



CONFERENCE

ALIGNING YOUR ENROLLMENT AND TUITION DISCOUNTING STRATEGIES

February 8 - 9, 2018

Denver, CO





Learn how to improve your tuition discounting strategy from seasoned experts in the field.

OVERVIEW

Many finance and enrollment professionals are balancing competing priorities when it comes to maintaining (let alone attempting to lower) the discount rate, while also trying to meet aggressive enrollment goals that are in line with the institutional mission. Because of having to balance the often conflicting tradeoffs involved, it can be difficult to figure out what discounting strategies will also best support enrollment and maximize net tuition revenue.

Join us for a day-and-a-half conference that will help you develop a discounting strategy that is truly aligned with your enrollment, institutional mission, and net tuition revenue goals. Our team of expert instructors will help you answer the following questions:

- How can I go about changing the conversation on campus from the discount rate to net tuition revenue?
- Where does institutional market position factor in?
- How can financial aid leveraging help maximize net tuition revenue?
- How can I educate key stakeholders about the importance of aligning discounting and enrollment strategies more closely?

A CONFERENCE FOR ALL INSTITUTIONAL TYPES

This conference has benefitted institutions of all types: public, private, proprietary, graduate, undergraduate, and community colleges. Our expert presenters have decades of experience across multiple sectors of higher education and have seen success translating this across all institutional types.

Here's what some of our past attendees have said about this event:

“Hands down the best conference working session I have ever attended.”

“The learning will keep percolating for a long time.”

“Great conference for framing discount discussion!”

“Small numbers allowed for great interaction!”

“Training was focused, relevant, and interactive.”

“By far, the most extensive conference on tuition discounting, finance, and enrollment management.”

“Intense, productive schedule. Everything felt purposeful.”

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/aligning-your-enrollment-and-tuition-discounting-strategies



BRING YOUR CROSS-FUNCTIONAL TEAM

We strongly encourage you to attend as part of a team that includes individuals from the following job titles/functional areas:

- Presidents
- Enrollment Management and Admissions professionals
- Chief Finance officers
- Budget officers
- Financial Aid professionals
- Academic administrators

When you register 2 people from your institution, a 3rd can attend for 50% off!

PRE-CONFERENCE WORKSHOP: DATA GATHERING FOR STRATEGIC ENROLLMENT MANAGEMENT

Any informed tuition discounting strategy begins with the right data in hand. Join us for a pre-conference workshop that will highlight which data is most critical for strategic enrollment management decision-making, how to partner with others across campus to obtain that data, and how you can adjust your enrollment management strategy based on the data and resources that your institution has available.

LEARNING OUTCOME

After participating in this conference, you will be able to more strategically align your tuition discounting strategy with your enrollment strategy, net tuition revenue goals, and institutional mission.

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.

CPE CREDITS

Recommended CPE Credits: 13.0 for main conference, 3.5 for workshop
Program Field of Study: Specialized Knowledge and Applications
Delivery Method: Group-Internet
Prerequisites: None
Program Level: Basic

Academic Impressions is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219-2417. Website: www.nasba.org



AGENDA

THURSDAY, FEBRUARY 8, 2018

Pre-Conference Workshop: Data Gathering for Strategic Enrollment Management

8:00 - 8:30 a.m.

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

8:30 - 11:30 a.m.

Pre-Conference Workshop: Data Gathering for Strategic Enrollment Management

Any informed tuition discounting strategy begins with the right data in hand. Join us for this pre-conference session to discuss which data is most critical for strategic enrollment management decision-making. Questions to be discussed in this session include:

- What new data trends have emerged that could give your institution an advantage?
- How do external data sets better inform institutional direction?
- What internal partnerships are key in developing the right direction for data collection?
- How do I leverage what data I've gathered into strategic enrollment decisions?

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

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

Main Conference Day 1: Foundations of the Discount Rate

12:00 - 12:30 p.m.

Event Registration

12:30 - 12:45 p.m.

Welcome and Introductions

12:45 - 2:00 p.m.

Institutional Drivers and the Discount Rate

Any sound discounting strategy is rooted in the existing goals and strategic direction of the institution. Devising strategies that balance the realities of the external market with specific institutional drivers helps to ensure the sustainability of your strategic enrollment plan. This session will provide a framework for understanding your institutional priorities by answering:

- How can you shift the conversation from sticker price to net price on your campus?
- How does mission impact discount rate and net tuition revenue goals?
- How might academic program direction inform strategic discounting?
- How can an institution best strategize in establishing and reaching enrollment capacity?
- What tradeoffs must be generated as part of your strategic enrollment management plan?
- How do we establish balanced goals of access, diversity, and net tuition revenue?

