



CONFERENCE

# GRADUATE ENROLLMENT MANAGEMENT: A COMPREHENSIVE APPROACH

January 25 - 27, 2017

Boston, MA



 **ACADEMIC  
IMPRESSIONS**



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*Learn how to take a more comprehensive and strategic approach to your graduate enrollment management efforts.*

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## OVERVIEW

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Many institutions are adding new graduate programs and relying on graduate enrollments to mitigate undergraduate revenue and enrollment shortfalls. Learn how to take a more comprehensive and strategic approach to graduate enrollment management. You will leave this conference with a better understanding of:

- Data you should be using in your enrollment planning and goal-setting process
- Branding and digital marketing tactics being used by peer institutions
- How to more meaningfully collaborate with community and corporate partners
- Innovations in graduate retention and student support services

The content shared at this event will be applicable for both online and in-person environments.

## PRE-CONFERENCE WORKSHOP: CONDUCTING EFFECTIVE MARKET RESEARCH FOR NEW GRADUATE PROGRAMS

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Take an in-depth look into conducting market research before launching a new graduate program. Our instructors will discuss effective methods for competitive scanning, the pros and cons of conducting market research in-house vs. outsourcing, and resources and techniques for determining new program viability.

## BRING YOUR TEAM

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True to the comprehensive approach we will be taking during the conference, we encourage you to attend in an institutional team that includes representatives from Enrollment Management/Admissions, Marketing, Student Services, and/or Academic Affairs.

**If you send three people from your institution, the third will receive a 50% discount on the registration fee.**

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/graduate-enrollment-management-comprehensive-approach](http://www.academicimpressions.com/conference/graduate-enrollment-management-comprehensive-approach)



## LEARNING OUTCOME

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After participating in this conference, you will be able to take a more comprehensive and strategic approach to your graduate enrollment management efforts.

## CONTACT US FOR MORE INFORMATION

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Contact Sarah Seigle, Program Manager at [Sarah@academicimpressions.com](mailto:Sarah@academicimpressions.com) or 720-988-1216 if you'd like additional information about the program.



## AGENDA

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JANUARY 25, 2017

### **Pre-Conference Workshop: Conducting Effective Market Research for New Graduate Programs**

8:30 - 9:00 a.m.

**Continental breakfast (included in workshop registration fee) and registration for pre-conference workshop participants**

9:00 a.m. - 12:00 p.m.

#### **Pre-Conference Workshop: Conducting Effective Market Research for New Graduate Programs**

Because of increased competition and a proliferation of graduate degree programs across disciplines, it is more important than ever for institutions to have a thorough and effective process in place for conducting market research BEFORE deciding to launch new graduate programs. During this three-hour pre-conference workshop, we will take an in-depth dive into the various aspects of the market research process. Topics for conversation will include:

- Competitive scanning and market position analysis
- In-house vs. outsourcing considerations
- Using economic, demographic, and enrollment data to determine program viability
- Partnering with internal stakeholders throughout the market research process
- Practical overviews of graduate market research processes from our presenters' institutions

12:00 - 1:00 p.m.

**Lunch for pre-conference workshop attendees (included in workshop registration fee)**

### **DAY ONE: Data and Planning**

12:30 - 1:00 p.m.

**Main conference registration**

1:00 - 1:30 p.m.

**Welcome and introductions**

1:30 - 2:15 p.m.

#### **The Comprehensive Graduate Enrollment Management Approach**

In this opening session, our expert instructors will introduce the core components of a comprehensive graduate enrollment management plan. This framework will then become a roadmap for what you will learn during the rest of the conference. You will be given time to identify the specific barriers to a comprehensive GEM approach that may exist within your specific institution.

2:15 - 3:30 p.m.

#### **Setting Data-Informed Graduate Enrollment Targets**

Many who have responsibility for graduate student recruitment are managing multiple degree programs, budgets, and goals. This session will drill down into how you can become more data-informed on the front end in your approach to a) setting your graduate enrollment and retention targets, and b) allocating budget dollars on a per-program basis.

3:30 - 3:45 p.m.

**Break**



## AGENDA

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### JANUARY 25, 2017 (CONTINUED)

3:45 - 4:30 p.m.

**Working Time**

With the help of our expert instructors, you will be given time to dig into your own data and work on establishing or further clarifying your own front-end goals.

4:30 - 5:30 p.m.

**Networking reception (included in registration fee)**

### JANUARY 26, 2017

#### DAY TWO: Graduate Recruitment Strategies and Tactics

8:30 - 9:00 a.m.

**Continental breakfast (included in conference registration)**

9:00 - 10:15 a.m.

**Leveraging External Partners for Brand Awareness and Recruitment: Community, Corporate, and Institutional Partners**

This session will explore how you can identify and leverage different kinds of external partnerships—with community-based organizations, corporate partners, and other institutions themselves—to help you spread brand awareness in your target markets and create extended recruitment pipelines. Your instructors will give several examples of the kinds of partnerships they have forged at the graduate level at their own institutions, and will provide insights and guidance into how to go about approaching, structuring, and nurturing external partnerships.

