



CONFERENCE

BUILDING A STRATEGIC RECRUITMENT COMMUNICATION PLAN

June 3 - 5, 2013
St. Louis, MO



ACADEMIC
IMPRESSIONS



OVERVIEW

As budgets continue to decline and competition continues to increase, there is escalating pressure on admissions and marketing teams to wring more value from their annual budgets by lowering the cost per lead and cost per enrollment. One way to achieve this is to rigorously examine all of your recruitment marketing efforts to determine what is and is not working, relative to cost.

Join us in St. Louis for a brand new AI conference designed to help you make the most of your new student recruitment budget. With the help of our expert instructors, you will analyze your existing communication strategy and materials, from search through enrollment, and learn easy-to-implement and sustainable approaches to the following:

- Measuring the impact of your print, Web, and email-based communication touch points
- Aligning communication channels with your recruitment goals
- Developing messages that resonate with prospective students and their families
- Matching your messages to the communication channel
- Developing an annual communication action plan to help guide your team
- Overcoming common roadblocks and gaining support from other stakeholders

LEARNING OUTCOME

After participating in this conference, you will be able to evaluate your existing recruitment communication strategy and materials to develop a new strategy that leads to a more efficient use of departmental resources.

WHO SHOULD ATTEND

This conference is designed especially for admission and marketing professionals who oversee planning for recruitment related communications, including print, email, Web, and social media. To make the most of the working sessions woven throughout the conference, we encourage teams from admissions, marketing, and enrollment management—both at an undergraduate or graduate/professional program level—to attend together.

Learn how you can evaluate your recruitment communication materials to develop a new strategy that leads to a more efficient use of departmental resources.



Attend as a Team and Save!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, every fourth conference and/or workshop registrant can participate FREE of charge!



WHAT MAKES THIS PROGRAM DIFFERENT?

- As part of this program, you'll complete a comprehensive audit of your existing communication goals, channels, and messaging to improve effectiveness and eliminate gaps.
- Rather than just talk about theoretical concepts, you'll workshop your recruitment pieces in the conference, gathering expert advice from our instructors and your peers. We encourage you to bring whichever communication pieces you can.
- Short- and long-term action planning is built into each session to help you build a plan for the first year of your revised communication strategy and beyond.

AGENDA

MONDAY, JUNE 3, 2013

12:30 - 1:00 p.m.	Registration
1:00 - 1:30 p.m.	Opening comments
1:30 - 3:45 p.m.	<p>Auditing Your Recruitment Communication (includes break)</p> <p>The first step in analyzing your recruitment communication is to do a thorough audit of your communication goals, strategies and pieces. In this session you'll evaluate the effectiveness of your current efforts against key measures including consistency, frequency, timing, and message to identify areas of strength and critical gaps.</p>
3:45 - 5:00 p.m.	<p>Understanding the Impact of Your Communication Pieces</p> <p>Before you can make critical decisions on what to continue doing and what to stop doing, you have to fully understand the impact of each existing media or electronic touch point. Is your communication being viewed or opened? Read? How effective is the call to action? Does the message resonate with the key concerns of the target audience? With special attention paid to both print and electronic communication (including email and social media), you'll begin to systematically examine your communication pieces against these questions and many more during this session.</p>
5:15 - 6:15 p.m.	Networking reception (included in registration fee)



AGENDA

TUESDAY, JUNE 4, 2013

8:30 - 9:00 a.m. Continental breakfast (included in registration fee)

9:00 - 10:30 a.m. Strategies for Reshaping Your Plan

Now that you have thoroughly analyzed your existing recruitment communication messages, our faculty will share best practices on how to move forward to continue reshaping your overall strategy. Through a case study approach, we will share examples of how to fill message, audience, and medium gaps, and how to use your measurement results to edit your outputs to ensure a great alignment between communication methods and recruitment goals.

10:30 - 10:45 a.m. Morning break

10:45 a.m. - 12:00 p.m. Repurposing Existing Content

After sharing ideas for how other institutions have reshaped their plans, we will move into a series of specific steps to consider as you rebuild your own institution's plan, starting with how to consider repurposing your existing communication content. The many print and electronic pieces that you already have, and have spent a great deal of time and resources creating, may be able to reach other audiences or could be used during new stages in the communication cycle. We will discuss these possibilities as the first option to fill the gaps discovered during the audit phase.

12:00 - 1:15 p.m. Lunch (included in registration fee)

1:15 - 2:15 p.m. Moving Through Roadblocks

During this session, you will be guided through an activity to agree upon common roadblocks to developing a new communication plan. Our speakers will address how they moved through these roadblocks in a panel discussion to give you ideas for how to work through these barriers when you return to campus.

2:15 - 3:30 p.m. Planning to Build New Communication Pieces

Part of the solution to complete your recruitment communication strategy will likely include building new print or electronic messages that correspond with your recruitment goals. During this session, we will consider when to create these pieces, who should be involved, and how to test and measure these new methods of communication. We will also include insight into the newest methods to reach and understand your audiences and how research shows they may respond.

3:30 - 3:45 p.m. Afternoon break



AGENDA

TUESDAY, JUNE 4, 2013 (CONTINUED)

3:45 - 5:00 p.m. Developing Communication Flows that Correspond with the Recruitment Cycle
Reshaping your plan also includes aligning your various communication pieces into a new sequence of touch points based on each audience's needs. By reflecting on the gaps highlighted during the audit, our experts will guide you through ensuring each of your audiences receives a mix of print and electronic messages that calls them to action throughout the recruitment cycle.