2:00 - 2:30 p.m.

Working Time: Institutional Drivers

Based on the presentation you just heard, you will be asked to consider and prioritize top characteristics that drive the discount rate in the context of your own institution.



AGENDA

THURSDAY, FEBRUARY 8, 2018 (CONTINUED)

2:30 - 2:45 p.m.

Break

2:45 - 4:00 p.m.

Market Position and the Discount Rate

Building off the previous conversation, this session will provide you with the foundational steps toward better understanding how market position and institutional drivers can best be balanced. In addition, our expert facilitator will walk through key strategic decisions regarding your discounting strategies based on this information. Questions for consideration in this presentation include:

- What are the keys to knowing your position in the market?
- How do you benchmark against your peers?
- How do you best balance external benchmarking with internal drivers?
- How does market position help influence your discount rate?

4:00 - 5:15 p.m.

Concurrent Case Study Sessions: Strategically Positioning the Discount Rate at the Graduate and Undergraduate Levels

Hear how two institutions (one graduate and one undergraduate) were able to optimize their discount rate to improve enrollment and net tuition revenue goals. Included as part of these case studies will be tactics related to critical internal partnerships, financial aid allocation decisions, and strategic institutional planning.

5:15 - 6:15 p.m.

Networking Reception (included in registration fee)

FRIDAY, FEBRUARY 9, 2018

Main Conference Day 2: Discount Rate Strategies

7:00 - 9:30 a.m.

Individual Consultation Sessions and Continental Breakfast (included in registration fee)

Institutional teams that have signed up for twenty-minute individual consultation sessions will meet with members of the speaker panel to gather perspective and advice about their current situation and strategies.

9:30 - 10:45 a.m.

Leveraging Financial Aid in Strategic Discounting

At the core of any discounting strategy is an institution's financial aid budget. How that budget is strategically allocated will help determine the success of your strategy. Keys to be addressed in this session include:

- Principles of institutional aid
- Predictive modeling tactics
- Balancing need and merit aid

10:45 - 11:00 a.m.

Break



AGENDA

FRIDAY, FEBRUARY 9, 2018 (CONTINUED)

11:00 a.m. - 12:00 p.m.

Case Study Activity: Distinct Institutions

Attendees will work in like groups to offer strategic advice based on real-life case studies offered. Attendees will then share out their thoughts and presenters will provide insight based on actual strategies carried out.

12:00 - 1:15 p.m.

Lunch/Roundtable Discussions (included in registration fee)

1:15 - 2:15 p.m.

Case Study: A Sustainable Path Toward Tuition Dependence

Hear how one institution has moved along a three-year tuition discounting path marked by continued reduction in state support, as well as increased challenges in securing enrollment figures. Included in this case study will be how best to:

- Develop necessary communication structures that address enrollment and net tuition revenue goals across diverse stakeholders
- Design tradeoff scenarios that speak to growing tuition dependence
- Establish strategies for leveraging financial aid
- Discuss differential pricing models

2:15 - 2:30 p.m.

Break

2:30 - 4:00 p.m.

Closing the Loop: Tying it All Together and Effecting Change at Your Institution

At this point in the conference, you will have absorbed a plethora of information about market position, data, and aid strategies to affect net tuition revenue. During this session, we will help you tie it all together and empower you with a framework to help you take it all back to your institution, create buy-in, and affect meaningful change. Topics to be discussed during this session include:

- What is your role in strengthening the marketability of your institution?
- Getting a seat at the table and becoming part of the conversation
- Mini-case study (to help illustrate how the change-making process occurs): Cedar Crest College

4:00 - 4:15 p.m.

Conference Wrap-Up, Q&A, and Takeaways

4:15 - 5:30 p.m.

Individual Consultation Sessions

Institutional teams that have signed up for twenty-minute individual consultation sessions will meet with members of the speaker panel to gather perspective and advice about their current situation and strategies.



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.

Jim Anderson, Associate Vice President for Enrollment Services, Boise State University

Jim oversees the Office of Admissions, Registrar, Financial Aid, and New Student and Family Programs. In addition, Jim also serves as an Associate Consultant for Noel-Levitz focusing on short and long term strategic enrollment planning.

Prior to joining Boise State University, Jim was Managing Director for Enrollment Planning and Information Services, and Associate Director of Student Financial Aid at Texas Tech University. Jim has notable expertise in: strategic enrollment planning, enrollment projection, financial aid leveraging, and territory management principles.