10:15 - 10:30 a.m.

**Break**

10:30 - 11:00 a.m.

**Activity: External Partners and Recruitment**

During this activity, you will be asked to participate in small-group discussions about the kinds of external partnerships that your institution currently has in place. You will then be asked to identify some specific areas of opportunity for further external partnerships that exist for your institution, and will start to sketch out a plan for how you will begin to approach and build those partnerships upon return to campus.

11:00 a.m. - 12:15 p.m.

**Recruitment Marketing Tactics and Techniques: Case Study #1**

Here, our expert instructor from the University of Colorado Colorado Springs School of Business will present an in-depth case study of the school's current approach to recruitment marketing, which currently includes a blend of content marketing, social media, digital advertising, paid search, and SEO. You will learn how this school pivoted its focus from traditional digital marketing to social media marketing and the kind of results they saw, and will also be exposed to the innovative work the school has done to measure and track the ROI of its marketing efforts.

12:15 - 1:15 p.m.

**Lunch (included in conference registration)**



## AGENDA

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### JANUARY 26, 2017 (CONTINUED)

1:15 - 2:15 p.m.

#### **Recruitment Marketing Tactics and Techniques: Case Study #2**

In this session, our expert instructor from Edinboro University of Pennsylvania will present a different case study of how her institution is approaching recruitment marketing at the School of Education. Strategies to be addressed include direct email campaigns and analytics, the role of print media, the pros and cons of using social media, and the challenges associated with State Authorization.

2:15 - 2:30 p.m.

#### **Break**

2:30 - 3:15 p.m.

#### **Working Session: Marketing Tactics**

During this block of working time, you will have an opportunity to work in your teams or at your tables to apply what you have learned about digital marketing, social media, and content marketing to your own graduate recruitment strategy. You will be given a set of provided worksheets to help you do this, and our expert instructors will be on hand for individualized consulting and coaching as needed.

3:15 - 5:00 p.m.

#### **Communicating the Value and Outcomes of a Graduate Degree**

This last session of the day will focus on how to effectively communicate the value of a graduate degree. With such a heightened focus on cost and outcomes, this conversation is more relevant than ever, and graduate programs must make a strong case for why students should enroll if they are to remain competitive. Effective partnerships with academic affairs, alumni relations and career services will be central to this conversation.

### JANUARY 27, 2017

#### **DAY THREE: Graduate Student Retention and Support Services**

8:00 - 8:30 a.m.

#### **Continental breakfast (included in conference registration)**

8:30 - 9:45 a.m.

#### **Retention Data and Planning at the Graduate Level**

In this morning's session, we will discuss how retention and persistence should tie into your overall graduate enrollment management planning. Our instructors will share examples of the kinds of data points they look at related to persistence and attrition, how they collect that data, and how they report and share it out among relevant stakeholders. We will also discuss how to more meaningfully integrate retention and student persistence into graduate enrollment goal-setting on the front end, and what role this should play in your overarching graduate enrollment management framework.

9:45 - 10:00 a.m.

#### **Break**

10:00 - 11:30 a.m.

#### **Building Ongoing Graduate Student Support Services and Programming**

Here, we will take a more explicit look at retention trends and the specific student and academic support programs and services that should be on your radar at the graduate level. We will talk specifically about graduate career services, internship and fellowship programs, writing support, stop-out policy, and various other programs that our presenters have put in place at their institutions to cater to the needs of adult learners.



## AGENDA

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### JANUARY 27, 2017 (CONTINUED)

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

**Activity: Self-Audit of Current Student Support Programs**

In this closing activity, you will be challenged to work in your teams to identify the kinds of graduate student support programming you already have in place and where there might be more opportunity for programming and services, based on the unique needs of your student population. You will also be asked to think about what kind of retention and persistence data you already collect at the graduate level, and what you might need to start collecting. You will be given time to discuss your findings at your tables and with the larger group.

12:15 - 12:30 p.m.

**Key takeaways and conference wrap-up**



## INSTRUCTORS

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**Chris Connor, Assistant Dean for Graduate Education, University at Buffalo**

Bio coming soon.

**Joshua LaFave, Executive Director of Graduate and Continuing Education, SUNY Potsdam**

Joshua LaFave's experience for the past 11 years has included a comprehensive canvas of Graduate Enrollment Management functions. These roles have included enrollment planning, marketing and recruitment, admissions, student services, retention, advising/coaching and career planning. In his current role, he is responsible for all elements of the graduate student lifecycle, as well as the college's special sessions, early college programs, non-credit offerings, and conferences/special programs. His research on Graduate Enrollment Management includes the adoption of the integrated interdependence model in GEM, working definitions, the four "O's" of student services, and holistic strategic enrollment management planning. He is also an adjunct instructor in the Organizational Performance and Technology graduate program at his institution.

