



CONFERENCE

EFFECTIVELY LEVERAGING DATA IN ENROLLMENT MANAGEMENT

February 1 - 3, 2017

Denver, CO





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Learn what data is available to you and how to use it more strategically across the student lifecycle.

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OVERVIEW

Learn how you can take a more data-informed approach to strategic enrollment management (SEM) using small and big data sources across the prospective and current student lifecycle. Through a variety of case studies and in-depth examples, you will leave this conference better able to:

- Identify and use the internal and external SEM data that is available to you
- Make data-informed decisions across financial aid, recruitment, and retention
- Leverage data visualization to enhance your SEM reporting capabilities
- Apply what you learn to your unique institutional context

WORKSHOP YOUR OWN ENROLLMENT AND RETENTION DATA

As part of the conference, you will be asked to bring both enrollment/recruitment and student success/retention data with you. These two data sets should represent a “data puzzle” or a challenge that you and your team are working through. With the guidance of our instructors, you will have time to dig into this data using what you’ve learned at the event to work toward a solution to your challenge and tease more meaning out of your data.

BRING YOUR TEAM

We strongly encourage you to join us as a team with professionals from enrollment management, admissions, financial aid, institutional research, academic affairs, and student affairs who wish to:

- Better understand the role of “big data” in SEM
- Move toward a more data-driven enrollment culture on their campuses
- Look at SEM from the lens of recruitment, enrollment, AND retention

When you register two individuals from your institution, a third registration is 50% off.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/effectively-leveraging-data-enrollment-management



LEARNING OUTCOME

After participating in this conference, you will be able to understand and use various types of SEM data to strengthen your decision making and reporting capabilities.

CONTACT US FOR MORE INFORMATION

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



AGENDA

FEBRUARY 1, 2016

8:30-9:00 a.m.

Registration & continental breakfast for pre-conference workshop attendees

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

Pre-Conference Workshop: Statistics Primer for Enrollment Management

Join us for a pre-conference workshop that will provide a practical statistics primer for those who are either new to Enrollment Management or who do not have strong data/mathematical backgrounds. We will explore basic and intermediate statistics concepts in an approachable and engaging way and will explain how these applications become relevant and applied in your day-to-day work. Specific concepts and topics to be addressed include:

- Statistical output data to inform strategic decision making
- Interpreting statistical regression in an easily understood format
- Steps required to develop predictive models for your various cohorts (leads to enrolled and application to enrolled)

You will leave the workshop with an increased comfort level with these concepts and a stronger frame of reference as we move into our main conference.

12:00-1:00 p.m.

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

DAY ONE: Types of SEM Data

12:30 - 1:00 p.m.

Registration for main conference

1:00 - 2:15 p.m.

Opening session: What does it mean to be “data-driven” in Enrollment Management?

The conference will open with some thoughts from the speaker panel on what it really means to be “data-driven” across the student lifecycle in Enrollment Management today. You will be given time to discuss these questions at your tables and share your own ideas with the group as a whole.

2:15 - 2:30 p.m.

Break

2:30 - 4:00 p.m.

Internal vs. External SEM Data (includes activity)

This session will focus on defining the difference between internal vs. external SEM data sources. What kinds of internal data points are already available to you, and which might you want to seek out? What kinds of external data sources are available for mining that can help you gauge your market position and inform enrollment and retention goal-setting and planning?

4:00-5:00 p.m.

Networking reception (included in registration fee)



AGENDA

FEBRUARY 2, 2016

DAY TWO: Data-Informed Decision-Making in Enrollment and Retention

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:15 a.m.

Data-Informed decision-making: toward a truly data-driven culture

This presentation will set the stage for the conversation about decision making that will be taking place throughout the rest of the day. Specific attention will be paid to the nuts and bolts of the decision-making process in today's data-rich environment where information is constantly changing. Should the data you have drive your decisions or simply influence them? When (at what point in time) should you make decisions based on what your data is telling you? You will be given the chance to share your thoughts and experiences regarding these questions with the larger group.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

Data-Based Decision-Making in Student Recruitment

In this session, you will hear a case study that will highlight the decisions that one institution has made to streamline and improve their recruitment tactics, processes and outcomes. Data-driven analysis, historical conversion rates, CRM data and benchmarking, and the role that each played in informing the decision-making process will be discussed.

11:45 a.m. - 12:45 p.m.

Lunch (included in registration fee)

12:45 - 1:30 p.m.

Workshop Your Own Data: Your Enrollment Data Puzzle

Here, you will be given time to dig into one of your own current "data puzzles" that you are experiencing at your institution surrounding enrollment or recruitment. You will be asked ahead of time to bring your own data set to the conference that reflects this puzzle, and will then be given time during the activity to discuss and gain some more clarity around it with the help of your fellow conference attendees and the instructors. Each table will be asked to share out with the group at large.

1:30 - 2:45 p.m.

Data-Based Decision-Making in Financial Aid

In this session, you will hear a case study that will highlight the data-informed approach that one institution is using to make strategic decisions about financial aid packaging and allocation. Specific questions pertaining to relevant internal data points, price elasticity, and predictive modeling will be addressed.

2:45 - 3:00 p.m.

Break

3:00 - 4:15 p.m.

Data-Based Decision-Making in Retention and Student Success

In this session, you will hear a case study that will highlight the data-informed approach that one institution is using to make strategic decisions about retention and student success. Predictors of retention to inform recruitment and admissions, the connection between financial aid and retention, predictive analytics, and establishing meaningful metrics for tracking persistence and retention will be explored.



