STRATEGIES FOR RECRUITING DIVERSE STUDENTS

August 5 - 7, 2019 | Atlanta, GA

Connect more strategically with underserved student populations.

Faced with large-scale demographic shifts, many colleges and universities have made it a strategic priority to increase the socioeconomic diversity of their student body. Stil, many have struggled along the way to develop recruitment strategies that are effective in engaging and attracting these populations to their institutions.

Join us in August for this program that showcases best practices and strategies for recruiting underserved populations (based on income, first-generation status, and/or ethnic diversity). This conference will equip you with the knowledge and tools necessary to answer questions like:

- How can I connect with low-income and first-generation students early in their educational careers to help create college-going literacy?
- What kinds of recruitment events are others using to help underrepresented students get acquainted with campus and make informed decisions?
- How can I formulate external partnerships that will help build trust and connect the institution with diverse communities?
- How can grit and other non-cognitive variables unmask the potential for first-generation and low-income students in the admissions process?

"LEARN AND WORK" STYLE CONFERENCE

This conference is designed to be a "learn and work" style conference. By combining presentation with corresponding blocks of working time and activities, you will be able to leave with a robust workbook that will help you put what you learned at the conference into action on your campus.

WHO SHOULD ATTEND

This conference has been designed for Admissions and Enrollment Management professionals at both public and private four-year institutions who wish to develop or strengthen their current strategy for recruiting diverse students (based on income, first-generation status, and/or ethnic diversity) to their institutions.

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AGENDA

Day One | August 5, 2019

Creating a Campus-Wide Commitment

Conference Registration and Continental Breakfast (Included in Program Fee)

8:30 - 9:00 a.m.

Welcome and Introductions

9:00 - 9:30 a.m.

Opening Session: Aligning Recruitment Goals with Financial Realities

9:30 - 10:00 a.m.

This opening session will provide an overview of relevant data surrounding the large-scale demographic shifts happening in the United States, as well as data on the opportunity gaps facing low-income, first-generation, and/or students of color. You will be asked to weigh this information against both mission and financial realities at your institution, which are often at odds with one another.

Defining Your Goals and Baseline

10:00 - 10:45 a.m.

During this block of working time, you will be asked to complete Section I in a provided workbook, which will help you establish a baseline lens for the conference by asking you to:

• Identify the goals and institutional priorities driving your diversity recruitment initiative;

• Specify which segments of students you are already successfully serving, and which you need to do a better job engaging and recruiting; and

• Rate the various "buckets" of recruitment tactics you are using to reach underrepresented students from strongest to weakest.

Morning Break

10:45 - 11:00 a.m.

Using College-Going Literacy and Education as a Recruitment Tool

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

Many institutions connect with prospective underrepresented students while they are still in middle school or high school by offering educational sessions around financial aid and the college search/application process. These sessions both increase college-going literacy for low-income, first-generation, and/or students of color and help the institution build brand affinity and awareness early on. You will learn how one institution has successfully incorporated these educational sessions and a "coaching mindset" into its outreach strategy and how it is staying connected to these students as they approach the college-going age.

Lunch (included in registration fee)

12:00 - 1:00 p.m.

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Day One (CONTINUED)

The Role of Grit and Non-Cognitive Variables in the Admissions Process for First-Gen and Low-Income Students: Part 1

1:00 - 2:30 p.m.

This two-part session will strengthen your understanding of how grit and other non-cognitive variables can unmask the potential for first-generation and low-income students in the admissions process. During Part 1, we will examine the typical challenges and strengths of these students and how these variables influence their college-going behavior.

Afternoon Break

2:30 - 2:45 p.m.

The Role of Grit and Non-Cognitive Variables in the Admissions Process for First-Gen and Low-Income Students: Part 2

2:45 - 4:15 p.m.

We will engage in a comprehensive exercise wherein you will look over a selection of college applications and make observations about how they are or are not assessing for non-cognitive variables. You will end day 1 with a better understanding of, and potential rubrics for, how you might assess non-cognitive variables in your own admissions process.

Day 1 Close: Q&A/Reflection Time

4:15 - 4:30 p.m.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

Day Two | August 6, 2019

Recruitment Tactics and Partnerships

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Forming Strategic External Partnerships for Diversity Recruitment

9:00 - 10:15 a.m.

Now that you have identified the segments of students need to do a better job of engaging and recruiting, it is critical to identify and build trusting relationships within the community that can be leveraged as pipelines to your institution. Community-based organizations such as nonprofits and faith-based organizations can be instrumental in building engagement in diverse communities, but—for lack of experience doing so—many institutions struggle to forge these external partnerships. This session will feature a case study from an institution that has formed several relationships with external community-based entities to help facilitate access and strengthen the recruitment pipeline for diverse groups of students. You will learn best practices for approaching these partnerships and tips for how to identify and build relationships with community-based partners in your own area.

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Day Two (CONTINUED)

Morning Break

10:15 - 10:30 a.m.

Planning for External Partnerships

10:30 - 11:15 a.m.

