

SHARPENING ENROLLMENT LEADERS FOR GROWING INSTITUTIONS

FORUM SPONSOR | LEGACY HIGHER ED

FORUM FACILITATOR: KEITH MOCK, ENROLLMENT MARKETING SOLUTIONS | LIAISON INTERNATIONAL (AL)

OVERVIEW: What a great day to serve Christ by helping an emerging generation make wise choices for their educational journey. We have more tools for the job and greater opportunities for impact than ever. Sharpen your skills for effective enrollment leadership with these timely presentations by leading experts.

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

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

8:15 – 9:30 **OBSTACLES AND OPPORTUNITIES: COLLABORATING TO SHIFT TRENDS IN CHRISTIAN HIGHER EDUCATION ENROLLMENT**

PRESENTER: Phil Cook, President, & Molly Smith, Vice President of External Engagement | NACCAP (IN)

OVERVIEW: While enrollment trends point to disruption and uncertainty for our industry, we don't have to be paralyzed by the higher education landscape. Through NACCAP funnel research, admissions benchmarking study, the state of the profession survey, and interviews with enrollment leaders, we will highlight the obstacles that lead to enrollment struggles and opportunities that lead to success. In this session, we'll learn from each other as we look to positively impact enrollment goals and collaborate to advance Christian education.

- ▶ Tips from the most successful Christian Higher Ed institutions and how those strategies might benefit your campus
- ▶ Insights on the obstacles that contributed to decreased enrollment and how you might avoid them
- ▶ Understanding how to collaborate more with other faith-based institutions to advance Christian Education together

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

10:15 – 11:45 **SESSION 2 — RELATIONAL MARKETING — TELLING THE STORIES OF YOUR COLLEGE**

PRESENTER: Laurie Kagay, Vice President for Enrollment & Marketing | The Institute for G.O.D. (TN)

OVERVIEW: Everyone engaged in leading prospective students to institutions across ABHE has stories to tell of God's work in their students' lives and how they are answering the call to follow Christ. Effective institutional marketing is at best relational storytelling, so marketers have to be great storytellers to draw students. Hear from a leader making it happen in the trenches of her own institution.

- ▶ Positioning yourself to be a great listener of students
- ▶ Creating moments for students to tell authentic stories
- ▶ Inviting students into the unfolding story of your college
- ▶ Putting your media creation in the hands of your students

11:45 – 12:00 **A Word from our Sponsor | Legacy Higher Ed**

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

1:00 – 2:15 **SESSION 3 — LEADING WITH YOUR EYES OPEN — LETTING YOUR DATA SPEAK**

PRESENTER: Dave Burke, President | Legacy Higher Ed (CO)

OVERVIEW: Wishful thinking is not the right philosophy for an effective enrollment strategy. Nor is pulling numbers from the air to meet the budget to "save" programs. Prudent leadership does not confuse theories with the facts provided with the right data. Learn how to gather, analyze, and correctly interpret your enrollment data with an expert.

- ▶ Knowing the science of enrollment data collection — getting the right numbers
- ▶ Conducting the right analysis without paralysis — knowing the truth with the right insight
- ▶ Moving from analysis to predictive modeling — painting a reasonable future based on facts
- ▶ Protecting the team from speculation — beyond anecdotes and opinions

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

3:00 – 4:15 **SESSION 4 — TAPPING THE POWER OF ACADEMIC SALES**

PRESENTER: Keith Mock, Enrollment Marketing Solutions | Liaison International (AL)

OVERVIEW: Your job is simple on the surface, right? — recruit more students! But a professional admissions officer knows there's a lot more — a whole lot more! It's your job to sell the academic programs of the institution and meet the educational needs of prospective students. So how do you set the right tone and know how to persuasively communicate the benefits of academic programs that address the issues students are asking? How do you become proficient at academic sales? Sharpen your edge and expand your capacity with an expert.

- ▶ Understanding the nature of academic sales — rational vs emotional
- ▶ Setting the right goals based on past performance — reachable but stretching
- ▶ Knowing your academic programs — selling the sizzle with stories
- ▶ Telling the truth about what doesn't sell — out of date programs

4:15 – 4:30 **Wrap Up**

6:00 – 8:30 **CONNECTIONS DINNER — Ballroom B/C/D**

