



CONFERENCE

LEADING A STRATEGIC ENROLLMENT MANAGEMENT PLANNING PROCESS

June 12 - 14, 2017

New Orleans, LA





Establish a strategic enrollment plan that leads your institution to growth.

OVERVIEW

Learn how to successfully lead a Strategic Enrollment Management (SEM) planning process on your campus. Throughout this event, you and your team will be exposed to a variety of different SEM planning models and case studies that highlight the diversity of what this process can look like at different institutions. You will walk away from this training with specific strategies and tactics that you can use to answer key questions about your own SEM plan, including:

- How do I define the scope of my SEM plan?
- Who should be involved and what governance structure should I use?
- Which internal and external data points and sources do I need to look at as part of this process?
- How should the SEM planning process inform our academic programs and services?
- How do I ensure that our plan translates into a SEM cultural shift at the institutional level?

CONSULTATION SESSIONS WITH OUR EXPERTS

Included with your conference registration is the opportunity to sign up for 20-minute “consultation sessions” with our instructors. These sessions provide an opportunity to receive advice and guidance on the specific questions and challenges you may be having in connection with your SEM planning process.

PRE-CONFERENCE WORKSHOP: TECHNIQUES AND SKILLS FOR LEADING PLANNING MEETINGS

Being involved in a SEM planning process inevitably means that the number of planning sessions you will have to lead will increase sharply. Join us for an optional, three-hour pre-conference workshop to acquire essential skills and techniques for leading group planning meetings and getting multiple stakeholders on the same page more effectively.

VISIT EVENT PAGE

<https://www.academicimpressions.com/webcast/strategically-managing-alumni-chapters>



BRING YOUR SEM PLANNING TEAM

This conference has been specifically designed for enrollment management professionals and academic leaders who have been tasked with creating or substantially revising a Strategic Enrollment Management (SEM) plan for their school or institution. If you will be embarking on a SEM planning process for the first time and/or want to better understand how the process works, what to expect, what to do and not to do, and the strategies that other institutions have used, this conference is for you.

When two people register, a third can attend for 50% off of the registration price!

LEARNING OUTCOME

After participating in this conference, you will be able to lead a SEM planning process more effectively on your campus.

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

DAY ONE

PRE-CONFERENCE WORKSHOP: TECHNIQUES AND SKILLS FOR LEADING PLANNING MEETINGS

8:30 - 9:00 a.m.

Pre-Conference Workshop Registration and Continental Breakfast (included in workshop registration fee)

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

Pre-Conference Workshop: Techniques and Skills for Leading Planning Meetings

Being involved in a SEM planning process inevitably means that the number of planning sessions you will have to lead will increase sharply. Join us for an optional, three-hour pre-conference workshop to acquire essential skills and techniques for leading group planning meetings and getting multiple stakeholders on the same page more effectively. During this hands-on workshop you will learn (and practice) how to:

- Run an appreciative inquiry session
- Design a nominal group technique meeting
- Conduct a dynamic SWOT

12:00 - 1:00 p.m.

Lunch for Pre-Conference Workshop Attendees (included in workshop registration fee)

MAIN CONFERENCE

12:30 - 1:00 p.m.

Registration for Main Conference

1:00 - 2:00 p.m.

Introductions and Opening Discussion

This opening session for the conference will consist of three main parts:

1. Introduction of conference instructors and comments regarding “what makes a good SEM plan?” from each instructor
2. Introduction of conference attendees and sharing of institutional mission statements
3. Discussion on the relationship between an SEM plan and institutional identity, strategic plan, and overall planning culture

2:00 - 3:00 p.m.

Organizing and Beginning the SEM Planning Process (includes break)

The opening discussion on institutional planning culture will flow into this session on organizing and beginning your SEM planning process. Questions to be explored include:

- What are some effective committee/governance structures that other institutions have used during a SEM planning process?
- Which campus stakeholders should be involved in the SEM planning process?
- How do you get said stakeholders to buy into the process?
- To what extent should the president and the board be involved?
- What are some effective strategies/tactics for announcing and kicking off the SEM planning process?



AGENDA

DAY ONE (CONTINUED)

3:00 - 3:45 p.m.

