

# OPERATIONALIZING YOUR YIELD STRATEGY TO ACHIEVE ENROLLMENT GOALS

March 26 - 27, 2019 | Orlando, FL



## *Gain new ideas and tactics for keeping admitted students engaged through to matriculation.*

### OVERVIEW

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Yield rates are steadily decreasing across the country: fewer students are submitting applications to more institutions than ever before, making it more difficult to predict which admitted students will actually matriculate. Falling behind yield targets can have severe implications for meeting your enrollment goals and, consequently, on the net tuition revenue of the institution.

As this trend continues to prevail, institutions are putting an increased focus on strengthening yield strategies to effectively move students through the enrollment funnel and meet admissions goals. Enrollment and admissions teams must think outside the box to find new ways to engage prospective students using a blend of events, communications, and strategies.

Join us for this interactive and hands-on course to learn how to improve and operationalize your institution's yield strategy through a number of strategic and tactical touchpoints:

- Map out enrollment goals and identify how yield fits into your institution's bigger picture
- Use data and lead scoring to inform yield tactics
- Strategize how to educate and mobilize campus partners
- Explore specific tactics to boost your yield rate (e.g., video, social media, texting, email, personalization, etc.)

You will return to your campus with new ideas, as well as a list of stakeholders to connect with and engage in order to steward more students towards matriculation.

### WHO SHOULD ATTEND

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This program is designed for those professionals working within admissions and enrollment marketing who want to elevate their institution's yield strategy through a blend of strategic and tactical considerations.

#### **Bring your team and save!**

Save over 15% on registration when you register three or more colleagues.

# AGENDA

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## ***DAY 1: Understanding Yield on Your Campus***

***March 26, 2019***

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

*9:00 - 9:30 a.m.*

### **Introductions**

*9:30 - 10:00 a.m.*

### **Yield Strategy: An Important Piece of the Enrollment Puzzle**

*10:00 - 11:15 a.m.*

Yield is greatly impacted by actions at earlier stages of the enrollment funnel. During our opening session, we will explore how yield strategy fits into your overall enrollment plans and your role in driving the culture shift to get your institution to pay more attention to this area.

### **AM Break**

*11:15 - 11:30 a.m.*

### **Yield Strategy: One Size Does Not Fit All**

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

Every institution has unique needs around yield strategy based upon their institution type and student population. This session will provide an overview of common stop-out points and the various hurdles students face throughout the admissions process. We will also discuss how needs differ depending upon student profile and other important components.

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

*12:30 - 1:30 p.m.*

### **Where Are You Now? Putting Yield in Context for Your Institution**

*1:30 - 2:30 p.m.*

Challenges with or a lack of understanding of yield strategy arise when an institution does not start with the overarching enrollment planning picture or understand what is causing yield issues at their specific institution. Yield rates should not be examined in a vacuum as these metrics are linked to everything that underpins them from an overarching goals and enrollment planning standpoint. During this working session, you will map out the overarching enrollment goals for your institution by identifying how yield fits into this bigger picture, the populations you are trying to yield, and where your yield challenges are.

### **PM Break**

*2:30 - 2:45 p.m.*

# AGENDA

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## **DAY 1 (CONTINUED)**

### **Using Data and Lead Scoring to Inform Yield Tactics (includes activity)**

2:45 - 4:00 p.m.

Your yield strategy should be intentional and data-informed. During this session, our expert facilitator will explore how lead scoring works and share examples of how institutions are using it effectively. We will also discuss how you can leverage the data you have to build a strategy that incorporates specific yield tactics.

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

4:00 - 5:00 p.m.

## **DAY 2: Operationalizing Your Yield Strategy**

**March 27, 2019**

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

8:30 - 9:00 a.m.

### **Getting Your Team Onboard**

9:00 - 10:00 a.m.

The productivity of admissions counselors is vital to an institution's ability to execute their yield strategies, so enrollment and admissions leaders must start to shift the culture around goals and measurement for the counselors. We will discuss how to set goals for counselors that are both aspirational and obtainable, measure progress on goals through strategic reports, and hire and train for better results.

### **Utilizing Personalization and Targeted Outreach**

10:00 - 11:00 a.m.

Once you have an understanding of your yield issue, the types of students you are targeting, and your goals you can begin crafting a strategy around the types of tactics that will be most impactful on your campus. This inspirational session will explore how you can make your yield communications more successful using personalization and targeted outreach.

### **AM Break**

11:00 - 11:15 a.m.

