

**2015**  
November 1-4  
The Diplomat • Hollywood, FL



Advancing Strategic Enrollment Management  
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# Solutions for Today's Higher Education Challenges

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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

THANK YOU TO OUR SPONSORS:

## HOBSONS

SEM Conference Welcome Reception and SEM Admissions and Advising Track



Badge Holders, SEM Team Reception, and Executive Summaries



Hotel Keycards



Totebags and AACRAO Engage Mobile App



Cyber Café



Evaluations



Conference Photography

NATIONAL STUDENT CLEARINGHOUSE RESEARCH CENTER

SEM Research Track



Research Partnerships



Research Partnership



## 25 Years of SEM!

Congratulations and thank you to

**Stan Henderson,  
Angé Peterson, and  
Dick Whiteside**

for supporting and attending the SEM Conference for 25 years.

November 1-4, 2015  
The Diplomat • Hollywood, FL

## Solutions for Today's Higher Education Challenges

### Welcome from SEM Conference Director

#### Dear Colleague:

On behalf of AACRAO and the SEM Conference Organizers, I am delighted to welcome you to our 25th Annual Strategic Enrollment Management Conference. As the meeting



celebrates its Silver Anniversary, we can reflect on how SEM has evolved and become integral to enhancing student success at institutions of higher learning. The programmatic offerings at the SEM Conference showcase both the core concepts that are the foundation of SEM, as well as new and best practices that boost enrollment outcomes through creative recruitment and retention strategies.

#### New for 2015

On Sunday afternoon of the conference, attendees are encouraged to attend the “Making the Most of Your SEM Conference Experience.” This free informational session is designed to highlight some of the changes to this year’s format and help you understand the concepts around which the conference is designed.

To maintain our presence as a SEM innovator and to keep attendees engaged, this year we also developed new programming specifically for SEM Teams. This unique experience helps SEM teams facilitate and implement SEM planning on their campuses.

Whether this is your first or your 25th SEM Conference, we are pleased that you are here to explore SEM’s role on your campus and hope that you will continue the conversation next year (November 6–9, 2016) at the JW Marriott San Antonio Hill Country. We wish you a very successful and productive SEM conference experience, and look forward to seeing you in Texas next fall.

#### **Dr. William Serrata**

SEM Conference Director

President, El Paso Community College





# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Conference Organizers

### Director, SEM Conference Coordinator, Two-Year Institutions



**William Serrata**

Dr. William Serrata was named the President of the El Paso County Community College District effective August 1, 2012. Dr. Serrata comes to EPCC from South Texas College in McAllen where he served as the Vice

President for Student Affairs and Enrollment Management for over seven years. During his career, Dr. Serrata has provided enrollment management leadership in fostering enrollment growth as well as increases in student retention, dual credit enrollment, and graduation rates with an emphasis on first-generation and Hispanic populations and establishing a college-going culture.

### Coordinator, Four-Year Institutions



**Jay Goff**

Jay W. Goff is Vice President of Enrollment and Retention Management at Saint Louis University. With over 20 years of experience in university enrollment, strategic planning, and communication programs, Goff believes

in building a team-oriented and data-driven workplace that stresses service-focused student success plans. His mission-centric approach has achieved record enrollments, retention, and graduation rates.

### Associate Executive Director, Consulting and SEM



**Tom Green**

Dr. Tom Green is AACRAO's Associate Executive Director, Consulting and SEM. During his 27-year career as an enrollment manager, he led enrollment management efforts for six universities and collaborated with both public and

private institutions to reach their goals. Green brings proven best-practice expertise in developing effective recruitment strategies, enhancing and streamlining financial aid processes, maximizing institutional aid, identifying customer service/CRM strategies, and implementing and evaluating comprehensive service systems for colleges and universities.

### Coordinator, Canadian Institutions



**Susan Gottheil**

Susan Gottheil currently serves as Vice-Provost (Students) at the University of Manitoba, where she is involved in SEM planning and working with colleagues across the campus to enhance the student experience. Susan has over

three decades of leadership experience in the Canadian postsecondary sector helping institutions to promote and expand academic programs, increase student recruitment and retention, enhance learning and development, improve student and academic support services, and promote collaborative partnerships. She has collaborated with Clayton Smith on the emergence and implementation of SEM in Canada, including co-editing the AACRAO book *SEM IN CANADA: Promoting Student and Institutional Success in Canadian Colleges and Universities* and organizing the annual Canadian SEM Summits.

# Solutions for Today's Higher Education Challenges

## SEM Notes and Reminders

### The Diplomat

3555 South Ocean Drive  
Hollywood, Florida, 33019  
(954) 602-6000

*As a courtesy to our presenters and fellow attendees, kindly remember to silence your mobile devices while attending the sessions.*

### Internet Access at the Diplomat

Complimentary Internet is provided in the lobby and public areas of the hotel. Guests will be able to purchase Internet access in their rooms for \$12.95/day. There will be no Internet available in the meeting rooms.

### Key Locations

#### Exhibit Hall

Great Hall 4, Third Floor, Convention Center

#### AACRAO Booth and Bookstore (Booth #300)

Located in the Great Hall Foyer, Third Floor, Convention Center near Registration on Sunday and Wednesday. Located in the Exhibit Hall (Great Hall 4, Third Floor, Convention Center) on Sunday evening through Tuesday.

#### Cyber Café

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Located in the Great Hall Foyer, Third Floor, Convention Center near Registration on Sunday and Wednesday. Located in the Exhibit Hall (Great Hall 4, Third Floor, Convention Center) on Sunday evening through Tuesday.

#### Speaker Ready Room

Room 216, Second Floor, Hotel

**AACRAO will provide presentation computers in all meeting rooms, which will be networked to a central computer. You may not use your own laptop.**

**Presenters are required to check in at the Speaker Ready Room. Please stop by at least four hours prior to your presentation to verify that your presentation is formatted properly on the presentation computers.**

### Be "Social" at the SEM Conference

#### ■ AACRAO Engage Meeting App

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Use your mobile device to get updates, search the meeting program, find exhibitors, view maps, submit session evaluations, and more. To download the app, visit: <http://mobile.aacrao.org> and use your institutional e-mail address and the initial password "engage" to get started.

#### ■ Time for a Tweet-up

Share your conference experiences on Twitter by tagging them with #aacrao. Follow @AACRAO on Twitter to get meeting updates and receive invitation-only information. We will be tweeting our followers the location of this meeting's Tweet-up on Tuesday, November 3 during the 10:30 AM break! For questions about Twitter, visit the AACRAO booth in the exhibit hall.

#### ■ Facebook

Stay current with higher education news by LIKING us at [facebook.com/AACRAO](https://www.facebook.com/AACRAO)

#### ■ LinkedIn

Follow us at [linkedin.com/company/AACRAO](https://www.linkedin.com/company/AACRAO)

### Speak to an AACRAO Consultant

Stop by Booth #201 in the exhibit hall to have your higher education questions answered by AACRAO Senior Consultants. Learn how to implement leading solutions for managing your enrollment, improving student services, leveraging your technology investments, and enhancing your business processes.

### Free Shipping at the AACRAO Bookstore

We will have our latest releases available for you to browse and purchase, with free shipping on all domestic orders placed onsite.

### Prize Drawings

Be sure to participate in the Exhibit Hall raffle. Visit our exhibitors, collect their signatures, and drop off your entry at the AACRAO Booth and Bookstore (Booth #300). It's that easy! We are giving away great prizes—so be sure to fill out your raffle ticket!

### Charging Station

If your phone or laptop is running low on battery, power up your device at the AACRAO Charging Station located in the AACRAO Booth in the Exhibit Hall.

### Photography

Lifetouch Special Events will be taking pictures throughout the meeting.





# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Special Events and Opportunities

2015 AACRAO Strategic Enrollment Management Conference

### Making the Most of Your SEM Conference Experience

Sunday, 4:00 PM–5:00 PM

Regency 2, Second Floor, Convention Center

On Sunday afternoon of the conference, attendees are encouraged to attend “Making the Most of Your SEM Conference Experience.” This free informational session is designed to highlight some of the changes to this year’s format and help you understand the concepts around which the conference is designed.

### Welcome Reception in the Exhibit Hall

Sunday, 6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

Come enjoy light hors d’oeuvres while previewing the exhibit hall. Our vendors can discuss the latest technologies, help you improve on your current practices, and show you how to optimize your resources. Enjoy a complimentary drink at the reception courtesy of Hobsons.

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### New! Admissions & Advising Session Interest Track at SEM

SEM professionals today must be much more proactive about advising students at each stage of the lifecycle to help them make the right decisions and ensure they not only enroll at their institutions but also succeed by first finding the best-fit institution for their needs, and ensuring they are adequately prepared for a higher education environment. Sessions in this track will be highlighted within the program.

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### SEM Rapid Fire Sessions

Monday, November 2 at 3:30 PM and

Tuesday, November 3 at 2:15 PM

Rapid Fire or Ignite-style speeches are a series of quick presentations where each speaker discusses a specific topic for which they have a professional passion. Speakers will use 10 slides that advance every 30 seconds, and a robust question and answer period will follow. Two sessions—one on Student Retention and one on SEM Data and Analytics—will be presented and highlighted in the program.

### Enhance Your Credentials with AACRAO’s Strategic Enrollment Management Endorsement Program: SEM-EP

AACRAO’s Strategic Enrollment Management Endorsement Program (SEM-EP) provides a self-paced professional development program and career advancement track for in-service enrollment professionals. For the individual, completion of the program is a valuable addition to a resume and formal recognition by AACRAO regarding professional readiness to meet current and future challenges in the field. For the institution, the program will offer a better way to evaluate the preparedness of prospective employees for SEM positions.

### Earn Credit Towards SEM-EP

Attending the 25th Annual AACRAO Strategic Enrollment Management Conference fulfills a program requirement for SEM-EP.

### AACRAO will feature a SEM-EP panel session

Monday, 10:30 AM

Diplomat 4, Second Floor, Convention Center

Joe F. Head, SEM-EP Special Advisor, will be available at the conference to answer specific questions regarding the program.

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## Solutions for Today's Higher Education Challenges

## Special Events and Opportunities

### New Team Programming

With the growing presence of institutional teams at the SEM Conference, this year we are implementing new programming to help SEM teams facilitate and implement SEM planning on their campuses. Bring your colleagues and get a unique SEM Conference experience. We have created two team experiences to choose from based on the number of members of your team. Visit the SEM registration desk if you would like to register onsite.

### Teams of Four or More Participants from the Same Institution

#### SEM Core Concepts and SEM Planning for Institutional Teams Workshop

Sunday, 9:00 AM–11:30 AM

Diplomat 2, Second Floor, Convention Center

This preconference workshop—designed for four or more participants from the same school—includes an overview of the core concepts of SEM and also provides participants with a review of methods to organize planning teams and the process for creating a SEM plan on campus. Attendees also gain an understanding of the commitments required to effectively manage enrollments on their campuses.

The following are included with this team experience:

#### ■ Faculty Mentor

During the workshop, teams will be assigned and meet their SEM faculty mentor, who provides guidance and answers questions. The mentor will touch base with your team at the end of Monday and Tuesday.

#### ■ Taking SEM Home

Your SEM team has the opportunity to attend a wrap-up session on Wednesday afternoon, which will focus on next steps for the institutional team once they return to campus.

### Teams of One to Three Participants from the Same Institution

#### SEM Core Concepts and SEM Planning for Individuals and Small Groups Workshop

Sunday, 9:00 AM–11:30 AM

Diplomat 1, Second Floor, Convention Center

If you have one to three participants from the same institution, you may sign up for this preconference workshop, which focuses on the foundations of Strategic Enrollment Management, the methods to organize planning teams, and the process for creating a SEM plan on your campus.

#### SEM Team Reception

Tuesday, 5:45 PM–6:45 PM

Room 214, Second Floor, Hotel

All team participants, regardless of size, will be treated to an invitation-only, hosted reception co-sponsored by AACRAO and College Scheduler, LLC, on Tuesday evening.



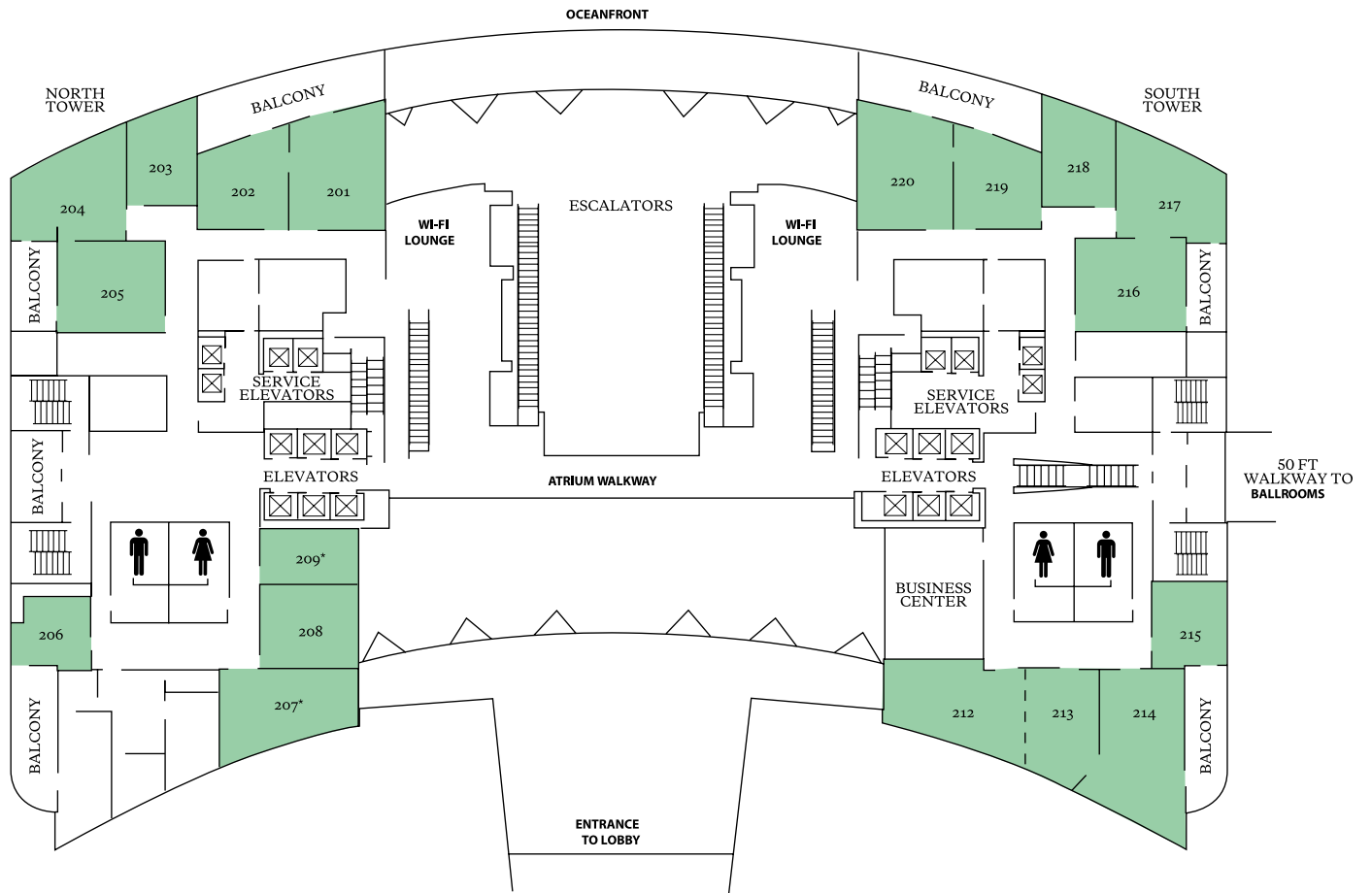


# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Hotel Floor Plans

### Second Floor, Hotel

2015 AACRAO Strategic Enrollment Management Conference

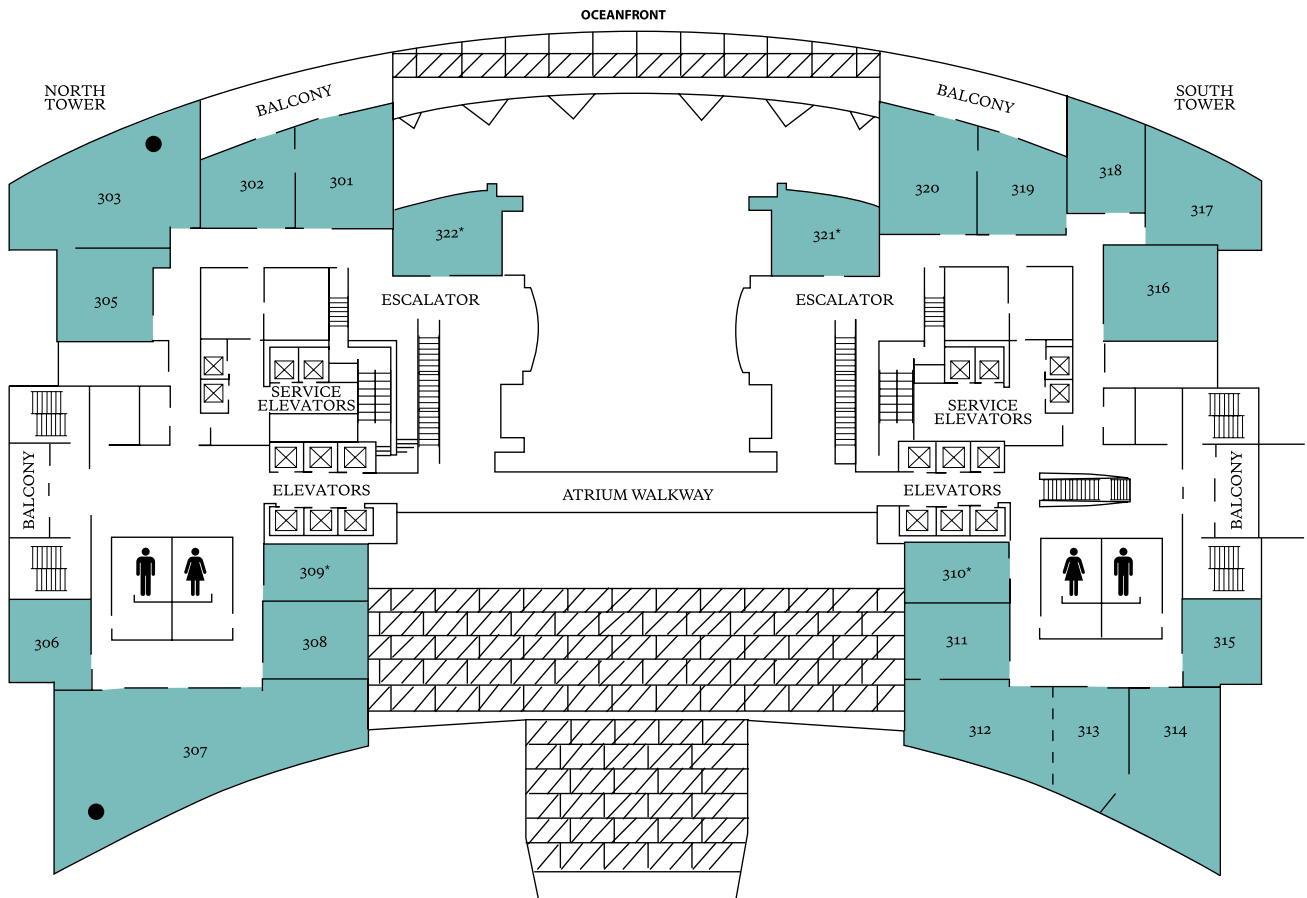


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# Solutions for Today's Higher Education Challenges

