



MARKETING & ENROLLMENT LEADERS CONFERENCE

October 6-8, 2026 | Orlando, Florida

SMALL SCHOOL, UNFAIR ADVANTAGE

The Mission-Fit Marketing & Enrollment Conference

Marketing and enrollment are no longer separate conversations. Finding and recruiting mission-fit students requires a unified strategy grounded in institutional mission, informed by today's higher education landscape, and executed with practical excellence.

The Marketing & Enrollment Leaders Conference brings marketing, admissions, and enrollment leaders together to learn from experienced practitioners serving Christian higher education. Through practical presentations, interactive discussion, and collaborative workshops, participants will explore every stage of the enrollment journey—from understanding today's mission-fit student and building an effective marketing strategy to strengthening enrollment performance and increasing student yield.

Unlike a traditional conference, this experience concludes with **a facilitated workshop where each institutional team develops a refreshed marketing and enrollment blueprint** they can begin implementing immediately.

This 2½-day conference begins at 9:00 AM on Tuesday, October 6, and concludes with lunch on Thursday, October 8.

Who Should Attend?

Designed for presidents, vice presidents, chief enrollment officers, admissions directors, marketing and communications leaders, enrollment managers, and others responsible for student recruitment and enrollment strategy. This conference is especially valuable for small and mid-sized institutions where marketing and enrollment teams work closely together. Institutions are encouraged to send multiple team members to maximize collaboration throughout the conference.

What You'll Gain

- ▶ Practical enrollment and marketing strategies from experienced practitioners
- ▶ Fresh ideas for recruiting mission-fit students
- ▶ Collaborative planning with your institutional team
- ▶ A customized marketing and enrollment blueprint ready for implementation

Conference Experience

This conference combines practical presentations, interactive Q&A, collaborative discussion, and a hands-on workshop designed to help institutional teams strengthen both marketing and enrollment strategy. Rather than simply hearing new ideas, participants will work together throughout the conference to develop practical solutions they can begin implementing immediately.

The Conference Journey

Day 1 — Know Your Mission-Fit Student: Understand today's prospective student, strengthen your marketing mindset, and explore practical tools to expand your reach.

Day 2 — Build the Enrollment Strategy: Develop a stronger enrollment pipeline, improve yield, and learn how marketing and admissions work together to recruit and enroll mission-fit students.

Day 3 — Build Your Blueprint: Work alongside conference faculty and peers to create a refreshed marketing and enrollment strategy tailored to your institution.

Pricing

On-Site Registration Only

ABHE Members: \$700

Early Bird Member Rate: \$650

Non-Members: \$800

Early Bird Non-Member Rate: \$750

Early Bird Deadline: September 1, 2026

Registration includes full engagement in the conference program, Q&A participation, networking and fellowship with attendees and presenters, access to video recordings after the conference, lodging at the nearby Hilton Garden Inn for the nights of October 5, 6, & 7, all conference meals and refreshments, and access to conference resources.

Location

Conferences are held at: The ABHE Weber Center, 5850 T.G. Lee Blvd., Suite 130, Orlando, FL 32822

Cancellation Policy

In the event of a personal registration cancellation, fees paid in advance are refundable, less a \$50 cancellation fee, provided written notice is received by ABHE no later than three weeks prior to the event. No refunds will be granted after that date. No refunds are provided for no-shows.

DAY 1 TUESDAY | OCTOBER 6

9:00 – 9:15 WELCOME & OVERVIEW

Bart Caylor, President | Caylor Solutions (IN)

9:15 – 10:00 SESSION 1: THE MISSION-FIT LENS

Bart Caylor, President | Caylor Solutions (IN)

We open the conference with the lens every other session is built on. What does mission fit actually mean in 2026, and why is it the most important strategic question a small Christian institution can ask? Bart frames the three-day arc, sets expectations for the closing workshop on Thursday, and challenges leaders to stop running their enrollment operation like a discount version of a large university. Your size is not your handicap. Used well, it is to your advantage.

- Defining mission fit and why it matters more than ever in today's higher ed market
- Recognizing the small-school advantages most institutions are leaving on the table
- Setting up the three-day arc: top of funnel, marketing as engine, closing and integration
- Previewing the Thursday workshop and the blueprint each team will build

10:00 – 10:30 Q&A DISCUSSION

10:30 – 10:45 REFRESHMENT BREAK

10:45 – 11:30 SESSION 2: WHO IS TODAY'S MISSION-FIT STUDENT?

Laurie Kagay, VP of Enrollment Marketing & Communications | Nashville Bible College (TN)

Before you can recruit them, you have to understand them. Laurie brings a practitioner's view of the prospective Christian college student in 2026 — who they are, what they care about, what they expect from a faith-based institution, and how that has shifted in just the last few years. The session is grounded in real recruiting from a small institution that has done thoughtful work understanding its audience, not theory from a national report.

