EDUVENTURES

Annual Member Meeting 2012
The Seaport Hotel, Boston, MA
June 11-12, 2012
Enrollment Management Learning Collaborative Preliminary Agenda

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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:
- Dr. John V. Lombardi, President, Louisiana State University System
- Dr. Elizabeth Tice, President, Ashford University
- Additional Panelists TBD

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**

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. **Lunch**

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)**

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**
Plaza Ballroom, The Seaport Hotel Plaza Level
Shai Reshef, Founder and President, University of the People

4:30 – 5:30 P.M   **Cocktail Reception**
Plaza Lobby, The Seaport Hotel Plaza Level

6:00 – 8:30 P.M   **Networking Dinner**
New England Aquarium

DAY 2: Tuesday, June 12

8:00 – 9:00 A.M.   **Breakfast**
Plaza Ballroom, The Seaport Hotel Plaza Level

9:00 – 10:30 A.M.   **Plenary Panel: "Big Data"**
Plaza Ballroom, The Seaport Hotel Plaza Level
Moderator: Richard Garrett, Managing Director, Eduventures, Inc.
Panelists:
• 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)
• Additional Panelists TBD

10:30 – 11:00 A.M.   **Networking Break**

11:00 – 12:30 P.M.   **Small Group Discussions on Current Topics**

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.

12:30 – 1:30 P.M.   **Lunch**
Plaza Ballroom, The Seaport Hotel Plaza Level

1:30 – 2:30 P.M.   **Developing a Cost Effective Social Media Strategy**

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.

2:30 – 2:45 P.M.   **Learning Collaborative Wrap Up**

2:45 – 3:00 P.M.   **Networking Break/Departure Snack**