

ENROLLMENT LEADERS FORUM

WEDNESDAY | FEBRUARY 15, 2023



FACILITATOR | TIM FULLER — FOUNDER, FULLER HIGHER ED SOLUTIONS
FORUM SPONSOR | LIAISON INTERNATIONAL

Overview: Every growing institution is served by an effective enrollment team who knows their job and consistently delivers what they promise. But delivery of a growing mission-fit new class is more complex than ever. Sharpen your enrollment leadership competency and expand your professional capacity with these invigorating presentations and discussions with distinguished enrollment leaders.

7:00 – 8:00 **Forum Buffet Breakfast — Regency Foyer | Sponsored by Campus**

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

8:15 – 9:30 **SESSION 1 — ENROLLMENT LEADER ROLES & RESPONSIBILITIES**

Presenter: Keith Mock | Enrollment Marketing Solutions, Liaisons International (AL)

Overview: A major key to enrollment leader success is having an effective grasp of your fundamental roles and responsibilities. Fulfilling these expectations is of the essence. Think through the depth and breadth of what you're called to be and do with a distinguished enrollment leader and consultant.

- ▶ Knowing the basics — leader & team members with high expectations
- ▶ Essential competencies — getting the job done, no excuses
- ▶ The art of leadership — setting and achieving goals
- ▶ Presidential partnership — fulfilling the institutional missions

9:30 – 10:15 **Refreshment Break — Regency Foyer | Sponsored by Blackbaud**

10:15 – 11:45 **SESSION 2 — BUILDING & LEADING A HIGH-PERFORMANCE ADMISSIONS TEAM**

Presenter: Lisa Tarwater | Chief Admissions Officer, Johnson University (TN)

Overview: Enrollment is a team sport, and an enrollment officer is no better than their team. So how do you find and keep the right players? What makes a great admissions team member? And how do you motivate and lead them for results? Think through the elements of enrollment management and take your leadership to the next level.

- ▶ Spotting the gifts and graces of an enrollment/admissions leader
- ▶ Cultivating team habits that produce results
- ▶ Sharpening your motivation, accountability & execution leadership skills
- ▶ Knowing the fundamentals of hiring...and firing

11:45 – 12:00 **A word from our Sponsor — Liaison International**

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

1:00 – 2:15 **SESSION 3 — EFFECTIVE RECRUITMENT OF GRADUATE & ONLINE STUDENTS**

Presenter: Scott Boyer | Dir. of Graduate & Online Recruitment, Columbia International University (SC)

Overview: It's common knowledge that recruitment of both graduate and online students marches to a different drumbeat than traditional students. But what is the difference? And what makes for an effective strategy? Learn from a distinguished leader in this specific field how you can be more successful in this growing segment of institutional enrollment.

- ▶ The unique features of graduate & online recruitment — the right mix
- ▶ Effective management of graduate & online admissions — a different game
- ▶ Data to track and numbers to know — a unique admissions funnel

2:15 – 3:00 **Refreshment Break — Regency Foyer | Sponsored by Alliance Defending Freedom**

3:00 – 4:15 **SESSION 4 — CAN'T DO THIS ALONE – MOBILIZING STRATEGIC OTHERS TO MEET ENROLLMENT GOALS**

Presenter: Tim Fuller | Founder, Fuller Higher Ed Solutions (IN)

Overview: Wise enrollment leaders know it takes a campus to recruit a student and a broad network of advocates who engage productively to enhance recruitment, refer prospective students, and support the work of the enrollment team. Mobilizing your relational Jerusalem – faculty, staff, alumni, trustees, current students, and church leaders — should be a high priority for enrollment and other campus leaders.

- ▶ Cultivating and connecting an effective network of church & alumni relationships
- ▶ Adding intention to mobilizing the right support
- ▶ Engaging faculty to apply their expertise to attract students

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4:15 – 4:30 **Wrap Up**

6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D | Sponsored by Weave and In His Image HR**