## Hotel Floor Plans

### Third Floor, Hotel



2015 AACRAO Strategic Enrollment Management Conference

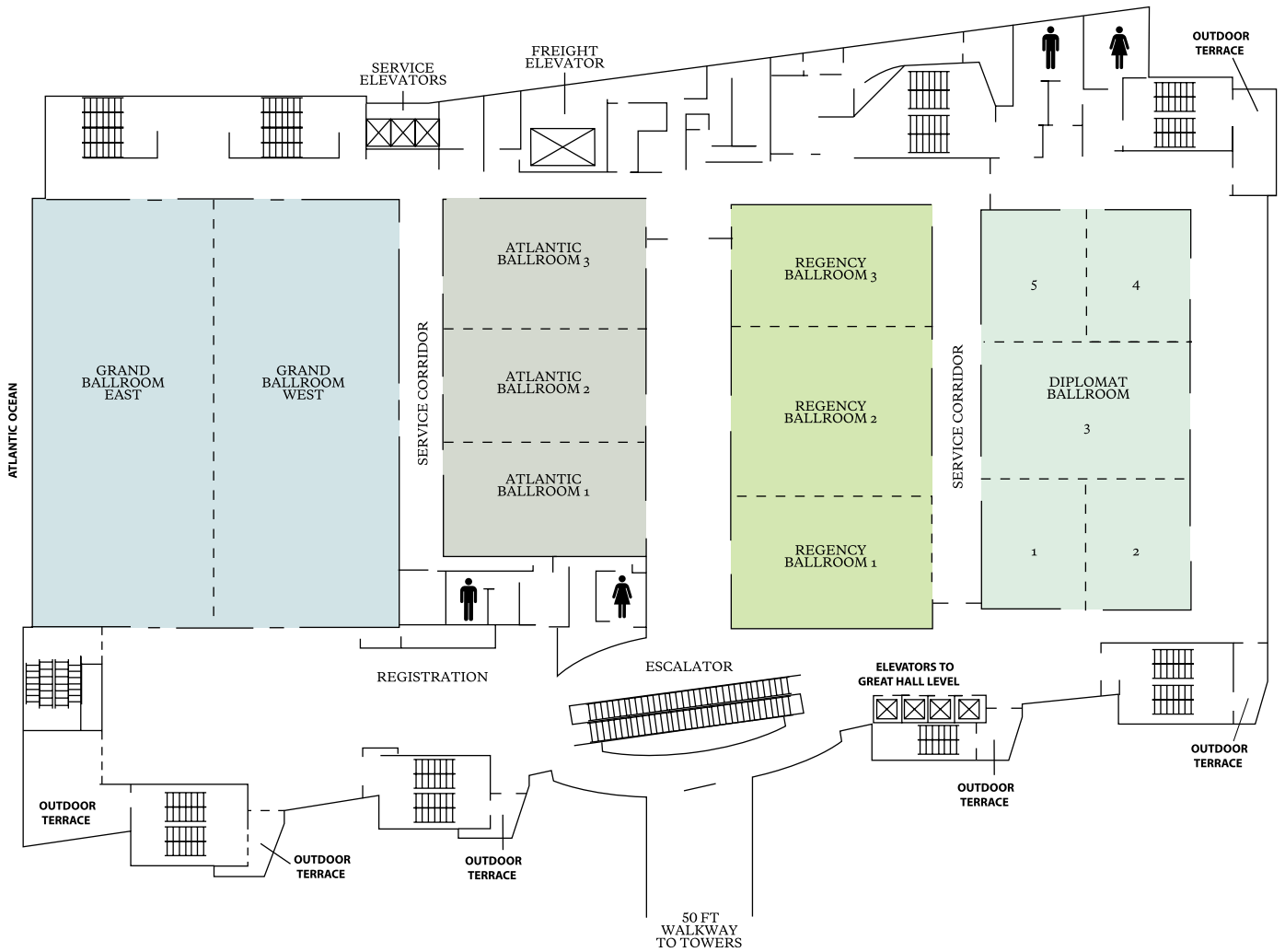


# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Convention Center Floor Plans

### Second Floor, Convention Center

2015 AACRAO Strategic Enrollment Management Conference

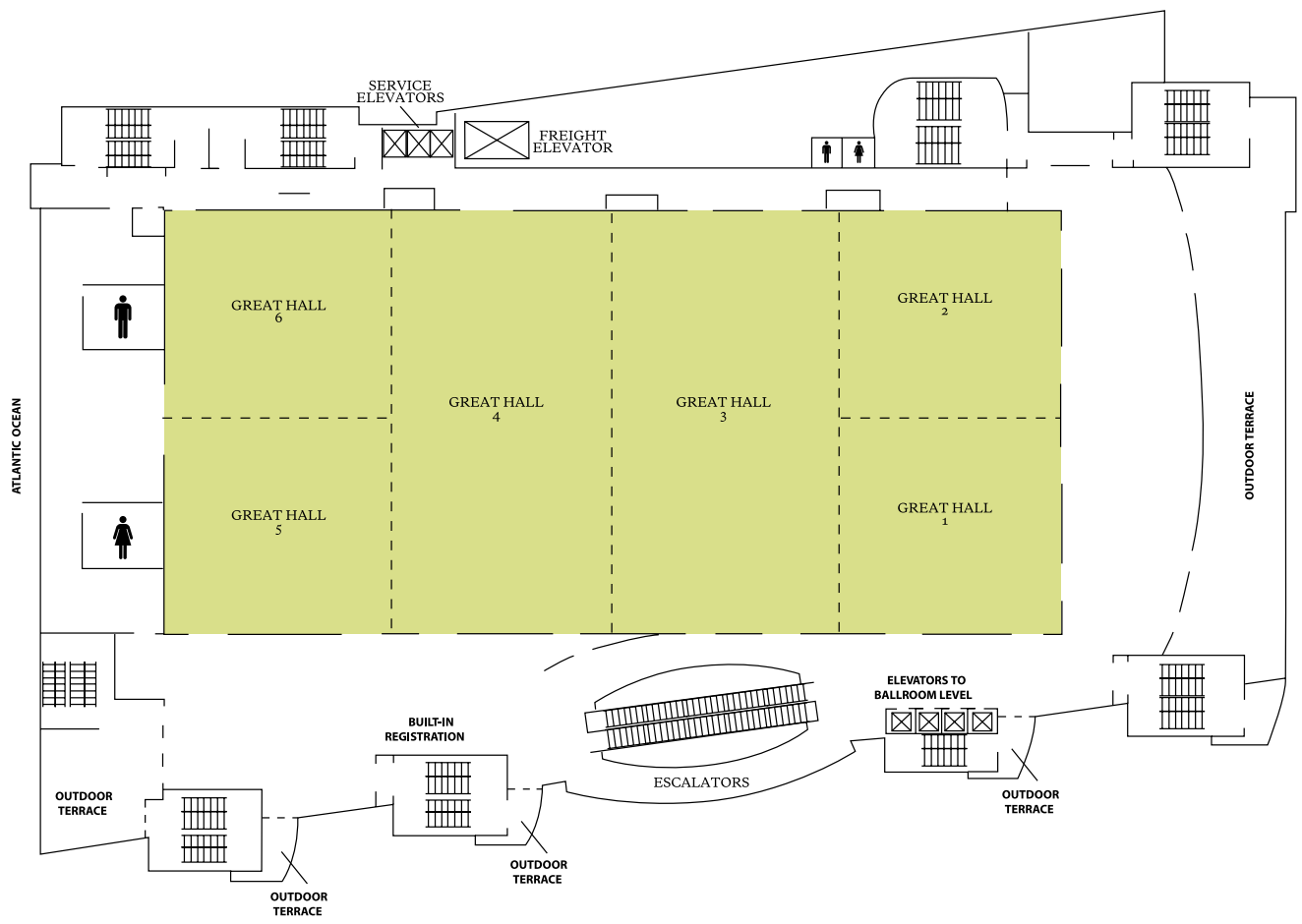


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# Solutions for Today's Higher Education Challenges

## Convention Center Floor Plans

### Third Floor, Convention Center



2015 AACRAO Strategic Enrollment Management Conference

# Professional Endorsement & Career Advancement

for Professionals in SEM and Enrollment Services



Through online courses, webinars, field visits to approved institutions and attendance at AACRAO's SEM Conference, enrollees of the Strategic Enrollment Management Endorsement Program (SEM-EP) will receive formal recognition by AACRAO endorsing their ability to meet today's Enrollment Management challenges.

## **AACRAO SEM-EP BENEFITS INCLUDE:**

- Formal recognition by AACRAO
- Validation of professional readiness for current and future challenges in the field
- Valuable addition to a resume
- Confirmation of the preparedness of prospective employees for SEM positions

**ATTENDANCE AT THE AACRAO STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE FULFILLS ONE OF THE OPTIONAL SEM-EP REQUIREMENTS.**

**For more information visit [www.aacrao.org](http://www.aacrao.org)**



**Advancing Global Higher Education**

# Solutions for Today's Higher Education Challenges

## Meeting at a Glance

### Sunday, November 1

#### Registration

7:00 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore [2 Locations]

7:00 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center  
(registration area)

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

#### Exhibit Hall

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

#### Cyber Café [2 Locations]

7:00 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center  
(registration area)

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

#### Speaker Ready Room

7:00 AM–5:30 PM

Room 216, Second Floor, Hotel

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE WORKSHOPS

#### Preconference Workshops (Additional Fee)

##### (S1) Morning Half-Day Workshops

9:00 AM–11:30 AM

- **SEM Core Concepts and SEM Planning for Institutional Teams** (4 or more participants)  
Diplomat 2, Second Floor, Convention Center
- **SEM Core Concepts and SEM Planning for Individuals and Small Groups** (1–3 participants)  
Diplomat 1, Second Floor, Convention Center

#### Lunch on Your Own

11:30 AM–1:00 PM

#### Preconference Workshops (Additional Fee)

##### (S2) Afternoon Half-Day Workshops

1:00 PM–3:45 PM

- **Retention and Student Success: Removing Barriers and Identifying Best Practices to Increase Student Persistence**  
Diplomat 2, Second Floor, Convention Center
- **The Art & Science of Student Recruitment**  
Diplomat 4, Second Floor, Convention Center
- **Developing the SEM Analytics Agenda: Incorporating Big Data and Business Intelligence Principles into Your SEM Portfolio**  
Diplomat 1, Second Floor, Convention Center

##### (S3) Making the Most of Your SEM Conference Experience (No Additional Fee)

4:00 PM–5:00 PM

Regency 2, Second Floor, Convention Center

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# Solutions for Today's Higher Education Challenges

## Meeting at a Glance

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE BEGINS

#### (S4) Opening Plenary Presentation

5:00 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center

#### “Emerging Issues: Becoming as Diverse as Our Students”

Presenters:

**Peace Bransberger**, WICHE

**Luke Schultheis**, Virginia Commonwealth University

#### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

All registrants invited

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**HOBSONS** 



## Monday, November 2

### Registration

7:30 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

### AACRAO Booth/Bookstore

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

### Exhibit Hall

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center

### Cyber Café

7:30 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

### Speaker Ready Room

7:30 AM–5:30 PM

Room 216, Second Floor, Hotel

### (M1) Continental Breakfast and Panel Presentation

8:30 AM–9:45 AM

Great Hall 5–6, Third Floor, Convention Center

#### “How Did You Get There From Here?”

Panelists:

**Susan Gottheil**, University of Manitoba

**Shani Lenore-Jenkins**, Maryville University

**Jeffrey von Munkwitz-Smith**, Boston University

**Tom Green**, AACRAO Consulting [Moderator]



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Meeting at a Glance

### Registrar 101 & FERPA Workshop (Day 1)

*Separate registration required*

9:30 AM–5:30 PM

Room 303, Third Floor, Hotel

### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

Great Hall 4, Third Floor, Convention Center

### (M2) Best Practice Sessions

10:30 AM–12:00 PM

### Lunch on Your Own

12:00 PM–1:30 PM

### (M3) Best Practice Sessions

1:30 PM–3:00 PM

### Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

Great Hall 4, Third Floor, Convention Center

### (M4) Best Practice Sessions

3:30 PM–5:00 PM

### (M5) SEM Team End of Day Review

5:15 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center

## Tuesday, November 3

### Registration

7:30 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center

### AACRAO Booth/Bookstore

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

### Exhibit Hall

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center

### Cyber Café

7:30 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

### Speaker Ready Room

7:30 AM–5:30 PM

Room 216, Second Floor, Hotel

### (T1) Continental Breakfast and Plenary Presentation

7:30 AM–8:45 AM

Great Hall 5–6, Third Floor, Convention Center

### “Race, Class, and College Access: Achieving Diversity in a Changing Legal Landscape”

Presenters:

**Lorelle Espinosa**, *American Council on Education*

**Matthew Gaertner**, *Pearson*

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# Solutions for Today's Higher Education Challenges

## Meeting at a Glance

### Registrar 101 & FERPA Workshop (Day 2)

*Separate registration required*

8:00 AM–5:30 PM

Room 303, Third Floor, Hotel

### (T2) Best Practice Sessions

9:00 AM–10:30 AM

### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

Great Hall 4, Third Floor, Convention Center

### (T3) Best Practice Sessions

11:00 AM–12:30 PM

### (T4) Luncheon and Panel Presentation

12:30 PM–2:00 PM

Great Hall 5–6, Third Floor, Convention Center

### “From Achieving the Dream to Redesigning America’s Community Colleges: What’s Next for 2-Year Institutions in North America?”

Panelists:

**Walter Bumphus**, American Association of Community Colleges (AACC)

**Karen A. Stout**, Achieving the Dream, Inc.

**Chris Whitaker**, Humber College

**William Serrata**, El Paso Community College

**Mike Reilly**, AACRAO [Moderator]

### (T5) Best Practice Sessions

2:15 PM–3:45 PM

### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center

### Small Group Discussions by Institutional Type

4:30 PM–5:30 PM

### (T6) SEM Team End of Day Review

4:30 PM–5:45 PM

Great Hall 5–6, Third Floor, Convention Center

### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

Room 214, Second Floor, Hotel

Sponsored by





# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Meeting at a Glance

2015 AACRAO Strategic Enrollment Management Conference

### Wednesday, November 4

#### Registration

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center (registration area)

#### Cyber Café

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center (registration area)

#### Speaker Ready Room

7:00 AM–10:00 AM

Room 216, Second Floor, Hotel

#### (W1) Best Practice Sessions

8:00 AM–9:30 AM

#### (W2) Best Practice Sessions

9:45 AM–11:15 AM

#### (W3) Plenary Presentation

11:30 AM–12:30 PM

Great Hall 5–6, Third Floor, Convention Center

#### “A Different World: The Evolving Field of Enrollment Management”

Presenter:

**Jim Montoya**, *College Board*

#### Lunch on Your Own

12:30 PM–1:30 PM

#### Taking SEM Home for Teams

1:30 PM–3:30 PM

Diplomat 2, Second Floor, Convention Center

#### Taking SEM Home for Individuals

1:30 PM–3:30 PM

Diplomat 1, Second Floor, Convention Center



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[messiah.edu/graddiscounts](http://messiah.edu/graddiscounts)

# Earn your Master's in Higher Education

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**see anew**

# 102<sup>nd</sup> Annual Meeting



March 20-23, 2016 ■ Phoenix Convention Center, Arizona



## Workshops

### SEM Workshops

An additional registration fee is required to attend the workshops. Please visit the SEM Registration Desk if you would like to register for a workshop onsite. Note: The two-day Registrar 101 & FERPA Workshop is being held November 2 and 3 during the conference.

#### Preconference Workshops (Additional Fee)

##### (S1) Morning Half-Day

#### SEM Core Concepts and SEM Planning for Institutional Teams (4 or more participants)

Diplomat 2, Second Floor, Convention Center

**SI.4498**

**Sunday, 9:00 AM–11:30 AM**

Fee: \$300 flat rate for 4 or more participants

This workshop will feature a presentation and discussion of effective SEM teams and their roles in facilitating SEM planning and implementation. This provides institutional teams food for thought in considering the commitments required to effectively manage enrollments on their campuses.

#### Presenters:

**Susan Gottheil**, *University of Manitoba*

**William Serrata**, *El Paso Community College*

#### SEM Core Concepts and SEM Planning for Individuals and Small Groups

Diplomat 1, Second Floor, Convention Center

**SI.4499**

**Sunday, 9:00 AM–11:30 AM**

Fee: \$150 per attendee

This session is designed for institutions that have one, two or three people at the SEM Conference. It includes an overview of the Core Concepts of Strategic Enrollment Management and

also provides participants with a review of methods to organize planning teams and the process for creating a SEM plan on your campus.

#### Presenters:

**Jay Goff**, *Saint Louis University*

**Michele Sandlin**, *AACRAO Consulting*

#### Preconference Workshops (Additional Fee)

##### (S2) Afternoon Half-Day

**Sunday, 1:00 PM–3:45 PM**

#### The Art & Science of Student Recruitment

Diplomat 4, Second Floor, Convention Center

**S2.4298**

Fee: \$190

Attendees will examine the critical elements of student recruitment and learn how use the techniques to optimize enrollment and greatly increase the likelihood of achieving desired net revenue goals. The focus is on developing effective student engagement programs, designing techniques for deepening the relationship between the prospective student and the institution, as well as how to use the power of persuasion, persistence, and service to achieve your enrollment goals.

