



CONFERENCE

GRADUATE ENROLLMENT MANAGEMENT: RECRUITMENT AND MARKETING

July 24 - 26, 2017

San Antonio, TX





.....
Refine your recruitment marketing tactics for the graduate programs you oversee.
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OVERVIEW

Join us for a hands-on, active learning conference that has been specifically designed to help graduate enrollment management professionals take their recruitment marketing strategies to the next level. During this day and a half training, you will spend time workshoping and further developing your own strategies within the following areas:

- Brand-building for graduate programs
- Web, social media, digital advertising, and analytics
- Email marketing
- Community, corporate, and alumni partnerships

Throughout the conference, you will be given ample time to discuss your current practices with peers, share best practices, and develop new ideas based on what has worked well for others. You will also see a variety of institutional examples of the ways other institutions are successfully using these tactics to further their own graduate enrollment efforts.

BRING YOUR LAPTOP & MARKETING MATERIALS WITH YOU

During this conference you will have plenty of time to workshop your marketing materials and strategy. We recommend that you bring digital and print recruitment materials with you so that you can share and workshop them with your peers. To participate effectively in the activities and working sessions we have set up, you will also need to bring your laptop with you.

FULL DAY PRE-CONFERENCE WORKSHOP: DEVELOPING NEW GRADUATE PROGRAMS

Developing new graduate programs is both an art and a science. During this workshop, you will map out your current process and work to improve it from market research all the way to launch.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/graduate-enrollment-management-recruitment-and-marketing



WHO SHOULD ATTEND

We encourage you to attend the conference in an institutional team that includes representatives from Enrollment Management/Admissions, Marketing, and/or Academic Affairs.

When you register two people from your institution, a third can attend for 50% off!

LEARNING OUTCOME

After participating in this conference, you will be able to improve your recruitment marketing tactics for the suite of graduate programs you oversee.

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

MONDAY, JULY 24, 2017

Full-Day Pre-Conference Workshop: Developing New Graduate Programs

8:30 - 9:00 a.m.

Registration and Continental Breakfast (included in registration fee)

9:00 - 9:30 a.m.

Welcome and Introductions

9:30 - 10:15 a.m.

Map Your Process

Our opening session will be used to map out the steps you currently take to research, propose, and launch a new graduate program. After you have mapped out your process, you will share your findings with the group to see the differences and similarities in each institution's process. Finally, you will identify which steps in your process you would like to improve.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

Conducting Effective Market Research at the Graduate Level

Now that you have a high-level view of your process, we will focus in on best practices in market research for new graduate programs to determine their viability. Included will be discussions on competitive scanning and demand analysis and how these tools should be used within the new program ideation and proposal process. We will also introduce helpful online tools for both open-source and paid market research.

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

Lunch (included in registration fee)

12:45 - 2:15 p.m.

Working Time: Conducting Market Research

During this block of time, you will participate in a hands-on activity that will help you apply what you have just learned about market research. First, you will be broken into groups based on your region of the country and/or program type and given a hypothetical graduate program proposal. Your group will then be asked to use many of the market research sources we have just reviewed to make a data-based recommendation about the viability of the program. Instructors will be available for questions and guidance as needed throughout the activity.

2:15 - 2:30 p.m.

Break



AGENDA

MONDAY, JULY 24, 2017

2:30 - 3:45 p.m.

Launching New Graduate Programs

Once you have conducted the market research necessary to make a case for the viability of your new program, you will then need to take the necessary steps to plan, prepare, and launch the program to the public. This session will focus on critical questions related to the launch of new graduate programs, including:

- What expectations should you set around the time frame it will take to build brand awareness and a robust enrollment pipeline?
- What role should your marketing team play throughout the launch process?
- Should this process look different depending on program type (MA, PhD, in-person, online)?

To illustrate how each of these factors work together, included in the session will be an institutional case study of a graduate program launch that will outline the steps taken, timeline, initial marketing strategies, and results.

3:45 - 4:30 p.m.

Round Table Discussions: Launching New Graduate Programs

For our final session, you will be divided into small groups of similar institutional types and will be given a chance to discuss your own program launch challenges, best practices, and experiences.

4:30 - 4:45 p.m.

