



# RNLNC Sessions

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

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## Undergraduate Enrollment Management Track

### **2022 Prospective Family Engagement Study**

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.

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

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.

### **Admissions Staff Engagement in a Remote Workplace**

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.

### **Bridging the Gap Between Enrollment and Fundraising**

Session details coming soon.

### **College Readiness Coaches: Building Recruitment Pipelines in Your Community**

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*.

### **Creating a Healthy Goal-Driven Culture**

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 goal setting and tracking 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 they are ahead or behind targets.

### **Creating Campus Awareness About Enrollment Matters**

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.

## **Doing Data Right—How Information Sharing Can Help Bring In (and Keep) Your Class**

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.

## **E-Expectations: Trends in Student Use of Digital Resources in College Search and Selection**

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.

## **Enrollment Growth Through University-Industry Collaboration**

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?

## **Faculty Involvement in Recruitment: Beyond the "Same Old, Same Old"**

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.

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

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.

## **Five Things an Enrollment Manager Needs to Know/Do Now**

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.

## **Fostering Cross-Campus Partnerships That Are Critical for Enrollment Growth**

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.

## **From Athletic Coach to Director of Admissions**

Listen to the recruitment strategy from a college men's basketball coach with over 100 wins to the director of admissions. Last year we were able to set the school record for total undergrad enrollment and surpassed 500 freshmen for only the second time in school history. Learn about a competitive approach that is focused on building relationships and growing and advancing the rep team.

## **High School Counselors: How Can Colleges Provide Them Information They Need to Succeed?**

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.

## **How to Assess Brand Strength and Take Targeted Action**

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.

## **How Your People and Your System Create Success: The Role of Your People and Slate in Successful Recruitment**

Session details coming soon.

## **Improving Enrollment Goals With Strategic Parent Engagement**

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.

## **Incorporating Current Students in Your Recruitment and Retention**

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.

## **Is Higher Ed Dying or Dynamic? Student Perceptions on ROI Change During COVID**

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.

## **Keys to Success in New Enrollment Leadership Roles**

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

## **Leading Change**

A presidential perspective on leading change in challenging times.

## **Marketing for Rookies**

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.

## **Positioning Your College as a Destination for Phi Theta Kappa Transfer Students**

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.

## **Put Your FAQs to Work: Using Keyword Research to Optimize Your Existing Content for Search**

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.

## **Recruitment for Rookies**

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 new team member anxiety.

## **Silo Annihilation 1.0: How Marketing and Enrollment Management Can Win the Recruitment Game, Together**

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.

## **The 34-Minute Marketing Survival Guide: What Works and What Doesn't**

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.

## **The Skills, Tools, and Capacities Most Important to Enrollment Management Success**

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.

## **Top 10 Issues Facing Higher Education**

Session details coming soon.

## **When Less Is More: How Smaller Institutions Can Successfully Compete**

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 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.

## **Women Leaders in Higher Ed: We Can Do It All!**

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.

# Graduate and Online Track

## **Academic Affairs and Enrollment Management: The Bridge to a Quality Student Experience**

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.

## **Applying the 2021 Graduate School Research**

Session details coming soon.

## **Be True to Your Institutional Brand in the Digital Learning Environment**

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.

## **Beyond the Funnel: Data and Reporting**

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.

## **Bridging Success in Recruitment, Retention, and Graduation**

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.

## **Design for Diversity, Equity, and Inclusion**

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 course design and classroom practices. Whether it is offering choice in learning materials and activities or creating an equitable and safe learning environment in online class meetings, this session will highlight the use of Universal Design for Learning in ways that promote inclusion and engagement.

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

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.

## **“Free College” Corporate Partnerships: The Ups and the Downs**

Session details coming soon.

## **Graduate and Online Recruitment Simplified: Some Remarkably Basic Advice**

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.

## **How to Conduct an Internal Enrollment Assessment (and What to Do With What You Find)**

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.

## **Lasting Impacts of the Pandemic on Law Admissions**

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.

## **Leading Transformational Change with Graduate and Online Enrollment**

Session details coming soon.

## **Meeting the Needs of Online Students: What the Data Tell Us**

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.

## **Online Learning After the Pandemic**

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.

## **Practical Guidance on Building a Best-in-Class, Cross-Functional Model**

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.



## **Questions Enrollment Leaders Should Ask their Marketing Team**

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.

## **Speak Your CFO's Language: How to Articulate New Program Investment**

Session description coming soon.

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

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.

## **Utilizing Market Analytics to Maximize Low-Performing Graduate Programs**

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.

## **What Do Graduate Students Expect? 10 Things Graduate Students Expect of Institutions**

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.