#### Presenter:

**Dick Whiteside**, *Retired SEM Professional and 25-year SEM Conference attendee*



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Workshops

### Retention and Student Success: Removing Barriers and Identifying Best Practices to Increase Student Persistence

**Sunday, 1:00 PM–3:45 PM**

**S2.4297**

Diplomat 2, Second Floor, Convention Center

Fee: \$190

Institutions are focusing efforts on developing intentional student success strategies. In order to be successful, an institution must balance large-scale strategies—which impact the entire study body—as well as specific smaller-level strategies targeted towards specific populations. This workshop will examine key student success data, and also examine strategies that support first-generation, transfer, mature/non-traditional, LGBTTTQ, and underrepresented populations.

**Presenters:**

**Jody Gordon**, *University of the Fraser Valley*

**Alicia Moore**, *Central Oregon Community College*

### Developing the SEM Analytics Agenda: Incorporating Big Data and Business Intelligence Principles into Your SEM Portfolio

**Sunday, 1:00 PM–3:45 PM**

**S2.4500**

Diplomat 1, Second Floor, Convention Center

Fee: \$190

This workshop is designed for enrollment leaders seeking to develop a formal enrollment reporting portfolio and a more data-driven SEM culture in their division and across the university. The session will focus on how and when to create reports to help campus leaders solve problems and make more data-informed decisions.

**Presenters:**

**Wendy Kilgore**, *AACRAO*

**Brian G. Williams**, *John Carroll University*

**Chris Shaffer**, *Shawnee State University*

### Making the Most of Your SEM Conference Experience

**Sunday, 4:00 PM–5:00 PM**

**S3.4503**

Regency 2, Second Floor, Convention Center

**NO FEE**

Whether this is your first or your 25th SEM Conference, this informational session is designed to highlight some of the changes to this year's format and help you understand the concepts around which the conference is designed. We intend for you to engage with the conference as a SEM curriculum, and leave with a thorough understanding of what SEM is, gauge the readiness of your institution to take on or improve upon SEM, and determine the steps you will take when you return to campus.

**Presenters:**

**Tom Green**, *AACRAO Consulting*

**Mike Reilly**, *AACRAO*

**William Serrata**, *El Paso Community College*



## Solutions for Today's Higher Education Challenges

## Workshops

### Registrar 101 & FERPA Workshop

**Note:** The **Registrar 101 & FERPA workshop** is a two-day event. Although the dates overlap and the workshop is held at the same hotel, this is a separate event from AACRAO's SEM Conference. Additional registration and fees apply. Visit the SEM Registration Counter for additional information.

#### Monday, November 2 (Day 1)

9:30 AM–5:30 PM

#### Tuesday, November 3 (Day 2)

8:00 AM–5:30 PM

Room 303, Third Floor, Hotel

Member Fees: \$440

Nonmember Fees: \$490

Registrar 101 is a journey through the “what” and “how” of the work of the registrar’s office. The goals of Registrar 101 are to develop an understanding of: the basic areas of work and responsibility of the registrar’s office; the integral role the registrar’s office plays in an institution’s academic community; trends in higher education that have an impact on the office of the registrar; and the knowledge, skills and abilities necessary to be successful in the registrar profession. A significant portion of the workshop will focus on understanding and applying FERPA.

Registrar 101 provides a unique framework for discussing/learning the fundamentals of the work of the registrar’s office by:

- exploring the evolving role and mission of the registrar,
- providing an in-depth discussion and application of FERPA,
- discussing the interplay of academic policies and regulations on the work performed in the Registrar’s Office,
- exposing a wide-ranging discussion of the “nuts and bolts” of the work performed in the Registrar’s Office,
- exploring the evolving role of the Registrar’s Office in management, customer service, technology application and as a change agent,
- promoting best practices, and
- providing a forum for discussing common issues and concerns of those relatively new to the registrar’s profession.

Registrar 101 is intended for members of the profession who have been in registrar or registrar-related positions for less than three years and want to develop a more solid, expansive understanding of the work of the registrar’s office. Upper-level administrators have also found Registrar 101 gives them a better understanding of the supervisory role they may have of the registrar’s office.

**Presenters:**

**Lara Medley, Colorado School of Mines**

**LeRoy Rooker, AACRAO**



## We've Been Busy Researching the World's Education Systems ... So You Don't Have To!

In an increasingly globalized higher ed market, credential evaluators need ways to assess multinational applicants quickly and accurately. That's why we created AACRAO EDGE—home to the most comprehensive collection of data on worldwide postsecondary education systems available on the Web today.

EDGE, an annual subscription service, presents up-to-date profiles of more than 200 education systems across the globe and covers the educational backgrounds of nearly

every type of international student entering U.S. schools. Maintained by AACRAO's team of experts, the profiles feature:

- \* historical overviews
- \* education ladder(s)
- \* grading system(s)
- \* sample credentials
- \* placement recommendations
- \* lists of postsecondary institutions

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## Solutions for Today's Higher Education Challenges

## Featured Speakers

### (S4) Opening Plenary Presentation

**Sunday, November 1, 5:00 PM–6:30 PM**

Great Hall 5–6, Third Floor, Convention Center

#### “Emerging Issues: Becoming as Diverse as Our Students”

According to the 2013 eighth edition of *Knocking at the College Door*, a longstanding source of data about high school graduating classes and the characteristics of prospective college students, the nation has entered a period of stagnation and even slight contraction in the overall number of traditional-age college applicants, with steady decreases of White non-Hispanics offset by swift increases in those of Hispanic descent and overall a substantially more diverse student population going forward.

The projections, produced by the Western Interstate Commission for Higher Education (WICHE), continue to get attention from national media as educational attainment and college costs have become increasingly relevant to the national economy. The presenters will set the stage for the conference with data about this new, more culturally and financially diverse generation of students and information about increasing student mobility, as well as discuss emerging strategies

#### Peace Bransberger, WICHE



Peace Bransberger is a senior research analyst for WICHE, leading the production and analysis of WICHE's *Knocking at the College Door*, national and state projections of high school graduating classes that for decades have been a preeminent source of information for college enrollment professionals.

Peace also contributes to WICHE's research on college access and success for Western states, tuition and financial aid, cross-state data exchanges, and WICHE's emerging work on topics related to workforce training and outcomes.

Peace earned her master's degree from American University in Washington, DC and is the first in her family to complete college. Peace's experience as a first-generation low-income college student informs her passion for higher education research and advocacy. Prior to WICHE, as an independent consultant and as an evaluator-researcher with the Aspen Institute, Peach helped job training and postsecondary education programs increase success with under-prepared, nontraditional and adult students through college-employer partnerships. She has years of hands-on experience with underserved communities from her years in Washington, D.C.

#### Luke Schultheis, Virginia Commonwealth University



Luke Schultheis is Vice Provost for SEM at Virginia Commonwealth University and is an AACRAO Board member serving as the Vice President for Admissions and Enrollment Management. Dr. Schultheis has served institutions of higher education in Richmond, Las Vegas and New York

City. His area of scholarship and practice has been low SES urban student access and success.

He also focuses upon leadership development, especially within the SEM division context. He has written and presented extensively on these topics.



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Featured Speakers

### (MI) Continental Breakfast and Panel Presentation

**Monday, November 2, 8:30 AM–9:45 AM**

Great Hall 5–6, Third Floor, Convention Center

#### “How Did You Get There From Here?”

The role of Chief Enrollment Management Officer keeps evolving almost quicker than our internal and external institutional environments. How do you personally and professionally prepare yourself to “lead the charge”? What skills are needed to help our colleges and universities thrive and our students succeed? Join our panel of CEMOs to learn how they have mastered day-to-day challenges and risen through the ranks and discuss how to prepare yourself to become one of the next generation of SEM leaders.

#### Susan Gottheil, *University of Manitoba*



Susan Gottheil currently serves as Vice-Provost (Students) at the University of Manitoba, where she is involved in SEM planning and working with colleagues across the campus to enhance the student experience. Susan has over three decades of leadership experience in the Canadian

postsecondary sector helping institutions to promote and expand academic programs, increase student recruitment and retention, enhance learning and development, improve student and academic support services, and promote collaborative partnerships. She has collaborated with Clayton Smith on the emergence and implementation of SEM in Canada, including co-editing the AACRAO book *SEM IN CANADA: Promoting Student and Institutional Success in Canadian Colleges and Universities* and organizing the annual Canadian SEM Summits.

#### Shani Lenore-Jenkins, *Maryville University*



Shani's 20-year career includes admission and enrollment management positions at Columbia College, Southeast Missouri State University, Saint Louis University, and Maryville University. She is currently entering her 11th year at Maryville University of St. Louis where she oversees the Undergraduate Admission

Office. She has developed and implemented detailed recruitment, marketing, enrollment, web, and social media campaigns in addition to employing financial aid leveraging strategies resulting in record freshmen classes, while maintaining academic quality, lowering the discount rate and increasing geographic and ethnic diversity. During her tenure, Maryville welcomed the largest freshman class in its history. Shani has served as president of the Missouri Association for College Admission Counseling, a delegate to the National Association for College Admission Counseling and chair of the Missouri ACT State Organization. She also serves as a senior consultant with AACRAO Consulting.

## Solutions for Today's Higher Education Challenges

### Featured Speakers

#### Jeffrey von Munkwitz-Smith, Boston University



Jeffrey von Munkwitz-Smith has served as Assistant Vice President and University Registrar for Boston University, as University Registrar and Director of Summer Programs at the University of Connecticut and in various roles in the Office of the Registrar at the University of Minnesota. Throughout his career he

has been deeply involved in the application of information technology to improve student services. Under his leadership, the Office of the University Registrar became Boston University's first Platinum-level Green Department. Jeffrey is a Past President of the American Association of Collegiate Registrars and Admissions Officers (AACRAO). He was previously AACRAO's Vice President for Information Technology and Director of the AACRAO Technology Conference. He is the editor-in-chief of the journal, *College & University*, and chairs a working group on core competencies in the AACRAO professions. Jeffrey graduated from Macalester College, with a BA in Philosophy and Religious Studies, and from the University of Minnesota, with a PhD in South Asian Languages.

#### Tom Green, AACRAO Consulting [Moderator]



Dr. Tom Green is AACRAO's Associate Executive Director, Consulting and SEM. During his 27-year career as an enrollment manager, he led enrollment management efforts for six universities and collaborated with both public and private institutions to reach their goals. Green brings proven best-practice

expertise in developing effective recruitment strategies, enhancing and streamlining financial aid processes, maximizing institutional aid, identifying customer service/CRM strategies, and implementing and evaluating comprehensive service systems for colleges and universities.





# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Featured Speakers

### (TI) Continental Breakfast and Plenary Presentation

**Tuesday, November 3, 7:30 AM–8:45 AM**

Great Hall 5–6, Third Floor, Convention Center

#### “Race, Class, and College Access: Achieving Diversity in a Changing Legal Landscape”

ACE’s Center for Policy Research and Strategy, in partnership with the Civil Rights Project at UCLA and the Center for College & Career Success in Pearson’s Research and Innovation Network—and with support from the National Association for College Admission Counseling, American Association of Collegiate Registrars and Admissions Officers, the College Board and EducationCounsel—released a groundbreaking report examining how legal challenges to race-conscious admissions are influencing contemporary admissions practices at selective colleges and universities around the country. The report is especially timely in light of the U.S. Supreme Court decision to take a second look at the constitutionality of the University of Texas’ admissions policy by granting review in *Fisher v. University of Texas at Austin*.

#### Lorelle Espinosa, *American Council on Education*



Lorelle L. Espinosa is the Assistant Vice President for the Center for Policy Research and Strategy at the American Council on Education (ACE) in Washington, D.C., where she manages the center’s research agenda. She has served the higher education profession for nearly 20 years beginning in student

affairs and undergraduate admissions at the University of California, Davis, Stanford University, and the Massachusetts Institute of Technology (MIT). At MIT, Espinosa held the positions of associate director of admissions and director of undergraduate recruitment with an emphasis on enrolling women and underrepresented minority students.

#### Matthew Gaertner, *Pearson*



Matthew N. Gaertner is a senior research scientist in the Center for College and Career Success at Pearson. His methodological interests include multilevel models, categorical data analysis, and Item Response Theory. His research focuses on the effects of educational policies and reforms—at

both the postsecondary and K–12 levels—on student access, persistence, and achievement. Dr. Gaertner’s work has been published in *Harvard Law & Policy Review*, *Harvard Educational Review*, *Educational Evaluation and Policy Analysis*, *Research in Higher Education*, and *Educational Measurement: Issues and Practice*. In addition, his research on affirmative action has been recognized by numerous professional organizations.

## Solutions for Today's Higher Education Challenges

## Featured Speakers

### (T4) Luncheon and Panel Presentation

**Tuesday, November 3, 12:30 PM–2:00 PM**

Great Hall 5–6, Third Floor, Convention Center

#### “From Achieving the Dream to Redesigning Community Colleges: What’s Next for 2-Year Institutions in North America?”

The profile of America’s 1,200 community colleges has risen dramatically during the last decade. From the focus on student success spurred by Achieving the Dream to President Obama’s America’s Graduation Initiative, community colleges will continue to play a key role in higher education. Panelists will respond to the future direction of community colleges including relationships between community colleges and universities.

#### Walter Bumphus, American Association of Community Colleges (AACC)



Dr. Walter G. Bumphus is President and CEO of the American Association of Community Colleges. From 2007 to January 1, 2011, Dr. Bumphus served as a professor in the Community College Leadership Program and as chair of the Department of Educational Administration at the University of Texas

at Austin. He also held the A. M. Aikin Regents Endowed Chair in Junior and Community College Education Leadership. He previously served as president of the Louisiana Community and Technical College System (LCTCS) from 2001 to 2007. LCTCS later conferred upon him the title of President Emeritus of the Louisiana Community and Technical College System. From November 2000 to September 2001 he was chancellor of Baton Rouge Community College (BRCC). Prior to joining BRCC, Dr. Bumphus worked in the corporate world serving as President of the Higher Education Division of Voyager Expanded Learning. Six years prior, he served as president of Brookhaven College in Dallas County Community College District.

#### Karen A. Stout, Achieving the Dream, Inc.



Dr. Karen A. Stout is President and CEO of Achieving the Dream, Inc., the nation’s most comprehensive non-governmental reform movement for student success. The former President of Montgomery County Community College (PA) for 14 years, Dr. Stout serves as Chair of the President’s Advisory Board to the

Community College Research Center (CCRC) at Columbia University Teacher’s College. She is a Commissioner and Executive Committee member with the Middle States Commission on Higher Education and a past member of the American Association of Community Colleges Board of Directors (2011–2014). Most recently, she served as Co-Chair of the AACC 21st Century Commission’s Implementation Steering Committee working with more than 100 leaders from across the country in developing a framework for the redesign of America’s community colleges.



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Featured Speakers

### **Chris Whitaker, Humber College**



Dr. Chris Whitaker is President and CEO of Humber College Institute of Technology & Advanced Learning. Chris Whitaker joined the college in July 2012 and is the fourth president in the college's history. He has worked in the Ontario postsecondary sector for 25 years and is passionate about

student success and the role of colleges in providing access and pathways to postsecondary education opportunities. Since joining Humber, he has continued to advance the college as a comprehensive post-secondary institution with a reputation for creating and delivering a high quality student-focused teaching and learning environment. Dr. Whitaker's education includes a PhD from the University of Toronto, Ontario Institute for Studies in Education; an MA from York University and a BA from Queen's University. Among his many commitments to Humber and the college system, Dr. Whitaker is a member of the Board for Polytechnics Canada; the League for Innovation in Community Colleges; Community Colleges for International Development and the World University Service of Canada

### **William Serrata, El Paso Community College**



Dr. William Serrata was named the President of the El Paso County Community College District effective August 1, 2012. Dr. Serrata comes to EPCC from South Texas College in McAllen where he served as the Vice President for Student Affairs and Enrollment Management for over

seven years. During his career, Dr. Serrata has provided enrollment management leadership in fostering enrollment growth as well as increases in student retention, dual credit enrollment, and graduation rates with an emphasis on first-generation and Hispanic populations and establishing a college-going culture.

### **Mike Reilly, AACRAO [Moderator]**



Mike Reilly serves as the Executive Director of the American Association of Collegiate Registrars and Admissions Officers (AACRAO). Prior to coming to AACRAO he served as the Executive Director for the Council of Presidents, an association of the six public baccalaureate degree granting

institutions in the state of Washington. He has 25 years of experience in university administration, admissions and enrollment management, including having been the Associate Vice President for Enrollment Management at both Central Washington University and Humboldt State University. He recently served on the American Council on Education Board of Directors and is currently on the American Council on Education's Commission on Education Attainment and Innovation and the College Board's Access and Diversity Collaborative Advisory Council. He is a frequent writer and speaker on public policy matters impacting higher education.

November 1-4, 2015  
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## Featured Speakers

### (W3) Plenary Presentation

**Wednesday, November 3, 11:30 AM–12:30 PM**

Great Hall 5–6, Third Floor, Convention Center

#### **“A Different World: The Evolving Field of Enrollment Management”**

Today more than 150 million students worldwide participate in higher education, a dramatic increase from even twenty years ago, with a forecast to exceed 250 million by 2025. Higher education is indeed a global force, and issues of undergraduate “access and success” in the United States and abroad have never been more at the forefront of our thinking. A forty-year insider in the world of college/university admission, James Montoya, will share insights and trends that provide a historical perspective of our evolving field, as well as a glimpse into its future.



#### **Jim Montoya, College Board**



James M. Montoya, Vice President for Higher Education and International Programs at the College Board in NYC, is internationally recognized as an advocate for education and for students. In his position, he directs the College Board’s efforts to support the work of colleges and universities across the

country and around the world, especially in the areas of admissions, recruitment, retention, and diversity. Montoya joined the College Board in 2001 after a decade of service with his alma mater, Stanford University, where he was first dean of admission and financial aid, and then as the University’s chief student affairs officer. He also taught through the Center for Comparative Studies in Race and Ethnicity at Stanford University from 1999–2009. Positions he held earlier in his career include Director of Admission at both Vassar College and Occidental College. A native of San Jose, California, Montoya earned a bachelor’s degree from Stanford in 1975, receiving the highest honor bestowed on a graduating senior for his scholarly attainments and contributions to undergraduate education. He earned a master’s degree in administration and policy analysis from Stanford’s Graduate School of Education, where he just completed two terms on its advisory board. Most recently he was inducted into the Stanford University Alumni Hall of Fame for his work in educational access and opportunity across the globe.

