

Enrollment Marketing Leaders Forum

February 11, 2026

Sponsored by — Caylor Solutions

Presenter — Bart Caylor



Keys for Effective Marketing for Enrollment Growth

Overview: Generative AI is reshaping the landscape of higher education marketing, communications, and leadership. Yet without good counsel or expertise, institutions can easily waste resources or misuse tools — leading to confusion rather than clarity. This forum is designed to help higher ed leaders reimagine their marketing and growth strategies through practical, mission-centered innovation.

Join Bart Caylor, one of higher education's leading voices on marketing and AI, for a hands-on exploration of how generative AI can unlock creativity, efficiency, and effectiveness across your institution. You'll gain both the strategic understanding and the tactical tools to build smarter, mission-fit marketing that gets real results.



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

8:00 – 8:15 Welcome & Introductions

8:15 – 9:30 Session 1: Rethinking Marketing in the Age of GenAI

AI is changing how we communicate, create, and connect with prospective students, donors, and alumni. But at its core, marketing is still about relationships and trust. This session redefines what effective marketing looks like in the GenAI era — and how to measure real effectiveness without getting lost in buzzwords.

- What "marketing effectiveness" means in an AI-driven world
- How to align your marketing goals with institutional mission and revenue priorities
- Common misconceptions about AI and why mindset matters more than tools

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

10:15 – 11:45 Session 2: Five Practical Keys for AI-Enhanced Marketing

You don't have to be a technologist to use GenAI effectively — but you do need to know where it fits and how to use it well. This session covers five key practices that will help you integrate AI into your existing workflows for enrollment, advancement, and brand storytelling.

- The five essential habits for maximizing AI's creative and operational potential
- How to use AI for smarter content strategy, personalization, and storytelling
- Which tools are worth your time — and which aren't

11:45 – 12:00 A word from our Sponsors

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

1:00 – 2:15 Session 3: Theology and the Human Element of AI

AI can create faster, but leaders must ensure it also creates faithfully. In this reflective yet practical session, Bart and Zach unpack how a Christian worldview shapes the way institutions should approach GenAI. You'll explore how to lead your teams with discernment, stewardship, and integrity while still embracing innovation.

- A theological lens for understanding creativity and technology
- Guardrails for ethical and responsible AI adoption
- How to help your team use AI without losing the human voice

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

3:00 – 4:15 Session 4: Building Your AI-Driven Marketing Action Plan

Great ideas mean little without execution. This closing session brings it all together with a step-by-step framework for implementing what you've learned. You'll leave with a clear plan for improving your marketing and communications — and a renewed confidence in leading your institution through change.

- How to evaluate your current marketing plan in light of AI opportunities
- Ways to pilot AI tools in marketing, advancement, and communications
- How to set goals, assign responsibilities, and measure results

4:15 – 4:30 Wrap Up

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

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