



EDUVENTURES

Annual Member Meeting 2012

The Seaport Hotel, Boston, MA

June 11-12, 2012

Enrollment Management Learning Collaborative Agenda

DAY 1: Monday, June 11

- 7:30 – 8:30 A.M.** **Breakfast and Registration**
Plaza Ballroom, The Seaport Hotel Plaza Level
- 8:30 – 9:00 A.M.** **Eduventures Welcome and Introduction**
Plaza Ballroom, The Seaport Hotel Plaza Level
Mark R. Nemec, Ph.D, President and CEO, Eduventures, Inc.
- 9:00 – 10:30 A.M.** **Presidents Panel**
Plaza Ballroom, The Seaport Hotel Plaza Level
Moderator: Peter Stokes, Ph.D., Executive Search and Assessment Consultant, Russell Reynolds Associates
Panelists:
 - Sandra J. Doran, J.D., President, American College of Education
 - Dr. Geoffrey Bannister, President, Hawaii Pacific University
 - Dr. John V. Lombardi, Professor of History, Louisiana State University and Co-director, Center for Measuring University Performance, Arizona State University
- 10:30 – 11:00 A.M.** **Networking Break**
- 11:00 – 12:30 P.M.** **Enrollment Management Welcome and Introductions: The Higher Education Accountability Movement and What It Means for Enrollment Managers**
Constitution, The Seaport Hotel Mezzanine Level

How are federal and state policies, as well as pressure from campus leaders, parents, and students, around tuition prices and educational outcomes likely to affect new student recruiting and expand the role of enrollment managers in driving institutional success? Our opening session will provide an opportunity for members to introduce themselves, followed by a panel discussion of the so-called “accountability agenda” and its implications for enrollment management, with emphasis on balancing mandates to increase retention with the necessity of recruiting a more diverse student body.
- 12:30 – 2:00 P.M.** **EM-LC Lunch**
Constitution, The Seaport Hotel Mezzanine Level
- 2:00 – 3:00 P.M.** **Marketing and Branding Across Your Institution: How Fundraisers and Enrollment Managers Can Work Together Effectively (joint session with the Development Learning Collaborative)**
Lighthouse I, The Seaport Hotel

An institution’s Enrollment Management and Development offices are the key players in marketing and branding, yet few institutions effectively coordinate their efforts, threatening to undermine the efficacy of their branding initiatives and waste resources. In this session, the Education Marketing Group will share case studies of coordinating branding across the institution and best practices for promoting similar cooperation between your Development and Enrollment Management offices.

3:00 – 3:30 P.M.	Networking Break
3:30 – 4:30 P.M.	Keynote Presentation <i>Plaza Ballroom, The Seaport Hotel Plaza Level</i> Shai Reshef, Founder and President, University of the People
4:30 – 5:30 P.M.	Cocktail Reception <i>Plaza Lobby, The Seaport Hotel Plaza Level</i>
6:00 – 8:30 P.M.	Networking Dinner <i>New England Aquarium</i>

DAY 2: Tuesday, June 12

8:00 – 9:00 A.M.	Breakfast <i>Plaza Ballroom, The Seaport Hotel Plaza Level</i>
9:00 – 10:30 A.M.	Plenary Panel: “Big Data in Higher Education: Getting Beyond Big Hype to Big Impact” <i>Plaza Ballroom, The Seaport Hotel Plaza Level</i> Moderator: Richard Garrett, Vice President and Principal Analyst, Eduventures, Inc. Panelists: <ul style="list-style-type: none"> • Andrew P. Kelly, Research Fellow in Education Policy Studies, American Enterprise Institute (AEI) • Dr. Phil Ice, Vice President of Research and Development, American Public University System and Principal Investigator for the Predictive Analytics Reporting Framework (PAR) project • Dr. Rita Kirshstein, Managing Director, American Institutes of Research (AIR), host to the Delta Project on Postsecondary Education Costs
10:30 – 11:00 A.M.	Networking Break
11:00 – 12:30 P.M.	Developing a Cost Effective Social Media Strategy <i>Constitution, The Seaport Hotel Mezzanine Level</i> <i>What return should your enrollment management operations expect on investments in social media, and how do you maximize that return? This session will feature case studies on social media strategies for driving recruitment, applications, and yield as well as advice and best practices from social media strategists working in the business world.</i>
12:30 – 1:30 P.M.	Lunch <i>Plaza Ballroom, The Seaport Hotel Plaza Level</i>
1:30 – 2:30 P.M.	Small Group Discussions on Current Topics <i>Constitution, The Seaport Hotel Mezzanine Level</i> <i>During this session, members will break into small groups, moderated by Eduventures analysts and members, to discuss key topics facing enrollment managers. Topics will include international student recruiting, enrollment management for graduate programs, minority student recruiting, and retention strategies for “undeclared” students</i>
2:30 – 2:45 P.M.	Learning Collaborative Wrap Up <i>Constitution, The Seaport Hotel Mezzanine Level</i>
2:45 – 3:00 P.M.	Networking Break/Departure Snack