## **What Enrollment Managers Need to Prepare for in 2023 and Beyond**

Topics we will discuss include: impacts of the Great Reshuffle on higher ed, how management must change, and what that looks like for recruitment and marketing, changes to org structures (centralized vs. decentralized models).

# Student Success Track

## **Addressing Student Success for Contemporary Learners**

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.

## **An Unexpected Story: The Effect of Housing Locations on Retention**

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.

## **Aspirations, Access, and College Completion Driving Students of Color Success Pre- and Post-Recruitment**

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.

## **Assessing Student Satisfaction for Online Learner Success**

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.

## **Do It for the Culture!**

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.

## **Guiding Students on a Path to Success: Developing Educational Plans and Assessing GPS**

Guided Pathways or GPS was implemented at our institution in fall 2019. 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.

## **Institutional Effectiveness: Your Partner for Student Success**

Session description coming soon.

## **Integrated Technology Tools for a Data-Driven Marketing Strategy**

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.

## **Less Likely to Succeed? Factors That Influence Nursing Student Persistence**

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.

## **Retaining Students by Validating Their Milestones**

Retaining students through 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.

## **Retention for Rookies**

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.

## **RNL Student Success: An Integrated Program of Assessment, Analytics, Planning, and Implementation**

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.

## **Strategic Student Success Planning**

Session description coming soon.

## **Student Success Through the Pandemic**

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.

## **Teaching Squirrels: Engaging the Post-Millennial**

A squirrel has an attention span of one second, but give them an acorn and it goes up to four minutes. Our Postmillennial students have a short attention span, but if we can find their acorns, we can engage them. Author of *Teaching Squirrels*, Dr. Mendoza will share her research on Gen Z. This session would look at the generational differences that cause problems and give solutions on how to overcome those differences in the classroom.

## **The Impact of Campus Wellbeing: A Surprise Discovery**

Imagine engaging several hundred students through a wellbeing program, only to discover your efforts would impact retention and the most unusual way? This presentation will share our practical approach for building a campus wellbeing 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 Wellbeing programming, transform your campus environment, and accidentally start a retention initiative.

## **Financial Aid Track**

### **An Innovative Student Accounts Model for Enrollment Success**

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.

### **Debt Perception: Student Loans, Financial Literacy, and a New Generation of Students**

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.

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

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.

### **Financial Aid for Rookies**

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.

### **High School Students' and Families' Perceptions of College Financing—Help Them Turn Perceptions into Reality!**

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.

### **I Have Money...How Do I Spend It? Spending Institutional Financial Aid Resources in a Strategic Way**

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.

## **Learning in the Workplace and the Classroom**

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.

## **Let's Talk College Financing: How to Effectively Communicate Affordability and Value**

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.

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

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.

## **The Intersection of Price and Aid During Times of Inflation**

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.

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

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

## **Win, Grow, Retain: How Athletics Impacts Admissions, Financial Aid, and Enrollment**

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.

# Strategic Enrollment Planning Track

## **Anchoring Data When It is Counterintuitive to Institutional Culture**

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.

## **Building a Culture of Enrollment Management with Faculty**

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.

## **Developing an Agile Enrollment Management Structure and Culture**

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.

## **Economic Measures of Program Growth**

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.

## **Integrating Your Institutional Strategic Plan with Your Strategic Enrollment Plan**

Many colleges and universities have developed their Institutional Strategic Plan (ISP) and have included key performance indicators for enrollment and student success which help to guide their Strategic Enrollment Plan (SEP). This presentation will describe how Mohave Community College (AZ) has directly mapped four strategic goals and 21 objectives in the ISP to accomplish strategic enrollment outcomes over the next five years.

## **Project Integration and Optimization Through SEP**

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.

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

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.

## **The Fundamentals of Strategic Enrollment Planning**

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.

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

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.

## **Innovation and Analytics Track**

### **Declining Traditional Enrollment and the Top of the Funnel: Numbers or Quality?**

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.

### **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.

### **Financial Aid in a Time of Change**

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.

### **Growing Enrollment: Lessons on the Use of Digital Marketing in Online and Graduate Enrollment**

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.

### **Integrating Your Understanding of the Student Lifecycle to Improve Outcomes**

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.

### **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 report writer task: it's a critical business activity to understand, share common knowledge of, and have meaningful conversations about data and insights gleaned from 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.

### **The Unintended Consequences of the Use of Data on Diversity, Equity, and Inclusion**

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.

### **Using Benchmarking to Prescribe Action**

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.

Register by May 2 for early-bird savings.  
**Learn more at: [RNL.com/RNLNC2022](https://RNL.com/RNLNC2022)**