Recent presentations include: Academic Impressions, American Association of Collegiate Registrars and Officers, Southern Association of Collegiate Registrars and Admissions Officers, Texas Association of Collegiate Registrars and Admissions Officers, and The College Board Regional Forum.

Jim holds both Bachelor's and Master's degrees from Texas Tech with an emphasis on Higher Education Administration.

Michael Kabbaz, Vice President for Enrollment Management and Student Success, Miami University (Ohio)

In his role as Vice President, Kabbaz serves as the University's first chief enrollment and retention officer and a member of the President's Executive Cabinet and Council of Academic Deans. Kabbaz oversees the Offices of Admission, Bursar, Enrollment Operations, Enrollment Research and Analysis, Student Financial Assistance, and University Registrar. In addition, he is responsible for the development and implementation of the Student Success Center.

Prior to his return to Miami in May 2011, Kabbaz served as Director of Admission at the University of Richmond. He has also worked for the College Board in a number of capacities, including the chief educational manager overseeing higher education services for the Midwest and nationally as the senior director of College and University Services for the Advanced Placement (AP) Program. Prior to the College Board, Kabbaz served as associate director for Admission at Miami University and in a number of admission roles at Xavier University in Cincinnati, Ohio.

Kabbaz is an active member of the National Association for College Admission Counseling, American Association of Collegiate Registrars and Admissions Officers, and the College Board. During his tenure in these organizations he has given countless presentations at their state, regional, and national meetings on various higher education and enrollment management topics.



INSTRUCTORS

Audra Kahr, Chief Financial Officer/Treasurer, Cedar Crest College

In her current role, Ms. Kahr has been a key figure in shaping the future direction of the college, both programmatically and financially. In addition to overseeing the college's finances, Ms. Kahr was heavily involved in the creation of Cedar Crest's strategic plan and has helped lead the campus master plan initiative. She enhanced the grant process to generate more revenue and continues to search for creative ways to fund programs such as study abroad, additional majors, and new graduate programs.

Ms. Kahr is responsible for the administrative functions at the college, including facilities, human resources, finance, student financial services, aquatic center, general services, telecommunications and transportation, and campus police. In recognition of her work, Ms. Kahr received the Lehigh Valley Business' 2014 CFO of the Year award in the category of large non-profits (25 or more employees) and was a Lehigh Valley Business Forty under 40 honoree in 2013.

Ms. Kahr joined Cedar Crest College in 2005. Prior to her current position, she served as manager of financial and operational analysis and controller at Cedar Crest. Before joining the college, she served as senior auditor at Deloitte & Touche, LLP, and as senior financial analyst at Tyco International. Ms. Kahr is a certified public accountant (CPA), and a member of the Pennsylvania Institute of Certified Public Accountants (PICPA) and the American Institute of Certified Public Accountants (AICPA). She earned bachelor's degrees in management and accounting from DeSales University.



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 8 - 9, 2018 :: Denver, Colorado

HOTEL:

Brown Palace
322 17th Street
Denver, CO 80202

To reserve your room, please call 303.297.3111. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$209 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of February 7 and 8, 2018.

RATE AVAILABLE UNTIL:

Make your reservations prior to January 17, 2018. 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 Brown Palace Hotel and Spa, synonymous with extraordinary service since 1892, invites you to experience a new level of luxury hotels in Downtown Denver. Home to a collection of 241 distinct guestrooms and suites, including the new Signature Inclusive rooms, this celebrated choice in Downtown Denver hotels spoils guests with contemporary amenities like twice daily maid service, plush terry robes, complimentary Wi-Fi in Lobby and pure artesian water from their own well. The hotel also boasts six unique restaurants and bars and a boutique spa.

At The Brown Palace, you will enjoy access to timeless luxury with a unique sense of place, original experiences and world-class service and amenities. There's simply no better way to experience the Mile High City.

TRANSPORTATION:

- Super Shuttle provides transportation from the airport for \$25 per person one way and \$46 round trip. To make arrangements with Super Shuttle, call 1-800-BLUE-VAN.
- A one-way taxi ride to the airport is approximately \$57.
- Uber/Lyft: Fare is approximately \$40 one-way. Rates will vary.



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 Thursday, breakfast and lunch on Friday, as well as refreshments and snacks throughout .

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
Learn More			
\$1,495	\$1,195	\$395	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before January 19, 2018. For registrations postmarked after January 19, 2018, 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.