



CONFERENCE

BUILDING A STRATEGIC RECRUITMENT COMMUNICATION PLAN

June 25 - 27, 2014
Orange County, CA



ai ACADEMIC
IMPRESSIONS



Learn how you can develop a new student recruitment strategy that leads to a more efficient use of departmental resources.

OVERVIEW

As budgets decline and competition increases, there is escalating pressure on admissions and marketing teams to yield 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 your recruitment marketing efforts and strategy to determine what is and is not working, relative to cost.

Join us for an 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 approaches and learn easy-to-implement and sustainable ideas for:

- Auditing your current recruitment efforts
- Growing your numbers throughout the recruitment cycle
- Repurposing and building new communication pieces
- Allocating marketing resources

ATTEND AS A TEAM AND SAVE

This conference is designed especially for marketing and admissions professionals who oversee planning for recruitment-related communications targeted at undergraduate prospects, including print, email, internet, and social media. To maximize your takeaway out of this conference, we encourage you to send a team comprising of admissions, marketing, and enrollment management.

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 third conference registrant from your institution will receive a 50% discount on registration.**

[CLICK HERE TO REGISTER](#)



CONFERENCE WORKSHOPS

- Pre-Conference Workshop: Understanding the Impact of Your Communication Plan
- Post-Conference Workshop: Academics and Affordability: Neglected Topics in Recruitment Communications

LEARNING OUTCOME

After participating in this conference, you will be able to improve your existing recruitment communication plan with new and efficient strategies for improving yield in each step of the recruitment cycle.



SAVE \$100 ON THIS EVENT WITH AI PRO!

Available with: **Ai Student Affairs Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact kevin@academicimpressions.com for more information about AI Pro.



AGENDA

WEDNESDAY, JUNE 25, 2014

PRE-CONFERENCE WORKSHOP: UNDERSTANDING THE IMPACT OF YOUR COMMUNICATION PLAN

- 8:00 - 9:00 a.m.** Registration and continental breakfast (included in workshop registration fee) for pre-conference workshop attendees
- 9:00 a.m. - 12:00 p.m.** Pre-Conference Workshop: Understanding the Impact of Your Communication Plan
Before you can make critical decisions on where to lead your new or existing recruitment efforts, you must fully understand the purpose and goals of your communication plan. In this pre-conference workshop we will examine recruitment communication in higher ed and the impact your communication plan can have on enrollment. This workshop is tailored to new marketing professionals who would like to develop a better understanding of effective marketing plans and content. We will lay the groundwork for the rest of the conference, allowing for a more comprehensive framework of where and how new strategies can be applied.
- 12:00 - 1:00 p.m.** Lunch (included in workshop registration fee) for pre-conference workshop attendees
- 12:30 - 1:00 p.m.** Registration
- 1:00 - 1:30 p.m.** Opening comments
- 1:30 - 3:00 p.m.** Auditing Your Recruitment Communication
Auditing your current communication goals, strategies, and pieces is a key task to perform when looking to improve your overall communication plan. In this session you'll evaluate the effectiveness of your current efforts using key measures including consistency, frequency, timing, and message to identify areas of strength and critical gaps.
- 3:00 - 3:15 p.m.** Break
- 3:15 - 5:00 p.m.** Building Your Pool
The first step in improving the yield from your recruitment communications is increasing the number of prospects that are aware of your institution. New trends in student behavior show the first impression generated by your website is key to engaging these students. In this session our instructors will assist in evaluating and improving your first impression through different examples of strong and weak communication efforts.
- 5:15 - 6:15 p.m.** Networking reception (included in conference registration fee)



AGENDA

THURSDAY, JUNE 26, 2014

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

9:00 - 10:30 a.m. Expanding the Student Search Process
For many students, the first time they learn of your school will be through the student search process. The earlier this process begins, the better your results will be for building an accurate and compelling message for your school. In this session we will review the process of search, offer examples of different approaches, and provide strategies to mitigate the costs and risk.

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

10:45 a.m. - 11:45 a.m. Tailoring the Message to “Self Reporting” Students
From a direct marketing perspective, this session will take an in-depth look at the data available from future students who “self-report” information when registering for the ACT or SAT exams. Leveraging this initial interest through an integrated communication strategy that focuses on increased recognition will help generate higher conversion rates throughout the process.

11:45 - 1:00 p.m. Lunch (included in conference registration)

1:00 - 2:15 p.m. Engagement Strategies for Applied and Admitted Students
Creating a custom message to build excitement for applied and admitted students is key to making the final step. Several institutions are thinking creatively to use new forms of communication and social media to engage these students and build excitement around their institution. In this session our instructor will discuss the different approaches to building meaningful relationships with applied and admitted students.

2:15 - 3:00 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 for filling the gaps discovered during the audit phase.