Reflection and Summary of Learning: Workshop Wrap-up

TUESDAY, JULY 25, 2017 - MAIN CONFERENCE

Brand Building and Digital Marketing Strategies

8:30 - 9:00 a.m.

Conference Registration and Continental Breakfast (included in registration fee)

9:00 - 9:45 a.m.

Welcome and Introductions

During this time, you will be asked to complete a self-assessment of the various recruitment and marketing tactics you are currently using. As a means of making introductions and setting objectives for the rest of your time at the conference, you will then be asked to share your results, first at your table and then with the larger group as a whole.

9:45 - 10:30 a.m.

Brand-Building at the Graduate Level

Our opening session will focus on the role of your brand in graduate programs. We will explore the ways in which the graduate brand is both connected to and distinct from the institutional parent brand. You will see specific examples of how other institutions are making use of various internal and external partners and strategically equipping them with the information they need to be brand ambassadors and help spread brand awareness for specific graduate programs.

10:30 - 10:45 a.m.

Break



AGENDA

TUESDAY, JULY 25, 2017 (CONTINUE)

10:45 - 11:30 a.m.

Activity: Brand

Our first hands-on activity will help you reflect on your current brand and identify areas for further development or clarification. How defined is your graduate brand, and—if you have one—what does your brand “toolkit” look like? How can you further refine your brand messaging and value proposition surrounding your programs to create better brand awareness? This working session on your brand will serve as a helpful lens through which to view the rest of the conference.

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

Lunch (included in registration fee)

12:30 - 1:30 p.m.

Website and Analytics

As the hub for your entire marketing strategy, one of your greatest digital marketing tools is your website. This session will focus on using tactics and strategies to improve your current graduate program pages and applying analytics to gain insights and further refine your strategy. Special attention will be paid to:

- Inquiry forms and capturing data
- Driving traffic to key pages
- Using storytelling to create compelling content
- Tracking and web analytics

Included will be real-life examples from a variety of institutions.

1:30 - 2:15 p.m.

Website: Activity

Attendees will choose a partner from a different institution and, prompted by a series of provided questions, share impressions of one another’s websites. The idea is to get an objective opinion of your own website and to gain ideas and inspiration from your partner’s site.

2:15 - 2:30 p.m.

Break

2:30 - 3:45 p.m.

Social Media, Search Engine Marketing, and Digital Advertising

Social media, search engine marketing, and digital advertising are becoming ever more common in graduate enrollment marketing. This session will provide numerous practical examples and will focus on addressing key questions about these strategies, including:

- What are the pros and cons of many common channels, and what kind of results can I expect?
- How can I build in metrics to more accurately assess and report on the impact of my campaigns?
- What sort of budgets will I need to consider, including my investment of time?
- How can I maximize my results through these channels on a limited budget?

3:45 - 4:45 p.m.

Round Table Discussions: Recruitment Marketing Strategies Per Program

In our final session of day one, you will be divided into small groups based on program type for instructor-led guided discussions. You will have the opportunity to share your own strategies and challenges and gain ideas and best practices from your peers related to the digital marketing channels we discussed throughout the day.



AGENDA

TUESDAY, JULY 25, 2017 (CONTINUE)

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)

WEDNESDAY, JULY 26, 2017 - MAIN CONFERENCE

Day Two: Email Marketing and Partnerships

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:15 a.m.

Email Marketing and CRM Use

Our second and final day of the conference will begin with a session on maximizing the effectiveness of your email marketing strategy to promote your graduate programs. We will walk through determining content to include, message frequency, and segmenting your audience to improve engagement. We will also discuss CRM use and will facilitate sharing about different CRMs and experiences among the group. We will also discuss the variety of CRMs that institutions are using today.

10:15 - 10:30 a.m.

Break

10:30 - 11:15 a.m.

Working Session

After walking through email marketing best practices, you will be given this block of time to examine your current email strategies and identify opportunities for improvement. What does your communication plan and sequence of emails look like? How does that compare with what your peers are doing? We encourage you to bring actual examples of emails you are using so that you can share and compare with other attendees.

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

Integrated Marketing: Tying it All Together Both On- and Off-Line

When implementing a marketing strategy, it is important to identify opportunities to strategically expose your brand through a variety of online and offline channels. With increased access and affordability to advertise through digital channels, it's easy to disregard "offline" platforms like print, mass media, outdoor display, and in-person advertising. For this closing session, we'll be discussing how to craft a true multi-channel, integrated marketing plan while being mindful of your brand and resources and meeting students where they are.

