



## PROGRAM SCHEDULE

FACILITATOR: JOSH BEERS — LANCASTER BIBLE COLLEGE | CAPITAL SEMINARY AND GRADUATE SCHOOL

8:30 – 9:30

**Session 1 — Enrollment Trends and Headwinds You Should Understand**  
**Presenters — Kevin Bish, VP/Enrollment Management/Student Services & Eric Currie, Associate VP/Enrollment, Asbury Theological Seminary**

Overview: In the tumult of Christian higher education, what are the dominant and important trends you should track and understand? What major changes are underway? What dangers and headwinds are likely on your horizon . . . or closer? Explore the emerging waterfront of enrollment management and sharpen your skills at reading the signs and understanding the implications.



9:30 – 10:00  
10:00 – 10:30

Q & A Discussion  
Refreshment Break

10:30 – 11:30

**Session 2 — Growing Enrollment Through Digital Marketing Excellence**  
**Presenter — Steve Wolgemuth, CEO, YDOP**

Overview: What is your institution's expertise in digital marketing? Is your marketing delivering enough quality student prospect leads? Consider the sage advice of a digital marketing expert and how his counsel and insight can help you move the needle on your institution's digital marketing success.



11:30 – 12:00  
12:00 – 1:00

Q & A Discussion  
Lunch

1:00 – 2:00

**Session 3 — Effective Management of a High-Performance Enrollment Team**  
**Presenter — Silvia Lucaschi-Decker, VP of Enrollment, Columbia International University**

Overview: What is the art of recruiting and leading a high-performing enrollment team? What are the skills needed by the team and leader? How is a winning team well-led with goals and accountability? Learn from a distinguished enrollment leader who is setting the pace at CIU.



2:00 – 2:30  
2:30 – 3:00

Q & A Discussion  
Refreshment Break

3:00 – 4:00

**Session 4 — The Guiding Principles of Successful Enrollment Leaders**  
**Presenter — Tim Fuller, Sr. Vice President/Owner, CREDO; ABHE Sr. Fellow**

Overview: After serving for over 30 years as a distinguished leader in Christian higher education enrollment management and consulting with scores of institutions – what are the most compelling insights he has gained about enrollment success? What are the essential principles of those who grow vs those who decline? Draw from the wisdom from his long journey and his keen observations on those who have figured it out



4:00 – 4:30

Q & A Discussion

6:00

Connections Dinner - Ballroom C-D