

PROGRAM SCHEDULE | FACILITATOR: JOSHUA BEERS

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| 8:30 – 9:30 | SESSION 1 — TOP 10 ENROLLMENT KILLERS Presenter — Tim Fuller, Senior Vice President/Owner — CREDO Overview: After 30+ years in the enrollment leadership trenches, consulting with scores of institutions, talking with countless presidents and enrollment leaders . . . consider the weight of these top 10 issues that I've seen kill an institution's enrollment. Listen to the truth of these lessons from the field and don't let any of these bullets hit you! They hurt – you and the institution! Bullets including (but not limited to) . . . <ul style="list-style-type: none">▶ Institutional malaise — a campus culture that lacks urgency and focus▶ Leadership crisis or failure — decisions that hurt▶ The focus of the enrollment team — hard and caring work in less impactful directions▶ Chasing after the “silver bullet” — so sorry for the pun▶ Program lacking in magnetic pull — no distinction▶ Organizational disarray — the need for a focused plan |
| 9:30 – 10:00 | Q&A Discussion |
| 10:00 – 10:30 | Refreshment Break |
| 10:30 – 11:30 | SESSION 2 — BUILDING AND LEADING A HIGH-PERFORMANCE ADMISSION TEAM Presenter — Jeremy Lord, Former CEO of J. M. Lord & Associates — ABHE Sr. Fellow Overview: There is no enrollment growth based on a solo performance, it's a team sport from start to finish. Learn how some teams consistently post extraordinary results while others languish. Get the pieces of your team puzzle put together with the results showing much more than the sum of the parts. Learn from an expert what admissions can and should consistently do . . . and take your team there. <ul style="list-style-type: none">▶ Setting team goals and objectives▶ Training staff to maximize effectiveness in recruiting▶ Working through a system with production goals and clear methodology▶ Establishing key performance indicators to assess effectiveness and predict new student enrollment▶ Retaining staff who are successful and motivated to succeed▶ Keeping track of data that makes your admissions office highly effective and your enrollment grow |
| 11:30 – 12:00 | Q&A Discussion |
| 12:00 – 1:30 | Lunch — Regency Foyer |
| 1:30 – 2:30 | SESSION 3 — UNDERSTANDING ISSUES OF AFFORDABILITY & VALUE Presenter — Eric Currie, Assoc. VP Enrollment Management — Asbury Theological Seminary Overview: Are all of your prospective students financially able to afford your education? How do you make that happen . . . or better yet, how do you decide who can and can't afford to come? What issues come to bear on that decision beyond financial aid or other forms of discounting. And what's the limit within which you work. Consider how all of these factors reflect on the true value proposition of your institution. Consider key factors like . . . <ul style="list-style-type: none">▶ Defining the relevant issues affecting affordability▶ Deciding how your institution will respond to the discounting war▶ Identifying institutional policies that empower and limit addressing affordability▶ Weighing the balance of affordability with tuition pricing▶ Looking frankly at your true value proposition and supporting business model |
| 2:30 – 3:00 | Q&A Discussion |
| 3:00 – 3:30 | Refreshment Break — Regency Foyer |
| 3:30 – 4:30 | SESSION 4 — MANAGING KEY PERFORMANCE INDICATORS (KPI'S) FOR ENROLLMENT GROWTH Presenters — Joshua Beers, Sr. Vice President for Student Experience — Lancaster Bible College Overview: Numbers are vital because they represent students; and each one matters! Successful enrollment leaders watch the right numbers and know what they mean. This brings sharp focus to efforts and clarity to the future. There's just no substitute for knowing your enrollment numbers (KPI's) in a timely manner and understanding what they represent and forecast including. . . <ul style="list-style-type: none">▶ Grasping the right numbers — flowing through the enrollment funnel▶ Getting the right terminology and ratios — yield, completion, and conversion rates▶ Setting annual, monthly and weekly goals — and managing for performance▶ Improving your moves management through the process▶ Measuring return on investment (ROI) and working smart▶ Reporting — for internal management and external awareness |
| 4:30 – 5:00 | Q&A Discussion |
| 6:00 – 7:30 | Connections Dinner – Ballroom C/D |