

ENROLLMENT LEADERSHIP CONFERENCE

OCTOBER 10-11, 2019



PROGRAM SCHEDULE | DAY 1

THURSDAY, OCTOBER 10

Conference Overview: Without an effective strategy for growing enrollment, an institution's future is threatened, viability is questioned, mission fulfillment is fading. Learn how to develop an effective plan and execute the block and tackle functions that growing institutions consistently make happen. For institutions passionate about growing, this is a powerful conference designed for both presidents and their key enrollment leaders to understand how institutions can grow and how to make the necessary changes that will result in growth.

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

8:30 – 9:15 **SESSION 1 — CONDUCTING A CAMPUS ENROLLMENT GROWTH AUDIT**

Presenter — Tim Fuller, Sr. Vice President/Owner, Credo, ABHE Sr. Fellow

Overview: How do wise leaders best understand the truth, "It takes a campus to recruit a student"? How do great institutions conduct a regular enrollment growth audit to identify strengths and weaknesses that inform an effective enrollment growth strategy? What does this look like with synergy between the president and the enrollment leader? Take a walk through this process with a distinguished enrollment leader/consultant in light of your own campus environment and preparedness for growth.



9:15 – 9:45 Q&A Discussion
9:45 - 10:15 Refreshment Break

10:15 – 11:00 **SESSION 2 — SETTING ENROLLMENT GOALS AND MANAGING THE ADMISSION TO ENROLLMENT FUNNEL**

Presenter — Jeremy Lord, Former CEO of J. M. Lord & Associates, ABHE Sr. Fellow

Overview: There's an art and science to professional enrollment leadership and at the core, this revolves around the effective management of the admission to enrollment funnel. Learn from a distinguished enrollment leader how to set the right monthly and annual goals for each step through the enrollment funnel – for the institution and for each admissions team member. Get this key process well established for your enrollment team and you'll be on your way to growth.



11:00 – 11:30 Q&A Discussion
11:30 – 12:00 A word from our conference sponsor – NACCAP, Chant Thompson, Executive Director
12:00 – 1:00 Lunch — Catered at the Conference Center

1:00 – 1:45 **SESSION 3 — CREATING & MANAGING AN EFFECTIVE COMMUNICATIONS FLOW FOR ENROLLMENT GROWTH**

Presenter — Bart Caylor, CEO, Caylor Solutions

Overview: Creative, consistent communications — perhaps the most misunderstood and poorly executed part of a successful enrollment strategy. Recruiting at its heart is a relational enterprise — and relationships are nourished by consistent and effective communications. Learn from an expert how growing institutions create and manage a meaningful communications flow that effectively engages prospective students throughout the entire admissions funnel. Learn how this communications plan interfaces with the marketing strategy, website, and social media.



1:45 – 2:15 Q&A Discussion
2:15 – 2:45 Refreshment Break

2:45 – 3:30 **SESSION 4 — SEIZING THE EXTRAORDINARY POWER OF AN EFFECTIVE CRM**

Presenter — Nathan Baker, Taylor University

Overview: What are leading institutions learning about the incredible impact from the effective use of a good client relationship management (CRM) software? How does this take a good communications process to an entirely new level or results? What's a reasonable cost – for software, training and implementation, compared to not using a CRM? Learn from a distinguished enrollment leader how their Salesforce CRM is making a big difference in their enrollment results.



4:00 – 4:30 Freshen Up Break (back at the hotel)
5:00 Dinner & Fellowship Off Site

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PROGRAM SCHEDULE | DAY 2

FRIDAY, OCTOBER 11

8:00 – 8:30 Welcome and Warm Up

8:30 – 9:15 SESSION 5 — THE ESSENTIAL CHARACTERISTICS OF AN EFFECTIVE ENROLLMENT OFFICER

Presenter — Eric Currie, Assoc. VP Enrollment Management, Asbury Theological Seminary

Overview: What makes a good leader successful in the high-pressure world of enrollment management? What are the disciplines that effective enrollment leaders cultivate? How do they think, maintain good balance, and get the job done? Learn from an effective veteran some of the most important secrets that have made him successful over the long haul.



9:15 – 9:45 Q & A Discussion
9:45 – 10:15 Refreshment Break

10:15 – 11:00 SESSION 6 — RECRUITING MISSION-FIT STUDENTS

Presenter — Joshua Beers, Sr. VP of Student Experience, Lancaster Bible College

Overview: How do wise enrollment leaders balance the pressure for numbers vs. the “right students”? When the rubber meets the road, which side wins? How is financial aid woven into this matrix? Help your institution maintain the right balance with a good handle on leading and communicating.



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 — HOSTING EFFECTIVE, ENROLLMENT-FOCUSED CAMPUS VISITS

Presenter — Allie Cheek, Director of Campus Visits & Events, Southeastern University

Overview: The data is compelling – the most effective time to facilitate a solid enrollment decision is during a well-crafted and carefully-hosted campus visit. How do excellent admission teams get this organized and pulled off in a consistent and results-focused way? What makes a campus visit effective and meaningful for a prospective student? Consider these essentials plus other creative ideas on how you can help put your best foot forward for engaging your prospective student during their visit to campus.



1:45 – 2:15 Q & A Discussion
2:15 – 2:45 Refreshment Break

2:45 – 3:30 SESSION 8 — SYNERGY WITH THE PRESIDENT, WHAT THE PRESIDENT NEEDS TO KNOW AND WHEN

Presenter — Jeremy Lord, Former CEO of J. M. Lord & Associates, ABHE Sr. Fellow

Overview: Strong institutions enjoy a powerful synergy between the president and the enrollment team. They build together an effective enrollment growth strategy, understand key terms and set important goals. What does this teamwork look like and how do you organize an enrollment management program that can grow your enrollment? Importantly, what does the president need to know about enrollment - the strategy, process, goals and current status? When and how is this vital information shared – with the president and others?



3:30 – 4:00 Q & A Discussion
4:00 – 4:30 Freshen Up Break (back at the hotel)
5:00 Closing Dinner Off Site