AGENDA

FEBRUARY 2, 2016 (CONTINUED)

4:15 - 5:00 p.m.

Workshop Your Own Data: Your Retention Data Puzzle

Here, you will once again be given time to dig into one of your own current “data puzzles” that you are experiencing at your institution, this time pertaining in some way to retention, persistence and/or student success. You will be asked ahead of time to bring your own data set to the conference that reflects this puzzle, and you will be given time during the activity to discuss and gain some more clarity around it with the help of your fellow conference attendees and the instructors. Each table will be asked to share out with the group at large.

DAY THREE (half day): Data Visualization and Reporting)

8:30 - 9:00 a.m.

Continental breakfast (Included in registration fee)

9:00 - 10:15 a.m.

SEM Data Visualization for Better Reporting: Tools and Techniques

This session will use Tableau as an example of how data visualization tools and techniques can be used to enhance SEM reporting to your various audiences. How can you get beyond Excel spreadsheets to represent the data you have in different ways so that it is accessible to others and tells a story? Which types of data lend themselves best to which forms of representation, and how should audience inform the type of data visualization you use?

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

SEM Data Visualization: Activity

This activity will give you a chance to apply some of the data visualization tools and techniques you have learned in a very hands-on manner. You will be given a data visualization task to complete in Tableau and will be asked to share what you come up with at your tables and with the larger group to receive feedback.

11:45 a.m. - 12:15 p.m.

Tying it All Together



INSTRUCTORS

John Dysart, President, The Dysart Group

A graduate of The Catholic University of America, John Dysart has worked in higher education for more than thirty years. He has worked full-time at institutions such as George Washington University, North Carolina Wesleyan College and Berkeley College of Business.

Mr. Dysart has consulted with more than 160 colleges and universities in more than 35 states. Working collaboratively with client institutions, Mr. Dysart has been able to increase new student enrollments by as much as 70% in a single cycle, reduce or stabilize discount rates and improve academic quality. While the majority of his consultations have been related to enrollment management and enrollment growth, he has a special expertise in finance and financial aid issues. He has been able to consistently integrate enrollment management with institutional objectives regarding net revenue, budgeting and strategic planning.

Considered a national expert in enrollment management, John Dysart has conducted seminars and made dozens of presentations for 18 higher education professional organizations and has written articles for several higher education publications.

Randall Langston, Assistant Vice President for Enrollment Management, College of Brockport, State University of New York

Randall Langston currently provides leadership to the admissions, financial aid, registration and records, and academic advisement departments within the EMSA division. Additionally, Randall is responsible for preparing enrollment and revenue projections, conducting predictive modeling, and providing institutional financial aid leveraging strategy for new and continuing students.

Randall has worked in higher education for twenty years. Over the years he has enjoyed success in meeting or exceeding enrollment targets at each institution he has worked at. This past fall, Brockport enrolled their largest freshmen entering class in over thirty years. Prior to Brockport, Randall worked as the executive director of enrollment management at the University of Northern Colorado, where he provided leadership to the admissions, financial aid, and registrar areas on campus. Prior to UNC, Randall worked at the University of Colorado at Colorado Springs as director of admissions services.

Additionally, Randall served as director of Undergraduate Admissions at the University of Findlay, where he was the chief admissions officer and led enrollment management and marketing for the university. Randall also served as an assistant director of admission and then as associate director (regional director) at the University of Denver. Randall frequently speaks at statewide, regional, and national conferences on issues related to enrollment management, statistical data analysis, predictive modeling, e-communications, and marketing in higher education.

Randall earned a master's degree in Higher Education Administration with a specialization in College Student Personnel Administration from Texas Tech University.

Brian Williams, Transportation Demand Management Coordinator, Duke University

Brian Williams is the first Transportation Demand Management coordinator for Duke University, supporting the university and most of the Duke Health System. He helped negotiate contracts for a universal bus pass program between Duke and local/regional transit providers, and for a custom car-sharing program supported by WeCar and Enterprise Rent-A-Car. He is completing a low-cost bike infrastructure project that will provide safety measures for biking on every road on campus. Brian graduated from North Carolina State University in 2001 with a BA in communications. Outside of work, he is involved with the promotion and support of electric vehicles with the Triangle Electric Auto Association in North Carolina's Research Triangle Park area.



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

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

February 1 - 3, 2017 :: Denver, CO

HOTEL:

Grand Hyatt Denver
1750 Welton Street
Denver, CO 80202

To reserve your room, please call (303) 295-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$169 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of January 31, February 1 and 2, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to January 10, 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:

The Grand Hyatt Denver takes pride in providing guests with the best of everything, from great restaurants to modern rooms and skilled service.

TRANSPORTATION:

The hotel is located approximately 25 miles from Denver International Airport (DEN).

- Yellow Cab Taxi: Approximate fare is \$50-60 one way from the airport
- Denver Airport Rail: Travelers can now use A Line, the new rail service from Denver International Airport to LoDo's (lower downtown) Union Station and back, courtesy of Regional Transportation District (RTD). The cost each way is \$9 per person.



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 | Learn More |
| | | | \$100 OFF |

EARLY BIRD PRICING

Postmarked on or before January 13, 2017. For registrations postmarked after January 13, 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 | Billing State |
| 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

**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.