GRADUATE ENROLLMENT MANAGEMENT: RECRUITMENT AND MARKETING

January 31 - February 2, 2018
Orange County, CA
Refine your recruitment marketing tactics for the graduate programs you oversee.

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 workshopping and further developing your own strategies within the following areas:

- Brand-building for graduate programs
- Web, digital advertising, and analytics
- Email marketing
- Offline channels (print, mass media, and in-person)

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 examples of the ways other institutions are successfully using these tactics to further their own graduate enrollment efforts.

BRING YOUR LAPTOP AND 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.

PRE-CONFERENCE WORKSHOP: CONDUCTING MARKET RESEARCH FOR NEW GRADUATE PROGRAMS

During this workshop, you will learn about open data sources that can help you conduct market research through establishing degree awareness, assessing job market demand, and performing competitive scans at the local, regional, national, and international levels. You will participate in a hands-on activity in which you will actually use and become familiar with the tools introduced. You will leave the workshop able to better conduct market research for your own new graduate programs.

www.academicimpressions.com/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.

If you send three people from your institution, the third will receive a 50% discount on the registration fee.

LEARNING OUTCOME

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

JANUARY 31, 2018

Full-Day Pre-Conference Workshop: Conducting Market Research for New Graduate Programs

8:30 - 9:00 a.m.
Registration and Continental Breakfast for Pre-Conference Workshop Attendees (included in workshop registration fee)

9:00 - 9:45 a.m.
Welcome and Opening Activity
During this opening session, you will be asked to think about the current “state of affairs” in your school or department when it comes to a) generating ideas for and proposing new graduate programs, b) conducting market research and feasibility studies, and c) launching new graduate programs. Each table will then identify common themes, write these on flip charts, and share out with the group at large.

9:45 - 10:30 a.m.
Setting the Stage: Front-End Considerations
To help set the stage for the rest of the workshop, during this time our instructors will cover key points on the following questions:

→ Why develop new graduate programs?
→ Who are the key players who need to be at the table?
→ How do other institutions conduct their program proposal processes? What should an academic program business plan look like?
→ What should be the role of revenue and enrollment projections in the new program proposal process?

10:30 - 10:45 a.m.
Break

10:45 - 11:20 a.m.
Conducting Effective Market Research at the Graduate Level
In this portion of the presentation, we will focus 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.

11:20 a.m. - 12:00 p.m.
Working Time Pt. I: Conducting Market Research
During this block of time, you will participate in the first portion of 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. Each group will work from a provided hypothetical graduate degree program. Your group will be asked to use many of the market research sources and sites 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.

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

JANUARY 31, 2018 (CONTINUED)

1:00 - 1:45 p.m.
Job Market Demand, Demand Analysis, and Competitive Scanning
In this portion of the presentation, we will introduce sources that will allow you to focus specifically on the following aspects of the market research process:

→ Assessing job market demand by state/region
→ Assessing job market demand by country
→ Performing a demand analysis
→ Competitive scanning, both locally and internationally

1:45 - 2:00 p.m.
Break

2:00 - 2:45 p.m.
Working Time Pt. II: Conducting Market Research
Here you will continue on with the hands-on market research activity using the hypothetical graduate degree program that was introduced earlier in the day. Groups will be asked to report out regarding their findings to bring the activity full-circle.

2:45 - 3:00 p.m.
Reflection and Summary of Learning: Workshop Wrap-Up

FEBRUARY 1, 2018 (FIRST DAY OF 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 - 9:30 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.

9:30 - 10:45 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.

10:45 - 11:00 a.m.
Break
AGENDA

FEBRUARY 1, 2018 (CONTINUED)

11:00 - 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.
Breakout Sessions
Attendees will have the opportunity to self-select into one of two breakout sessions focused on digital marketing.