Building upon the previous session, you will engage in a hands-on activity that will help you identify and plan for potential external partnerships in your own area. Using a laptop, you will be asked to research and identify one to three potential community-based partners in your area and will develop a mini action-plan for how you will go about connecting with these partners when you return to campus. At the end of the activity, you will be asked to share your findings with the rest of the group.

On-Campus Events and Fly-In Programs

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

Many institutions are using fly-in programs or other specialized on-campus events as a yield strategy to help their admitted underrepresented students get acquainted with campus and hopefully decide to deposit and enroll. We will take a closer look into recruitment events strategies that different institutions are using specifically for their admitted underrepresented student populations.

Lunch (included in registration fee)

12:15 - 1:15 p.m.

Strengthening Your Recruitment Events Strategy

1:15 - 2:15 p.m.

This block of working time will be focused on idea-sharing around recruitment events for underrepresented students. You will be given a brief worksheet to fill out, detailing the finer points of your own recruitment events strategy, and will then be divided into smaller groups based on institutional size to discuss and share ideas with others.

Afternoon Break

2:15 - 2:30 p.m.

Financial Aid Packaging and Scholarship Considerations

2:30 - 3:45 p.m.

The final session of Day 2 will focus on the all-important impact of financial aid packaging and merit scholarships for both the recruitment and retention of underrepresented students. Our presenter will share data and details about how their institution's thought process and strategy evolved to reflect the institutional commitment to recruiting and supporting more underrepresented students. Our expert will also offer lessons learned and tips for those looking to advance this conversation on their own campuses.

Day 2 Close: Q&A/Reflection Time

3:45 - 4:00 p.m.

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Day Three | August 7, 2019

Bringing it All Together

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Preventing Summer Melt

9:00 – 10:00 a.m.

Research has shown that summer melt occurs at much higher rates among first-generation and low-income students than among other student populations. We will provide data and statistics around this phenomenon and showcase different strategies that institutions are using to help combat summer melt among incoming underrepresented students.

Strengthening Your Summer Melt Strategy

10:00 – 10:45 a.m.

You will be asked to look critically at and workshop your own anti-summer melt strategy as it pertains specifically to your incoming underrepresented student populations. We will discuss and share ideas as a larger group at the end of the activity.

Morning Break

10:45 – 11:00 a.m.

Bringing it All Together

11:00 a.m. – 11:30 a.m.

In this closing session, you will reflect on your major takeaways from the conference and create an action plan for your return to campus.

Final Q&A, Conference Close, and Evaluations

11:30 a.m. – 12:00 p.m.

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INSTRUCTORS

Alan Paynter
Associate Director, Admissions, Dickinson College

Alan has been working with youth and families for more than twenty years. Seventeen years ago—prior to moving into higher education—he wore several hats as an elementary school teacher, mental health professional, and coach. He also spent several years as the Associate Executive Director of a local council of Camp Fire USA where he oversaw the development and expansion of after school programs. Alan's work in admissions has primarily been at small liberal arts colleges where he's spearheaded the colleges' diversity recruitment efforts. Mr. Paynter has been a frequent guest speaker and panelist around the country on various topics surrounding the college admissions process and college access work. Alan has enjoyed publishing several local and national articles including two featured in the New York Times' Room for Debate. Alan's maintained active involvement in the PA Association of College Admissions Counseling, Central Pennsylvania Educational Collaborative, and Iota Phi Theta Fraternity, Inc.

Barrington Price
Assistant Vice President, Student Engagement, North Park University

Bio coming soon.

Eduardo Prieto
Vice President, Access and Enrollment Management, Winthrop University

Eduardo Prieto is an enrollment management professional whose twenty-six year career in higher education has included service at both public and private higher education institutions in four different states. In his current role, he is responsible for all enrollment functions, including undergraduate admissions, recruitment, and financial aid. Eduardo has led or been part of record-setting enrollment efforts at five different institutions. He is also a member of several civic and professional organizations and has presented extensively at the regional and national levels. Prieto earned a BA in public relations, a BA in communication, and an MA in mass communication from the University of Oklahoma, and is currently working on his doctorate in higher education.

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ACADEMIC IMPRESSIONS STAFF

Ashley Brand

Program Manager, Academic Impressions

Ashley is an educator and project manager with an extensive background in program development, process improvement, and facilitating teams. She serves as a Program Manager on the Academic Impressions team and designs all programs in the Academic Affairs domain. She loves connecting people with knowledge and resources and is very passionate about professional development and innovation particularly in realm of education.

Prior to joining AI, she served as a Lean Process Improvement consultant for the City and County of Denver as well as a Content Producer for a custom eLearning company in Chicago. An artist at heart, Ashley holds a BA from the University of Denver and an MFA from the School of the Art Institute of Chicago.

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.

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LOCATION

August 5 - 7, 2019 | Atlanta, GA

Hotel:

Grand Hyatt Atlanta
3300 Peachtree Road NE
Atlanta, GA 30305
404.237.1234

Room rate:

$189 + tax

Room block dates:

The nights of August 4, 5, and 6, 2019.

Room block cutoff date:

July 9, 2019.

Reserve Your Room: Please call 404.237.1234 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.

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The Academic Impressions Experience

Intimate, workshop-style trainings with personalized attention

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