AMERICAN ASSOCIATION OF COLLEGIATE REGISTRARS AND ADMISSIONS OFFICERS

# Jobs Online

AACRAO Jobs Online is the only employment site specialized for admissions, enrollment management, student service and other higher education administration professionals.

To find or post a job, visit  
[jobs.aacrao.org](http://jobs.aacrao.org) or  
e-mail us at [jol@aacrao.org](mailto:jol@aacrao.org)



[jobs.aacrao.org](http://jobs.aacrao.org)

## Sunday Sessions and Events

### Sunday, November 1

#### Registration

7:00 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore [2 Locations]

7:00 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center  
(registration area)

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

#### Exhibit Hall

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

#### Cyber Café [2 Locations]

7:00 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center  
(registration area)

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center  
(exhibit hall)

#### Speaker Ready Room

7:00 AM–5:30 PM

Room 216, Second Floor, Hotel

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE WORKSHOPS

#### Preconference Workshops (Additional Fee) (S1) Morning Half-Day Workshops

9:00 AM–11:30 AM

- **SEM Core Concepts and SEM Planning for Institutional Teams** (4 or more participants)  
Diplomat 2, Second Floor, Convention Center
- **SEM Core Concepts and SEM Planning for Individuals and Small Groups** (1–3 participants)  
Diplomat 1, Second Floor, Convention Center

#### Lunch on Your Own

11:30 AM–1:00 PM

#### Preconference Workshops (Additional Fee) (S2) Afternoon Half-Day Workshops

1:00 PM–3:45 PM

- **Retention and Student Success: Removing Barriers and Identifying Best Practices to Increase Student Persistence**  
Diplomat 2, Second Floor, Convention Center
- **The Art & Science of Student Recruitment**  
Diplomat 4, Second Floor, Convention Center
- **Developing the SEM Analytics Agenda: Incorporating Big Data and Business Intelligence Principles into Your SEM Portfolio**  
Diplomat 1, Second Floor, Convention Center

#### (S3) Making the Most of Your SEM Conference Experience (No Additional Fee)

4:00 PM–5:00 PM

Regency 2, Second Floor, Convention Center



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Sunday Sessions and Events

2015 AACRAO Strategic Enrollment Management Conference

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE BEGINS

#### (S4) Opening Plenary Presentation

5:00 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center

#### “Emerging Issues: Becoming as Diverse as Our Students”

Presenters:

Peace Bransberger, WICHE

Luke Schultheis, Virginia Commonwealth University

#### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

All registrants invited

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## THE COMPLETE SEM SOLUTION.

STRATEGIC ENROLLMENT MANAGEMENT KNOW-HOW FROM THE MOST RESPECTED LEADERS IN THE FIELD

#### THE SEM ANTHOLOGY

A compilation of 29 articles, originally appearing in AACRAO's *SEM Monthly*, chronicling enrollment management concepts, challenges, and successes at campuses nationwide.

#### APPLYING SEM AT THE COMMUNITY COLLEGE

Identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them.

#### SEM AND INSTITUTIONAL SUCCESS

Proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while advancing student access and success.

#### SEM: TRANSFORMING HIGHER EDUCATION

Provides a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.

#### MANAGING FOR OUTCOMES

Transforms process-oriented managers into successful outcomes-oriented leaders.

#### SEM IN CANADA

Describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes.

#### BASIC GUIDE TO ENROLLMENT MANAGEMENT

An in-depth primer on understanding and applying SEM best practices—a handy reference for newcomers as well as seasoned enrollment managers.



FOR MORE SEM-RELATED TITLES AND INFORMATION ON AACRAO CONSULTING SERVICES, VISIT [WWW.AACRAO.ORG](http://WWW.AACRAO.ORG)

November 1–4, 2015  
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## Solutions for Today's Higher Education Challenges

### Sunday Sessions and Events

#### Making the Most of Your SEM Conference Experience

4:00 PM–5:00 PM

Regency 2, Second Floor, Convention Center

Submission ID 4503

##### NO FEE

Whether this is your first or your 25th SEM Conference, this informational session is designed to highlight some of the changes to this year's format and help you understand the concepts around which the conference is designed. We intend for you to engage with the conference as a SEM curriculum, and leave with a thorough understanding of what SEM is, gauge the readiness of your institution to take on or improve upon SEM, and determine the steps you will take when you return to campus.

##### Presenters:

**Tom Green**, AACRAO Consulting

**Mike Reilly**, AACRAO

**William Serrata**, El Paso Community College

#### (S4) Opening Plenary Presentation

5:00 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center

Submission ID 5062

#### Emerging Issues: Becoming as Diverse as Our Students

The presenters will set the stage for the conference with data about this new, more culturally and financially diverse generation of students, and information about increasing student mobility, as well as discuss emerging strategies for enrollment management in response to these demographic trends.

##### Presenters:



**Peace Bransberger**,  
WICHE



**Luke Schultheis**,  
Virginia Commonwealth  
University

#### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

Great Hall 4, Third Floor, Convention Center

Come enjoy light hors d'oeuvres and a complimentary drink from Hobsons while previewing the exhibit hall. A drink ticket is located in your badge. Our vendors can discuss the latest technologies, help you improve on your current practices, and show you how to optimize your resources. Enjoy a complimentary drink courtesy of Hobsons.

All registrants invited

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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Monday, November 2

#### Registration

7:30 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center (exhibit hall)

#### Exhibit Hall

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center

#### Cyber Café

7:30 AM–6:30 PM

Great Hall Foyer, Third Floor, Convention Center

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Great Hall 4, Third Floor, Convention Center (exhibit hall)

#### Speaker Ready Room

7:30 AM–5:30 PM

Room 216, Second Floor, Hotel

#### (M1) Continental Breakfast and Panel Presentation

8:30 AM–9:45 AM

Great Hall 5–6, Third Floor, Convention Center

#### “How Did You Get There From Here?”

Panelists:

**Susan Gottheil**, *University of Manitoba*

**Shani Lenore-Jenkins**, *Maryville University*

**Jeffrey von Munkwitz-Smith**, *Boston University*

**Tom Green**, *AACRAO Consulting [Moderator]*

#### Registrar 101 & FERPA Workshop (Day 1)

*Separate registration required*

9:30 AM–5:30 PM

Room 303, Third Floor, Hotel

#### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

Great Hall 4, Third Floor, Convention Center

#### (M2) Best Practice Sessions

10:30 AM–12:00 PM

#### Lunch on Your Own

12:00 PM–1:30 PM

#### (M3) Best Practice Sessions

1:30 PM–3:00 PM

#### Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

Great Hall 4, Third Floor, Convention Center

#### (M4) Best Practice Sessions

3:30 PM–5:00 PM

#### (M5) SEM Team End of Day Review

5:15 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center

# Solutions for Today's Higher Education Challenges

## Monday Sessions and Events

### (M1) Continental Breakfast and Panel Presentation

8:30 AM–9:45 AM

Great Hall 5–6, Third Floor, Convention Center

Submission ID 5063

#### How Did You Get There From Here?

The role of Chief Enrollment Management Officer keeps evolving almost quicker than our internal and external environments. How do you personally and professionally prepare yourself to “lead the charge”? What skills are needed to help our colleges and universities thrive and our students succeed? Join our panel of CEMOs to learn how they have mastered day-to-day challenges and risen through the ranks and discuss how to prepare yourself to become one of the next generation of SEM leaders.

#### Panelists:



**Susan Gottheil**, University of Manitoba



**Shani Lenore-Jenkins**,  
Maryville University



**Jeffrey von Munkwitz-Smith**,  
Boston University



**Tom Green**, AACRAO [Moderator]

### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

Great Hall 4, Third Floor, Convention Center

### (M2) Best Practice Sessions

10:30 AM–12:00 PM

#### Using Qualitative Research to Better Understand the Enrollment Experience of Students

10:30 AM–12:00 PM

Regency 3, Second Floor, Convention Center

Submission ID 4127

Quantitative research is our bread and butter. But how might qualitative methodologies better help inform our understanding? This session will review the utility of qualitative phenomenological studies to help inform SEM professionals how students learn and make meaning of college costs and financial aid. This session will offer concrete recommendations to those working in the college access fields to best meet the needs of low-income students trying to navigate the college access process.

#### Presenter:

**John Lehman**, Michigan Technological University

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

#### It's Not Quite Rocket Science: Strategies for SEM Environmental Scanning

10:30 AM–12:00 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4244

The basis of SEM planning is thoughtful data analysis. This presentation will include useful strategies for gathering and analyzing data that will lead to identification and assessment of SEM priorities, strategies, and goals. The emphasis is on designing and pursuing a manageable process.

#### Presenter:

**Christine Kerlin**, AACRAO Consulting



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Interactive Recruitment: How UT Online Utilizes Digital Marketing to Increase Enrollment

10:30 AM–12:00 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4378

Discover how UT Online utilizes interactive marketing techniques to build the online brand and increase overall enrollment.

**Presenters:**

**Shannon Neumann**, University of Toledo

**William Pierce**, University of Toledo

### The Right Message at the Right Time

10:30 AM–12:00 PM

Regency 2, Second Floor, Convention Center

Submission ID 4383

In 2012, Genesee Community College assembled a cross-departmental enrollment management team to reduce barriers to enrollment. Given this charge, the enrollment management team utilizes various data tools to manage the enrollment stream at various access points. Our main target populations range from 7th graders to students beyond graduation from high school. This session will review traditional and innovative methods used to enroll students.

**Presenters:**

**Tom Kinsey**, Genesee Community College

**Tanya Lane-Martin**, Genesee Community College

### Using Enrolment Intelligence to Foster Student Success

10:30 AM–12:00 PM

Regency 1, Second Floor, Convention Center

Submission ID 4393

York University's Division of Students' Strategic Plan, *Partners in Student Success*, focuses on four priorities, including the adoption of a more strategic approach to SEM. Central to achieving our enrolment goals is York's commitment to building SEM Intelligence to underpin evidence-based programming and interventions. This interactive session will focus on examples of acquired intelligence and how data and a theoretical lens have impacted educational supports on our campuses.

**Presenters:**

**Michelle Miller**, York University

**Mario Verrilli**, York University

### Beginning the Journey: Converting Retention Problems into Retention Programs—A Canadian Perspective

10:30 AM–12:00 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4396

Many students with a non-traditional profile are admitted to Brandon University through open-access admissions, a significant proportion of whom do not complete their studies. This presentation will show how the university has, with limited financial resources, developed the *Success / Transition Year* to provide structured support for academically "at-risk" first-year students. Program elements, implementation process, and assessment plan will be outlined.

**Presenters:**

**Tom Brophy**, Brandon University

**Katie Gross**, Brandon University

**Andrea McDaniel**, Brandon University

**RELATED PUBLICATION:** *SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities*

November 1–4, 2015  
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## Monday Sessions and Events

### Research Track

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**RESEARCH CENTER**

#### **Stealing Retention: Dissecting Graduation and Retention Patterns of Stealth Applicants**

10:30 AM–12:00 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 4408

This presentation seeks to better understand stealth applicants—those whose first contact with the university is their application for admission—and their path to academic success. Graduation, retention rates, and GPAs are compared between stealth and non-stealth groups controlling for various demographic and academic variables. Regression and path models are constructed to explain the differences in retention and performance between the two groups.

**Presenters:**

**Greg Forbes**, Iowa State University

**Kate Ralston**, Iowa State University

**Darin Wohlgemuth**, Iowa State University

#### **Workshopping the Outdated Application Experience**

10:30 AM–12:00 PM

Room 204, Second Floor, Hotel

Submission ID 4431

In an era where admissions staff are overwhelmed with thousands of calls and e-mails asking “Did you receive my transcript?,” we’ll host a highly interactive session to uncover best practices for exceeding enrollment goals. The session will cover: why your application can become your best marketing

tool; which simple tools can reduce call load and application abandonment; and how clearer, customizable review data results in faster decision making and higher yield.

**Presenters:**

**Evan Cudworth**, DecisionDesk

**John Knific**, DecisionDesk

#### **Get Strategic About Transcript Processing and Awarding Transfer Credit**

10:30 AM–12:00 PM

Room 212–213, Second Floor, Hotel

Submission ID 4462

Historically a land-locked transfer institution, recruiting mostly in-state students, University of Texas at Arlington made strategic decisions to expand professional programs and recruit students nationally. As programs grew, staff was impeded by manual entry and lengthy turnaround times. Learn how UTA chose to automate by implementing Intelligent Capture for Transcripts to speed the transfer credit process for more than 75,000 transcripts a year.

**Presenters:**

**Shannon Williams**, The University of Texas at Arlington

**Joy Youngman**, Lexmark

**RELATED PUBLICATION:** *The Transfer Handbook: Promoting Student Success*

#### **NSC Reverse Transfer Solution: Meeting Current Needs with an Eye Toward the Future**

10:30 AM–12:00 PM

Room 312–313, Third Floor, Hotel

Submission ID 4861

This session will provide an update on the development and deployment of NSC’s free Reverse Transfer Service. In addition to covering current functionality and future directions for Reverse Transfer, possible future uses for this highly flexible software solution will also be discussed.

**Presenter:**

**David Pelham**, National Student Clearinghouse



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Admissions & Advising Track

Sponsored by



#### Smashing Silos for Student Success: Adopting a Holistic and Collaborative Approach

10:30 AM–12:00 PM

Room 307, Third Floor, Hotel

Submission ID 4884

At colleges and universities both large and small, departmental specialization sanctions the entrenchment of information and individuals within silos. The challenge for campus leaders is the need to balance specialization against the recognition that cross-departmental information sharing and collaboration is essential for advancing student success outcomes. This session will present strategies for enabling enterprise-wide data integration and reimagining student-centered business processes. Case studies of institutions that have realized substantial, measurable benefits from adopting a holistic and collaborative approach will also be offered.

Presenter:

**Evan Baum**, Hobsons

### AACRAO's Professional Endorsement Program, SEM-EP

10:30 AM–12:00 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 5029

SEM-EP is designed to prepare and recognize enrollment management professionals at the national level using a registry listing. Presenters will share their experiences regarding program logistics and benefits. An overview of qualifications to enroll and requirements to complete the SEM-EP program will be discussed. Recent survey results on national credentialing programs will also be shared.

Presenters:

**Heather Codner**, Harvard University

**Joe Head**, SEM-EP Advisor and Retired Dean of Enrollment Service, Kennesaw State University

**Faith LaShure**, Waubensee Community College

**John Soltice**, University of Alberta

**RELATED PUBLICATIONS:** *SEM and Institutional Success: Integrating Enrollment, Finance, and Student Access*, *Applying SEM at the Community College*, *SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities*

### Lunch on Your Own

12:00 PM–1:30 PM

### (M3) Best Practice Sessions

1:30 PM–3:00 PM

#### Courageous Conversations: Maximizing Performance and Productivity to Support Enrollment Management

1:30 PM–3:00 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4100

Experts say that your most valuable assets drive out of your parking lot daily. As enrollment professionals, we must ensure the right people with the right skill sets are positioned to serve our students. In this session, the presenters will share lessons learned from dealing with all levels of performance and productivity, while transforming an organization to support the college's SEM strategy.

Presenters:

**Lydia Hall**, York Technical College

**Monique Perry**, York Technical College

**RELATED PUBLICATION:** *Managing for Outcomes: Shifting from Process-Centric to Results-Oriented Operations*

November 1–4, 2015  
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## Monday Sessions and Events

### Admissions & Advising Track

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**HOBSONS**

#### Using Technology & Teamwork to Effectively Advise Adult Transfer Students at a Distance

1:30 PM–3:00 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4255

In today's highly competitive higher education market, student services delivered via high customer satisfaction standards are key differentiators that can lead to an institution's success. Today's students need and expect immediate feedback, and access to 24/7 information. Our advising team of 13 graduate-prepared professionals implemented new technologies and received consistently high satisfaction scores from our population of over 18,000 distance-based adult students.

Presenter:

**Juliette Punchello**, Thomas Edison State College

#### Double Your Yield, Grow Your Class, and Lower Your Discount Rate. Sound Impossible?

1:30 PM–3:00 PM

Room 312–313, Third Floor, Hotel

Submission ID 4342

Newman University, located in Wichita, Kansas had a real challenge on its hands in the spring of 2014. It found itself with a dismal 45% application completion rate, a ton of soft applications, year over year declining enrollments, and no plan for how to fix the problem. A series of strategic changes in service providers, business processes, and marketing helped Newman overcome these challenges and enroll one of the largest freshman classes in the last 10 years for Fall 2015.

Presenters:

**Mark Barrett**, College Board

**Kristen English**, Newman University

**Rich Whipkey**, Waybetter Marketing

#### How to Stop the Declining Enrollment Hemorrhage! Using Strategic Data-Driven Analysis for Effective Enrollment Solutions

1:30 PM–3:00 PM

Room 307, Third Floor, Hotel

Submission ID 4365

As one of the nation's largest teacher preparation programs, the Mary Lou Fulton Teachers College led a comprehensive reform initiative to address a 35% enrollment hemorrhage over a three-year span. Data-driven decision making and strategic planning supported by a student-centric continuum offered the necessary tourniquet to increase enrollment and retention, covering the lifecycle of the student experience from recruitment to post-graduation.

Presenters:

**Raquel Fong**, Arizona State University

**Jenna Kahl**, Arizona State University

**Elizabeth Rosenkrantz**, Arizona State University

RELATED PUBLICATION: *Strategic Enrollment Management: Transforming Higher Education*

#### Flight Plans for Helicopter Parents: Partnering for Success in Today's University

1:30 PM–3:00 PM

Regency I, Second Floor, Convention Center

Submission ID 4385

Beyond Orientation is an online course designed for parents and family members of first-year students at VCU. The course provides a network for parents, VCU faculty members, and administrators and gives them a closer look at the first-year experience. In their virtual classroom, the students (parents)



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## Solutions for Today's Higher Education Challenges

## Monday Sessions and Events

hear from university leaders who discuss key topics and issues in education. This interactive session will provide an overview of how to develop and implement such a program.