Working Activity

Using the provided worksheets/prompts, you will work individually or in teams to sketch out preliminary plans about how to organize and begin your own SEM planning processes. During this activity, you will be given time to think through the following aspects of the process: governance structures, stakeholders, buy-in, and input from/communication with the president and the board. Instructors will be available throughout for individual coaching and guidance.

3:45 - 4:45 p.m.

Institutional Case Study #1

During this time, you will hear an institutional case study that pulls together many of the front-end pieces you have previously learned. The instructor for this session will discuss the following topics:

- The impetus that kickstarted the SEM planning process
- How that process was defined at this institution
- Who was involved in the process (and how these people were selected)
- How they obtained the buy-in of stakeholders
- How they kicked off the process internally
- How they interacted with the president and board

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)

DAY TWO

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:30 a.m.

Examining Your Internal Data (includes working time)

The next essential step in the SEM planning process is to assess your institution's current status via a thorough examination of internal data. Through alternating blocks of presentation and work time with your teams, this session will help you answer the following questions:

- What does my current institutional and student profile look like?
- Which specific data points do I need to be looking at to figure out my institution's current status?
- How far back do I need to look to gain an accurate picture?
- Which data do I not currently have that I need to obtain in order to make this process a success?
- How can I leverage the governance structure I have established to help me identify, collect, and sift through the data I need?

10:30 - 10:45 a.m.

Break



AGENDA

DAY TWO (CONTINUED)

10:45 a.m. - 12:00 p.m.

Analyzing Institutional Market Position

During this block of time, you will be introduced to the various aspects of institutional market position analysis. Topics for this session will include competitive scanning and market research—and the external resources you should be using to accomplish these tasks—as a means of gauging your current institutional market position to inform your SEM planning process.

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:45 p.m.

Aligning Programs and Services with Market

One big outcome of—or outgrowth of, or precursor to—a SEM planning process should be an evaluation of the mix of academic programs and services that the institution offers. Your programs are the core of any enrollment growth strategy, so it is important to understand how the two dovetail together. In this session, we will explore examples of the means by which other institutions have approached and accomplished mixing the two and strategies for bridge-building with the academic side of the house. The session will also introduce a framework to help you better understand how program review relates to the SEM planning process.

2:45 - 3:00 p.m.

Break

3:00 - 4:15 p.m.

Institutional Case Study #2: Aligning Market with Programs and Services

This session will feature a second institutional case study that will focus around one institution's used of an institutional prioritization process as a catalyst for a SEM planning process. Your instructor for this session will share details on using the strategy, how the process unfolded on campus, the associate challenges they faced (and how to overcome these challenges), the lessons learned, and pitfalls to avoid.

4:15 - 5:15 p.m.

Optional Planning/Consultation Sessions with Instructors: Afternoon Times

As part of the conference, you will be given the opportunity to sign up for 20-minute, individual “consultation sessions” with conference instructors. These sessions are free with the conference registration fee, and are simply an opportunity for you and your team to obtain some advice and guidance on the specific questions and challenges you may be having in connection with your SEM plan and the SEM planning process.

DAY THREE

7:30 - 9:00 a.m.

Optional Planning/Consultation Sessions with Instructors: Morning Times

As a continuation of last night's evening session, this time will provide conference attendees the opportunity to sign up for 20-minute individual “consultation sessions” with conference instructors.

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)



AGENDA

DAY THREE (CONTINUED)

9:00 - 10:15 a.m.

Putting it All Together: The Structure and Scope of a SEM Plan

Once you have gone through the “exploration” process of gathering and analyzing both your internal and your external data, it is time to begin translating your findings into an actual SEM plan. This session will focus specifically on the structure and scope of a SEM plan to enable you to better visualize and begin thinking about what your document should look like. As part of this session, we will discuss:

- The role of preambles, values statements, and other aspects of the SEM planning document
- The phasing of the plan (5-year vs. 3-year vs. 1-year)
- Goals, objectives, and tactics, and how to differentiate among the three

We will also provide you with—and give you time to examine and talk through—portions or excerpts of other existing SEM plans so that you will walk away with a concrete feel of the variability in how these plans have been structured at different institutions.

10:15 - 10:30 a.m.

Break

10:30 a.m. - 12:00 p.m.

