

## GET MORE RIGHT-FIT STUDENTS THROUGH EFFECTIVE INSTITUTIONAL MARKETING

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**Overview:** How can a school with limited marketing resources fill their classrooms in a crowded recruiting environment? If that's a question worth answering at your institution, this forum may be a game-changer for you and your team. The day's lectures, discussions, and workshop exercises will provide clarity, encouragement, and practical steps you can take to help your school get to the next level in your marketing. As a leader, you'll come away from this Forum better equipped to make smart marketing decisions and to lead your institution more effectively.

8:00 – 8:15 **Welcome & Instructions**

### 8:15 – 9:30 **SESSION 1 — THE FOUNDATION FOR YOUR SUCCESS IN 2022**

**Overview:** In this session, attendees will understand the innate challenges in capturing the attention of and enrolling Biblical higher ed students in 2022, identify and define their institution's unique attributes that align with the "right-fit" students, and recognize potential communication misalignment between their institution and students they wish to recruit.

- ▶ Is student enrollment that difficult? Or is it just me?
- ▶ Understanding enrollment marketing challenges in 2022
- ▶ Creating clarity around your unique position, student prospect, and language
- ▶ Gaining recruiting power through brand alignment

9:30 – 10:15 **Refreshment Break — Regency Foyer**

### 10:15 – 11:45 **SESSION 2 — YOU NEED STRONGER ENROLLMENT NUMBERS; HERE'S HOW YOU'RE GOING TO DO IT**

**Overview:** In this session, attendees will discern and plan for how to best use their limited marketing resources to gain maximum enrollment numbers this year. By understanding the three phases of the student enrollment pathway, leaders can more easily recognize how they will support each one.

- ▶ Understanding the student pathway — from stranger to enrollment
- ▶ Learning the key to creating a highly effective marketing strategy for your institution
- ▶ Recognizing your institution's highest ROI opportunities for your marketing resources
- ▶ Developing a customized enrollment strategy for your institution; one that has teeth

12:00 – 1:00 **Buffet Lunch — Regency Foyer**

### 1:00 – 2:15 **SESSION 3 — YOUR ENROLLMENT STRATEGY IS MEASURABLE; HERE'S SOME PRACTICAL ADVICE**

**Overview:** In this session, attendees will understand how marketing has shifted from advertisement-based strategies (buying brand exposure to targeted audiences), to user-experience ones on digital platforms. These strategies are highly measurable and can track all phases of the student enrollment pathway. Attendees will learn to better evaluate their marketing success, and how to avoid common mistakes.

- ▶ Getting your head around what your marketing numbers are really telling you
- ▶ How to better track performance of your advertising campaigns - including traditional, print, & billboards
- ▶ Seeing the limitations on analytics and how you need to artfully blend other sources

2:15 – 3:00 **Refreshment Break — Regency Foyer**

### 3:00 – 4:15 **SESSION 4 — DEMYSTIFYING GOOGLE AND RANKING ONLINE**

**Overview:** In this session, attendees will recognize the important role that search engines, Google in particular, plays in every institution's student recruitment. Learn about the latest changes Google has made to online searching and understand practical steps an institution can take to improve their visibility.

- ▶ Understanding the new marketing world: Immediacy trumps branding in the battle for student attention online
- ▶ Ending obscurity: Do you have the best website that no one can find?
- ▶ Adapting to today's online environment: See how Google's latest updates change everything about SEO
- ▶ Getting practical steps & tips on how to improve your visibility on Google

4:15 – 4:30 **Wrap Up**

6:00 – 8:30 **CONNECTIONS DINNER — SAK COMEDY LAB — Sponsored by Columbia International University**  
Ballroom B/C/D