



2022 FLAGSHIP PRESIDENTS Gathering

**ENROLLMENT SUMMIT FOR FLAGSHIP PRESIDENTS & ENROLLMENT OFFICERS
JUNE 12-15, 2022 | CALLAWAY RESORT & GARDENS LODGE & SPA | PINE MOUNTAIN, GA**

SUNDAY, JUNE 12

4:00 — 9:00 **CHECK IN** — Lodge & Spa
6:00 — 8:00 **DINNER AS A GROUP** — Catered at the Lodge

MONDAY, JUNE 13

7:00 — 8:00 **BREAKFAST ON YOUR OWN** — Piedmont Dining Room — The Lodge
8:00 — 9:30 **SESSION 1**
9:30 — 10:00 **REFRESHMENT BREAK**
10:00 — 11:30 **SESSION 2**
12:00 — 1:30 **LUNCH** — Catered at the Lodge
1:30 — 3:00 **SESSION 3**
3:00 — 3:30 **REFRESHMENT BREAK**
3:30 — 5:00 **SESSION 4**
6:00 — 8:00 **DINNER AS A GROUP** — Hunter's Pub & Steakhouse — 11269 GA-219, Hamilton, GA

TUESDAY, JUNE 14

7:00 — 8:00 **BREAKFAST ON YOUR OWN** — Piedmont Dining Room — The Lodge
8:00 — 9:30 **SESSION 5**
9:30 — 10:00 **REFRESHMENT BREAK**
10:00 — 11:30 **SESSION 6**
12:00 — 1:30 **LUNCH** — Iron Horse Grill — 735 Garden View Dr., Pine Mountain, GA
1:30 — 3:00 **SESSION 7**
3:00 — 3:30 **REFRESHMENT BREAK**
3:30 — 5:00 **SESSION 8**
6:00 — 7:00 **DINNER AS A GROUP** — Catered at the Lodge
7:30 — 8:30 **VESPERS** — Ida Cason Callaway Memorial Chapel

WEDNESDAY, JUNE 15

7:00 — 8:30 **BREAKFAST ON YOUR OWN** — Piedmont Dining Room — The Lodge
7:00 — 11:00 **CHECK-OUT & DEPART**

In Grateful Appreciation for our Gathering Sponsors



MONDAY MORNING — AN ENROLLMENT LANDSCAPE RECONNAISSANCE

SESSION 1

REIMAGING THE “CALL OF GOD” — PHILIP DEARBORN | PRESIDENT, ABHE

The call of God is living on mission with Christ as clergy or in marketplace vocations. How does this relate to your institutional mission and the universal call to follow Christ?

ABHE ENROLLMENT DATA — PHILIP DEARBORN

Knowing where you are within the current enrollment trends of other ABHE schools

SESSION 2

THE GROWING CHALLENGE OF RECRUITING THE RIGHT MISSION-FIT STUDENTS — GREG BAYLOR | SR. COUNSEL, ALLIANCE DEFENDING FREEDOM

A fresh look at the legal challenges and risks institutions face from students who disagree with your ethical standards — and preparing well in advance.

9 CHARACTERISTICS OF AN EFFECTIVE ENROLLMENT STRATEGY — TIM FULLER | CEO, FULLER HIGHER ED SOLUTIONS

A high-level overview of a comprehensive plan that works for enrollment growth

MONDAY AFTERNOON — THE HIGH-PERFORMANCE ENROLLMENT SYSTEM

SESSION 3

SETTING THE RIGHT ENROLLMENT GOALS — BUILDING AND MANAGING AN EFFECTIVE ADMISSIONS FUNNEL — KEITH MOCK VP ENROLLMENT MARKETING CONSULTING, LIAISON INTERNATIONAL

Setting cumulative and monthly goals for the year for every step in the admissions funnel for the team and individual admissions counselors. Getting the numbers right and working your plan.

REBUILDING YOUR CAMPUS EXPERIENCE IMPACT AND CLOSING THE DEAL — JOSH BEERS | PRESIDENT, ONELIFE

After creating virtual tours during the pandemic, how should you weave effective campus visits back into the decision process and help students make wise decisions?

SESSION 4

INSIGHTS FROM NACCAP ENROLLMENT DATA & ATHLETIC PROGRAMS — TIM FULLER

Assess comparative data from across CCCU institutions and get the right enrollment results from athletic programs

ENROLLMENT STRATEGY DYSFUNCTIONS — PANEL DISCUSSION

What typically goes wrong in enrollment strategy. Early detection and effective remediation.

TUESDAY MORNING — INCREASING YOUR INQUIRY/PROSPECT POOL

SESSION 5

MAKING YOUR WEBSITE ENROLLMENT GROWTH ORIENTED — BART CAYLOR | CEO, CAYLOR SOLUTIONS

Use a simple tool to conduct a website enrollment effectiveness audit.

TAP THE POTENTIAL OF OUTBOUND MARKETING — DAN SANCHEZ | DIRECTOR OF AUDIENCE GROWTH, SWEET FISH MEDIA

Creating marketing materials and creating presence in the virtual space — enhancing your brand, improving your value proposition Understand how to drive potential inquiries to your website through

SESSION 6

REFRESHING & ENRICHING YOUR REFERRAL NETWORK — ERIC CURRIE | VP FOR ENROLLMENT SUCCESS, CAMPUS

Building your relational capital with those who recruit for you. Not forgetting your personal feeder network while you work in the virtual world.

EXPLORING NEW MARKETS MINING BIG DATA — PANEL DISCUSSION

Are there markets ripe for your institution but unknown to your admissions team? Consider how predictive modeling through big data mining can open new doors.

TUESDAY AFTERNOON — LEADERSHIP MATTERS

SESSION 7

EFFECTIVE FINANCIAL MANAGEMENT FOR GROWTH, FINANCIAL AID & COMPLIANCE — CAPINCROUSE

Managing net tuition revenue vs tuition discount (no margin, no mission), stretching financial aid dollars, staying compliant

EFFECTIVE LEADERSHIP THROUGH CHANGE — DRUMM MCNAUGHTON | CEO, THE CHANGE LEADER

Take a fresh look at the dynamics of leading through change that can increase your enrollment.

SESSION 8

ENROLLMENT GROWTH — EMPOWERED BY THE PRESIDENT

What difference can a president make in enrollment? What does high synergy look like between the president and enrollment team? Consider insights from one president's 32-year journey growing an institution.

VESPER — ENROLLMENT GROWTH SEEN THROUGH THE EYES OF KINGDOM IMPACT