- Painting a clear picture of the mission-fit prospect, traditional undergraduate and adult
- Understanding what Gen Z students actually want from a Christian college experience
- Naming the assumptions about prospective students that no longer hold true
- Translating audience insight into recruiting decisions your team can act on

11:30 – 12:00 Q&A DISCUSSION

12:00 – 12:15 A WORD FROM OUR CONFERENCE SPONSOR — NACCAP

12:15 – 1:00 LUNCH BREAK

1:00 – 1:45 SESSION 3: OWNING YOUR AUDIENCE

Don Egle, President | The Kyer Group (TX)

Don tells the story of how LeTourneau identified a specific mission-fit audience, the Christian homeschool community, especially STEM-oriented families, and committed real time, travel, and presence to becoming a recognized voice in that world. The takeaway for ABHE leaders is the principle, not the homeschool tactic specifically. Every Bible college has a mission-fit audience that lives somewhere, gathers somewhere, and trusts certain voices. The discipline is choosing the audience, then showing up consistently enough to earn trust.

- Choosing a focused audience that fits your mission and saying no to the rest
- Becoming an authority where your prospective students already gather
- Investing senior-leader time in audience presence — what it costs and what it produces
- Translating audience trust into enrollment results over a multi-year horizon

1:45 – 2:15 Q&A DISCUSSION

2:15 – 2:30 REFRESHMENT BREAK

DAY 1 CONTINUED

2:30 – 3:15 **SESSION 4: THINKING LIKE A MARKETER WHEN YOU'RE REALLY AN ENROLLMENT LEADER**

Janice Supplee, VP of Marketing & Communications | Cedarville University (OH)

Most ABHE institutions don't have a marketing department in the corporate sense. They have an enrollment leader who needs to think like a marketer, and a small team that supports that work. Janice speaks from inside that reality. What are the marketing principles every enrollment leader should be applying every week? How do you tell your story in a way that actually moves prospects through the funnel? What separates content that connects from content that gets ignored?

- ▶ Adopting the marketer's mindset without losing your enrollment instincts
- ▶ Storytelling that resonates with mission-fit students and the families who shape their decision
- ▶ Building a content rhythm that fits a small team and a real budget
- ▶ Knowing what to measure and what to ignore in your marketing work

3:15 – 3:45 **Q&A DISCUSSION**

3:45 – 4:00 **BEVERAGE BREAK**

4:00 – 4:45 **SESSION 5: AI AS A FORCE MULTIPLIER FOR SMALL ENROLLMENT TEAMS**

Zach Coffin, VP of The Higher Ed Marketer & AI Initiatives | Caylor Solutions (FL)

Generative AI is the biggest practical shift in enrollment work since the internet. Used well, it lets a small team punch far above its weight. Used poorly, it produces generic content that prospects ignore. Zach walks through the specific workflows that actually move the needle for small Christian institutions, with live examples and clear guardrails.

- ▶ Specific AI workflows for prospect research, outreach personalization, and content creation
- ▶ Where AI helps and where it hurts — honest guardrails for small teams
- ▶ Using AI to free up enrollment counselors for the human work only they can do
- ▶ Building an AI rhythm into the weekly admissions cycle without overhauling everything

4:45 – 5:15 **Q&A DISCUSSION**

6:00 – 7:30 **DINNER**

DAY 2 WEDNESDAY | OCTOBER 7

9:00 – 9:15 **INSIGHTS FROM THE WORD — Zach Coffin**

9:15 – 10:00 **SESSION 6: THE GRADUATE AND ADULT MARKET IN 2026**

Keith Ramsdell, President | NACCAP (IN)

Traditional undergraduate enrollment is shrinking for almost everyone. Graduate and adult learner markets are where the growth is, and where most ABHE institutions have the least sophisticated playbook. Keith brings the NACCAP-network view: what is changing across the landscape, who is winning, what patterns are emerging, and what small Christian institutions need to do differently to compete. This is the session that helps your team see beyond your own four walls.

- ▶ What is actually shifting in the graduate and adult enrollment market in 2026
- ▶ Patterns from institutions that are growing graduate and adult enrollment
- ▶ How marketing and enrollment work differs for an adult prospect
- ▶ Practical first moves for institutions just beginning to take this market seriously

10:00 – 10:30 **Q&A DISCUSSION**

10:30 – 10:45 **REFRESHMENT BREAK**

DAY 2 CONTINUED

10:45 – 11:30 SESSION 7: THE ANATOMY OF AN EFFECTIVE ENROLLMENT STRATEGY

Kevin Bish, VP of Enrollment Services & Marketing | Asbury Theological Seminary (KY)

Plenty of teams have tactics, a campaign here, an event there, but far fewer have a strategy that holds together from first contact to enrolled student. Kevin breaks down what a complete enrollment strategy actually contains, how the pieces connect, and where small teams most often have gaps without realizing it. Working from the graduate and seminary context at Asbury Theological Seminary, he gives leaders a framework to audit their own strategy and find what is missing before the cycle starts.

