

ADULT STUDENT MARKETING AND ENROLLMENT STRATEGIES

July 28 – 30, 2010

Boston, MA



ADULT STUDENT MARKETING AND ENROLLMENT STRATEGIES

July 28 – 30, 2010 :: Boston, MA

OVERVIEW

Prospective adult students are numerous, motivated to earn a degree, and many are willing to finance their own education. As adult student enrollment continues to grow and more schools strategically work to attract adults, the market becomes more competitive.

Join us in Boston to gain a better understanding of adult student needs, characteristics, and motivations. Leave the conference armed with new plans for recruitment and enrollment strategies for the adult student population including veterans, distance learners, and working parents.

You will learn how to:

- Differentiate your school for adults
- Formulate a consistent marketing message for adult students
- Modify your marketing strategy for special groups of adults (e.g., vets, distance learners, working parents)
- Effectively move adults from engagement to enrollment
- Make good use of technology in adult marketing
- Determine an effective marketing mix on a limited budget

WHO SHOULD ATTEND

College administrators who want to enhance their ability to more effectively recruit and enroll adult students. This includes: marketing directors, adult admissions directors, continuing education administrators, distance education administrators, and others involved in adult program marketing and management.

A TEAM EFFORT

Because a successful adult marketing and enrollment program requires the buy-in of so many constituents, we encourage you to bring individuals from all levels of your operation. Leaders who will champion the marketing and enrollment strategy and managers who will implement and administer your plans will each find this conference valuable.

SUBMIT A SPECIFIC ADULT MARKETING CHALLENGE/ CASE STUDY FROM YOUR INSTITUTION FOR FEEDBACK

Get the most out of this program by submitting a specific adult marketing challenge/case study from your institution for feedback. Send us a copy of your marketing materials for review and/or describe an adult marketing challenge that you have, along with your possible solution. Our faculty will review your submissions and offer ideas during appropriate sessions throughout the conference. Please note that we may only be able to address a limited number of your submissions – so please register early if you'd like to be considered! Send your request to Linda at linda@academicimpressions.com.

**Do you
understand
the needs and
motivations
of prospective
adult
students?**

OPTIONAL PRE-CONFERENCE WORKSHOP

WEDNESDAY, JULY 28, 2010

- 9:00 a.m. – 12:00 p.m. **Optional Pre-Conference Workshop – Using Facebook and Blogs in Adult Marketing**
Learn new ideas on how to incorporate these two social media tools into your adult marketing strategy. You will learn how to get started on Facebook, how to customize it to best suit your market, and best practices for using both of these important new tools. In addition, the faculty will present techniques to measure the effectiveness of social media using the analytics available from Facebook Insights.
- 12:00 – 1:00 p.m. **Lunch for Pre-Conference Workshop Attendees**

CONFERENCE AGENDA

WEDNESDAY, JULY 28, 2010

- 12:30 – 1:00 p.m. **Registration**
- 1:00 – 1:30 p.m. **Introductions and Opening Remarks**
- 1:30 – 2:30 p.m. **Knowing the Target Audience**
Highlighting recent research conducted by Stamats, you will gain a better understanding of who adult learners are, what they expect and how to reach and hold them. You will also be asked to share your experiences in regard to the adult market in your area. Additionally, we will use this time to address any case study submissions that fall under this topic.
- 2:30 – 3:30 p.m. **Creating Consistent Marketing Messages**
This session will examine the qualitative and quantitative research needed to craft effective, actionable marketing messages for the adult market in your region. You will have an opportunity to examine both well-crafted messages for adults and some that are not so well-crafted and discuss the pros and cons of each.
- 3:30 – 3:45 p.m. **Break**
- 3:45 – 5:00 p.m. **Creating Consistent Marketing Messages for Specific Groups**
In this continuation of the marketing messages session, content will focus on developing specialized messages for specific audiences (e.g., veterans, distance learners, and working parents) and you will have an opportunity to examine some examples of each.
- 5:15 – 6:15 p.m. **Networking Reception (included in registration)**

THURSDAY, JULY 29, 2010

- 8:30 – 9:00 a.m. **Continental Breakfast (included in registration)**
- 9:00 – 10:30 a.m. **An Effective Media Mix on a Budget**
Selecting the media mix for your message, your institution and your adult market needs can be challenging. This session will explore a wide range of traditional and emerging communication options and discuss the pros and cons of each. Faculty will provide examples from their experiences and ask you to share some of your experiences and decisions in this area. The emphasis in this session will be on how to use both traditional and emerging media to reach different groups of adults and how to do it cost effectively. In addition, the challenges of building an effective marketing budget will also be addressed.
- 10:30 – 10:45 a.m. **Break**

