



Enrollment Officers Summit

an ABHE
Leadership
Development
Initiative
www.abhe.org

expanding capacity &

sharpening competency

for global gospel impact

Presenters

Bart Caylor, Tim Fuller, Jeremy Lord, David Medders

DAY ONE | Thursday, October 6

- 8:00 — 8:30 Welcome and Introductions of Participants & Faculty
- 8:30 — 9:15 **Session 1 — Key Insights From the ABHE/Barna Market Research Project**
Presenter — Jeremy Lord, retired principal of J.M. Lord & Associates
- 9:15 — 9:45 Q & A Discussion
- 9:45 — 10:15 Refreshment Break
- 10:15 — 11:00 **Session 2 — A Deeper Dive on Campus Visits**
Presenter — Tim Fuller, Senior Vice President/Owner, CREDO
- 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 — Enrollment Data - So What?**
Presenter — Tim Fuller
- 1:45 — 2:15 Q & A Discussion
- 2:15 — 2:45 Refreshment Break
- 2:45 — 3:30 **Session 4 — How to Maximize Your Enrollment Yield - 10 Essential Initiatives**
Presenter — Jeremy Lord
- 3:30 — 4:00 Q & A Discussion
- 4:00 — 5:00 Freshen Up Break
- 5:00 — Dinner & Fellowship

DAY TWO | Friday, October 7

- 8:00 — 8:30 Welcome and Warm-Up
- 8:30 — 9:15 **Session 5 — Church Relations that Enhance Enrollment**
Presenter — Tim Fuller
- 9:15 — 9:45 Q & A Discussion
- 9:45 — 10:15 Refreshment Break
- 10:15 — 11:00 **Session 6 — Capturing the Potential of Inbound Marketing**
Presenter — Bart Caylor, President & Owner, Caylor Solutions
- 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 7 — Six Emerging Marketing Trends in Higher Education**
Presenter — Bart Caylor
- 1:45 — 2:15 Q & A Discussion
- 2:15 — 2:45 Refreshment Break
- 2:45 — 3:30 **Session 8 — Crafting an Effective Action Plan**
Presenter — David Medders, Executive Vice President, ABHE
- 3:30 — 4:00 Q & A Discussion
- 4:00 — 5:00 Freshen Up Break
- 5:00 — Closing Dinner & Fellowship

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