### **Digital and Social Media Communication Tactics to Increase Yield**

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

This inspirational session will explore how you can make your yield communications more successful using digital methods (e.g., video, social media, texting, etc.) as tools to prevent attrition.

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

12:30 - 1:30 p.m.

# AGENDA

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## **DAY 2 (CONTINUED)**

### **Educating and Mobilizing Campus Partners**

*1:30 - 3:00 p.m.*

The most difficult yield challenges institutional face often fall under an area outside of Enrollment Management's purview. As our cross-campus partners are a driving force for yield strategy, it is critical to prepare to educate and mobilize them about the yield barriers your institution is facing and how they can make a positive impact. We will explore strategies to help get your cross-campus partners onboard for a more seamless strategy.

### **Working Session: Heading Back to Campus**

*3:00 - 3:30 p.m.*

Building on the previous session, you will build out your next steps for when you get home, identify key stakeholders to connect with, and strategize ways to get their buy-in.

### **Evaluations and Conference Wrap-Up**

*3:30 - 4:00 p.m.*

## INSTRUCTORS

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### Benjamin Hagan

#### Assistant Director for Recruitment Services, Oklahoma State University

A member of the admissions senior leadership team, Ben has been responsible for teams enrolling four of the top five largest freshman classes at OSU, including the largest freshman class of any institution in Oklahoma higher education history. OSU is currently celebrating the highest undergraduate enrollment in its history as well as the largest Honors College freshmen class. Ben divides his leadership responsibilities between prospective student financial aid, scholar recruitment, and Stillwater High School. In his time with OSU, Ben has been responsible for the campus tour and events program, in-state and out-of-state freshman recruitment, and transfer recruitment as well as a year working remotely while recruiting in Houston, TX.

Prior to joining OSU, Ben was a Senior Photography Producer for Williams-Sonoma, Inc. in San Francisco, California, where he worked for the flagship brands Williams-Sonoma and Pottery Barn, among others. He gained early professional experience while coordinating guest services at a large boutique hotel in New York City.

Ben has a Bachelor's of Art degree from the Gallatin School of Individualized Study at New York University where he graduated at the top of his class as a Founder's Day Scholar.

### Jens Larson

#### Interim Associate Vice President for Enrollment Management, Eastern Washington University

Jens Larson joined EWU in 2011 and now serves as the AVP for Enrollment Management. A nationally recognized leader on enrollment and marketing strategy, he's led workshops and presented at major conferences like RNL, AMA, eduWeb, HighEdWeb, Higher Ed Analytics, and others. He's written about higher education websites and practices for the Chronicle of Higher Education and leading industry blogs, and he has been featured in the Hashtag Higher Ed podcast. His personal blog was twice named to the Top 50 Higher Ed Tech blogs, and he is an avid secret shopper of campus tours and future student communications at institutions around the country. At EWU he has led major initiatives that include brand positioning, student affairs assessment, CRM implementation, analytics implementation, and UX testing. Before EWU he performed investment analysis, developed product launch strategies, and directed and analyzed digital and print marketing campaigns for companies in the private sector. He studied at five universities, including one in Germany, and he holds BA (German and English honors), MFA (writing), and MA (English) degrees. He's currently pursuing a PhD in communication that explores the intersection of technology, social influence, and communication strategies in higher education. Outside of work he is usually found trail running and hiking in the canyons, river valleys, and mountains of Spokane.

### Amy Tiberio

#### Associate Vice President for Enrollment Management and Marketing, Roger Williams University

In her current role, Amy directly oversees the undergraduate admission department and works collaboratively on financial aid and marketing strategies. Prior to Roger Williams, Amy worked at Stonehill College and Bentley University. Her career spans over 15 years in admission and enrollment.

Amy has also been actively involved with leadership roles within the New England Association for College Admission Counseling (NEACAC). She currently serves on the executive board as Treasurer. She has presented at various conferences on enrollment strategy, management and leadership, and women's advancement.

Amy earned both her bachelor's and master's degrees at Bentley University in Information Design & Corporate Communication and Marketing respectively. She is a yoga enthusiast and a practitioner of mindfulness and meditation.

## LOCATION

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***March 26 - 27, 2019 | Orlando, FL***

***Hotel:***

Rosen Shingle Creek  
9939 Universal Blvd.  
Orlando, FL 32819  
866-996-9939

**Room rate:**

\$190 + tax

**Room block dates:**

The nights of March 26 and 27, 2019.

**Room block cutoff date:**

March 4, 2019.

Reserve Your Room: Please call 866-996-9939 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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