CONFERENCE AGENDA

THURSDAY, JULY 29, 2010 (CONTINUED)

10:45 a.m. – 12:00 p.m. **Group Work on Marketing Strategies**

Working in groups, either by school or type of school, you will have an opportunity to draft new or revised marketing messages for adults and/or specific groups of adults that you would like to test when you return to your school. You will also have an opportunity to exchange ideas with your peers. Faculty members will be available to facilitate your work and answer questions.

12:00 – 1:00 p.m. **Lunch (Included in Registration)**

1:00 – 3:00 p.m. **Making Effective Use of Technology in Adult Marketing**

Learn about the most and least effective online marketing methods, search engine optimization, and other online marketing issues. The faculty will explore the use of analytics to measure the effectiveness of your online efforts and help you think through a comprehensive strategy for online marketing.

3:00 – 3:15 p.m. **Break**

3:15 – 5:00 p.m. **Strategies for Moving from Engagement to Enrollment**

In this session you will examine some of the key strategies for moving prospects through the funnel to enrollment. Through interactive role-playing activities, you will learn how to develop a team that builds relationships, setting and meeting goals, effectively scheduling touch points, and using different kinds of follow up for different groups. In addition, you will learn about the cross-campus partnerships that can help in this effort (e.g., advising, faculty, financial aid, alumni, etc.).

FRIDAY, JULY 30, 2010

8:30 – 9:00 a.m. **Continental Breakfast (included in registration)**

9:00 – 10:30 a.m. **Differentiating Your School for Adults**

Because the adult market is becoming increasingly competitive, this session will provide you with tools to use in building a differentiation strategy. This strategy will be based on knowing your competitors as well as the needs of adult students. Through presentation and discussion, you will have an opportunity to learn about twelve different areas schools should consider when differentiating themselves and the steps you can take now to get started.

10:30 – 10:45 a.m. **Break**

10:45 – 11:45 a.m. **Group Work on Marketing Strategies**

Working in groups, either by school or type of school, you will begin to develop a strategy around how you will use technology more effectively in your marketing mix. You will also identify the areas in which your school might differentiate itself and become more competitive in the adult market. You will have an opportunity to exchange ideas with your peers and faculty members will be available to facilitate your work and answer questions.

11:45 a.m. – 12:15 p.m. **Final Brainstorming and Discussion**

In this final 30-minute session, a facilitator will lead a discussion of what each of you hopes to do with adult marketing when you return to your campuses. You will have an opportunity to share your ideas on such things as messages to test, technology to employ, tactics for reaching a special group of adults, and how to differentiate your school and get feedback from faculty and colleagues.

OPTIONAL POST-CONFERENCE WORKSHOP

FRIDAY, JULY 30, 2010

12:15 – 1:15 p.m. **Lunch for Post-Conference Attendees**

1:15 – 4:15 p.m. **Optional Post-Conference Workshop – Calculating Your Marketing ROI and Using the Results to Make Your Case**

Budgets are tight in today's higher education environment and you must be able to demonstrate return on investment dollars. In order to do that, you must have reliable tracking methods in place to capture the pertinent data for each campaign. This workshop will tackle both tracking methods and assessment. It will provide you with valuable pointers on establishing metrics and collecting and analyzing data. Once you have results, you will learn how to use those results to make campaign adjustments and to calculate an ROI to make your next budget case.

INSTRUCTORS



Eric Craver, Director of Marketing & Recruitment, Adult Degree Programs, University of Wisconsin-Green Bay

Eric has served in his current position for six years, and in that time, he has watched adult enrollments steadily increase. His primary responsibilities include oversight of all adult marketing and recruitment functions as well as serving as an academic advisor. Prior to his current position, Eric worked on campuses ranging from 500 to 35,000 students, both public and private, and served in marketing, recruitment, and student services leadership roles.



