

# ENROLLMENT MANAGEMENT ESSENTIALS FOR ACADEMIC LEADERS

May 30 - 31, 2019 | Boston, MA



## *Empower and equip your academic leaders to meaningfully impact your institution's enrollment goals.*

### OVERVIEW

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Increasingly, institutions are looking to deans, provosts, and program directors to be more engaged in and take more responsibility for enrollment planning and outcomes. As state appropriations continue to shrink, and the enrollment market becomes more compressed, this call to action for stronger partners within academic leadership will continue to grow.

In reality, these academic leaders already juggle numerous academic, administrative, and research related responsibilities, so adding yet another priority to this list can be a challenging undertaking.

To efficiently bring academic leadership up to speed, we have designed a comprehensive learning experience that focuses on cementing a firm understanding of core enrollment management concepts and practices.

You will leave this conference with a practical workbook and the confidence that you are better prepared to positively impact enrollment at your institution.

### POST-CONFERENCE WORKSHOP: MARKETING FOR ACADEMIC LEADERS

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Strong marketing is more critical than ever before in today's ultra-competitive higher education landscape – and academic involvement can elevate a marketing plan from good to great. If you are an academic leader who needs to better understand how to sell your programs to prospective students, this workshop is for you. During this time, you will be equipped with the knowledge and tools that will allow you to:

- Effectively reach students via website, email, and social media strategy
- Better align your messaging with your brand

### WHO SHOULD ATTEND

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Academic leaders including Deans, Assistant Deans, Provosts, Assistant Provosts, Program Chairs, and Rising Academic Leaders will benefit from this conference. The sessions are designed to serve the unique needs of individuals who work with both graduates and undergraduates.

# AGENDA

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## **Day 1 | May 30, 2019**

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

8:30 - 9:00 a.m.

### **Foundations of Enrollment Planning**

9:00 - 10:00 a.m.

Enrollment management is about much more than just headcount—it is a nuanced effort, and there is more to consider than just the number of students who will show up. We will provide you with a framework for how to approach and understand enrollment planning from three critical standpoints: headcount, mission, and revenue.

### **AM Break**

10:00 - 10:15 a.m.

### **Understanding Your Market Position (Activity Included)**

10:15 a.m. - 12:00 p.m.

An institution has as many market positions as it has academic programs. This session will help academic leaders understand what market position means, what kind of data can help them identify and understand their competitors, and where they sit in the marketplace. Hands-on activity time will be designed to strengthen your understanding of your own institutional market position and distinction through both quantitative and qualitative means. You are invited to bring your own enrollment data to work with, along with any print collateral you would like to have reviewed by your peers.

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

12:00 - 1:00 p.m.

### **Understanding Financial Aid Leveraging and Net Tuition Revenue Enrollment Strategies**

1:00 - 2:00 p.m.

Our expert instructor will help you understand the nuances of how scholarships and other financial aid impact and interact with enrollment, revenue, and academic quality.

### **PM Break**

2:00 - 2:15 p.m.

### **Inviting Enrollment Managers to the Table: Collaboration for New Program Development**

2:15 - 3:15 p.m.

The process of determining new program feasibility should always involve leaders from both the academic and enrollment realms. Our faculty will offer strategies on how academic leaders can strengthen program development by pulling admissions into the process, bringing enrollment thinking into faculty senate conversations, and sharing enrollment knowledge with other faculty members.

# AGENDA

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## **Day 1 (CONTINUED)**

### **Case Study Breakout Sessions**

*3:15 - 4:15 p.m.*

You will have the opportunity to select and attend one of two institutional case study breakout sessions, based on your interest and needs.

In each session, our speakers will share how they have collaborated across enrollment and academic lines to set achievable enrollment goals that also align with mission and budget objectives.

### **Full Group Debrief**

*4:15 - 4:30 p.m.*

For the final session of the day, all attendees will come together to share highlights and debrief each of the breakout sessions.

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

*4:30 - 5:30 p.m.*

## **Day 2 | May 31, 2019**

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

*8:30 - 9:00 a.m.*

### **Recruitment: How You and Your Faculty Can Get Involved**

*9:00 - 10:45 a.m.*

Academic involvement in the recruitment process can provide a host of new and exciting opportunities for targeted efforts to attract and retain students. This session will help attendees think through the nature of their current role in recruiting efforts and will provide new ideas for how academics and enrollment professionals can collaborate around high school recruitment strategies, college articulation agreements, guidance counselor outreach, campus events, and more.