Implementation: Creating an Ongoing Culture of SEM

To close our conference, this session will be focused on the “after” stage of completing the plan. The presentation and discussion will be framed around the following questions:

- Once the SEM planning process is finally complete and you have an approved SEM plan document, how do you ensure it is a living document? In what contexts should the document be continuously used, referenced, and updated?
- How do you keep the SEM conversation alive on campus after the plan itself is complete?
- How do you keep relevant constituents engaged, informed, and involved?
- What are some ways to measure the success of a SEM plan?



INSTRUCTORS

T. David Garcia, Senior Associate Vice President for Strategic Enrollment Management, Kent State

In his current position, T. David Garcia oversees Undergraduate Admissions Office and Student Financial Aid Office. Prior to working at Kent State University, Dave served as Director of Admissions at Ohio University in Athens, Ohio. Prior to OU, Dave was the Director of Admissions at Western Illinois University in Macomb, Illinois. Before WIU, Dave served various roles in undergraduate admissions at Bowling Green State University in Bowling Green, Ohio. In total, Dave has more than 24 years in higher education.

Dave has developed several SEM plans using different models. In some cases, he has developed SEM plans that included 3 or less departments or SEM plans that included many departments. In the end, a holistic process of creating a shared vision and producing a working document that allows for changes are the most important factors when developing a 3-year or 5-year SEM plan.

Brian G. Williams, D.M. Vice President for Enrollment Management, Roger Williams University

Dr. Williams has served as vice president for enrollment & institutional analytics at John Carroll University in Cleveland, Ohio since 2006. Prior to joining the University, he worked at Providence College most recently as Dean of Enrollment Services. Additionally, Brian has worked in admission and financial aid at both La Salle University (Philadelphia, Pa.) and Saint Louis University (St. Louis, Mo.). His work has expanded beyond the enrollment division over the years as he serves a key role in strategic planning, and the move to data-informed decision making and analytics across the university. He has presented at various national and academic conferences on big data, visual analytics and decision making.

Dr. Williams earned his Doctor of Management degree from the Weatherhead School of Business at Case Western Reserve University in 2016 as a Non-profit fellow in the program. His dissertation focused on the effects of real-time data visualization on organizational decision making. Additionally he holds an M.A. in Higher Education Administration from Boston College and a B.A. in English from the University of New Hampshire.

Kevin Windholz, Vice President of Enrollment Management & University Communications, Oklahoma City University

In his current role, Kevin Windholz oversees the offices of Graduate, International, and Undergraduate Admissions, Financial Aid, Student Accounts, and University Communications. Prior to coming to OCU, Windholz held multiple positions in the office of admissions at Washburn University in Topeka, KS from 2001 to 2006, and then served as Associate Director of Admission at Saint Louis University in St. Louis, MO from 2006 to 2012.

Windholz has worked a variety of roles in the Enrollment Management & Marketing profession, both administrative and operational. He has been a featured presenter on topics such as electronic admission file review, prospective student search markets and tuition discounting strategies at various university enrollment management conferences. He is a past recipient of the Washburn University Student Life Achievement award. He has also participated in various marketing, enrollment planning and university budgeting committees and served as a freshman seminar instructor at Saint Louis University. He co-authored an article on maximizing university revenue that was published in a 2014 AACRAO SEM journal.

Windholz is originally from northwestern Kansas. He holds a Bachelor of Arts from Fort Hays State University in Hays, KS and a Master of Liberal Studies from Washburn University in Topeka, KS.



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

June 12 - 14, 2017 :: New Orleans, LA

HOTEL:

Hyatt Regency New Orleans
601 Loyola Avenue
New Orleans, LA 70113

To reserve your room, please call 504-561-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$179 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of June 11, 12 and 13, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to May 18, 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 Hyatt Regency New Orleans offers you great restaurants, rooms, and unparalleled service. Modern business and meeting facilities, and two restaurants and two bars, plus a full-service Starbucks and 24-hour grab-n-go fresh market means you never have to go outside the hotel for entertainment or business.

The Hyatt Regency is located approximately 15 miles from Louis Armstrong International Airport (MSY) and is conveniently located within walking distance of many of the city's most popular historic sites, entertainment and sports venues, including the neighboring Mercedes Benz Superdome.



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 Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, 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.

A \$500.00 surcharge applies to registrants from corporations.

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
\$1,595	\$1,295	\$395	Learn More
			\$100 OFF

EARLY BIRD PRICING

Postmarked on or before May 26, 2017. For registrations postmarked after May 26, 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.

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.