Josh's research interests include the continued development of Graduate Enrollment Management as it relates to the integration of various functions in GEM, and the synchronization of those areas as it relates to strategy, operational efficiencies, and the differentiated student experience.

Before joining SUNY Potsdam, Josh served as the Director of Graduate Enrollment for the Whitman School of Management at Syracuse University, as well as Associate Director of Graduate Business Programs at Clarkson University.

**Erinn Lake, Assistant Dean, School of Graduate Studies and Research, and School of Education, Edinboro University of Pennsylvania**

With over 28 years of higher education experience, Erinn's breadth of expertise includes Graduate School admissions, student satisfaction and service, curriculum, and marketing as well as leadership, strategic planning, and continuous process improvement. Lake earned her D.Ed. in Administration and Leadership Studies from Indiana University of Pennsylvania and her Master's and Bachelor's degrees from Edinboro University of Pennsylvania. She has recently published in the area of doctoral retention at a mid-atlantic comprehensive institution and graduate enrollment management (GEM) models. She has also published on course development cycle time, process improvement teams, and the allocation of resources to non-traditional students in online environments. Lake also serves on the national research committee for NAGAP, the Association for Graduate Enrollment Management.

**Eric Nissen, Marketing and Communications Specialist—Graduate School of Business Administration, University of Colorado Colorado Springs**

With more than 10 years of higher education student recruitment, marketing and communication experience, Eric serves as the Chief Marketing Officer for the university's business school. He oversees community and media relations, web content and strategy, traditional and digital marketing, social media, photography and videography, and integrated advertising and recruitment marketing. Eric has been a leading voice in the implementation of data-driven marketing strategies in the business college and across campus, and serves on a variety of cross campus integrated marketing teams. Through his leadership, the business college has become a leader and resource for the campus in digital marketing tactics and assessment. Previously the lead on several CRM implementations, he is considered a subject matter expert on CRM implementation and administration and has spoken widely on these topics.

Before working in higher education, Eric held director level positions in both the fitness and hospitality industries, with a focus on sales, marketing, management, and professional and executive development.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> with references, worksheets, articles, templates, exercises, and planning documents

**96%**  
of past attendees would recommend an AI conference to a colleague

**250+**  
and growing of AI member institutions (AI Pro)

**15,000+**  
higher ed professionals served

AI Conference Experiences

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Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



## LOCATION

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January 25 - 27, 2017 :: Boston, MA

### HOTEL:

Hyatt Regency Boston Harbor  
101 Harborside Drive  
Boston, MA 02128

To reserve your room, please call 617.568.1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of January 24, 25 and 26, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to January 23, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

### ADDITIONAL INFORMATION:

Hyatt Regency Boston Harbor features breathtaking views of the beautiful city skyline and is the most environmentally friendly waterfront hotel in Boston, Massachusetts. Winner of Boston's Green Business Award, this convenient hotel close to Logan International Airport (BOS) includes newly renovated soundproof guestrooms, stunning harbor and city views, and onsite gourmet dining options.

The incredible location along the historic Boston waterfront offers easy access to top city attractions via a comfortable water taxi to downtown or complimentary 24 hour airport shuttle.

### TRANSPORTATION:

- Airport Shuttle
  - » The Hyatt Regency Boston Harbor provides a 24 hour complimentary airport shuttle to and from major Logan International Airport airline terminals and MBTA (subway) stop - Blue Line.
  - » Call 617-568-1234 to request shuttle service after retrieving your luggage. You will be picked up curbside near your terminal.
- Water Transportation Bus
  - » Take the Water Transportation Bus #66 to the hotel.
- MBTA / Subway Shuttle from Blue Line
  - » The hotel provides guests with 24 hour complimentary transportation to and from Blue Line of MBTA/subway.
  - » Subway fare is \$2.65 or Charlie Ticket
  - » Call the hotel at 617-568-1234 for shuttle pick-up from the Blue Line airport stop or Silver Line Terminals.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

**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.

### Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Pre-Conference Workshop	Conference only	Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
\$1,495	\$1,195	\$395	<a href="#">Learn More</a>
			\$100 OFF

### EARLY BIRD PRICING

Postmarked on or before January 6, 2017. For registrations postmarked after January 6, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

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

Telephone | Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

Empty space for dietary or accessibility needs.

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

## ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

## PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

## CREDIT CARD



\_\_\_\_\_  
Name on Card

\_\_\_\_\_  
Account Number

\_\_\_\_\_  
Billing Address

\_\_\_\_\_  
Billing City

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Billing State

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Billing Zip Code/Postal Code

\_\_\_\_\_  
Exp. Date

\_\_\_\_\_  
Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)

**AMOUNT TO CHARGE:** \_\_\_\_\_

## CHECK/INVOICE

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

Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)

## HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

**DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.

**WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

**DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: \_\_\_\_\_

Learn more or sign up to receive Higher Ed Impact at: [www.academicimpressions.com/news-sign-up](http://www.academicimpressions.com/news-sign-up)

*\*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



## CANCELLATION AND REFUND POLICIES



### SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

### CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

### ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

### ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

### RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.