

**CHARTING THE COURSE FOR CONSISTENT ENROLLMENT GROWTH**

**FACILITATOR | KEITH MOCK**

**FORUM SPONSOR | LIAISON INTERNATIONAL**

**Overview:** Few leaders across biblical higher education have more pressure and higher expectations than those on the front lines of enrollment. It's the crux of mission fulfillment for institutions and the basis of institutional viability. This forum is designed for enrollment leaders who are learners. Who want to expand their capacity for enrollment growth and sharpen their competency to serve at the top of their game. Join with other enrollment leaders to lean forward and help your institution grow..

**7:00 – 8:00**      **Forum Buffet Breakfast — Regency Foyer**

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

**8:15 – 9:30**      **SESSION 1 — ACHIEVING ENROLLMENT SUCCESS — HARD WORK, SMART WORK AND DIFFERENT WORK**

**Presenter: Ryan Dougherty and Nick Willis, Partners | TGThree**

**Overview:** There are three types of work that you must be able to execute in order to be highly successful in enrollment — hard work, smart work and different work. Come learn with us about the three types of work and thoughtfully consider where your institution could work differently in order to meet your enrollment goals.

- ▶ Are there tasks that your team must execute perfectly every time? Do they?
- ▶ Who is out-performing you? Why?
- ▶ Are you trying to get better or trying to be different?

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

**10:15 – 11:45**      **SESSION 2 — EFFECTIVE ENROLLMENT COMMUNICATIONS**

**Presenter: Nathan Alexander, Regional Vice President for Partner Relations | Clark Higher Ed**

**Overview:** Recruiting is a relational business, and this means effective communications, using all the available technologies and means available. Highly effective recruiters have mastered the art of communications — a two-way street that shares and hears what is important for the prospective student's journey. To efficiently manage this, there must be clear processes and protocols to make it happen. Walk through this important process with a veteran enrollment leader and refine your comms for greater results.

- ▶ Understanding the key steps in the communications process — no missing steps
- ▶ Grasping the impact of timely communications — staying current and fresh
- ▶ Discovering the keys to automation — effective comms processes
- ▶ Adding spice — creativity that makes the difference in your comms

**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 — CRAFTING AN EFFECTIVE AND COMPREHENSIVE ENROLLMENT STRATEGY**

**Presenter: Dave Burke, Vice President | Fuller Higher Ed Solutions**

**Overview:** An effective enrollment strategy is more than numbers. It's a much more complicated picture and asks for important factors to be considered. What are the essential components of effective recruitment and enrollment practices, and how do they combine to produce "more of the right students" for your institution? Walk through the strategic roadmap with an enrollment expert.

- ▶ Surveying the factors to be included — the big picture
- ▶ Understanding how the pieces fit together — with synergy
- ▶ Creating your own enrollment strategy — getting started

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

**3:00 – 4:15**      **SESSION 4 — SECRETS TO SETTING AND ACHIEVING YOUR ENROLLMENT GOALS — EVERY YEAR**

**Presenter: Keith Mock, Enrollment Marketing Solutions | Liaison International**

**Overview:** Any enrollment leader who can set realistic but stretching enrollment goals and consistently meet them is worth gold. They manage the life blood of the institution and the essence of the institution's mission fulfillment. There's both a science and art to such success and you can learn the right principles from a veteran leader who has done it over and over again.

- ▶ Setting the right enrollment goals — based on accurate data
- ▶ Sizing the enrollment goals to your enrollment strategy — a reasonable plan for success
- ▶ Matching your team to your goals — delegation, accountability, motivation, and celebration
- ▶ Tracking the progress — effective management through the funnel

**4:15 – 4:30**

**Wrap Up**

**6:00 – 8:30**

**CONNECTIONS DINNER — Ballroom B/C/D**

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