Timothy J. Panfil, Managing Director, School for Advanced Learning, Elmhurst College

Tim Panfil has 15 years of experience in higher education. Prior to his current position at Elmhurst, he served as director of adult and graduate student enrollment of the newly created School for Advanced Learning (a central point of contact for all prospective, non-traditional learners for the college's adult, graduate, and the Elmhurst Life Skills Academy). Tim is also an adjunct instructor at Elmhurst. Prior to joining Elmhurst, Tim worked at DeVry University, Keller Graduate School of Management, and National-Louis University, among others.



Robert Sevier, PhD, Senior Vice President, Strategy, Stamats, Inc.

Robert has had more than 25 years of leadership experience in strategic thinking and planning, integrated and brand marketing, market research, and student recruiting. His innovative work has been featured at hundreds of professional conferences as well as in higher education's major marketing publications. He has authored seven books on integrated marketing, brand marketing, innovation, and strategic planning. Prior to joining Stamats in 1988, Robert also taught and worked as an administrator at several universities.



Jason Simon, Director Marketing and Communications, University of California System

Jason joined the University of California in February 2009, managing a reorganization of the system's communication group in the midst of a financial crisis that defined the university's future. In his current role, he oversees UC's marketing efforts and manages a group tasked with branding, advocacy, recruitment, web, and outreach strategies. Prior to joining UC, Jason was the executive director of marketing and creative services at North Carolina State University. During his nearly five years in that role, he oversaw the launch of an integrated branding campaign, market informed strategic and enrollment planning, an overhaul of the university's Web presence, and the launch and close of a \$1 billion capital campaign. His efforts helped define the university's voice and personality and resulted in nearly 15 CASE III awards, including several Grand awards. Prior to jumping into higher education, Jason was a brand strategist and a sports writer and editor.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Cambridge Hotel Overlooking Boston
575 Memorial Drive
Cambridge, MA 02139

To reserve your room, call 617-492-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of July 27 – 29, 2010. Reservations must be made by July 14, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Minutes from Boston, the Hyatt Regency Cambridge hotel is located along the scenic Charles River overlooking the Boston skyline and is in the midst of two uncommonly exciting cities, Boston and Cambridge. Each exhibits a unique blend of old world charm coupled with youthful, contemporary sophistication. The hotel is located between the MIT and Harvard campuses, and is just 6 miles from Boston Logan International Airport.



ADULT STUDENT MARKETING AND ENROLLMENT STRATEGIES

July 28 – 30, 2010 :: Boston, MA

Attend as a team – remember, if you register as a group, every 4th registrant is free.
Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.
Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

Postmarked on or before July 16, 2010

Adult Student Marketing and Enrollment Strategies and Both Workshops (BEST VALUE) _____ \$1695 USD

Adult Student Marketing and Enrollment Strategies and One Workshop
 Pre-Conference Workshop Post-Conference Workshop _____ \$1395 USD

Adult Student Marketing and Enrollment Strategies Conference only _____ \$1095 USD
(For registrations postmarked after July 16, 2010, an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____

Job Title _____ Institution/Organization _____

Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

(For registration confirmations and pre-conference communication. FOR ADDITIONAL REGISTRANTS PLEASE COMPLETE ADDITIONAL FORMS.)

Telephone _____ Fax _____ Email _____

Additional Contact Name _____ Additional Contact Phone _____

Additional Contact Title _____ Additional Contact Email _____

Emergency Contact Name _____ Emergency Contact Phone _____

(In case of emergency, we will contact this person on your behalf)

SIGN UP FOR FREE HIGHER ED NEWS & ANALYSIS

Academic Impressions is happy to offer free higher education daily news updates and weekly analysis, delivered in an easy-to-scan email.

Your daily edition includes:

- Top stories hand-selected from thousands of publications
- Reports on new research findings & trends affecting higher ed
- Daily events & notable practices from a variety of institutions

Sign me up for **Daily Impact**

Your weekly edition includes:

- Brief, at-a-glance analysis of current trends & research
- Insights and recommendations from top industry experts
- Specific takeaways: how the news may impact your institution

Sign me up for **Higher Ed Impact: Weekly Analysis**

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx)

Name on Card _____

Account Number _____

Exp. Date _____

Billing Zip Code/Postal Code _____

Security Code (last 3 digits on the back of Visa and MC or

4 digits on front of AmEx) _____

CHECK/INVOICE

My check is included and covers _____ registration(s)
Check # _____

Please invoice me
Purchase Order # _____
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 30, 2010. A \$100 processing fee will be assessed. After April 30, 2010 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.