

STRENGTHENING YOUR STUDENT RECRUITMENT EVENTS STRATEGY

July 16 - 17, 2019 | San Antonio, TX



Getting a student to come to campus is one of the most powerful and high-yield strategies an institution has in its recruitment toolbelt. How are you differentiating your recruitment events?

Institutions must develop a strong, intentional enrollment strategy to be successful in the midst of changing student demographics and an increasingly competitive enrollment landscape. With the knowledge that hosting students on-campus is one of the most powerful, high-yield strategies available, recruitment events are becoming more important than ever before.

Rather than simply adding more events to calendars in a given enrollment cycle, it is critical to examine current event offerings to identify strengths, gaps, overlap, and opportunities to diversify and expand your recruitment events portfolio. The decisions you make should be strategic, intentional, and directly aligned with the institution's overarching enrollment goals.

Join us for a practical and interactive conference where you will have the time, space, and support to audit your current programs and develop a plan to strengthen your overarching strategy. Throughout this training you will have ample working time to:

- Identify the programs you want to amplify
- Establish their purpose and alignment with the greater strategy
- Explore audience profiles for sharper targeting
- Outline an implementation strategy
- Determine appropriate metrics to measure your success

During the program, you will be exposed to a variety of inspirational events, from both speaker and attendee institutions, and share best practices, challenges, and success stories. You will leave with an action plan that you could take back to your campus and start implementing immediately.

WHO SHOULD ATTEND

This program has been designed for recruitment event, visitor services, admissions, enrollment management, and other institution-wide professionals who produce or help develop recruitment events for their campus. Rather than covering event planning basics, this conference will instead focus on higher-level strategy.

AGENDA

Day One: July 16, 2019

Purpose and Strategy

Registration and Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

Welcome and Introductions

9:00 – 9:30 a.m.

The Case for a Recruitment Events Strategy

9:30 – 10:30 a.m.

During this foundational session, we will examine the need for an intentional recruitment events strategy. While understanding each event's purpose and developing a strategy to execute that purpose may seem straightforward, your institution likely has events that are hosted annually without the understanding of how these events fit into your institution's overall enrollment goals in a cohesive way. We will introduce a framework that you will be able to apply to each of your events to ensure they are leading you down a productive path.

Morning Break

10:30 – 10:45 a.m.

Mapping Where You Are and Where You Want to Go (Working Session)

10:45 a.m. – 12:00 p.m.

In order to develop a cohesive and intentional recruitment events strategy, you must step back and examine what you currently are doing, including how it aligns with your overarching enrollment strategy. Do each of your events have a purpose? Where are the overlaps? The gaps? You will work through a guided activity that will help you audit your current events and set goals to focus in on for the remainder of the conference.

Lunch (included in registration fee)

12:00 – 1:00 p.m.

Purpose and Audience: Creating Events for Targeted Students (Includes Activity)

1:00 – 2:00 p.m.

Your events should look different depending on their purpose and the audience each is intended to reach. Our expert speakers will share successes and challenges they have had in implementing prospective student events focused on specific student profiles including those offered scholarships, multicultural students, and department-specific recruits. You will articulate the purpose of the events you are focusing in on and identify opportunities to strengthen your specific events.

Elevating Your Admitted Students Day Experience

2:00 – 3:00 p.m.

Students are applying and even putting deposits in at more schools than ever before, making it more difficult to project yield rates. In the competitive landscape, it is critical to stay nimble and set your institution apart from competitors throughout yield season. Admitted Students Days are a key to preventing student melt. We will focus on ways to strengthen your admitted students day experience through customization, personalization, parent engagement, and more.

AGENDA

Day One (CONTINUED)

Afternoon Break

3:00 – 3:15 p.m.

Recruiting from Afar: Virtual and Out-of-State Events

3:15 – 4:15 p.m.

It is critical to meet your prospective students where they are – and it isn't always possible to get them on campus for a visit or an admitted students day experience. This hour will focus on best practices to create innovative events – both virtual and in-person - to recruit students from afar.

Recruitment Events Showcase

4:15 – 5:00 p.m.

Attendees will be invited to share information about the most innovative recruitment event they currently offer. Successes, challenges, best practices, and new ideas will be shared throughout this interactive discussion.

Day 1 Reflection and Wrap-Up

5:00 – 5:15 p.m.

We will come back together as a group to close day 1 with time for reflection and Q&A.

Networking Reception (included in registration fee)

5:15 – 6:15 p.m.

Day Two: July 17, 2019

Measuring your Events and Finalizing your Plan

Continental Breakfast (included in registration fee)

8:00 – 8:30 a.m.

Building Effective Cross-Campus Partnerships to Enhance Recruitment Programming

8:30 – 9:30 a.m.