WEDNESDAY, JUNE 5, 2013

8:30 - 9:00 a.m. Continental breakfast (included in registration fee)

9:00 - 10:15 a.m. Content and Message Alignment
The final piece of revitalizing your plan addresses matching content and authentic messages across the various pieces of your communication flows. Though it will take time to align everything within your strategy, our speakers will share best practices so that you can plan to reach full alignment and consistency over time.

10:15 - 10:30 a.m. Morning break

10:30 - 11:30 a.m. Finalizing Your Action Plan
To conclude our conference, our speakers will discuss how year one of developing a new communication plan may vary from other years and how to discover what must be initiated in the first year to drive future growth. They will also guide you through an activity to help you tie together the action steps you've identified throughout the conference into a comprehensive first-year plan to bring back to campus.

11:30 a.m. - 12:00 p.m. Concluding comments

OPTIONAL POST-CONFERENCE WORKSHOP: SEGMENTING YOUR COMMUNICATION PLAN

12:00 - 1:15 p.m. Lunch for post-conference attendees (included in workshop registration fee)

1:15 - 4:15 p.m. Optional Post-Conference Workshop: Segmenting Your Communication Plan
To take your recruitment communication planning one step further, your overall strategy can be adapted to deliver nuanced messages to audiences delineated by interests, majors, markets, etc. Our speaker will provide you with examples, balanced between automated steps and personal touches, and guide you through a planning process to further break down your communication flows into a specific set of outreach steps for each specialty group within your priority audiences.



INSTRUCTORS



KARYN ADAMS / Vice President and Creative Director*HA ThirtyOne*

Karyn joined HA ThirtyOne, a higher-education-focused design, strategy, and recruitment search firm, after nearly a decade inside higher education. As a past director of communications and an AVP for marketing & communications at Maryville College, Karyn has worked with all aspects of communications and marketing in higher education, including integrated marketing and institutional branding, enrollment initiatives, capital campaigns, website redesigns, and crisis communications. She has served as a presenter at the ACT Enrollment Planners Conference and NACAC.



LORI CROY / Director of Web Communications*The University of Missouri*

Since 1996, Lori Croy has been a strong and pioneering advocate of the Web in higher education. Her vision has guided MU's Website from a small, underfunded endeavor to a major presence central to the recruitment, communication, and marketing efforts of the university. Lori manages a complex environment of multiple subsites, contributors and developers. A key part of her work is building collaborative relationships to provide a consistent, standards-compliant, user-centered experience. She has successfully managed the implementation of a content management system for a largely decentralized environment. In addition, Croy has launched *Mizzou Wire*, an online news and feature magazine; developed Mizzou's first comprehensive fundraising campaign on the Web; supported @Mizzou, the university's CASE gold-award-winning e-newsletter; and has led the campus in the use of social media. Lori is a frequent conference speaker, at events like the CASE Summer Institute for Communications and Marketing. She brings a wealth of hands-on experience, clear thinking, communication prowess, and a highly necessary and unflinching sense of humor.



INSTRUCTORS



JOSHUA D. MERCHANT / Vice President for Institutional Advancement*Albion College*

Josh has more than 14 years of development, alumni engagement, and marketing experience in higher education. Serving Albion since 2008, Josh oversees advancement and external marketing and communications functions at the college. During the 2011-12 academic year, he also served as interim vice president for enrollment management. He added a marketing division to the advancement team four years ago and successfully launched a comprehensive branding campaign, an integrated marketing approach and an innovative marketing program for the college. Prior to Albion, Merchant was assistant vice president of advancement at Interlochen Center for the Arts in northern Michigan. Earlier in his career, he served in development roles at Central Michigan University and at Michigan State University. He holds a master's degree in extension education from Michigan State University and is a PhD candidate in higher education leadership at Western Michigan University. He has presented at several national conferences on marketing and advancement topics, most recently at the ACT Enrollment Planners Conference and the American Marketing Association's Symposium for the Marketing of Higher Education in New Orleans, where he and his team were nominated as Higher Education Marketing Team of the Year.



HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency St. Louis at the Arch
315 Chestnut Street
St. Louis, MO 63102

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$119 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 2, 3, and 4, 2013. Reservations must be made by May 10, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Regency St. Louis at The Arch has a prime setting in the heart of St. Louis' downtown. Steps from the famous Gateway Arch, Kiener Plaza, and Busch Stadium, our exemplary hotel in St. Louis, Missouri blends world-class service with an unparalleled location near the river. The hotel is only about 15 miles (20 minutes) from St. Louis' Lambert International Airport (STL).





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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

Registration Fee Includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Best Values

Conference + post-conference workshop - \$1395 USD
 __ # of attendees

Total _____

Conference

Conference only - \$1095 USD
 __ # of attendees

Total _____

Workshop

Post-conference workshop only - \$395 USD
 __ # of attendees

Total _____



ATTEND AS A TEAM - remember, if you register as a group, every fourth registrant is free.

EARLY BIRD PRICING

Postmarked on or before May 17, 2013. For registrations postmarked after May 17, 2013, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 8, 2013. A \$100 processing fee will be assessed. After March 8, 2013 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.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<http://www.academicimpressions.com/conference/building-strategic-recruitment-communication-plan>



ACADEMIC IMPRESSIONS 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.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, 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 login to view the webcast or online course 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.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



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.

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

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

ADDITIONAL CONTACT INFORMATION

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)	



Remember, if you register as a group, every fourth registrant is free.

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)



FREE HIGHER ED NEWS AND ANALYSIS

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

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

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