrollment marketing plans. Where do you start? This presentation details the core four reports created by Loyola Chicago's Enrollment Research Team. You'll learn how we understand applicants and their website behavior, how we measure marketing success, and how Loyola evaluates the market for new graduate programs.

16M61: Building a Culture of Enrollment Management with Faculty

Lisa Krissoff Boehm, Dean, College of Graduate Studies, Bridgewater State University

Paul Cincotta, Director, Bridgewater State University

Four and a half years ago, we were tasked with turning admissions into a culture of enrollment management by the president of our university. This presentation will detail how we went from responses of "this is not my job" to a community highly engaged with enrollment management. Working with RNL over the past year has solidified these gains. We will provide both practical and theoretical advice to help you move the needle on building a culture of enrollment management with faculty partners, including chairs and program faculty.

16M63: Practical Guidance on Building a Best-in-Class, Cross-Functional Model

Amy Mikel, Director of Marketing, Erikson Institute

Catherine-Esther Cowie, Assistant Director of Marketing, Erikson Institute

Do you feel restricted from bringing the best degree program, enrollment strategies, or student experience to life? Are the difficulties of working in silos creating issues both internally and externally? This session will provide guidance on what trends are driving the need to work cross-functionally across enrollment, marketing, academics, and student services along with cross-functional tenets and outcomes, plus practical steps in building a cross-functional team.

10:30-11:30 a.m. — Closing Keynote Session

Kindra Hall

Wall Street Journal Best-Selling Author, Award-Winning Storyteller

Kindra Hall is the go-to expert for storytelling in business and beyond. She is the best-selling author of *Stories That Stick: How Storytelling Can Captivate Customers, Influence Audiences, and Transform Your Business*—a book that debuted at #2 on the *Wall Street Journal* Bestseller List and that *Forbes* said, "may be the most valuable business book you read." In January she released her highly anticipated second book, *Choose Your Story, Change Your Life: Silence Your Inner Critic and Rewrite Your Life from the Inside Out*.

Hall is a sought-after keynote speaker trusted by global brands to deliver messages that inspire teams and individuals to better communicate the value of their company, their products, and their individuality through strategic storytelling. She is also the Chief Storytelling Officer at *Success Magazine* where she shares the inspiring, often untold, stories of achievers like Daymond John, Deepak Chopra, James Altucher, and Misty Copeland in print and on the podcast *Success Stories With Kindra Hall*.

11:30a.m-1:00 p.m. — Brunch

1:00 p.m. — Adjournment