**Presenter:**

**Daphne Rankin**, Virginia Commonwealth University

### Admissions & Advising Track

Sponsored by

**HOBSONS** 

#### Going Beyond Articulation Agreements: How Two Institutions Collaborate for Strategic Enrollment Purposes

1:30 PM–3:00 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4389

Despite recent concerns about the effectiveness of articulation agreements, most colleges and universities continue to base their recruitment and retention strategies for transfer students on expanding the use of such agreements. In this presentation, Virginia Commonwealth University and John Tyler Community College will describe how the development of new articulation agreements resulted in improvements in their recruitment, advising, assessment, retention, and curriculum development planning.

**Presenters:**

**Bill Fiege**, John Tyler Community College

**Seth Sykes**, Virginia Commonwealth University

**RELATED PUBLICATION:** *The Transfer Handbook: Promoting Student Success*

#### Develop Your Research and Writing Skills for Publication

1:30 PM–3:00 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 4398

Hosted by SEMQ Editorial Board members and seasoned writers, this session will guide audience members interested in turning their research and writing ideas into an article submission for AACRAO's SEMQ Journal. Attendees will gain practical advice for developing their writing skills as they work toward a manuscript that offers research, insight, and knowledge to the greater SEM profession.

**Presenters:**

**Jody Gordon**, University of the Fraser Valley

**Tom Green**, AACRAO Consulting

**Don Hossler**, Indiana University–Bloomington

**Luke Schultheis**, Virginia Commonwealth University

**Melvin Tyler**, University of Missouri–Kansas City

**Janet Ward**, Seattle Pacific University

**Darin Wohlgemuth**, Iowa State University

#### Empower Your Students by Simplifying Scheduling! How Student Schedule Planning Benefits the Entire Institution

1:30 PM–3:00 PM

Room 204, Second Floor, Hotel

Submission ID 4432

Are you challenged to improve student service, increase enrolled credit hours, and enhance course demand accuracy? The presenter will demo the functionality of the schedule planner and share the benefits for students and administration. Providing a more efficient and user-friendly registration process, students can maximize courses taken each semester.

**Presenter:**

**Robert Strazzarino**, College Scheduler LLC



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Cure the Credential Headache: Improved Application Completion Through Integrated Delivery

1:30 PM–3:00 PM

Room 212–213, Second Floor, Hotel

Submission ID 4860

More applications with less workflow complexity? Yes, it's possible! Learn how to put Parchment and DecisionDesk's partnership to work in your admissions office to increase application completion rates while drastically simplifying workflow. This new partnership eliminates the back-and-forth between admissions and transcript offices by empowering students to place a digital order for their transcript inside a comprehensive credential portal. Join the discussion on how we're curing headaches associated with lost or missing credentials by simplifying the process of completing an application file.

**Presenters:**

**Christopher Sheppard**, *Parchment*

**Kate Volzer**, *DecisionDesk*

### Identifying and Validating Co-Curricular Learning Experiences in the Student Record

1:30 PM–3:00 PM

Regency 3, Second Floor, Convention Center

Submission ID 4874

As student records expand to include out-of-classroom learning experiences, the process for validating the quality of these becomes critical to the integrity of the student record. This session will discuss the academic governance of co-curricular learning experiences and its relationship with traditional academic attributes. The collection and validation of these experiences will be discussed.

**Presenter:**

**Amelia Parnell**, *NASPA*

### A Cutting-Edge (and sometimes unconventional) View of the Strategic Components of Consistent Enrollment Success

1:30 PM–3:00 PM

Regency 2, Second Floor, Convention Center

Submission ID 4885

This session will feature cutting-edge perspectives and significant research data on the vital strategic components to which institutions often give insufficient attention. The session includes specific steps attendees can take to help their institution develop additional competitive advantages to better control their enrollment destiny. The presenter has an extensive track record of consistent enrollment success and is widely viewed as one of the nation's top enrollment professionals and thought leaders.

**Presenter:**

**Wayne Sigler**, *AACRAO Consulting*

### Student Success—It's All in the Data

1:30 PM–3:00 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 5170

College can be overwhelming—new demands can be daunting to a freshman. For administrators the challenge is identifying students who are struggling and helping them succeed. Tribal's innovative early warning and support system uses key indicators (learning/behavior, support service use and academic progress) to produce an overall Student Success Prediction.

**Presenters:**

**Steve Hope**, *Tribal*

**Keith Hawkes**, *Tribal*

## Monday Sessions and Events

### Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

Great Hall 4, Third Floor, Convention Center

### (M4) Best Practice Sessions

3:30 PM–5:00 PM



#### SEM Rapid Fire Session I: Student Retention Hot Topics

3:30 PM–5:00 PM

Regency 2, Second Floor, Convention Center

Submission ID 4886

Rapid Fire or Ignite-style speeches are a series of speedy presentations, where each speaker is allowed 5 minutes to discuss a specific student retention topic for which they have a passion. A robust discussion period will follow the presentations. Attendees should be ready for fast thoughts, meaningful information, and key take-aways that can make a difference.

**Presenters:**

**Jay Goff**, Saint Louis University

**Stanley Henderson**, AACRAO Consulting

**Jenna Kahl**, Arizona State University

**Brian Williams**, John Carroll University

#### Advancing the SEM Agenda at the Community/Technical College: Leadership and Change Management Lessons from the Front Lines

3:30 PM–5:00 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4101

With declines in state-funding and increased demands of accountability and value, community/technical colleges sometimes struggle to implement a SEM culture and make

inroads in recruitment, retention, and placement. This session will focus on sharing York Technical College's pathway to implementing a SEM culture and the lessons learned along the journey.

**Presenters:**

**Shannon Godwin**, York Technical College

**Monique Perry**, York Technical College

**RELATED PUBLICATION:** *Applying SEM at the Community College*

### Research Track

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**RESEARCH CENTER**

#### Merging the Mazes: Community College to Four-Year Transitions

3:30 PM–5:00 PM

Regency 1, Second Floor, Convention Center

Submission ID 4125

The community college to four-year degree institution path is an affordable and viable option, but it is one fraught with challenges. Joint admissions is a growing trend helping students merge the academic maze between two distinctly different institutions. Learn how Eastern Kentucky University developed a statewide initiative that provides students the most critical thing they need—an interactive and personalized degree plan.

**Presenter:**

**Brett Morris**, Eastern Kentucky University

**RELATED PUBLICATION:** *The Transfer Handbook: Promoting Student Success*



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Admissions & Advising Track

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#### Meeting the Demands of Shifting Enrolment: Early Admission Based on Final Grade I I Grades

3:30 PM–5:00 PM

Room 307, Third Floor, Hotel

Submission ID 4344

This session will explore how the University of Calgary used institutional strategy and data-driven decision making to adopt an Early Admission pathway based on final grade I I grades. After two admission cycles with this pathway, find out what was learned and how this pathway has shaped undergraduate admission from high school to one of Canada's top research-intensive universities.

Presenter:

**Scott Robinson**, *The University of Calgary*

#### Do or Die: Quickly Growing an Online Graduate/Professional Program to Ensure Sustainability

3:30 PM–5:00 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4363

This session provides a strategic overview of the critical factors for successfully and quickly transitioning a campus-based graduate/professional program to online delivery to ensure sustainability. Topics include market research, curriculum development, faculty training and support, student recruitment and retention strategies, technology infrastructure, data collection and analytics, staffing requirements, and managerial considerations.

Presenter:

**Stephen Bajjalj**, *Wayne State University*

#### Pre-Meds: “How Do You Solve A Problem Like Maria?”

3:30 PM–5:00 PM

Regency 3, Second Floor, Convention Center

Submission ID 4372

Approximately 25% of Baylor's freshman class aspires to become doctors, the majority of whom cluster in a few majors in the College of A&S. Few persist all the way to medical school, hence an enrollment management challenge identified as the “Maria” problem. The presenters isolated predictors of success for these students. Learn how we conceptualized the issue, identified the variables, and disseminated the information across the university.

Presenters:

**Meaghan Wheelis**, *Baylor University*

**Lynn Wisely**, *Baylor University*

#### Charting a Plan for Student Completion and Campus Efficiencies

3:30 PM–5:00 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4380

How can campuses improve student outcomes during this ongoing period of dwindling resources? Navigating complex issues like program evaluations, cuts, and campus and system consolidations can be challenging. Learn how UNG is using different systems to address enrollment growth and campus efficiencies, while increasing emphasis on the '15 to Finish' program completion efforts in Georgia.

Presenter:

**Jennifer Chadwick**, *University of North Georgia*

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## Monday Sessions and Events

### Strategic Enrollment Planning 101

3:30 PM–5:00 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 4417

This interactive session will provide a step-by-step outline to strategic planning in Enrollment Management. Learn how the University of West Georgia created and implemented its first SEM plan and participate in a SEM planning exercise in a case study approach. Leave prepared to go back to your campus and begin the strategic planning process for your own institution.

Presenters:

**John Head**, University of West Georgia

**Angé Peterson**, University of Central Florida—  
Regional Campuses

**Robert Wilkinson**, Indiana University—Purdue University—  
Fort Wayne

**RELATED PUBLICATION:** *Strategic Enrollment Management: Transforming Higher Education*

### New Technologies That Will Change Recruiting Students Forever

3:30 PM–5:00 PM

Room 204, Second Floor, Hotel

Submission ID 4703

Join us at Capture and learn more about Behavioral Marketing. Utilizing our behavioral tracking technology, we are able to gather influential data to help our partners deliver the right message to prospective students at the right time. Better tracking capabilities equals more conversion opportunities. Our customized approach to targeting and marketing prospects is unique to each of our institutions, delivering not only qualified mission-fit freshmen, but insightful data about all prospects.

Presenters:

**Thomas Golden**, Capture Higher ED

**Heather Mueller**, Capture Higher ED

### Recruitment and Retention in the Real-World

3:30 PM–5:00 PM

Room 212–213, Second Floor, Hotel

Submission ID 4867

This is an evolving time in enrollment management with increasing pressure to rethink your recruiting practices and student success programs to achieve institutional goals. Admissions offices are looking for the best fit students with the greatest chances of persistence. Retention programs can have various elements all designed at achieving student success. Join us to hear recruitment and retention successes and challenges of a number of your peers.

Presenters:

**Barb Calhoun**, Jenzabar

**Chuck Gurden**, Baker College

### Using SEM to Build Stronger Communities and Enhance Diversity in the Post-Ferguson Environment

3:30 PM–5:00 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 5037

This panel session will include SEM professionals from Missouri who have revised their enrollment plans to address issues highlighted by the 2014 Ferguson protests. Executive-level planning, corporate partnerships, diversity training, pre-college development programs, and K–20 collaborations will be discussed.

Presenters:

**Alan Byrd**, University of Missouri—St Louis

**Shani Lenore-Jenkins**, Maryville University

**William Perkins**, Saint Louis University

**Melvin Tyler**, University of Missouri—Kansas City

**RELATED PUBLICATION:** *Strategic Enrollment Management: Transforming Higher Education*



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Research Session

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### Enrollment Services

#### **Big Data in Admissions: Using Predictive Analytics to Drive Student Outcomes**

3:30 PM–5:00 PM

Room 312–313, Third Floor, Hotel

Submission ID 5160

Technology has changed everything: from booking flights to hailing a cab. Big data and analytics are used in business to predict consumer behavior. What if you could apply the same principles and go beyond predicting probability of enrollment and focus efforts on students that are truly prepared to succeed?

Presenter:

**Gil Rogers**, Chegg Enrollment Services

### **(M5) SEM Team End of Day Review**

5:15 PM–6:30 PM

Great Hall 5–6, Third Floor, Convention Center



# Solutions for Today's Higher Education Challenges

## Tuesday Sessions and Events

### Tuesday, November 3

#### Registration

7:30 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center (exhibit hall)

#### Exhibit Hall

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center

#### Cyber Café

7:30 AM–5:00 PM

Great Hall Foyer, Third Floor, Convention Center

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center (exhibit hall)

#### Speaker Ready Room

7:30 AM–5:30 PM

Room 216, Second Floor, Hotel

#### (T1) Continental Breakfast and Plenary Presentation

7:30 AM–8:45 AM

Great Hall 5–6, Third Floor, Convention Center

#### “Race, Class, and College Access: Achieving Diversity in a Changing Legal Landscape”

Presenters:

**Lorelle Espinosa**, American Council on Education

**Matthew Gaertner**, Pearson

#### Registrar 101 & FERPA Workshop (Day 2)

*Separate registration required*

8:00 AM–5:30 PM

Room 303, Third Floor, Hotel

#### (T2) Best Practice Sessions

9:00 AM–10:30 AM

#### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

Great Hall 4, Third Floor, Convention Center

#### (T3) Best Practice Sessions

11:00 AM–12:30 PM



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

2015 AACRAO Strategic Enrollment Management Conference

### (T4) Luncheon and Panel Presentation

12:30 PM–2:00 PM

Great Hall 5–6, Third Floor, Convention Center

#### “From Achieving the Dream to Redesigning America’s Community Colleges: What’s Next for 2-Year Institutions in North America?”

Panelists:

**Walter Bumphus**, American Association of Community Colleges (AACC)

**Karen A. Stout**, Achieving the Dream, Inc.

**Chris Whitaker**, Humber College

**William Serrata**, El Paso Community College

**Mike Reilly**, AACRAO [Moderator]

### (T5) Best Practice Sessions

2:15 PM–3:45 PM

#### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center

### Small Group Discussions by Institutional Type

4:30 PM–5:30 PM

### (T6) SEM Team End of Day Review

4:30 PM–5:45 PM

Great Hall 5–6, Third Floor, Convention Center

### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

Room 214, Second Floor, Hotel

Sponsored by



### (T1) Continental Breakfast and Plenary Presentation

7:30 AM–8:45 AM

Great Hall 5–6, Third Floor, Convention Center

Submission ID 5064

#### Race, Class, and College Access: Achieving Diversity in a Changing Legal Landscape

This session will discuss a groundbreaking report examining how legal challenges to race-conscious admissions are influencing contemporary admissions practices at selective colleges and universities around the country. The report is especially timely in light of the U.S. Supreme Court decision to take a second look at the constitutionality of the University of Texas' admissions policy by granting review in *Fisher v. University of Texas at Austin*.

Presenters:



**Lorelle Espinosa**, American Council on Education (ACE)



**Matthew Gaertner**, Pearson

Tuesday, November 3

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# AACRAO Technology & Transfer Conference

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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### (T2) Best Practice Sessions

9:00 AM–10:30 AM

#### **Retention: Understanding Student Characteristics, Persistence, and Connections to the Institution, Part I**

9:00 AM–10:30 AM

[Diplomat 2, Second Floor, Convention Center](#)

*Submission ID 5035*

This two-part session is back by request! In the first session, the changing student demographic landscape will be covered with a focus on student persistence and retention. Essential conditions for student success will be shared and case study models will be discussed. Part 2 will take place on Tuesday at 11:00 am.

**Presenters:**

**Jay Goff**, *Saint Louis University*

**Stephanie Gordon**, *NASPA*

### Research Track

*Sponsored by*

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**RESEARCH CENTER**

#### **Improve Analysis of Large Data Sets and Create Interactive, Flexible Reporting with Microsoft Excel 2013, Part I**

9:00 AM–10:30 AM

[Diplomat 1, Second Floor, Convention Center](#)

*Submission ID 4409*

Part I will focus on creating the foundation essential for effective institutional data management and what steps to include for building/maintaining a multi-year database that can be used to support analysis. The session will share examples of how MS 2013 Excel Pivot/Slicers are used to create interactive and flexible reporting (hands-on practice). Requirements: Be familiar with Excel and pivot tables. Bring laptop with Microsoft Office/Excel 2013 installed. Part 2 will take place on Tuesday at 11:00 am.

**Presenter:**

**Janet Ward**, *Seattle Pacific University*



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## Solutions for Today's Higher Education Challenges

### Tuesday Sessions and Events

#### Admissions & Advising Track

Sponsored by

**HOBSONS** 

#### Quickening the PaCE: An Overview of the Pathway to Campus Enrollment Program at the University of Florida

9:00 AM–10:30 AM

Diplomat 5, Second Floor, Convention Center

Submission ID 4320

This session offers an overview of the Pathway to Campus Enrollment (PaCE) program at the University of Florida, which offered FTIC students admission to UF Online with a guarantee to transition to the main campus at the upper-division level. Learn about the program from vision to implementation; the goals for this program; the marketing challenges; as well as mistakes made and lessons learned.

#### Presenters:

**Tammy Aagard**, University of Florida

**Zina Evans**, University of Florida

**Andrea Felder**, University of Florida

#### Admissions & Advising Track

Sponsored by

**HOBSONS** 

#### Improving the Business Process in Undergraduate Admissions at Canada's Top Young U15 Institution

9:00 AM–10:30 AM

Diplomat 3, Second Floor, Convention Center

Submission ID 4345

Would your institution consider an opportunity to increase undergraduate admission process efficiency by at least 50% while reclaiming half a million dollars in costs savings as a result? This session will explore the aggressive project underway at the University of Calgary to do just that! From defining the project to the current status, find out what this institution is doing to innovate to meet the challenges of shifting enrolment and ever-shrinking budgets.

#### Presenter:

**Scott Robinson**, The University of Calgary

**RELATED PUBLICATION:** *SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities*





# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

2015 AACRAO Strategic Enrollment Management Conference

### How WCSU Successfully Leveraged Their CRM to Change Campus Culture and Grow New Student Enrollment

9:00 AM–10:30 AM

Regency 1, Second Floor, Convention Center

Submission ID 4359

Find out how a family tradition of cutting the ends off of roast beef launched a major culture shift at WCSU. As part of a business process reorganization, WCSU identified a few areas that if changed would yield the highest results, so we implemented a CRM and not only changed our technology, but our culture.

**Presenter:**

**Jay Murray**, Western Connecticut State University

### The Perfect Storm: Culture Change, Chaos and Compliance

9:00 AM–10:30 AM

Regency 3, Second Floor, Convention Center

Submission ID 4405

In 2014, York Technical College began a division-wide initiative within its Enrollment Services area to streamline processes, ensure administrative capability, and add greater rigor to compliance measures, with a particular focus on the Financial Aid Office. This session will share the pragmatic strategies used to institute change, compliance, and help reshape the office including the contributions of an interim financial aid director/consultant.