The first breakout session will be delivered at a tactical level, and has been designed for those of you who are “boots on the ground” executing digital campaigns (or, in general, those of you who want to take a more granular, in-depth, “in the weeds” look at digital marketing). Topics for this session will include:

→ Google Adwords
→ Paid social
→ Metrics and reporting on digital campaigns

The second breakout session will be delivered at a higher strategic level, and has been designed for those of you who are charged with crafting digital marketing strategy for academic programs in a higher-level way. In this session, we will explore best practices for budget allocation, identifying target audiences, and prioritizing digital marketing channels for the best ROI.

3:45 - 4:45 p.m.
Networking Reception (included in registration fee)
AGENDA

FEBRUARY 2, 2018: EMAIL MARKETING AND PARTNERSHIPS

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

8:30 - 9:15 a.m.  
Email Marketing
Our 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 the process of identifying content to include message frequency and segmenting your audience to improve engagement.

9:15 - 9:30 a.m.  
Break

9:30 - 10:15 a.m.  
Working Session: Evaluating your Individual Emails
Building upon the previous session, you will be asked to bring actual examples of emails that you are using, and to pair up with someone from a different institution to give and receive peer feedback on the specific emails you are sending.

10:15 - 11:45 a.m.  
Integrated Marketing: Tying it all Together Both On- and Off-Line (includes activity)
For this closing session, we’ll be discussing how to craft a true multi-channel, integrated marketing plan that includes offline channels like print, mass media, outdoor display, and in-person advertising, while being mindful of your brand and resources and meeting students where they are. This session will include an instructor-led activity to help you make smart choices about the channels you prioritize based on your audience, goals, and budget.

11:45 a.m. - 12:00 p.m.  
Evaluations and Conference Wrap-Up
INSTRUCTORS

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

Chris will be an instructor for the pre-conference workshop, Conducting Market Research for New Graduate Programs. 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 at the University at Buffalo, The State University of New York. 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.

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 will be an instructor for the pre-conference workshop, Conducting Market Research for New Graduate Programs. 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.

Eric Nissen, Associate Director, Marketing and eCommunications, University of Colorado Colorado Springs

With over ten years of experience in higher education student recruitment, marketing, and communication, Eric now serves as the chief marketing and digital communication strategist for the Colorado Springs campus of the University of Colorado. He provides strategic and tactical support for central campus marketing, as well as the academic colleges, programs and departmental offices. He coordinates marketing initiatives, including communication, recruitment, advertising, and outreach, and is the primary liaison for the CU system’s eCommunication initiative. Eric has been a leading voice in the implementation of data-driven marketing strategies across campus, and serves on a variety of cross campus integrated marketing teams. Previously the lead on several CRM implementations, Eric is considered a subject matter expert on CRM implementation and administration and has spoken widely on the subject.

Before working in higher education, Eric held director level positions in the fitness and hospitality industries, with a focus on sales, marketing, management, and professional and executive development.
INSTRUCTORS

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.
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

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
LOCATION

January 30 - February 1, 2018 :: Orange County, CA

HOTEL INFORMATION:

Hyatt Regency Orange County
11999 Harbor Blvd.
Garden Grove, CA 92840
714.750.1234

Please indicate that you are with the Academic Impressions group to receive the group rate.

Room Rate: $189, plus applicable tax.

Room Block Dates: January 30, 31, and February 1, 2018.

Rate Available Until: January 9, 2018. Rooms and rates are subject to hotel availability.
CONFERENCE

GRADUATE ENROLLMENT MANAGEMENT:
RECRUITMENT AND MARKETING
January 31 - February 2, 2018 :: Orange County, CA

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 Thursday, breakfast on Friday, 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.

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EARLY BIRD PRICING
Postmarked on or before January 12, 2018. For registrations postmarked after January 12, 2018, an additional $100 fee per registrant applies.

REGISTER ONLINE or on the next page.
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

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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
CONFERENCE

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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.

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☐ 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: ______________________________________

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*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
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