



Leadership Development Conference

Fall 2015

*expanding capacity
and sharpening
competency
for global
gospel impact*



Enrollment Summit

Josh Beers, Bart Caylor, Tim Fuller, Jeremy Lord

DAY ONE | Monday, October 5

8:00 – 8:30 Welcome and Introductions of Participants & Faculty

8:30 – 9:15 Session 1: The Art of Selling Academic Programs

Presenter — Jeremy Lord, Retired Principal of J.M. Lord & Assoc.

9:15 – 9:45 Q & A Discussion

9:45 – 10:15 Refreshment Break

10:15 – 11:00 Session 2: Recruiting & Leading a High Performance Admissions Team

Presenter — Jeremy Lord

11:00 – 11:30 Q & A Discussion

11:30 – 12:00 Stretch Break

12:00 – 1:00 Lunch – Catered at the Conference Center

1:00 – 1:45 Session 3: Essential Elements for Growing Your Institution

Presenter — Josh Beers, VP of Student Experience, Lancaster Bible College

1:45 – 2:15 Q & A Discussion

2:15 – 2:45 Refreshment Break

2:45 – 3:30 Session 4: Developing an Effective Enrollment Strategy

Presenter — Tim Fuller, Senior Vice President, CREDO

3:30 – 4:00 Q & A Discussion

4:00 – 5:00 Freshen Up Break

5:00 – Dinner & Fellowship

DAY TWO | Tuesday, October 6

8:00 – 8:30 Welcome and Warmup

8:30 – 9:15 Session 5: Creating Data Systems & Processes that Produce Results

Presenter — Tim Fuller

9:15 – 9:45 Q & A Discussion

9:45 – 10:15 Refreshment Break

10:15 – 11:30 Session 6: Golden Rules of Website Effectiveness

Presenter — Bart Caylor, President, Caylor Solutions

11:30 – 12:00 Stretch Break

12:00 – 1:00 Lunch – Catered at the Conference Center

1:00 – 1:45 Session 7: Leveraging Social Media for Enrollment

Presenter — Bart Caylor

1:45 – 2:15 Q & A Discussion

2:15 – 2:45 Refreshment Break

2:45 – 3:30 Session 8: Marketing & Recruiting for Adult & Online Education

Presenter — Josh Beers

3:30 – 4:00 Q & A Discussion

4:00 – 5:00 Freshen Up Break

5:00 – Dinner & Fellowship

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