**Presenter:**

**Monique Perry**, York Technical College

**RELATED PUBLICATION:** *SEM and Institutional Success: Integrating Enrollment, Finance and Student Access*

### Admissions & Advising Track

Sponsored by



### Moving Beyond the Gatekeeper Model: Configuring an Effective, Adaptive Enrollment Management Office

9:00 AM–10:30 AM

Regency 2, Second Floor, Convention Center

Submission ID 4410

At many colleges, organizational vestiges of the admission “gatekeeper” era remain, causing inefficiency, misalignment in staff roles, and a failure to embrace SEM. In this session, three enrollment managers will discuss their experiences in revising enrollment structures at institutions that differ in size, program types, and other characteristics. The session will include discussion of contextual factors that drove the changes and candid reflections about what worked well and what did not.

**Presenters:**

**Erin Finn**, Thomas Jefferson University (PA)

**Thomas Hoener**, California Lutheran University (CA)

**Robert Mirabile**, Beloit College

**RELATED PUBLICATION:** *The Handbook of Strategic Enrollment Management*

### Empower Your Students by Simplifying Scheduling! How Student Schedule Planning Benefits the Entire Institution

9:00 AM–10:30 AM

Room 212–213, Second Floor, Hotel

Submission ID 4433

Are you challenged to improve student service, increase enrolled credit hours, and enhance course demand accuracy? The presenter will demo the functionality of the schedule planner and share the benefits for students and administration. Providing a more efficient and user-friendly registration process, students can maximize courses taken each semester.

**Presenter:**

**Robert Strazzarino**, College Scheduler LLC

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## Tuesday Sessions and Events

### Research Session

Sponsored by



### How ACT Research Can Inform Enrollment Strategies

9:00 AM–10:30 AM

Room 307, Third Floor, Hotel

Submission ID 4449

The session will take a look at three recent ACT studies and how each can have a significant impact on your enrollment strategies. Released in July, the first study is the College Choice Report, which provides a look at the ACT tested graduating class of 2014 and what we know about them now. The second is our Condition of College & Career Readiness report, released in August, which looks at the 2015 graduating class as they enter college. The final is a review of the first six months of data on an exciting new ACT initiative called “Get Your Name in the Game.” This initiative is focused on helping expand college opportunities for underserved students by making the names of underserved high school seniors available to colleges for free through the ACT Educational Opportunity Service (EOS).

Presenter:

**Steve Kappler**, ACT Research

### Student Engagement: SEM’s Opportunity to Bridge Academic and Student Affairs

9:00 AM–10:30 AM

Diplomat 4, Second Floor, Convention Center

Submission ID 4888

This session explores SEM’s role in student learning outcomes. Effective student learning involves both the curriculum and the co-curriculum, and the more connections there are to what happens both in and out of the classroom, the richer the student’s experience will be—and the more likely he or she will be successful and graduate.

Presenter:

**Stan Henderson**, AACRAO Consulting

**RELATED PUBLICATION:** *Strategic Enrollment Management: Transforming Higher Education*

### Producing Resource-Efficient, Conflict-Free Schedules—With the Student in Mind!

9:00 AM–10:30 AM

Room 204, Second Floor, Hotel

Submission ID 4892

With today’s financial, space, and staff constraints, offering students a comprehensive package that is aligned to their academic requirements can require a fair amount of juggling. Learn how after nearly three decades of dedication in the pursuit of continuous improvement of scheduling operations, Infosilem has become one of the leading providers of sophisticated scheduling software solutions to higher education.

Presenter:

**Philippe Melis**, Infosilem

## Tuesday Sessions and Events

### **To One Stop or Not: Streamlining Student Services and Staff Success**

9:00 AM–10:30 AM

Room 312–313, Third Floor, Hotel

Submission ID 5032

Service integration improves both staff and student experience, increasing retention of both. How do you maintain staff buy-in yet coordinate critical role changes? Our project plan includes implementation techniques and checklists for change management, negotiating data-access, process redesign, training to new standards, competencies for service excellence, and assessing then celebrating success.

**Presenters:**

**Brandi Lamon-Pinkerton**, University of Alabama  
at Birmingham

**Susan Leigh**, Susan Leigh Consulting

### **Refreshment Break in Exhibit Hall**

10:30 AM–11:00 AM

Great Hall 4, Third Floor, Convention Center

### **(T3) Best Practice Sessions**

11:00 AM–12:30 PM

### **Retention: Understanding Student Characteristics, Persistence, and Connections to the Institution, Part 2**

11:00 AM–12:30 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 5036

During the second session, presenters will engage participants in a discussion regarding what types of collaborative processes will improve student success, contribute to lowering student attrition, and improve degree completion. The session concludes with an interactive Q&A session.

**Presenters:**

**Jay Goff**, Saint Louis University

**Stephanie Gordon**, NASPA

**RELATED PUBLICATION:** *Strategic Enrollment Management: Transforming Higher Education*

### **Research Track**

Sponsored by

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### **Improve Analysis of Large Data Sets and Create Interactive, Flexible Reporting with Microsoft Excel 2013, Part 2**

11:00 AM–12:30 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4939

Part 2 of this session begins by providing attendees with a data set with which to work. Then, following step-by-step instructions, the presenter will demonstrate how to use Pivot/Slicers techniques with MS Excel to create interactive reports. Requirements: Be familiar with Excel and pivot tables. Bring laptop with Microsoft Office/Excel 2013 installed.

**Presenter:**

**Janet Ward**, Seattle Pacific University



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Research Track

Sponsored by  
NATIONAL STUDENT CLEARINGHOUSE  
RESEARCH CENTER

#### Strategic Enrollment Management: Effective Utilization of Predictive Modeling from Inception to Matriculation

11:00 AM–12:30 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4123

This session will include a comprehensive primer on how to design a data-driven enrollment management plan, which integrates predictive modeling from conception (prospect and applicant stage) to full-scale implementation. Verifiable outcomes between predictive model score at both the prospect and accept stage and deposit stage will be presented.

#### Presenters:

**Randall Langston**, SUNY College at Brockport  
**Dave Loreto**, SUNY College at Brockport  
**Robert Wyant**, SUNY College at Brockport

#### Addressing Completion and Accountability at Community Colleges

11:00 AM–12:30 PM

Regency 2, Second Floor, Convention Center

Submission ID 4352

Numerous external forces, unlike any experienced to-date, are driving the need for campuses to enact innovative solutions that ensure student success remains central to the community college mission. This session will examine a multitude of factors that affect current practices as well as provide a framework for evaluating strategies that meet the “new normal” head-on while addressing completion and accountability at community colleges.

#### Presenter:

**Kevin Pollock**, St. Clair County Community College

RELATED PUBLICATION: *Applying SEM at the Community College*

#### Transforming Student Enrollment Services

11:00 AM–12:30 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 4373

In recent years, the “siloes” approach to enrollment management has proven ineffective in recruiting and retaining students, and has been replaced with the shared services model. This session provides a background to the problems plaguing enrollment management in recent years and opportunities to strengthen SEM practices. The presenters will share a case study of the successful implementation of a shared services/enrollment services center at The University of Texas at Tyler and provide suggestions for maintaining this type of organizational structure.

#### Presenters:

**Amanda Beard**, The University of Texas at Tyler  
**Rosemary Cooper**, The University of Texas at Tyler  
**Kelsey French**, The University of Texas at Tyler

#### Recruiting and Providing Student Services for Online Programs at a Traditional, Public University

11:00 AM–12:30 PM

Regency 1, Second Floor, Convention Center

Submission ID 4399

Learn how the University of Arkansas is marketing and recruiting for its 30+ online programs. We’ll talk about the challenges of growing online enrollment at a traditional, public institution. Recruiting and marketing strategies will be discussed. The presenter will also touch on retaining these online learners in a very competitive market.

#### Presenter:

**Rebel Smith**, University of Arkansas Main Campus

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# Solutions for Today's Higher Education Challenges

## Tuesday Sessions and Events

### Making Immediate, Measurable Gains as the “New Guy/Gal” on Campus

11:00 AM–12:30 PM

Regency 3, Second Floor, Convention Center

Submission ID 4401

The presenter will discuss the changes he made in his first year at Wesley, which resulted in inquiries increasing by 2%, completed applications up by 30%, accepts up 15%, and deposits up 10% vs. the previous three-year average. Attendees will get a tangible “to do” list they can put in place right away.

**Presenter:**

**Greg Potts, Wesley College**

### Improving Business Processes to Service Non-Degree-Seeking Students

11:00 AM–12:30 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 4404

This session will explore how a large metropolitan research institution moved from paper to an online process to better manage applications and improve service to non-degree-seeking students as well as over 6,000 dual enrollment students both on campus and off.

**Presenters:**

**Kevin Coughlin, Florida International University**

**Jody Glassman, Florida International University**

**Wendy Kutchner, Florida Atlantic University**

### Research Session

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**RESEARCH CENTER**

### Comings and Goings: Understanding Student Mobility Patterns to Help you Find, and Keep, the Students you Want

11:00 AM–12:30 PM

Room 307, Third Floor, Hotel

Submission ID 4451

Explore the latest patterns of student mobility and transfer, as revealed in a newly published report from the National Student Clearinghouse Research Center. These national and state-level data illuminate where, when, and why, today's students are engaging with multiple institutions in pursuit of their educational goals, and how you can find insights to help them succeed.

**Presenter:**

**Douglas Shapiro, National Student Clearinghouse**

### Meeting New Expectations: Ellucian Enterprise CRM

11:00 AM–12:30 PM

Room 204, Second Floor, Hotel

Submission ID 4463

Hear the latest overview of the Ellucian Enterprise CRM (eCRM) strategy. Topics will include an overview of the Ellucian eCRM framework and a discussion on how web services are employed to support integration with Banner by Ellucian and Colleague by Ellucian. Learn about Ellucian's new student success solution, Ellucian Pilot, as well as updates on Ellucian Recruiter and Ellucian's next generation advancement solution.

**Presenter:**

**Jennifer Taylor, Ellucian**



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

2015 AACRAO Strategic Enrollment Management Conference

### Using Course Demand Data to Inform Resource Allocation and Advance Student Completions

11:00 AM–12:30 PM

Room 212–213, Second Floor, Hotel

Submission ID 4891

Campuses are using analytics and automated schedule modeling to more effectively allocate resources and advance student completion. Join our session to learn how institutions are partnering with Ad Astra Information Systems, L.L.C. and hear our client panelists describe their efforts to promote student completion initiatives on their respective campuses.

**Presenters:**

**Jennifer Chadwick**, University of North Georgia

**Tom Shaver**, Ad Astra Information Systems

**Bryan Terry**, University of North Carolina at Greensboro

### The View From Inside: Moving from CIO to VP of Enrollment and Marketing

11:00 AM–12:30 PM

Room 312–313, Third Floor, Hotel

Submission ID 5162

When a new President arrived at Columbia College (MO) in 2014, his quick assessment was that Enrollment Management must perform at top efficiency. Wanting a leader of this mission-critical area who would embrace technology, he turned to his current CIO, Kevin Palmer, and asked him to change roles. Now Kevin brings an amazing viewpoint as he looks at Enrollment Management from the inside out. With a firm eye on persistence, retention and completion, come hear what Kevin has learned after one year in this position.

**Presenter:**

**Kevin Palmer**, Columbia College

### (T4) Luncheon and Panel Presentation

12:30 PM–2:00 PM

Great Hall 5–6, Third Floor, Convention Center

Submission ID 5066

### From Achieving the Dream to Redesigning America's Community Colleges: What's Next for 2-Year Institutions in North America?

The profile of America's 1,200 community colleges has risen dramatically during the last decade. From the focus on student success spurred by Achieving the Dream to President Obama's America's Graduation Initiative, community colleges will continue to play a key role in higher education. Panelists will respond to the future direction of community colleges including relationships between community colleges and universities.

**Panelists:**



**Walter Bumphus**,  
American Association of Community Colleges



**Chris Whitaker**,  
Humber College



**William Serrata**,  
El Paso Community College



**Michael Reilly**,  
AACRAO  
[Moderator]



**Karen Stout**,  
Achieving the Dream, Inc.

**RELATED PUBLICATION:**  
*Applying SEM at the Community College*

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## Tuesday Sessions and Events

### (T5) Best Practice Sessions

2:15 PM–3:45 PM



#### SEM Rapid Fire Session 2: Hot Topics in SEM Data and Analytics

2:15 PM–3:45 PM

Regency 2, Second Floor, Convention Center

Submission ID 4887

Rapid Fire or Ignite-style speeches are a series of speedy presentations, where each speaker is allowed 5 minutes to discuss a specific SEM data or analytics topic for which they have a passion. A robust discussion period will follow the presentations. Attendees should be ready for fast thoughts, meaningful information, and key take-aways that can make a difference.

**Presenters:**

**Christine Kerlin**, AACRAO Consulting

**Wendy Kilgore**, AACRAO

**Chris Shaffer**, Shawnee State

**Loralyn Taylor**, Ohio University

**Darin Wohlgemuth**, Iowa State University

#### How to Survive an ERP Conversion: A Case Study on Commitment to Collaboration as a Means to Succeed

2:15 PM–3:45 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 4126

The City University of New York (CUNY) launched a major effort to integrate more than two dozen antiquated systems into one unified enterprise system. Named CUNYFirst (Fully Integrated Resources and Services Tool), the multiyear project was introduced in waves across the 19 units of The City University of New York. New York City College of Technology (City Tech) was in the third wave, but our college administration requested that City Tech delay implementation until the fourth wave. However, in January 2013, we found out that our request to delay implementation was declined and we were on target to convert in March. What would you do?

**Presenters:**

**Alexis Chaconis**, CUNY New York City College of Technology

**Vincent Roach**, CUNY New York City College of Technology

#### Improving Transfer Student Satisfaction: Creating a Transfer Student Services Center

2:15 PM–3:45 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4313

Each year, Brooklyn College enrolls over 3,000 transfer students. The problems experienced by transfers were reflected in a variety of reports, which identified transfer issues as one of the primary causes of student dissatisfaction. This presentation addresses the way in which we created a more seamless transition through the creation of the Transfer Student Services Center and how we regrouped after an SIS conversion, coming out ahead and enrolling a record number of transfers.

**Presenter:**

**Maria Campanella**, CUNY Brooklyn College

**RELATED PUBLICATION:** *The Transfer Handbook: Promoting Student Success*



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Don't miss our presentation:

*"Comings and Goings: Understanding Student Mobility Patterns  
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**Tuesday, November 3 — 11:00 am-12:30 pm**

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## Solutions for Today's Higher Education Challenges

### Tuesday Sessions and Events

#### Big Data for Retention: How One Institution Used Existing Database Data to Drive Retention Efforts

2:15 PM–3:45 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4357

“Big data” is a concept garnering attention in a variety of fields, including higher ed. Much of institutional assessment involves collecting data and analyzing the results. But what about using data that you already have? This session covers what one institution did to develop a big data approach to retention efforts that moved from proof of concept using existing data elements in disparate databases/tables to an ongoing process with many other applications.

**Presenters:**

**Reid Kisling**, Western Seminary

**Andy Peterson**, Western Seminary

**RELATED PUBLICATION:** *Strategic Enrollment Management: Transforming Higher Education*

#### Enrollment Management Lessons Learned Through Consolidation (With A Little Help from Dr. Seuss)

2:15 PM–3:45 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 4387

So what happens when two distinctly different institutions are consolidated? What Enrollment Management challenges and opportunities should one be aware of to help navigate such change? This session will focus on hard lessons learned during a consolidation and focus on five essential “Cs” for success, all while using the wisdom and insight from the late, great Dr. Seuss!

**Presenter:**

**Sheri Rowland**, Middle Georgia State University

#### The Enrollment Impact of Qualitative Metrics: How an Institution's Defined Brand and Personality Drive Growth

2:15 PM–3:45 PM

Regency 1, Second Floor, Convention Center

Submission ID 4403

In order to grow, many enrollment managers are trying to figure out how to separate their institutions from the higher education herd. That strategy must begin with the definition of the institution's personality and brand. If done well, this powerful insight can drive dramatic growth. Learn how one enrollment manager nearly doubled enrollment at two different institutions using novel qualitative methods and a consensus-building approach.

**Presenter:**

**Scott Ochander**, Manchester University

#### The Essentials of Strategic Enrollment Planning

2:15 PM–3:45 PM

Room 212–213, Second Floor, Hotel

Submission ID 4448

Issues such as institutional health (enrollment/fiscal), capacity, brand development, market position, program development, retention and completion are best achieved when planned over an extended period of time. This session will provide an introduction to the process including: why Strategic Enrollment Planning (SEP) is an emerging necessity for all institutions; the necessary steps to begin and execute the process; best practices for SEP; and common pitfalls of SEP.

**Presenter:**

**Gary Fretwell**, Ruffalo Noel Levitz

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Maintaining Security Standards in International Testing

2:15 PM–3:45 PM

Room 204, Second Floor, Hotel

Submission ID 4793

Increasing competition in admissions exposes the need to identify more effective ways to detect fraud and prevent it from becoming more widespread. This session will discuss current issues and provide an overview of IELTS security and best practices to address security and fraud in international admissions.

**Presenters:**

**Kate McKeen, IELTS USA**

**Costas Solomou, Queens University of Charlotte**

### Build Your International SEM Tool Box: International Student Success

2:15 PM–3:45 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4889

Do you want to learn more the tools being used by North American colleges and universities to implement international student success plans? In this session, the presenter will review the international student success research literature and profile work being done at the University of Windsor (Ontario, Canada) and by the Ontario Committee on Student Affairs to achieve enhanced international strategic enrollment management outcomes.

**Presenter:**

**Clayton Smith, University of Windsor**

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education, SEM in Canada*

### Research Session

Sponsored by



### Student Planning: An Important Part of Achieving Graduation Initiatives

2:15 PM–3:45 PM

Room 312–313, Third Floor, Hotel

Submission ID 5155

Institutions are striving to raise graduation rates and increase service to their students. With the common goal of helping students complete their college education, the presenters will discuss the programs in place to support students. Reports detailing the student planning process will offer effective steps and strategies to improve your current enrollment management and registration practices. The session will also provide an overview of graduation methods and initiatives around the country.