### **AM Break**

*10:45 - 11:00 a.m.*

### **Interactive Session: Building Partnerships Between Academic and Enrollment Leadership**

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

Enrollment models vary greatly from institution to institution. During this hour, you will learn how to navigate different models and explore ways to build partnerships and positively impact enrollment in your unique institutional context.

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

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

# AGENDA

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## *Day 2 (CONTINUED)*

### *Optional Post-Conference Workshop*

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

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

#### **Post-Conference Workshop: Developing a Plan to Promote Your Program**

*1:30 - 4:30 p.m.*

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## INSTRUCTORS

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### **Jacquelyn D. Elliott, Ed.D.**

**Consultant; President, enrollmentFUEL; Chief Enrollment Specialist, Marion Military Institute**

Jacqui has 25 years of leadership experience in higher education. She was formerly Dean of Admissions and Financial Aid at Mary Baldwin College, Associate Vice President of Institutional Advancement at Bridgewater College, and Vice President for Enrollment Management at Tusculum College. She most recently served in an academic appointment with the University of Missouri—St. Louis, where she was Clinical Assistant Professor in the College of Education and International Liaison Specialist in International Studies and Programs.

She currently holds dual roles as the President of enrollmentFUEL, a student search and enrollment consulting firm in North Carolina, and chief enrollment specialist with Marion Military Institute. She also conducts faculty development training for leaders of universities throughout the Kingdom of Saudi Arabia under the auspices of the Academic Leadership Center (ALC) of the Ministry of Education. She was the first female faculty appointment at the all-male King Fahd University of Petroleum and Minerals (KFUPM) in Saudi Arabia.

### **Elizabeth Francis-Connolly**

**Dean, Interdisciplinary Health and Sciences at the University of Saint Joseph in Connecticut**

Prior to her current role, Elizabeth served on faculty at the University of New England where she was the Dean of the Westbrook College of Health Professions. During that time, she oversaw twelve academic programs, undergraduate through doctoral programs, a clinical simulation center, state of the art motion analysis laboratory, and the Interprofessional Education Collaborative. Prior to UNE, she was at Eastern Michigan University for 23 years and served as the Director of the School of Health Sciences. She received her PhD in Sociology from the University of Michigan, a Master of Science in Occupational Therapy at Boston University, and her Bachelor of Science in Occupational Therapy at Quinnipiac University. Her research has focused on mothering across the life course and academic mentoring & leadership.

### **Christopher Romano, Ed. M**

**Vice President of Enrollment Management and Student Affairs, Ramapo College of New Jersey**

Christopher leads the Division of Enrollment Management, including the offices of admissions, advising and first-year experience, career services, financial aid, marketing and web administration, athletics, residence life, the Educational Opportunity Fund, public safety, and the division of student affairs. Christopher chairs the Strategic Enrollment Management Planning Committee. He serves as a member of the president's cabinet as well as other administrative bodies to ensure that institutional conversations and decisions consider the impact not only on incoming student enrollment, but also on the way those decisions impact the perception, experience, and ultimate success of current students. Previously, Christopher has served as the associate vice president of enrollment management and as the special assistant to the president of Ramapo College.

Christopher earned his bachelor's degree in international relations from Saint Joseph's University (PA) and a master's in higher education administration from Harvard University. He has presented nationally on strategic enrollment management as a model for implementing change, the student engagement project at Ramapo, marketing/branding in the context of enrollment management, developing an institutional model for student success and utilizing data, and modeling to predict student retention. His professional work concentrates on strategic planning, student success, higher education leadership, student engagement, and using data to drive decision making.

## INSTRUCTORS

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

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

Dr. Williams joined Roger Williams in March 2017. 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.

Dr. Williams 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. He 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.

## ACADEMIC IMPRESSIONS STAFF

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### **Kate Poisson**

**Program Manager, Academic Impressions**

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad.

Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

## LOCATION

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***April 1 - 2, 2019 | Boston, MA***

***Hotel:***

Hyatt Regency Boston Harbor  
101 Harborside Dr  
Boston, MA 02128  
617.568.1234

**Room rate:**

\$199 + tax

**Room block dates:**

The nights of May 29 and 30, 2019.

**Room block cutoff date:**

May 8, 2019.

Reserve Your Room: Please call 617.568.1234 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.



# The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues