

NEW APPROACHES TO STRATEGIC ENROLLMENT MANAGEMENT

June 21 – 23, 2010
Chicago, IL



ACADEMIC · IMPRESSIONS

OVERVIEW

Traditional SEM concepts that have helped institutions predict and manage enrollment need to be adjusted to meet the challenges of the next decade. Shifting applicant pools, increasing numbers of first generation students, and declining endowments and state revenues will challenge institutions to maintain viable enrollment levels, sustainable net tuition revenue, and improve retention outcomes.

Join your colleagues at this unique conference to explore new approaches to SEM that will help you deploy changes to your marketing, branding, pricing, and retention plans and that will serve to stabilize enrollment, revenue, and graduation outcomes.

WHO SHOULD ATTEND

This program is designed for professionals seeking basic training in SEM concepts as well as mid-career professionals seeking guidance on the new institutional pressures they are facing. Participants will:

- Learn about trends that are affecting the institutional stability over the next decade
- Review basic SEM techniques that inform marketing, admissions, and net pricing policies
- Analyze ways that traditional approaches to outreach, admissions, pricing, and retention can be adjusted to maximize enrollment in future years

INSTRUCTORS



Jon Boeckenstedt, Associate Vice President for Enrollment Policy & Planning, DePaul University

Jon provides leadership and strategic direction for DePaul University's enrollment planning, specifically for undergraduate admission, based on the university's position and prominence in the higher education market. He has over 20 years of enrollment experience, specifically in the strategic side of enrollment management, including predictive modeling, geodemography, market segmentation, and the application of corporate strategy techniques to higher education institutions and other not-for-profits. He was among the first in the nation to present on the concept of branding higher education institutions and considers it a special interest.



David Bousquet, Vice President for Enrollment Management and Student Affairs at Northern Arizona University

David is responsible for such diverse areas as enrollment services, parking and transportation, recreation, residence life, and campus health services. He has overseen a 27% increase in undergraduate enrollment since his arrival in 2003. The freshman class has increased 62% moving from 2,269 in fall 2003 to 3,676% in fall 2009. This growth has come with significant increases in the enrollment of Hispanic, African American, Native American and Asian American students as well as first generation, Pell eligible, and out of state students.



Jon McGee, Vice President for Planning and Public Affairs, College of Saint Benedict and Saint John's University

Jon's management division at the College of Saint Benedict and Saint John's University in Minnesota includes marketing, institutional research, planning, and state and federal government relations. He has worked in the field of higher education research and policy for eighteen years.

Explore new approaches to SEM.

INSTRUCTORS (CONTINUED)



Elizabeth Scarborough, CEO and Partner, SimpsonScarborough

Elizabeth is a nationally recognized expert in the use of research to drive marketing, branding, recruitment, and retention efforts. With 17 years of experience conducting market research, she is an innovative leader in developing marketing intelligence. Elizabeth specializes in the applications of qualitative and quantitative research to develop brand strategies. Her groundbreaking approaches to marketing and research have become industry standards.



Brad Ward CEO, BlueFuego.com,

As CEO of BlueFuego, a social media and strategy consulting firm, Brad is nationally recognized as one of the few higher education professionals whose work is focused solely on social media and social networking. His consulting efforts have helped institutions take their web-based recruitment and admissions efforts to new levels and his work has been featured in Campus Technology, University Business, The Chronicle of Higher Education, and the New York Times. He is a frequent presenter at both national and international conferences on the topics of higher education marketing, strategy, and applications of social media into the admissions funnel.

OPTIONAL PRE-CONFERENCE WORKSHOP

MONDAY, JUNE 21, 2010

8:30 – 9:00 a.m. **Continental breakfast for pre-conference workshop attendees**

9:00 a.m. – 12:00 p.m. **Optional Pre-Conference Workshop:**

Getting the Most from Your Social Media Strategy in Admissions

As institutions continue to adopt social web tools and tactics as part of their enrollment strategy, they need to ensure that their efforts are strategic, meaningful, and produce genuine results. Join us for this practically-focused workshop that will provide an update on current research, review methods for accurately tracking applicant data on your efforts, and learn techniques to increase yield. Learn which sites work best through each part of the funnel and how to monitor and maintain a sustainable presence.

12:00 – 1:00 p.m. **Lunch for pre-conference attendees**

CONFERENCE AGENDA

12:30 – 1:00 p.m. **Registration**

1:00 – 1:15 p.m. **Welcome and Opening Remarks**

1:15 – 2:30 p.m. **Business Not as Usual: Trends to Consider for the Next Decade**

The convergence of trends that will occur over the next decade will be unlike anything higher education has experienced in recent memory. Shifting student demographic patterns combined with fluctuating economic support will force institutions to plan and respond in new ways to manage enrollment and revenue. This opening session will provide a broad overview of these trends.

2:30 – 3:45 p.m. **You and Your Market: It's Not Your Father's Admissions Funnel**

Although the trends outlined in session one will affect all institutions to some extent, their immediate impact on your admissions funnel will vary depending on your particular market position. During this session you will review possible scenarios of national trends on your individual admissions patterns based on geodemographic data, academic offerings, competitive position, pricing, and consumer demand. You will also review modeling techniques that will help you predict enrollment pattern changes and explore ways to stabilize their enrollments by considering new market opportunities.

3:45 – 4:00 p.m. **Break**

CONFERENCE AGENDA

MONDAY, JUNE 21, 2010 (CONTINUED)

- 4:00 – 5:30 p.m. **Admissions and Outreach: What Needs to Change?**
The old way of managing the funnel from inquiry to enrollment has been irrevocably changed by shifting approaches to college selection, new attitudes about college preparation, and the digital world. During this session, you will consider alternative approaches to communication and outreach, the admissions process, and admissions standards that better meet the needs of the new student cohorts.
- 5:30 – 6:30 p.m. **Networking Reception (included in registration)**

TUESDAY, JUNE 22, 2010

- 8:30 – 9:00 a.m. **Continental Breakfast (included in registration)**
- 9:00 – 10:30 a.m. **Pricing and Pricing Strategies**
In the past, education consumers have been relatively consistent in their demand for education in spite of price increases. Research indicates that the future education consumer (both the parent and the student) will be increasingly price sensitive when making their education selection. This session will help you explore pricing strategies that may be more effective for maximizing both revenue and enrollment and help you analyze price sensitivity in your unique markets.
- 10:30 – 10:45 a.m. **Break**
- 10:45 a.m. – 12:15 p.m. **Future Strategies for Maximizing Net Tuition Revenue**
As the number of traditional “full pay” students decline, institutions will be challenged to find alternative strategies to maximize net revenue. During this session, you will review the tradeoffs you will face during the next decade regarding net tuition revenue and explore alternative models for maximizing revenue streams.
- 12:15 – 1:30 p.m. **Lunch (included in registration)**
- 1:30 – 3:00 p.m. **Re-thinking Retention**
As the number of first-generation and underrepresented students increases, institutions will need to re-shape their retention programs to provide both broader and smarter interventions to ensure student success. During this session, you will review successful programs at other institutions and learn about data gathering strategies for understanding both the academic and programming needs of new student cohorts.
- 3:00 – 3:15 p.m. **Break**
- 3:15 – 5:00 p.m. **Understanding Your Institutional Brand: Will the New Education Consumer “Get You”?**
Consumer perceptions about your unique brand and value will likely shift dramatically in the next decade. What parents and students want from higher education today and what they might want in the future will impact how you position yourself in the education market. This session will help you understand how you might need to shift your image and competitive position to attract the new cohort of students.

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CONFERENCE AGENDA

WEDNESDAY, JUNE 23, 2010 (CONTINUED)

8:30 – 9:00 a.m. **Continental Breakfast (Included in Registration)**

9:00 – 10:30 a.m. **Case Study**

During this session, you will review a case study and provide strategic recommendations for changes to institutional admissions and outreach, pricing and discounting, and retention based on the learning outcomes during the first two days of the conference. Faculty will work with you to address specific challenges that you and your colleagues identify.

10:30 – 10:45 a.m. **Break**

10:45 a.m. – 12:00 p.m. **Case Study Review and Final Discussion**

You will re-examine the SEM concepts you have explored during the workshop and participate in an exercise and discussion about the institutional challenges you will face during the next decade. You will be asked to identify your top three challenges and suggest several alternative solutions to these issues based on your conference learning.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency Chicago
151 E. Wacker Drive
Chicago, IL 60601

To reserve your room, call 800-233-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 20 – 22, 2010. Reservations must be made by May 31, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.



The Hyatt Regency Chicago is connected to Illinois Center, which is ideally situated within the Magnificent Mile, considered one of the greatest avenues in the world. The hotel is nearby to shopping, gourmet cuisine, Grant and Millennium Parks, Lake Michigan beaches, Navy Pier and Michigan Avenue. The hotel is 18 miles from Chicago's O'Hare International Airport (ORD), and 13 miles from Chicago Midway International Airport (MDW).

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Attend as a team – remember, if you register as a group, every 4th registrant is free.
Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.
Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before June 11, 2010

- New Approaches to Strategic Enrollment Management and Workshop (BEST VALUE) _____ \$1395 USD
 New Approaches to Strategic Enrollment Management Conference only _____ \$1095 USD
(For registrations postmarked after June 11, 2010, an additional \$100 fee per registrant applies)

Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____
Job Title _____ Institution/Organization _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____ Country _____

(For registration confirmations and pre-conference communication. FOR ADDITIONAL REGISTRANTS PLEASE COMPLETE ADDITIONAL FORMS.)

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(In case of emergency, we will contact this person on your behalf)

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 26, 2010. A \$100 processing fee will be assessed. After March 26, 2010 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.