



## PROGRAM SCHEDULE | FACILITATOR: ERIC CURRIE

8:30 – 9:30

### SESSION 1 — ACING THE WORLD OF VIRTUAL CAMPUS TOURS

**Presenter — Bart Caylor, CEO — Caylor Solutions (IN)**

**Overview:** Thanks to the pandemic, smart institutions have moved aggressively into the world of virtual campus tours. Knowing this is still a vital step in the enrollment decision. Explore what sets excellent virtual campus tours apart and integrate this into your enrollment strategy. What have we learned from this evolution and how is this virtual experience still playing such a crucial role in the enrollment decision? Consider . . .

- ▶ Understanding the purpose and plan of an effective virtual campus tour
- ▶ Tapping into the technical tools that produce the right results
- ▶ Weaving virtual tours into an effective enrollment strategy

9:30 – 10:00

Q&A Discussion

10:00 – 10:30

Refreshment Break

10:30 – 11:30

### SESSION 2 — TRAINING YOUR TEAM FOR EFFECTIVENESS IN ACADEMIC SALES

**Presenter — Keith Mock, Associate VP — Enrollment Marketing Consulting (AL)**

**Overview:** A skill set often missing in the typical admissions department across ABHE is the basic principles of effective academic sales. The skills of listening, identification and leading for decisions can be lost in the compulsion of talking about institutional programs and life. Sharpen your team's effectiveness by training them to be successful in their responsibilities for sales, including . . .

- ▶ Creating the right context for an effective sales conversation
- ▶ Understanding the emotional dynamics of academic sales
- ▶ Skillfully leading students through enrollment decision steps

11:30 – 12:00

Q&A Discussion

12:00 – 1:30

Lunch — Regency Foyer

1:30 – 2:30

### SESSION 3 — EFFECTIVE USE OF LAGGING & LEADING INDICATORS

**Presenter — Tim Fuller, Founder — Fuller Higher Education Solutions; ABHE Sr. Fellow (IN)**

**Overview:** Every veteran enrollment officer knows the pressure — your president, faculty and many others always want to know what enrollment will be for the next term. But most enrollment leaders think forward by looking only at lagging indicators; not a prudent plan. Discover the art of knowing your leading indicators and sharpen your vision for accurate forecasting, including . . .

- ▶ Distinguishing between lagging and leading indicators
- ▶ Identifying the right metrics worthy of tracking as leading indicators
- ▶ Creating a simple plan to gather, track, analyze and take action as necessary

2:30 – 3:00

Q&A Discussion

3:00 – 3:30

Refreshment Break — Regency Foyer

3:30 – 4:30

### SESSION 4 — ENROLLMENT LEADER HABITS THAT BREED SUCCESS

**Presenters — Eric Currie, Assoc VP of Enrollment — Asbury Theological Seminary (FL)**

**Overview:** Enrollment success is not the results of a single exceptional feat! No, it's the results of executing the right practices in a consistent manner over the course of every recruiting cycle. Take a fresh look at the essential habits of highly effective enrollment leaders, and take your leadership capacity and competency to the next level . . .

- ▶ Knowing the habits essential to enrollment success
- ▶ Crafting a personal development journey for cultivating the right habits
- ▶ Being honest with yourself where poor habits need to change

4:30 – 5:00

Q&A Discussion

6:00 – 7:30

Connections Dinner – Ballroom C/D