



ENROLLMENT LEADERS CONFERENCE

Growing Leaders for a Growing Movement

OCTOBER 8-9, 2020
PROGRAM SCHEDULE

DAY 1 | THURSDAY, OCTOBER 8

8:00 — 8:30

WELCOME AND INTRODUCTIONS OF PARTICIPANTS & FACULTY

8:30 — 9:30

SESSION 1: WHAT'S NEW & WHAT'S NOT

Presenter: Tim Fuller, Founder — Fuller Higher Ed Solutions; ABHE Senior Fellow

Overview: Navigating the uncharted enrollment waters of this post-pandemic world is tricky business. What new strategies and tactics are emerging as the new normal? What must you and your team keep doing at all cost? The call is for discernment!

- ⦿ What we're seeing emerge for enrollment leaders from the crisis
- ⦿ Understanding where to be nimble . . . and not
- ⦿ Seizing opportunities opened by the crisis
- ⦿ Maintaining effective habits come what may

9:30 — 10:00

Q & A DISCUSSION

10:00 — 10:30

REFRESHMENT BREAK

10:30 — 11:30

SESSION 2: DIGITAL MARKETING - NOW MORE THAN EVER

Presenter: Bart Caylor, CEO — Caylor Solutions

Overview: Smart enrollment leaders are learning the vital importance of highly effective digital marketing - especially under the duress of this pandemic. What does this mean? What should you know and do? Consider:

- ⦿ The essential principles of digital marketing
- ⦿ Effective integration of website and social media
- ⦿ Designing a vital communications plan to convert results
- ⦿ Starting from where you are and making it work

11:30 — 12:00

Q & A DISCUSSION

12:00 — 1:00

LUNCH – CATERED AT THE CONFERENCE CENTER

1:00 — 2:00

SESSION 3: MAXIMIZING YOUR EFFECTIVENESS AS A RECRUITER

Presenter: Jeremy Lord, Retired CEO — J.M. Lord & Assoc.; ABHE Senior Fellow

Overview: Effective admissions officers have a keen understanding of enrollment management, admissions, and recruiting. Beyond knowing the special challenges facing recruiters at small Bible colleges, you must develop a recruiting plan that will maximize your effectiveness in reaching and enrolling qualified mission-fit students including:

- ⦿ Learning to identify potential students and generate interest in your college
- ⦿ Facilitating students through the admissions funnel to enrollment
- ⦿ Using tools of academic sales, relationships, communications, tracking & listening
- ⦿ Tapping campus-wide resources to maximize your effectiveness

2:00 — 2:30

Q & A DISCUSSION

2:30 — 3:00

REFRESHMENT BREAK

3:00 — 4:00

SESSION 4: THE AMAZING POWER OF A WELL-CRAFTED & DEFTLY MANAGED ADMISSIONS FUNNEL

Presenter: Keith Mock, Associate VP — Enrollment Marketing Consulting

Overview: At the center of every effective enrollment strategy is a well-crafted and deftly managed admission funnel. How this empowers all of the admission team is nothing short of amazing. Don't miss the potential this powerful tool can have for your leadership including:

- ⦿ Bringing clarity to recruiting goals and responsibilities
- ⦿ Making next steps readily apparent for every team member
- ⦿ Sharpening forecasts and defining reality
- ⦿ Simplifying enrollment status reports for stakeholders

4:00 — 4:30

Q & A DISCUSSION

4:30 — 5:00

FRESHEN UP BREAK

5:00 — 7:00

DINNER & FELLOWSHIP





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DAY 2 | FRIDAY, OCTOBER 9

8:00 — 8:30 WELCOME AND REVIEW

8:30 — 9:30 SESSION 5: ENROLLMENT MINISTRY — UNDERSTANDING THE CALL AND MINISTRY

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

Overview: Is the heart of effective enrollment work just helping students choose the right college. . . or is there more? Is this a ministry focused deeply on how to help students hear the voice of God and follow Christ? Fulfill your own calling as an enrollment leader including:

- ⦿ Understanding God's call as his voice for everyone to follow him
- ⦿ Recognizing the priesthood of all believers and the worth of every calling
- ⦿ Making obedience bedrock and career a discovery
- ⦿ Knowing enrollment leadership as a powerful ministry of multiplication

9:30 — 10:00 Q & A DISCUSSION

10:00 — 10:30 REFRESHMENT BREAK

10:30 — 11:30 SESSION 6: THE ART & SCIENCE OF RECRUITING ONLINE STUDENTS

Presenter: Scott Boyer, Dir. of Graduate & Online Recruitment — Columbia International University

Overview: This pandemic crisis has led more institutions into online education than ever before. This also means enrollment leaders should know the unique aspects of recruiting online students. What should an effective online admissions strategy look like? How should it work? Consider:

- ⦿ Knowing the unique features of online admissions
- ⦿ Effectively managing the online enrollment strategy
- ⦿ Developing a meaningful communication strategy
- ⦿ Typical errors enrollment leaders make as they move into online admissions

11:30 — 12:00 Q & A DISCUSSION

12:00 — 1:00 LUNCH — CATERED AT THE CONFERENCE CENTER

1:00 — 2:00 SESSION 7: EFFECTIVE MANAGEMENT OF FINANCIAL AID FOR ENROLLMENT GROWTH

Presenter: Rocky Christenson, Director of Financial Aid — Johnson University

Overview: Does your institution have a carefully crafted strategy for the prudent use of precious financial aid dollars? What are the secrets of leveraging financial aid for enrollment growth, for attracting the best or most needy mission-fit students? Consider these important stewardship issues.

- ⦿ Understanding how financial aid stretches enrollment growth dollars — data & KPI's of success
- ⦿ Weaving financial aid into an effective enrollment strategy — timely, efficient delivery
- ⦿ Building team synergy between financial aid and recruiting — hiring & training
- ⦿ Making financial aid a student/parents-friendly customer service resource

2:00 — 2:30 Q & A DISCUSSION

2:30 — 3:00 REFRESHMENT BREAK

3:00 — 4:00 SESSION 8: INSIGHTS FROM THE SAGE OF CHRISTIAN COLLEGE ADMISSIONS

Presenter: Chant Thompson, Executive Director — NACCAP

Overview: For 43 years, Chant has served both in the ranks as an enrollment officer as well as leader of admissions professionals across Christian higher education. Consider his keen insights from across the years including:

- ⦿ Priceless lessons he's observed about what works . . . and doesn't
- ⦿ The most common traits of the most uncommonly successful admissions leaders
- ⦿ Trail signs of where we've come from . . . and where the movement is going
- ⦿ Warnings to heed about dangers ahead and wishes for open doors of hope

4:00 — 4:30 Q & A DISCUSSION

4:30 — 5:00 FRESHEN UP BREAK

5:00 — 7:00 DINNER & FELLOWSHIP

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