12:30 - 12:45 p.m.

Final Reflection and Conference Wrap-up



INSTRUCTORS

Chris Connor, Assistant Dean for Graduate Education, School of Engineering and Applied Sciences, University at Buffalo

With twenty years of experience in higher education, Chris's experience includes leadership roles in undergraduate and graduate education both from an institutional and academic unit perspective. He currently serves as the Assistant Dean for Graduate Education in the School of Engineering and Applied Sciences at the University at Buffalo, The State University of New York. In his current role, he focuses strategically on all aspects of the graduate student lifecycle including new program development, international and domestic recruitment, enrollment planning, financial aid leveraging, diversity programs, graduate student professional development and alumni engagement.

Chris' research interests focus on Strategic Graduate Enrollment Management (SGEM) and identifying key components, synergies and more importantly the critical differences between undergraduate and graduate enrollment management. Chris has received several national awards and distinctions related to graduate education and enrollment management. He also has published and presented both nationally and internationally on numerous topics related to enrollment management.

His past positions at the University at Buffalo include serving as Assistant Dean for Graduate Enrollment Management Services, Interim Director of Undergraduate Admissions, Director of Graduate Recruitment Services, Associate Director for Admissions and Student Services in the Department of Economics and serving as Adjunct Faculty in the Department of Communication.

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

Joshua LaFave's experience over the past eleven 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, Joshua 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.



INSTRUCTORS

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

With more than ten years of experience in higher education student recruitment, marketing, and communication, Eric now 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. Under 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, Eric 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.

Julie Gacnik, Associate Vice Provost for Enrollment and Academic Marketing, Creighton University

Julie Gacnik is an experienced professional in higher education with emphasis on enrollment, marketing and process improvement strategies. Her knowledge includes public, private, for-profit and not-for-profit organizations. She's served as an adjunct faculty member for colleges/universities and an independent consultant in higher education. Her current role with Creighton University as the Associate Vice Provost for Enrollment Management and Academic Marketing is an exciting endeavor which offers her the ability to focus on adult and graduate academic marketing and enrollment growth strategies. She has a "student-first" focus and "one university" mentality. Keeping those terms in mind and never being above "taking out the garbage" has allowed her to work in collaborative environments with others and surpass goals.

Marcus Hanscom, Director of Graduate Admission, Roger Williams University

Marcus Hanscom is an established higher education marketing and enrollment management professional and consultant, having served in a variety of roles working with undergraduate and graduate students for more than ten years. He currently serves as Director of Graduate Admission at Roger Williams University in Bristol, RI, where he helped facilitate double-digit percentage gains in prospects, applicants, and enrollments in his first full admission cycle in 2016. He previously worked in progressive roles in undergraduate and graduate admission at the University of New Haven in West Haven, CT.

Marcus has presented widely on marketing strategies for adult and graduate students at national and regional conferences for Aslanian Market Research, Carnegie Communications, NAGAP, NEGAP, STAMATS, TxGAP, and others, and formerly served for two terms on the NAGAP Board of Directors. He was awarded the Future Leader Award by NAGAP in 2012 and was the founding president of NEGAP, the New England Association for Graduate Enrollment Management.



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

July 24 - 26, 2017 :: San Antonio, TX

HOTEL:

Grand Hyatt San Antonio
600 E. Market Street
San Antonio, TX

To reserve your room, please call 210.224.1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$190 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of July 23, 24 and 25, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to June 30, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early.

ADDITIONAL INFORMATION:

Set along the spectacular River Walk, Grand Hyatt San Antonio located near the downtown restaurants, sites, and attractions that make San Antonio one of the most culturally rich cities in the country.

The hotel is located 8 miles from San Antonio International Airport (SAT).

Shuttle transportation to and from San Antonio International Airport and downtown is provided for a fee by SATTRANS, the city's official airport shuttle, between 7:00 AM and 1:00 AM, daily.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Tuesday, 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 + Full-Day Pre-Conference Workshop	Conference only	Full-Day Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
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\$1,895	\$1,195	\$895	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before July 7, 2017. For registrations postmarked after July 7, 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.