**Presenter:**

**Robert Strazzarino, College Scheduler LLC**

**William Serrata, El Paso Community College**



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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Inquiring Minds: Results of an Inquiry Response Analysis

2:15 PM–3:45 PM

Room 307, Third Floor, Hotel

Submission ID 5165

Students inquiring with schools expect to receive an immediate and relevant response. But how many schools are delivering immediate and relevant responses? Liaison wanted to know and its research team submitted hundreds of inquiry forms for business programs across the United States. We then tracked the time, method, and type of responses. This session will share the data and insights of our inquiry response analysis and share tips for schools to deliver effective responses that are automated and trackable.

**Presenters:**

**Suzanne Sharp**, Liaison

**George Wolf**, Siena Heights University

### Better Student Scheduling Leads to Student Satisfaction

2:15 PM–3:45 PM

Regency 3, Second Floor, Convention Center

Submission ID 5166

One study demonstrates a high level of student frustration with class registration due to access while another suggest that 43% of courses are under-filled. What gives?

Learn about these studies and how VSB eases the class registration process, minimizes registration errors, increases average student credit hours, and balances course distribution.

**Presenter:**

**Pierre Guay**, Visual Schedule Builder

### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Great Hall 4, Third Floor, Convention Center

### Small Group Discussions by Institutional Type

4:30 PM–5:30 PM

### Two-Year Institutions Roundtable

4:30 PM–5:30 PM

Room 307, Third Floor, Hotel

Submission ID 4243

**Facilitator:**

**Christine Kerlin**, AACRAO Consulting

### Registrar as Leader

4:30 PM–5:30 PM

Room 312–313, Third Floor, Hotel

Submission ID 4337

How do you as a registrar make exceptions when your staff is asked to say 'no' all day long? In addition to management responsibilities, registrars are called to be leaders in the academic community. Factors will be exposed that alter leadership decisions. Participants will walk away with concrete examples and tools for the registrar's toolbox.

**Presenters:**

**Erin Seheult**, Loma Linda University

**Rick Williams**, Loma Linda University

**RELATED PUBLICATION:** *Leadership Lessons: Vision and Values for a New Generation*

### International Institutions Roundtable

4:30 PM–5:30 PM

Room 212–213, Second Floor, Hotel

Submission ID 4841

**Facilitator:**

**Mary Hughes**, University of Kent



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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

2015 AACRAO Strategic Enrollment Management Conference

### Canadian Institutions Roundtable

4:30 PM–5:30 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4842

Facilitator:

**Susan Gottheil**, University of Manitoba

### Four-Year Private Institutions Roundtable

4:30 PM–5:30 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4843

Facilitator:

**Jay Goff**, Saint Louis University

### Four-Year Public Institutions Roundtable

4:30 PM–5:30 PM

Diplomat 5, Second Floor, Convention Center

Submission ID 4844

Facilitator:

**Tom Green**, AACRAO Consulting

### Graduate & Professional Institutions Roundtable

4:30 PM–5:30 PM

Diplomat 4, Second Floor, Convention Center

Submission ID 4845

Facilitator:

**Reid Kisling**, Western Seminary

### Small Schools Roundtable

4:30 PM–5:30 PM

Room 204, Second Floor, Hotel

Submission ID 4846

Facilitator:

**William Serrata**, El Paso Community College

### Extending the Transcript Roundtable

4:30 PM–5:30 PM

Diplomat 3, Second Floor, Convention Center

Submission ID 4847

Facilitator:

**Michael Reilly**, AACRAO

### (T6) SEM Team End of Day Review

4:30 PM–5:45 PM

Great Hall 5–6, Third Floor, Convention Center

### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

Room 214, Second Floor, Hotel

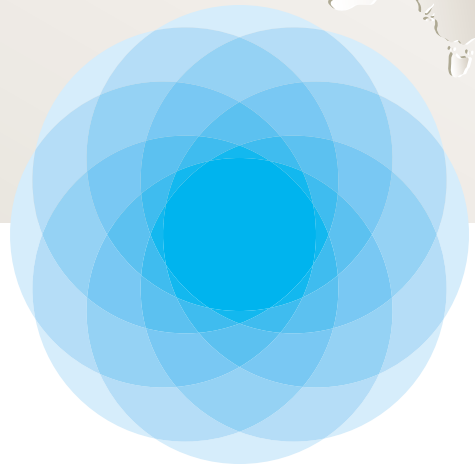
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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

### Wednesday, November 4

#### Registration

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center

#### AACRAO Booth/Bookstore

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center (registration area)

#### Cyber Café

7:30 AM–12:00 PM

Great Hall Foyer, Third Floor, Convention Center (registration area)

#### Speaker Ready Room

7:00 AM–10:00 AM

Room 216, Second Floor, Hotel

#### (W1) Best Practice Sessions

8:00 AM–9:30 AM

#### (W2) Best Practice Sessions

9:45 AM–11:15 AM

#### (W3) Plenary Presentation

11:30 AM–12:30 PM

Great Hall 5–6, Third Floor, Convention Center

#### “A Different World: The Evolving Field of Enrollment Management”

Presenter:

**Jim Montoya**, College Board

#### Lunch on Your Own

12:30 PM–1:30 PM

#### Taking SEM Home for Teams

1:30 PM–3:30 PM

Diplomat 2, Second Floor, Convention Center

#### Taking SEM Home for Individuals

1:30 PM–3:30 PM

Diplomat 1, Second Floor, Convention Center

#### (WI) Best Practice Sessions

8:00 AM–9:30 AM

#### The Emergence of Strategic Graduate Enrollment Management (SGEM) & Integrated Interdependence, Part I

8:00 AM–9:30 AM

Diplomat 1, Second Floor, Convention Center

Submission ID 4406

The absence of Strategic Graduate Enrollment Management (SGEM) places the graduate education enterprise at a disadvantage for both long- and short-term enrollment. This session will discuss the emergence of Graduate Enrollment Management (GEM) from both a strategic and operational perspective. Attendees will be provided basic tracking tools for monitoring enrollment targets, resources to assist them in performing comparative trend analyses at their own institutions, as well as operational graduate best practice models that came as a result of recent case study research study performed by NAGAP. Part 2 is on Wednesday at 9:45 AM.

Presenters:

**Ariana Balayan**, Sacred Heart University

**Christopher Connor**, State University of New York at Buffalo

**Joshua LaFave**, State University of New York College at Potsdam

**Lee Melvin**, State University of New York at Buffalo

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

### Our Changing and Challenging Role on the Road to Success

8:00 AM–9:30 AM

Diplomat 5, Second Floor, Convention Center

Submission ID 4350

How do educational changes and challenges coming from the federal, state, and local levels affect those in Student Services? How can we continue our “common sense” approach to student success while we ourselves change and adapt to issues inside and outside our walls? This session will look at our past, our challenges, and our future with a mix of humor, information, and statistics. Together we will recognize our potential and our role as leaders on our campuses.

Presenter:

**Kevin Pollock**, *St Clair County Community College*

### Supporting Student Success with Predictive Analytics

8:00 AM–9:30 AM

Regency 2, Second Floor, Convention Center

Submission ID 4376

This session will discuss how to create a data-driven environment on campus by using a predictive analytic platform, and how it can have a positive impact on enrollment, retention, and both student and institutional goals.

Presenter:

**Bryan Terry**, *University of North Carolina at Greensboro*

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### Looking Forward and Back: Measuring the Impact of Student Employment and Leadership on Student Success

8:00 AM–9:30 AM

Regency 1, Second Floor, Convention Center

Submission ID 4390

This presentation examines student success by looking at two cohort approaches: retention (forward) and time to degree (backward). The framework provides a comprehensive view of the path to success. Controlling for academic and demographic differences, along with student employment and leadership in clubs and organizations, the two methods allow SEM researchers to quantify the impact of campus opportunities. Knowing the impact helps shape marketing messages and guide resource allocation.

Presenters:

**Greg Forbes**, *Iowa State University*

**Kate Ralston**, *Iowa State University*

**Darin Wohlgenuth**, *Iowa State University*

### Research Session

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### Career Development Throughout the Student Lifecycle

8:00 AM–9:30 AM

Regency 3, Second Floor, Convention Center

Submission ID 5172

This session will take a cross-functional look at best practices from inquiry to graduation and share insights from InsideTrack’s work coaching over a million students, including data and research from specific career coaching programs. Finally, attendees will workshop real life situations and apply insights to their own institution in a change planning exercise.

Presenter:

**Catherine Parkay**, *InsideTrack*

# Solutions for Today's Higher Education Challenges

## Wednesday Sessions and Events

### Managing Change: Adopting New Technologies for Recruitment

8:00 AM–9:30 AM

Diplomat 3, Second Floor, Convention Center

Submission ID 4392

We have all heard it—new technologies can boost your enrollment significantly. Successful leaders follow a strategic process in adopting new systems to set up their team for success. Using John Kotter's stages of change management as a frame, hear how George Wolf, current Vice President of Enrollment Management at Siena Heights, navigated the change process on two campuses and continues to engage his team in the change.

**Presenter:**

**George Wolf**, Siena Heights University

### Admissions & Advising Track

Sponsored by



### Honors First: A Pilot Recruitment Initiative for our University's Highest-Achieving Applicants

8:00 AM–9:30 AM

Diplomat 4, Second Floor, Convention Center

Submission ID 4400

The Lee Honors College at Western Michigan University led a new recruitment initiative in April 2015 to increase the yield of our highest-achieving applicants. Students who attended our flagship Medallion Scholarship competition in January were invited to register for classes in April—well ahead of June Orientation. This session will focus on the unique challenges and successes of a truly collaborative university-wide recruitment initiative originating from the academic advising field.

**Presenter:**

**Anthony Helms**, Western Michigan University

### Admissions & Advising Track

Sponsored by



### Analytics in Student Success: From Admissions to Commencement

8:00 AM–9:30 AM

Diplomat 2, Second Floor, Convention Center

Submission ID 4402

Writing post-hoc reports focusing on the funnel or six-year graduation rates doesn't cut it in today's rapidly changing higher education environment where real-time information is crucial to making immediate course corrections. Learn how to measure what matters, and when it matters in order to get the actionable information you need. This session will cover how analytics—the process of converting data into actionable information—can help you improve your students' success throughout the enrollment management lifecycle from admissions to commencement.

**Presenters:**

**Jennifer Chadwick**, University of North Georgia

**Loralyn Taylor**, Ohio University

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### (W2) Best Practice Sessions

9:45 AM–11:15 AM

### The Emergence of Strategic Graduate Enrollment Management (SGEM) & Integrated Interdependence Part 2

9:45 AM–11:15 AM

Diplomat 1, Second Floor, Convention Center

Submission ID 4940



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

Increasing competition to recruit students, coupled with declines in demand for many graduate programs, is leading institutions to proactively examine how best to meet their graduate enrollment objectives. Schools must be mindful of implementing cost-effective data-driven recruitment, retention and current student success strategies across the student lifespan.

**Presenters:**

**Ariana Balayan**, Sacred Heart University

**Christopher Connor**, State University of New York at Buffalo

**Joshua LaFave**, State University of New York College at Potsdam

**Lee Melvin**, State University of New York at Buffalo

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### Mentorship Through the Generations

9:45 AM–11:15 AM

Regency 2, Second Floor, Convention Center

Submission ID 4256

The presenters will define the mentor/mentee relationship from the perspective of Millennials, Generation X, and Baby Boomers. Walk through a timeline of work experiences within the higher education setting as guided by representatives of different generations. Interact and learn the different perspectives of mentorship as it relates to theory.

**Presenters:**

**Ismari Altamirano**, Loma Linda University

**Annette Lerma**, Loma Linda University

**Erin Sehult**, Loma Linda University

**Eric Shadle**, Loma Linda University

**Rick Williams**, Loma Linda University

**RELATED PUBLICATIONS:** *Leadership Lessons: Vision and Values for a New Generation*

### Medieval With a Twist: Registrar as Leader in Student Success

9:45 AM–11:15 AM

Diplomat 5, Second Floor, Convention Center

Submission ID 4262

The medieval registrar was the collector and keeper of records. While the integrity of the academic record remains central to the role in the 21st century, the mission of the registrar has broadened in scope to encompass student success. Our work is a creative mix of influences to support the student experience through partnership, collaboration, and continual evaluation of what we do. We have cast off our medieval shackles and boldly walked into a modern, fresh take on the role of the registrar.

**Presenter:**

**Mary Hodder**, Douglas College

**RELATED PUBLICATIONS:** *Leadership Lessons: Vision and Values for a New Generation*

### Collaborations to Enhance Student Financial Literacy

9:45 AM–11:15 AM

Diplomat 4, Second Floor, Convention Center

Submission ID 4299

Virginia Commonwealth University's SEM Division and the School of Business joined efforts to develop a financial education program, with the goal of reducing student loan debt. VCU SEM and School of Business FIRE (Finance, Insurance and Real Estate) developed a peer financial education counseling program free to all university students.

**Presenters:**

**Rachel Maddux**, Virginia Commonwealth University

**John McFarland**, Virginia Commonwealth University

**Daniel Salandro**, Virginia Commonwealth University

**RELATED PUBLICATIONS:** *SEM and Institutional Success: Integrating Enrollment, Finance and Student Success*

November 1–4, 2015  
The Diplomat • Hollywood, FL

## Wednesday Sessions and Events

### **Balancing Data, Time, and Expectations**

9:45 AM–11:15 AM

Diplomat 2, Second Floor, Convention Center

Submission ID 4391

As enrollment managers, we are expected to make data-driven decisions to guide our tasks of targeting, recruiting, and retaining students as part of our campus' strategic enrollment planning goals. Do we really do what we say? Evidence from the presenter's dissertation indicates that enrollment managers incorporate much more than just "data" in their decision-making. Come learn about their experiences through a variety of themes found in the research that may reflect a similar reality you face on your campus.

**Presenter:**

**Adam Johnson**, University of Central Oklahoma

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### **Online Enrollment Research as a Strategy for Campus Institutional Growth**

9:45 AM–11:15 AM

Regency 3, Second Floor, Convention Center

Submission ID 4411

Brigham Young University-Idaho researched and developed an online education strategy to meet student demand and relieve campus costs. This strategy has increased the number of students receiving a quality online and campus experience, while not needing to dramatically increase campus size and resources.

**Presenter:**

**Brad Hales**, Brigham Young University-Idaho

### **Four Strategies for Killing Change & How to Use Them to YOUR Advantage**

9:45 AM–11:15 AM

Regency 1, Second Floor, Convention Center

Submission ID 4413

No matter what you are implementing—a new CRM, SIS, ERP, policy, procedure, or program—failure to manage the people side of the change will doom your efforts. Learn the four most common ways people resist change and how to counter their arguments, use their strategies against them, and generate more buy-in for your change effort.

**Presenter:**

**Loralyn Taylor**, Ohio University

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### **Building the Comprehensive Student Record: An Update on the AACRAO-NASPA-Lumina Project**

9:45 AM–11:15 AM

Diplomat 3, Second Floor, Convention Center

Submission ID 4876

The Lumina-funded project with AACRAO and NASPA to build a comprehensive student record is underway. This session will provide an overview of the project by AACRAO and NASPA members working on the project, as well as perspectives from institutional participants.

**Presenters:**

**Samuel Conte**, University of Pittsburgh—Main Campus

**Tom Green**, AACRAO Consulting

**Tomikia LeGrande**, University of Houston—Downtown

**Rodney Parks**, Elon University

**Amelia Parnell**, NASPA

**Michele Sandlin**, AACRAO Consulting

**Howard Shanken**, AACRAO Consulting

**Jeffrey von Munkwitz-Smith**, Boston University



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

### (W3) Plenary Presentation

11:30 AM–12:30 PM

Great Hall 5–6, Third Floor, Convention Center

Submission ID 5067

#### “A Different World: The Evolving Field of Enrollment Management”

Higher education is indeed a global force, and issues of undergraduate “access and success” in the United States and abroad have never been more at the forefront of our thinking. The presenter, a 40-year insider in the world of college/university admission will share insights and trends that provide a historical perspective of our evolving field, as well as a glimpse into its future.

Presenter:



**Jim Montoya**, College Board

**RELATED PUBLICATIONS:** *Strategic Enrollment Management: Transforming Higher Education*

### Taking SEM Home for Institutional Teams

1:30 PM–3:30 PM

Diplomat 2, Second Floor, Convention Center

Submission ID 4872

The session will help institutional teams synthesize the learning that occurred by individuals in the team, as well as for the team as a whole. It will help the teams identify gaps in their readiness to implement or enhance SEM on their campuses and develop priorities for implementation and enhancement of SEM at their institutions.

Presenters:

**Susan Gottheil**, University of Manitoba

**William Serrata**, El Paso Community College

### Taking SEM Home for Individuals

1:30 PM–3:30 PM

Diplomat 1, Second Floor, Convention Center

Submission ID 4873

This session will help conference attendees synthesize their learning that occurred over the past several days and prepare to implement or enhance SEM at their institutions.

