

# Investing for Change:

## A Holistic Approach to Enrollment, Revenue and Retention

Thursday, April 7

Noon – 1:30 p.m. 🍷 Scotland Room

### **The Enrollment Landscape: Trends Affecting Higher Education (Lunch will be provided)**

This session will provide an overview of the most important trends in higher education today, including continued economic difficulties for families, reduced funding by state government, and the reduced number of high school graduates. Peter Farrell will discuss these trends, what they mean for enrollment and will also offer a closer look at proven ways to overcome these challenges.

Featured Speakers: **Peter Farrell**, Senior Enrollment Management Consultant, Royall & Company

1:30 p.m. – 1:45 p.m. 🍷 **Break**

1:45 p.m. – 2:45 p.m. 🍷 Scotland Room

### **New Insights into Students' Communication Preferences and Behaviors**

We will review the results from a national survey of college-bound high school students regarding their communication preferences. You'll learn how and when students are exploring their college options, including the types of schools they are considering and who is guiding their search. They reveal their favorite websites and insights regarding the role of social media during their search as well as the use of mobile devices for applications. Students' responses suggest what they desire most in contacts from your institution.

Additionally, you will get an early look at findings from our latest research study with students, parents and high school counselors. We will share results related to how an earlier FAFSA application may influence students' college search, applications, and enrollment decisions.

Featured Speaker: **Pam Kiecker Royall**, Head of Research, University Research Partners

2:45 p.m. – 3 p.m. 🍷 **Break**

3 p.m. – 4 p.m.

### **Facilitated Discussions for Presidents and MLI Graduates**

#### **Breakout Session for AASCU Presidents** 🍷 Scotland Room

Topic:

*Key Factors in Enrollment Health*

Introductory Remarks: **Dorcas Colvin**, Vice President, Leadership Development and Member Services, AASCU

Facilitators:

**Pam Kiecker Royall**, Head of Research, University Research Partners

**Bill Royall**, Founder, Royall & Company

#### **Breakout Session for MLI Graduates** 🍷 Wellesley/Radcliffe Room

Topic:

*Key Factors in Enrollment Health and Key Questions to Ask About Enrollment During the Interview Process*

Introductory Remarks: **Mary Sias**, Director, Millennium Leadership Initiative (MLI), AASCU

Facilitators:

**Peter Farrell**, Senior Enrollment Management Consultant, Royall & Company

**Carol Stack**, Principal, Hardwick Day

4 p.m. – 4:15 p.m. 🍷 **Break**

4:15 p.m. – 5:30 p.m. 🍷 Scotland Room

### **A Population Health Management Model for Student Success**

Today's students are coming increasingly from less affluent and less well-prepared backgrounds. To maintain graduation rates, colleges and universities must adapt to support these shifting demographics in efficient and effective ways. Inspiration may be found in the healthcare industry, where hospitals face similar pressure to improve outcomes while controlling the rising costs of care. The emerging strategy known as "population health management," (PHM) has improved ROI by using analytics and technology to assess patient risk and deliver degree and type of care tailored to each patient's needs. In this session, we will introduce you to PHM principles, encourage discussion on how they might be applied to higher education, and share how some innovative colleges and universities are already shifting to PHM-like practices.

Featured Speaker: **Ed Venit**, Senior Director, Education Advisory Board

5:30 p.m. – 6:30 p.m.

### **Break**

*During the evening break, symposium participants may attend the complimentary hotel reception beginning at 5:30 p.m. in the hotel bar located on the first floor.*

6:30 p.m. 🍷 Murrayhill Room (First Floor)

### **Symposium Dinner**

## Friday, April 8

6:30 a.m. – 8:30 a.m. 🍷 Brickstones Grill Restaurant (First Floor)

### Breakfast

Please enjoy breakfast provided by the hotel.

8:30 a.m. – 9:30 a.m. 🍷 Scotland Room

### Effective Strategies for Recruiting Right-Fit Students and Expanding Beyond Traditional Markets

In this session, we'll explore recruitment strategies that identify right-fit students, the critical components of effective student engagement, and the ways to motivate students to apply. Specific topics include how to stay connected with students wherever they are, research results about the influential role of parents, and how to turn parents into advocates for your institution. We'll also cover new marketing strategies that target transfer and online students, which supply additional streams of revenue.

Featured Speakers: **Jennifer Winn**, Vice President, Client Services, Royall & Company  
**Susan Aldridge**, President, Drexel University Online (Pa.)

9:30 a.m. – 9:45 a.m. 🍷 Break

9:45 a.m. – 11 a.m. 🍷 Scotland Room

### Maximizing Revenue by Strategically Leveraging Financial Aid Dollars

How you go about building desire in your college and forming your applicant pool are mission-critical strategies in today's competitive enrollment marketplace. All too often, those strategies remain disconnected and separate from your approach to the deployment of financial aid. What if there was a way to move these strategies into perfect alignment? In this conversation, you'll hear from a college that has adopted this approach and learn how they successfully integrated their vision from recruitment to yield.

Featured Speakers: **Lesley Di Mare**, President, Colorado State University-Pueblo  
**Paul Orscheln**, Associate Vice President for Enrollment Management and Student Retention, Missouri Western State University  
**Carol Stack**, Principal, Hardwick Day

11 a.m. – 11:15 a.m. 🍷 Break

11:15 a.m. – Noon

### Facilitated Discussions for Presidents and MLI Graduates

11:15 a.m. – Noon 🍷 Scotland Room

#### Breakout Session for AASCU Presidents

Topic: *Where does enrollment management fit in the campus organization? And who owns retention?*

Introductory Remarks: **Dorcas Colvin**, Vice President, Leadership Development & Member Services, AASCU

Facilitator: **Pam Kiecker Royall**, Head of Research, University Research Partners

11:15 a.m. – Noon 🍷 Wellesley/Radcliffe Room

#### Breakout Session for MLI Graduates

Topic: *How can a new president successfully support enrollment management operations? What is the president's role?*

Introductory Remarks: **Mary Sias**, Director, Millennium Leadership Initiative (MLI), AASCU

Facilitator: **Bill Royall**, Founder, Royall & Company

Noon – 12:15 p.m. 🍷 Break

12:15 p.m. – 1 p.m. 🍷 Scotland Room

### Lunch with Moderated Discussion: A President's Role in Strategic Enrollment Management

During this lunch session, presidents will share specific enrollment scenarios they have encountered and discuss their roles in developing strategic enrollment plans; how they identify their institution's place in the market; and what team members they've determined should be included in the implementation of enrollment initiatives. They'll also talk about how demographics inform their enrollment plans, how they measure institutional success, and how to most effectively work with the enrollment management team and potential partners.

Opening Remarks: **Muriel A. Howard**, President, AASCU

Discussion Leaders: **Brian Noland**, President, East Tennessee State University

**Maria Thompson**, President, Coppin State University (Md.)