3:00 - 3:15 p.m. Afternoon break

3:15 - 4:30 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.

4:30 - 5:00 p.m. Apply What You've Learned



AGENDA

FRIDAY, JUNE 27, 2014

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

9:00 - 10:30 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.

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

10:45 - 11:45 a.m. Future Trends in Higher-Ed Marketing

Higher-education marketers must adapt to shift their content to where potential students are consuming it. Whether this change includes a greater importance on mobile marketing or social media, the strategies around formation and delivery will be impacted. In this session our speakers will walk through the market shifts in the higher-education spectrum and the ways in which you can mold your content to take advantage of these changes.

11:45 a.m. - 12:00 p.m. Concluding comments

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

1:00 - 4:00 p.m. Post-Conference Workshop: Academics and Affordability: Neglected Topics in Web Recruitment Communications

Academic programs and affordability comparisons are important factors for future students throughout the recruiting process; however, the presentation and marketing of these categories can often be overlooked online. In this session we'll review selected case studies of web content in both areas from schools that are setting "best practice" examples in advertising campaigns, landing pages, website content, and email communications. Our expert instructor will begin by discussing strategies for utilizing "Big Data" resources in direct marketing principles and effective ad placement. We will also review the most successful strategies in creating landing pages that leverage the online ads being placed. To wrap up we will examine the merits of discussing "affordability" rather than "financial aid" and how this can be incorporated into web recruitment.



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.



ROBERT E. JOHNSON, PH.D. / President*Bob Johnson Consulting*

As president of Bob Johnson Consulting, LLC, Bob has worked with 72 colleges, universities, and professional associations since 2006 to develop strong online marketing communication programs. Specialties include Customer Carewords research to better engage website visitors, marketing communication reviews of college and university websites, and “Writing Right for the Web” workshops. He is a partner with Gerry McGovern at Customer Carewords, Ltd in Dublin, Ireland.

Bob is the editor of the popular email newsletter *Your Higher Education Marketing Newsletter*, sent monthly to 3,500 subscribers; the @highedmarketing Twitter site, with more than 6,500 followers; and “Bob Johnson’s Blog on Higher Education Marketing.” He is also the author of chapters in *Advancement and the Web: Thriving in a New World and Transforming Your Web Site into a Collaboration Marketing Tool*, and co-editor of *Integrated Marketing Communication, A Practical Guide to Developing Comprehensive Communication Strategies*. Both are CASE publications.



INSTRUCTORS



JAMES M. TWEED / Dean of Undergraduate Admission

Lasell College

For the past eleven years James has served Lasell College, most recently as Dean of Undergraduate Admission. At Lasell, he has built a proven track record of enrollment success. In the last ten years, undergraduate enrollment has doubled and includes a wider demographic mix, a growing international student population, and a continued commitment to diversity. In addition, campus visits have increased exponentially, the academic reputation has strengthened, technology is infused into all enrollment services, financial aid is leveraged strategically, and the college remains student focused and fiscally responsible. James previously served as the associate director of admission at Roger Williams University in Bristol, Rhode Island.

TESTIMONIALS

“I found a lot of value in this experience and know that I will be able to go back to my institution and make strategic changes that will have a positive and rewarding impact.”

- Past Participant

“Academic Impressions provides an honest, hands-on experience that lets professional marketers really dig into their own materials.”

- Past Participant



HOTEL RESERVATIONS

The conference will be held at:
Hyatt Regency Orange County
11999 Harbor Blvd
Garden Grove, CA 92840

To reserve your room, call 888-421-1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$169 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 24, 25, and 26, 2014. Reservations must be made by June 3, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Regency Orange County is conveniently located in close proximity to the Anaheim Convention Center, Disneyland Resort, Knott's Berry Farm, Honda Center, Angel Stadium, and world-famous Orange County beaches. The hotel is easily accessible from three airports - John Wayne/Orange County Airport (SNA) is only 13 miles away, Long Beach Airport (LGB) is 18 miles away, and Los Angeles International Airport (LAX) is 35 miles away.





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

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.

Best Values

Conference + Pre-Conference and Post-Conference Workshops - \$1795 USD
 __ # of attendees

Conference + one conference workshop \$1495 USD
 __ # of attendees
 Pre-conf. Post-conf.

Total _____

Conference

Conference only - \$1195 USD
 __ # of attendees

Total _____

Workshop

Pre-Conference workshop only - \$395 USD
 __ # of attendees

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

Total _____



ATTEND AS A TEAM - remember, when 3 members of the same institution register, a 3rd registration is 1/2 off.

EARLY BIRD PRICING

Postmarked on or before June 13, 2014. For registrations postmarked after June 13, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/building-strategic-recruitment-communication-plan-june-2014>



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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, ACPA, 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)	

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.



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.

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.