

# Enrollment Leaders Forum

February 11, 2026

Sponsored by — Legacy Higher Ed

Facilitator — Dave Burke



## Sharpening the Edge of Enrollment Leadership

**Overview:** In the midst of tumult across higher education, the expectations for enrollment success remains constant. Every year, the admissions team must find and recruit the right students and the right number of these. The pressure is unrelenting! Sharpen your edge of enrollment leadership with these enrollment professionals.



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

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

### **8:15 – 9:30 Session 1: Charting a Path Forward: Enrollment Resilience Beyond COVID and the Cliff**

**Presenters:** Denise Cunningham, VP of Strategic Partnerships and Initiatives (VA) & Molly Smith, VP of External Engagement (IN) | NACCAP

The first half of this decade tested enrollment leaders with historic challenges—from COVID-19 and federal policy headwinds to AI disruption, market erosion, and the looming demographic cliff. Drawing on recent NACCAP reports, consider key lessons learned, strategic insights, emerging opportunities, and core leadership qualities and practices that will be essential for navigating 2025–2030 with clarity and conviction.

- Protect adaptability with innovative, fast-moving approaches developed during COVID
- Beyond the cliff, treating demographic change as a long-term trend with unique demands
- Lead with confidence in your institution's mission and value

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

### **10:15 – 11:45 Session 2: Tapping the Power of Predictive & Prescriptive Modeling**

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

Is your enrollment team running blind? Take a fresh look into the eye of advanced analytic modeling. Learn how your data can tell you so much about what's ahead, with models that can predict the future and give you the tools to change it. Develop this excellent leadership capacity that can take your enrollment strategy to a new level.

- Understanding the nature and methodology of predictive and prescriptive modeling
- Collecting the right data to create a clear picture of your future
- Using data analytics to provide strategic insight for meaningful change

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

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

### **1:00 – 2:15 Session 3: Threads of Formation: Weaving Discipleship Through Every Department**

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

The hunt is on all across higher education. The enrollment cliff is only increasing the pressure on effective ways to find students who will flourish at your institution. Luck and hope is now the winning strategy. It's time to craft clear and effective plans to find your right students. Think through this with a professional consultant and increase your results with a growing enrollment who should be at your school.

- Identify the students who will flourish at your institution
- Know where those students can be found
- Creating effective ways to connect and recruit

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

### **3:00 – 4:15 Session 4: Steady Hands for Shifting Seasons**

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

Effective admissions teams, and team members, can have a make-or-break impact on any institution's enrollment success. There are foundational practices that all enrollment professionals and teams must embrace in order to function at their highest capacities. Learn about these practices with a seasoned enrollment professional and team training expert.

- The dynamics of a high-performance team – best practices
- The differences between recruiters and professional counselors
- Conversations that engage & develop team members while increasing team effectiveness

**4:15 – 4:30 Wrap Up**

**6:00 – 8:30 Connections Dinner — Ballroom B/C/D**

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