- ▶ The core components every enrollment strategy needs — and how they fit together
- ▶ Diagnosing where your funnel leaks: the gaps small teams overlook
- ▶ Aligning marketing, admissions, and senior leadership around one strategy
- ▶ Building a strategy that holds up across a full recruitment cycle

11:30 – 12:00 Q&A DISCUSSION

12:00 – 12:15 A WORD FROM OUR CONFERENCE SPONSOR — Caylor Solutions

12:15 – 1:00 LUNCH BREAK

1:00 – 1:45 SESSION 8: YIELD — TURNING ADMITS INTO ENROLLED STUDENTS

Jennifer McChord, VP of Enrollment & Marketing | Asbury University (KY)

Yield is where most institutions lose ground without realizing it. You spent the budget at the top of the funnel, you nurtured them through the middle, and then they accept somewhere else. Jennifer brings the senior-leader view of yield strategy: what an institution actually does between the admit letter and the deposit, how the team coordinates, and what separates the schools who close well from the ones who don't. Strategic and institutional, this session sets up Dave Burke's tactical session that follows.

- ▶ Defining yield realistically for a mission-driven institution and setting the right targets
- ▶ The institutional choreography between the admit letter and the deposit
- ▶ How financial conversations, personal outreach, and family engagement combine to drive yield
- ▶ Reading the data and adjusting in-cycle when yield is tracking off

1:45 – 2:15 Q&A DISCUSSION

2:15 – 2:30 REFRESHMENT BREAK

2:30 – 3:15 SESSION 9: CLOSING THE SALE

Dave Burke, President | Legacy Higher Ed (CO)

Dave sat in the director of admissions seat at Azusa Pacific for 13 years, and now trains admissions teams across the country on how to ask for the sale and close it. This is the most tactical session of the conference. In a Christian college context, closing starts long before the ask. It rests on the relational equity a counselor builds throughout the application process, and that foundation is what lets the close feel authentic instead of pushy. From there, how do you train counselors to read a prospect, ask the right question, and move the conversation forward? How do you build a team that holds itself accountable for results? What does high-performance admissions actually look like in practice?

- ▶ Building authentic relational equity throughout the application process as the foundation for every close
- ▶ Training counselors to have the closing conversation with confidence and integrity
- ▶ Hiring, leading, and holding accountable a high-performance admissions team
- ▶ Reading the prospect and adapting the conversation to where they actually are
- ▶ Building the rhythms and disciplines that produce consistent closing results

3:15 – 4:00 Q&A DISCUSSION & WRAP-UP

6:00 – 7:30 DINNER

DAY 3 THURSDAY | OCTOBER 8

9:00 – 9:15 **INSIGHTS FROM THE WORD** — Laurie Kagay

9:15 – 9:30 **DAY THREE FRAMING** — Bart Caylor & Keith Ramsdell

9:30 – 11:30 **SESSION 10: WORKSHOP: BUILDING YOUR MISSION FIT BLUEPRINT**

Bart Caylor & Keith Ramsdell

This workshop is the culmination of the conference. Working alongside your institutional team and conference faculty, you'll translate the ideas and strategies from the previous sessions into a practical marketing and enrollment blueprint tailored to your institution. Through guided discussion and planning, you'll leave with clear priorities and actionable next steps for recruiting more mission-fit students.

11:30 – 12:30 **CONCLUDING LUNCH**

Conference Schedule at a Glance

Day 1 | Tuesday, Oct. 6

9:00 – 9:15 Welcome
9:15 – 10:00 Session 1
10:00 – 10:30 Q&A
10:30 – 10:45 Break
10:45 – 11:30 Session 2
11:30 – 12:00 Q&A
12:00 – 12:15 NACCAP
12:15 – 1:00 Lunch
1:00 – 1:45 Session 3
1:45 – 2:15 Q&A
2:15 – 2:30 Break
2:30 – 3:15 Session 4
3:15 – 3:45 Q&A
3:45 – 4:00 Break
4:00 – 4:45 Session 5
4:45 – 5:15 Q&A
6:00 – 7:30 Dinner

Day 2 | Wednesday, Oct. 7

9:00 – 9:15 Devotional
9:15 – 10:00 Session 6
10:00 – 10:30 Q&A
10:30 – 10:45 Break
10:45 – 11:30 Session 7
11:30 – 12:00 Q&A
12:00 – 12:15 Caylor Solutions
12:15 – 1:00 Lunch
1:00 – 1:45 Session 8
1:45 – 2:15 Q&A
2:15 – 2:30 Break
2:30 – 3:15 Session 9
3:15 – 3:45 Q&A
3:45 – 4:00 Wrap
6:00 – 7:30 Dinner

Day 3 | Thursday, Oct. 8

9:00 – 9:15 Devotional
9:15 – 9:30 Framing
9:30 – 11:30 Workshop
11:30 – 12:30 Lunch

Thank you to Caylor Solutions for conference programming.

Questions?

For registration or conference questions, email conferences@abhe.org or call us at (407) 207-0808

With Appreciation

ABHE gratefully acknowledges the sponsors and partners whose support helps make this Leadership Development Conference possible.



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