Your partners across campus are key to ensuring a unique and successful event experience. We will focus on developing mutually beneficial partnerships to create innovative and effective campus events.

Measuring the Impact of Your Recruitment Events

9:30 – 10:45 a.m.

How you follow-up with attendees after events can largely determine how productive an event was. What does this type of intentional follow-up look like? In addition, how do you know if an event was productive and successful? We will walk you through developing metrics to successfully debrief each event, as well as how to do so annually in a comprehensive way.

Morning Break

10:45 – 11:00 a.m.

AGENDA

Day Two (CONTINUED)

Finalizing Your Event Strategy and Action Plan

11:00 - 11:45 a.m.

With a sense of which events you would like to tackle once back on campus, this working session will help you translate the event framework for one of your upcoming events, noting action steps for developing partnership, and transforming lackluster events. You will have the opportunity to work with faculty, present on your plans, and receive feedback from your peers.

Key Takeaways, Conference Wrap-Up, and Evaluations

11:45 a.m. - 12:15 p.m.

INSTRUCTORS

Jamie Henry-Troester

Senior Coordinator of Events & Campus Tours, Oklahoma State University

Jamie Troester is the Senior Coordinator of Events and Tours at Oklahoma State University. With more than twenty years of non-profit event planning experience, Jamie has served in her current role for ten years and is responsible for OSU's campus visit and event program. Jamie is highly involved in all aspects of meeting and event planning including high profile programs to large-scale visit days with over 3,000 guests. She enjoys collaborating with campus partners to host and provide tours to over 30,000 guests each year. Jamie has direct oversight of forty campus tour guides and two staff members. She is a member of the Collegiate Information Visitors Services Association (CIVSA) and is serving her second year on the Region 2 leadership team.

Organization, communication, and a solid relationship with the office's data team are her recipes for success. She is passionate about working with college students and showcasing OSU's beautiful campus to prospective students and families.

Jamie resides in Stillwater with her husband Lance, their sixteen-year-old daughter, Lilli and furry family members, Rascal and Bella. She is a homebody and a dedicated yogi who will always choose music over TV, a book over tablet and carry-out over oven mitts. She enjoys traveling, relaxing by white sandy beaches in the summer and testing her snow skiing ability in the spring.

Barbara Loftus

Assistant Director of Campus Programs & Visitor Services, Rutgers University

Barbara oversees campus visits for prospective and admitted students and all on campus recruitment events for Rutgers University - New Brunswick. Their annual tour program hosts over 45,000 guests per year. Barbara plans all on campus yield events for admitted students including Rutgers' signature Admitted Student Open House that last year saw over 18,000 people in attendance for the one day event.

Barbara was honored to receive the Individual Achievement Award from the Collegiate Information & Visitor Services Association (CIVSA) for her work in establishing meaningful, long-term relationships with the local community that benefit visitors to campus. She has presented at several CIVSA conferences on visitor center operations and yield events. Barbara currently is a Vice Chair on the Middlesex County Regional Chamber of Commerce Board and a Trustee on the Central New Jersey Convention & Visitors Bureau Board.

Barbara earned her bachelor's degree from the University of South Carolina, her master's degree from Rutgers University-New Brunswick, and maintains a Certified Meeting Professional Certification (CMP).

INSTRUCTORS

Jenn McKenzie

Associate Director of Admission & Campus Visitation, Hendrix College

Tidbit: Jenn McKenzie has worked at her alma mater Hendrix College in Conway, AR since 2006. In her current role, she oversees the campus visit program, The Hendrix College Experience, and works as an admission counselor for high school seniors and transfer students. Jen also has over 13 years of customer service experience, including five being with the Disney Company.

Full: Jenn McKenzie has worked at her alma mater Hendrix College in Conway, AR since 2006. Currently, she serves as the Associate Director of Admission and Campus Visitation where she oversees the campus visit program, The Hendrix College Experience, and works as an admission counselor for high school seniors and transfer students.

Prior to working at Hendrix College, Jenn accumulated over 13 years in customer service – five of her favorite years were working for the Disney Company! During her time in higher education, Jenn has been active with the Collegiate Information & Visitor Services Association (CIVSA) where she served as President of the association from 2012-2013. In 2016, she received the Nick Kovalakides Outstanding Member Award for service, devotion, and support to the success of CIVSA.

Outside of work, Jenn is celebrating 20 years of marriage with her husband John, and is the proud mom of two spirited daughters.

ACADEMIC IMPRESSIONS STAFF

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

July 16 - 17, 2019 | San Antonio, TX

Hotel:

Westin Riverwalk
420 W Market Street
San Antonio, TX 78205
210-224-6500

Room rate:

\$199 + tax

Room block dates:

July 15 and 16, 2019.

Room block cutoff date:

June 18, 2019.

Reserve Your Room: Please call 210-224-6500 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