

# DATA INFORMED DECISION- MAKING IN STRATEGIC ENROLLMENT MANAGEMENT

February 20 - 22, 2019 | San Diego, CA



## *Learn how to understand and use SEM data to strengthen your decision-making and reporting capabilities.*

### OVERVIEW

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Learn how you can take a more data-informed approach to strategic enrollment management (SEM) using small and big data sources across the prospective and current student lifecycle. Through a variety of case studies and in-depth examples, you will leave this conference better able to:

- Identify and use the internal and external SEM data that is available to you
- Make data-informed decisions across financial aid, recruitment, and retention
- Leverage data visualization to enhance your SEM reporting capabilities
- Apply what you learn to your unique institutional context

### WORKSHOP YOUR OWN ENROLLMENT AND RETENTION DATA

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As part of the conference, you will be asked to bring some institutional data in either enrollment/recruitment or success/retention that is reflective of a data puzzle that you and your team are currently working through on your campus. With the guidance of our instructors, you will have time to dig into this data using what you've learned at the event to work toward a solution to your challenge and yield more meaning out of your data.

### PRE-CONFERENCE WORKSHOP: UTILIZING PREDICTIVE ANALYTICS IN ENROLLMENT MANAGEMENT

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Join us for a pre-conference workshop that will help you better understand how you can use predictive modeling in enrollment management efforts on your campus. Our expert instructor will walk you through a detailed case study of the predictive models he has used during the various stages of the enrollment funnel on his campus and will illustrate how the insights gained from predictive modeling can be brought to bear on strategic decisions.

### BRING YOUR TEAM FOR INDIVIDUALIZED CONSULTATION SESSIONS

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You will have the opportunity to sign up for twenty-minute consultation sessions with our expert faculty to receive advice and guidance on specific questions and challenges you and your team are facing. We strongly encourage you to join us as a team with professionals from enrollment management, admissions, financial aid, institutional research, academic affairs, and student affairs who wish to:

- Better understand the role of “big data” in SEM
- Move toward a more data-driven enrollment culture on their campuses
- Look at SEM from the lens of recruitment, enrollment, AND retention

## AGENDA

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### *February 20, 2019*

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

8:30 - 9:00 a.m.

#### **Pre-Conference Workshop: Utilizing Predictive Analytics in Enrollment Management**

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

Join us for a pre-conference workshop that will help you better understand how you can use predictive modeling in enrollment management efforts on your campus. Our expert instructor will walk you through a detailed case study of the predictive models he has used at the various stages of the enrollment funnel on his campus and will illustrate how the insights gained from predictive modeling can be brought to bear on strategic decisions. Specific concepts and topics to be addressed include:

- Statistical output data to inform strategic decision making
- Easy to understand predictive model and how mathematics plays a role in statistical design
- Approaches to integrate predictive modeling within your strategic enrollment management plan

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

12:00 - 1:00 p.m.

### *Day 1: Types of SEM Data*

#### **Registration for Main Conference**

12:30 - 1:00 p.m.

#### **Welcome and Introductions**

1:00 - 1:15 pm

#### **Opening Session: What Does It Mean to Be “Data-Driven” in Strategic Enrollment Management?**

1:15 - 2:15 p.m.

The conference will open with some thoughts from the speaker panel on what it really means to be “data-driven” across the student lifecycle and in your EM strategy. You will be given time to discuss these questions at your tables and share your own ideas with the group as a whole.

#### **Afternoon Break**

2:15 - 2:30 p.m.

#### **Internal vs. External SEM Data (includes activity)**

2:30 - 4:00 p.m.

We will focus on defining the difference between internal versus external SEM data sources. You will complete an activity that explores what these types of data look like in your institutional context and reflect upon questions like:

- What kinds of internal data points are already available to you, and which might you want to seek out?
- What kinds of external data sources are available for mining that can help you gauge your market position as well as inform enrollment and retention goal-setting and planning?

# AGENDA

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## ***Day 1 (CONTINUED)***

### **Networking Reception (included in registration fee)**

4:00 - 5:00 p.m.

## ***February 21, 2019***

## ***Day 2: Student Support Programs and Training Tools***

### **Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

### **Day 1: Reflection and Q&A**

9:00 - 9:15 a.m.

Participants will have the opportunity to focus on the first day's takeaways and our instructors will be on hand to answer any questions you may have.

### **Data-Informed Decision-Making: Moving Toward a Truly Data-Driven Culture**

9:15 - 10:30 a.m.

This presentation will set the stage for the conversation about decision-making that will be taking place throughout the rest of the day. Specific attention will be paid to the nuts and bolts of the decision-making process in today's data-rich environment, where information is constantly changing. Should the data you have drive your decisions or simply influence them? When should you make decisions based on what your data is telling you?

### **Morning Break**

10:30 - 10:45 a.m.

### **Data-Based Decision-Making in Financial Aid**

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

In this session, you will hear a case study that will highlight the data-informed approach that one institution is using to make strategic decisions about financial aid packaging and allocation. Specific questions pertaining to relevant internal data points, price elasticity, and predictive modeling will be addressed.

### **Lunch (included in registration fee)**

12:00 - 1:00 p.m.

### **Data-Based Decision-Making in Retention and Student Success**

1:00 - 2:15 p.m.

In this session, you will hear a case study that will highlight the data-informed approach that one institution is using to make strategic decisions about retention and student success. Predictors of retention to inform recruitment and admissions, the connection between financial aid and retention, predictive analytics, and establishing meaningful metrics for tracking persistence and retention will be explored.

