



# EDUVENTURES

## Annual Member Meeting 2012

The Seaport Hotel, Boston, MA

June 11-12, 2012

### Enrollment Management Learning Collaborative 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.**      **Presidential 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 Educational 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 in Higher Education: Getting Beyond Big Hype to Big Impact”**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*  
 Moderator: Richard Garrett, Vice President and Principal Analyst, Eduventures, Inc.  
 Panelists:
- 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 for Research (AIR), Director of the Delta Project on Postsecondary Education Costs
- 10:30 – 11:00 A.M.      Networking Break**
- 11:00 – 12:30 P.M.      Developing an Effective Social Media Strategy**  
*Constitution, The Seaport Hotel Mezzanine Level*
- The most important part of an effective social media strategy is having the right objectives and goals in place. Regardless of the state of your social media presence, this session will help you step back and develop objectives for your social media presence. In addition, this session will include case studies on innovative social media strategies and advice and best practices on building an effective social media strategy.*
- 12:30 – 1:30 P.M.      Lunch**  
*Plaza Ballroom, The Seaport Hotel Plaza Level*
- 1:30 – 2:30 P.M.      Small Group Discussions on Current Topics**  
*Constitution, The Seaport Hotel Mezzanine Level*
- 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 graduate/non-traditional student recruitment, orientation programs, incorporating student outcomes into recruitment, and staff management.*
- 2:30 – 2:45 P.M.      Learning Collaborative Wrap Up**  
*Constitution, The Seaport Hotel Mezzanine Level*
- 2:45 – 3:00 P.M.      Networking Break/Departure Snack**