# AGENDA

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## **Day 2 (CONTINUED)**

### **Afternoon Break**

2:15 - 2:30 p.m.

### **Data-Based Decision-Making in Recruitment: Assessing Student Demand**

2:30 - 3:45 p.m.

Building upon the previous sessions, our presenter will walk you through a case study from Roger Williams University that allowed the institution to better use data to assess student demand and improved data usage across campus. Afterwards, participants will be guided through an interactive analysis of various data sets and will be asked to make recommendations on new recruitment strategies and academic program development opportunities.

### **Workshop your Data Puzzle**

3:45 - 4:45 p.m.

Having heard two case studies on data-based decision-making from our instructor team (one on recruitment and one on student success), you will now have the opportunity to dig into a “data puzzle” that you are experiencing at your institution surrounding enrollment, recruitment, or retention/student success. You will be asked ahead of time to bring your own data set to the conference that reflects this puzzle and will then be given time during the activity to discuss and gain some more clarity around it with the help of your fellow conference attendees and the instructors. Each table will be asked to share out with the group at large.

### **Optional Planning/Consultation Sessions with Instructors: Afternoon Times**

4:45 - 6:15 p.m.

You will have the opportunity to sign up for twenty-minute individual “consultation sessions” with conference instructors. These sessions are included with the conference registration fee and are 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 to data-based decision-making in enrollment management on your campus.

## **February 22, 2019**

## **Day 3 (half day): Data Visualization and Reporting**

### **Optional Planning/Consultation Sessions with Instructors: Morning Times**

7:30 - 9:00 a.m.

During this time, you may sign up for twenty-minute individual “consultation sessions” with the conference instructors to obtain specific advice and guidance on challenges you are facing on your own campus.

### **Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

### **Q&A/Reflection Time**

9:00 - 9:15 a.m.

Participants will have the opportunity to focus on the first day’s takeaways and our instructors will be on hand to answer any questions you may have.

# AGENDA

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## **Day 3 (CONTINUED)**

### **SEM Data Visualization for Better Reporting: Tools and Techniques**

*9:15 - 10:30 a.m.*

We will use Tableau as an example of how data visualization tools and techniques can be used to enhance SEM reporting to your various audiences. How can you get beyond Excel spreadsheets to represent the data you have in different ways so that it is accessible to others and tells a story? Which types of data lend themselves best to which forms of representation, and how should audience inform the type of data visualization you use?

### **Morning Break**

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

### **SEM Data Visualization: Activity**

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

Our final conference session will focus on metrics and measurement for the various online student retention programs and initiatives you have in place. You will learn how to more effectively use data to make informed decisions about which programs to keep, cut, or scale up, and you will see examples of this kind of data-based programmatic decision-making from our expert instructor.

### **Key Takeaways, Evaluations, and Conference Wrap-Up**

*12:00 - 12:30 p.m.*

## INSTRUCTORS

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### **Dr. Laura Jensen**

**Associate Provost for Planning and Effectiveness, Colorado State University**

Laura has over twenty years of professional research experience and has worked at the University of Colorado and Front Range Community College before her time at Colorado State University. She is committed to helping the institution better understand issues surrounding student success, program evaluation, assessment, enrollment, faculty/staff, research, and operations. She serves on a variety of internal and external committees related to educational research, reporting, and data management.

### **Randall Langston**

**Vice President, Enrollment Management, Texas Woman's University**

Randall Langston provides vision, inspiration, and strong leadership to staff in the Offices of Admissions, Registrar, Financial Aid, and the Office of Admissions Processing. Additionally, Randall is responsible for developing strategic enrollment management plans, high level statistical and mathematical data analysis, and predictive modeling.

Working in higher education for more than twenty years, Randall has met or exceeded enrollment targets at each institution where he has worked, which include: The College at Brockport – SUNY, the University of Northern Colorado, the University of Colorado at Colorado Springs, the University of Findlay, and the University of Denver.

Randall earned a Ph.D. degree in Higher Education from the University of The Free State (Republic of South Africa), a master's degree in Higher Education Administration with a specialization in College Student Personnel Administration from Texas Tech University, and a Bachelor of Science degree from Sam Houston State University (TX).

### **Brian G. Williams, D.M.**

**Vice President, Enrollment Management and Marketing, Roger Williams University**

Dr. Williams joined Roger Williams in March 2017 and, in his current role, he oversees undergraduate and graduate enrollment and the marketing efforts of the university. Prior to joining Roger Williams, he served as Vice President for Enrollment & Institutional Analytics at John Carroll University in Cleveland, Ohio and as Dean of Enrollment Services at Providence College. Additionally, Brian has worked in admissions and financial aid at both La Salle University and Saint Louis University.

He has a key role in strategic planning and data analytics across the university enrollment efforts for recruitment, financial aid, academic planning, and retention. He has presented at various national and academic conferences on big data, strategic planning, visual analytics, and decision making.

Dr. Williams earned his Doctor of Management degree from the Weatherhead School of Management 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.

## LOCATION

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***February 20 - 22, 2019 | San Diego, CA***

***Hotel:***

Sheraton Mission Valley San Diego  
1433 Camino Del Rio S  
San Diego, CA 92108  
619.260.0111

**Room rate:**

\$129 + tax

**Room block dates:**

The nights of February 19, 20 and 21, 2019.

**Room block cutoff date:**

January 22, 2019.

Reserve Your Room: Please call 619.260.0111 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.



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