Presenters:

**Jay Goff**, Saint Louis University

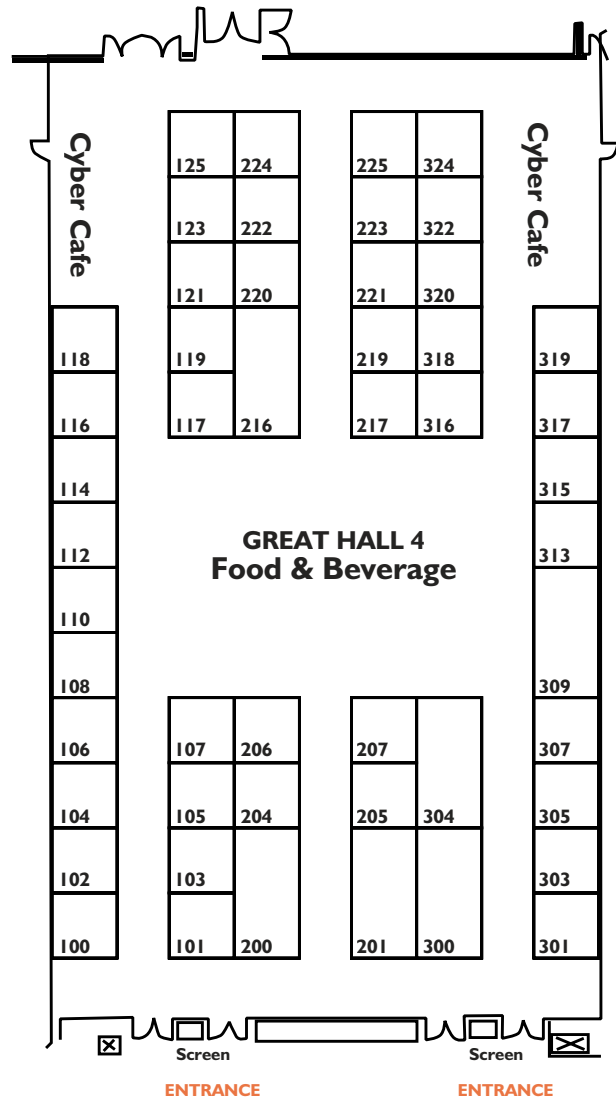
**Michele Sandlin**, AACRAO Consulting

## Exhibit Hall & Exhibitor Listing

### Exhibitors and Exhibit Hall Floor Plan

Company Name	Booth Number
AACRAO	300
AACRAO Consulting	201
ACT	317
Ad Astra Information Systems	316
American Student Assistance	219
Cappex	112
Capture Higher Ed	117
Carnegie Communications	110
Cegment	303
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Company Name	Booth Number
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Infosilem	205
Jenzabar	304
JetSpring	225
KelmscottEDU	313
KIC UnivAssist	125
Lexmark	101
Liaison	216
National Student Clearinghouse	207
NRCCUA	320
Parchment	107
Rapid Insight Inc	121
Royall & Company	305
SEATs Software	220
Skyfactor	106
StraighterLine	118
StudyPortals Inc.	221
Susan Leigh Consulting	301
Technolutions Slate	309
The National Society of Collegiate Scholars (NSCS)	108
Third Coast Higher Education	315
Tribal	223
Visual Schedule Builder	100
Waybetter Marketing	102
ZAP Solutions	116



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BRIGHAM YOUNG UNIVERSITY–IDAHO

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## Solutions for Today's Higher Education Challenges

## Exhibitors

### AACRAO

#### Booth #300

Janie Barnett  
One Dupont Circle, NW, Suite 520  
Washington, DC 20036  
Phone: 202-293-9161  
Email: [corporateinfo@aacrao.org](mailto:corporateinfo@aacrao.org)  
[www.aacrao.org](http://www.aacrao.org)

The American Association of Collegiate Registrars and Admissions Officers (AACRAO) is one of the nation's oldest and largest higher education associations. Widely regarded as the leading authority on the emerging field of enrollment management, the association is a recognized source of information on student admissions, academic records, and international education. AACRAO serves as an independent advocate for the collegiate sector on a broad range of policy issues in Washington. The Association's policy agenda is founded on the principles of academic autonomy, access and accountability.

### AACRAO Consulting

#### Booth #201

Nicole Spero  
One Dupont Circle NW, Suite 520  
Washington DC 20036  
Phone: 202-355-1056  
Fax: 202-872-8857  
Email: [speron@aacrao.org](mailto:speron@aacrao.org)  
[consulting.aacrao.org](http://consulting.aacrao.org)

AACRAO Consulting partners with colleges and universities to implement best practices in strategic enrollment management, student services, technology enhancements, and related business practices. Our unique expertise lies at the intersection of policy, practice, and technology, providing institutions with comprehensive, coordinated solutions. AACRAO Consulting positions its clients to implement systemic changes that drive sustainable operational improvements and enrollment results.

### Research Partnership Sponsor

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#### Booth #317

Nancy Rehling  
500 ACT Drive  
Iowa City, IA 52243  
Phone: 319-337-1031  
Fax: 319-337-1200  
Email: [nancy.rehling@act.org](mailto:nancy.rehling@act.org)  
[www.act.org](http://www.act.org)

ACT is a nonprofit, mission-based organization that provides insights that unlock potential. Our solutions give individuals, institutions, and organizations the insights they need to make decisions and take actions that improve their lives. We provide a continuum of integrated solutions that align with our mission of helping people achieve education and workplace success.

### Ad Astra Information Systems

#### Booth #316

Monique van de Merwe  
6900 W. 80th St., Suite 300  
Overland Park, KS 66204  
Phone: 913-652-4100  
Fax: 913-652-4101  
Email: [mvandemerwe@aais.com](mailto:mvandemerwe@aais.com)  
[www.aais.com](http://www.aais.com)

Engaging with Ad Astra Information Systems, colleges and universities are improving student outcomes by aligning existing resources—faculty, classrooms, and course offerings—to create schedules that allow students to take the courses they need when they need them. Ensuring conflict-free access reduces time to completion and increases efficiencies on campus.



# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Exhibitors

### American Student Assistance

#### Booth #219

Ryan Pugliares  
100 Cambridge Street, Suite 1600  
Boston, MA 02114  
Phone: 978-618-6571  
Email: rpugliares@asa.org  
www.asa.org

American Student Assistance® (ASA) is a private nonprofit dedicated to helping people make better decisions about financing their higher education. After working with millions of student borrowers, ASA® combined almost 60 years of knowledge and best practices into a powerful financial education program called SALT®. SALT empowers students, alumni, and families to confidently approach, manage, and pay back the costs of their higher education while gaining financial skills for life.

### Cappex

#### Booth #112

Alex Stepien  
230 W Monroe, Suite 1200  
Chicago, IL 60606  
Phone: (847) 748-9010  
Email: astepien@cappex.com  
www.cappex.com

Cappex.com is where online engagement means enrollment results. With more than 6.5 million student users, Cappex.com has become the trusted source to help students find their ideal college fit. Join the hundreds of colleges from across the U.S. and beyond that use Cappex to build their brands, connect with prospective students, generate qualified inquiries, and meet their enrollment goals.

### Capture Higher Ed

#### Booth #117

Jessica Daves  
315 Guthrie St., Suite 400  
Louisville, KY 40202  
Phone: 502-585-9033  
Email: info@capturehighered.com  
www.capturehighered.com

Capture is the premier data thought-leader in higher education today. By using big data and technology more effectively, Capture provides critical recruitment knowledge and mission-fit enrollments to its partner institutions.

### Carnegie Communications

#### Booth #110

Alex Poulin  
2 Lan Drive  
Westford, MA 01886  
Phone: 978-692-5092  
Email: info@carnegiecomm.com  
www.carnegiecomm.com

For almost 30 years, Carnegie Communications has been a leader in higher education marketing and enrollment solutions. With access to millions of students, we can reach your target market. Our recruitment and lead generation services combined with our digital marketing capabilities will deliver customized solutions to help you reach your recruitment and enrollment goals.

### Cegment

#### Booth #303

Natalie Liebhaber  
2 Oliver Street  
Boston, MA 02109  
Phone: 866-943-5254  
Email: nliebhaber@cegment.com  
www.cegment.com

Cegment = Engaged Intelligence. Cegment creates unique solutions that empower enrollment offices to individually interact and personally communicate with each student to increase engagement, yield, and retention. Visit our booth to learn how Cegment can help you communicate with an audience of one.

### CELFCAT

#### Booth #123

Ed O'Donnell  
21-23 Mercia Village  
Torwood Close  
Coventry, CV4 8HX  
United Kingdom  
Email: eodonnell@celcat.com  
www.celcat.com

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## Solutions for Today's Higher Education Challenges

## Exhibitors

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### Chegg Enrollment Services

Booth #114

Gil Rogers

3990 Freedom Circle  
Santa Clara, CA 95054

Phone: 860-990-2745

Email: outreach@chegg.com  
edu.chegg.com

Chegg connects students and colleges. 8/10 students in over 160 countries around the globe use Chegg services to connect with colleges that they are interested in and are a good fit. More than 800 institutions trust Chegg to help them recruit smarter. These schools are generating significantly more results than traditional search and direct mail marketing campaigns.

### College Ease

Booth #322

Demetrius Curry

1144 Wilson Avenue  
Columbus, OH 43206

Phone: 614-260-2477

Email: demetrius@collegeease.com  
www.mycollegeease.com

The College Ease platform is designed to help high school students increase their chances of getting into a postsecondary institution. This platform keeps high school students engaged and motivated by facilitating direct communication between them and the colleges in which they are interested. This is all accomplished through the use of proprietary algorithms and custom coding.

### Badge Holders, SEM Team Reception, and Executive Summaries Sponsor



### College Scheduler, LLC

Booth #217

Robert Strazzarino

389 Connors Ct., Ste. E  
Chico, CA 95926

Phone: 866-885-2834

Email: robert@collegescheduler.com

www.collegescheduler.com

College Scheduler is the market-leading provider of a web-based schedule planner, serving over 2 million students at many of the world's premier institutions of higher education. Our customers include University of Wisconsin Madison, Arizona State University, The Ohio State University, and The University of Alabama. Colleges and universities partner with College Scheduler to increase enrollment credit hours, support on-time graduation, improve orientation, provide academic advisors with a powerful tool, and gather valuable course demand data to aid the Registrar's Office and Enrollment Management. College Scheduler helps students balance their education with life's obligations, and continues to grow by providing unmatched support and user experience on all Student Information Systems.

### CollegeNET, Inc.

Booth #104

Sheldon Summers

805 SW Broadway, Suite 1600  
Portland, OR 97205

Phone: 503-973-5200

Email: summers@collegenet.com  
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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Exhibitors

### Collegis Education

#### Booth #119

Liz Buganski

8300 Norman Center Drive, Suite 400

Bloomington, MN 55437

Phone: 952-844-5617

Email: [elizabeth.buganski@collegiseducation.com](mailto:elizabeth.buganski@collegiseducation.com)

[www.collegiseducation.com](http://www.collegiseducation.com)

Collegis Education is an enrollment growth management and technology services company that offers industry-leading solutions for colleges and universities of every size in every sector. Collegis Education empowers education institutions to make a broader impact.

### DecisionDesk

#### Booth #204

David Vegh

14805 Detroit Ave., Suite 320

Lakewood, OH 44107

Phone: 888-761-8117

Email: [david.vegh@decisiondesk.com](mailto:david.vegh@decisiondesk.com)

[www.decisiondesk.com/](http://www.decisiondesk.com/)

DecisionDesk is enrollment management software that helps higher education institutions achieve admissions goals. By collecting personal information, application materials and portfolios, DecisionDesk provides a holistic picture of students through a single, configurable reviewer workspace. DecisionDesk also allows institutions to connect with and market to prospects throughout the process, resulting in more completed applications.

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### DIGARC

#### Booth #206

Christy Wessel

5015 So. Florida Ave., Suite 304

Lakeland, FL 33813

Phone: 863-709-9012

Email: [sales@digarc.com](mailto:sales@digarc.com)

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### Edfinancial Services

#### Booth #224

Judith Witherspoon

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Knoxville, TN 37922

Phone: 865-342-5200

Email: [jwitherspoon@edfinancial.org](mailto:jwitherspoon@edfinancial.org)

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## Solutions for Today's Higher Education Challenges

## Exhibitors

### Ellucian

#### Booth #105

Alan Freund  
4375 Fair Lakes Ct.  
Fairfax, VA 22033  
Phone: 800-223-7036  
Fax: 703-968-4625  
Email: [request@ellucian.com](mailto:request@ellucian.com)  
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### EMAS Pro

#### Booth #222

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1111 Torrey Pines Road  
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### Enrollment Rx

#### Booth #103

Tim Bailey  
9511 W. River Street  
Schiller Park, IL 60176  
Phone: 847-737-1532  
Fax: 312-893-2214  
Email: [tbailey@enrollmentrx.com](mailto:tbailey@enrollmentrx.com)  
[www.enrollmentrx.com](http://www.enrollmentrx.com)

Enrollment Rx is a higher education technology vendor, which provides innovative cloud-based CRM solutions that span the entire student lifecycle. Built on [salesforce.com](http://salesforce.com)'s cloud computing platform, Enrollment Rx puts enterprise-class functionality and limitless scalability within reach of any size school. Academic institutions rely on Enrollment Rx to eliminate business process inefficiencies, maximize constituent engagement, and future proof their business for tomorrow.

### FAS—Financial Aid Services

#### Booth #307

Nicole Verrett  
180 Interstate North Parkway, Suite 550  
Atlanta, GA 30339  
Email: [Info@financialaidservices.org](mailto:Info@financialaidservices.org)  
[www.FinancialAidServices.org](http://www.FinancialAidServices.org)

FAS, headquartered in Atlanta, begins its 25th Anniversary! For a quarter of a century, we have been providing consulting, staffing, and processing services to assist institutions in improving efficiency, enrollment management, student satisfaction, and compliance in the area of financial aid. Our 76 staff average 26 years of experience.

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## Solutions for Today's Higher Education Challenges

## Exhibitors

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#### Booth #318

Paul Burke  
PO Box 7139  
Boulder, CO 80306  
Fax: 810-958-5113  
Email: paul@financialaidtv.com  
www.financialaidtv.com

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### FolderWave

#### Booth #324

Kevin Barney  
238 Littleton Road, Suite 101  
Westford, MA 01886  
Phone: 978-392-3055  
Email: kbarney@folderwave.com  
www.folderwave.com

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#### Booth #319

Kally Kraft  
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www.helixeducation.com

Helix Education's marketing services, enterprise services, and integrated technologies aggregate data across the education lifecycle, empowering institutions to find, enroll, retain and teach students, ultimately optimizing the cost of graduation. Its partnership framework bridges four transformative decades, with over 250 institutions, fostering trust and transparency through a solid understanding of institutional challenges, a reliance on conclusive business intelligence, and a commitment to collaboration.

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#### Booth #200

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#### Booth #205

Philippe Melis  
99 Emilien-Marcoux, Suite 201  
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Canada  
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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Exhibitors

### Jenzabar

#### Booth #304

Sawyer Treffinger  
101 Huntington Ave., Suite 2200  
Boston, MA 02199  
Phone: 617-492-9099  
Email: sawyer.treffinger@jenzabar.com  
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### JetSpring

#### Booth #225

Allen King III  
2 Radnor Corporate Center  
100 Matsonford Rd, Suite 101  
Radnor, PA 19087  
Phone: 215-301-3775  
Email: Allen.King@jetspring.com  
www.jetspring.com

JetSpring provides digital communication services for higher education. With a focus on Live Chat and Text Messaging, JetSpring is the industry leader when it comes to increased engagement among students and their institutions.

### KelmscottEDU

#### Booth #313

Jerry Heitschmidt  
2055 Comprehensive Drive  
Aurora, IL 60505  
Phone: 630-802-5044  
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#### Booth #125

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Booth #207

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[www.studentclearinghouse.org](http://www.studentclearinghouse.org)

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### NRCCUA

Booth #320

Sherri Gilmore

3651 NE Ralph Powell Road

Lee's Summit, MO 64064

Fax: 816-525-2201

Email: [sherrig@nrccua.org](mailto:sherrig@nrccua.org)

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Booth #121

Paul Kirsch

53 Technology Lane

Conway, NH 03818

Phone: 888-585-6511

Email: [info@rapidinsightinc.com](mailto:info@rapidinsightinc.com)

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# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## Exhibitors

### Royall & Company

Booth #305

Sharon Fuller  
1920 E. Parham Road  
Richmond, VA 23228  
Phone: 804-741-8965  
Email: [sharon@royall.com](mailto:sharon@royall.com)  
[www.royall.com](http://www.royall.com)

For more than 20 years, Royall & Company has helped its enrollment partners grow and shape classes and increase net tuition revenue in order to meet and exceed their enrollment goals. Campaigns are custom-designed to reach institutions' unique objectives and to deliver maximum return on investment.

### SEAtS Software

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Phone: 678-515-2093  
Email: [info@seatssoftware.com](mailto:info@seatssoftware.com)  
[www.seatssoftware.com](http://www.seatssoftware.com)

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### Skyfactor (formerly EBI MAP-Works)

Booth #106

James McNamee  
3058 E. Elm Street  
Springfield, MO 65802  
Phone: 417-429-0081  
Fax: 417-831-2227  
Email: [james.mcnamee@macmillan.com](mailto:james.mcnamee@macmillan.com)  
[www.skyfactor.com](http://www.skyfactor.com)

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### StraighterLine

Booth #118

Danika Rockett  
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Baltimore, MD 21230  
Phone: 443-842-5806  
Fax: 443-842-5851  
Email: [drockett@straighterline.com](mailto:drockett@straighterline.com)  
[www.straighterline.com](http://www.straighterline.com)

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### StudyPortals Inc.

Booth #221

Ekaterina Kim  
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Boston, MA 02109  
Phone: 617-580-9131  
Email: [marketing@studyportals.com](mailto:marketing@studyportals.com)  
[www.studyportals.com/](http://www.studyportals.com/)

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## Solutions for Today's Higher Education Challenges

## Exhibitors

### Susan Leigh Consulting

#### Booth #301

Susan Leigh  
3632 Boyce Avenue  
Los Angeles, CA 90039  
Phone: 323-407-6327  
Email: [susanleighconsulting@gmail.com](mailto:susanleighconsulting@gmail.com)  
[susanleighconsulting.com](http://susanleighconsulting.com)

SLC helps colleges and universities re-envision customer service to improve recruitment, retention, and student success. SLC trains both frontline staff and managers in techniques for delivering service excellence, measuring and managing service initiatives, student services integration, and business process redesign. Re-Envision Training: Customer Service Certification for Higher Education Professionals, presented in national workshops or on-campus sessions, empowers staff as a SEM team to improve the student lifecycle experience to match your institutional brand and enrollment services vision.

### Technolutions Slate

#### Booth #309

Leah Dudley  
234 Church Street, 15th Floor  
New Haven, CT 06510  
Phone: 203-404-4816  
Email: [ldudley@technolutions.com](mailto:ldudley@technolutions.com)  
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### The National Society of Collegiate Scholars (NSCS)

#### Booth #108

Sankaya Hall  
2000 M Street, NW, Suite 600  
Washington, DC 20036  
Phone: 202-454-0988  
Email: [hall@nscs.org](mailto:hall@nscs.org)  
[www.nscs.org](http://www.nscs.org)

The National Society of Collegiate Scholars (NSCS) recognizes high-achieving students on more than 300 college campuses nationwide and provides a lifetime of leadership, scholarships, service and professional development opportunities to its members. Additionally, NSCS offers more than \$1,000,000 in scholarships annually, which are available to all member types, including four-year, two-year, and online.

### Third Coast Higher Education

#### Booth #315

Jeanne Locarnini  
3435 N. Sheffield Ave  
Chicago, IL 60657  
Phone: 312-725-6899  
Email: [info@thirdcoasthighereducation.org](mailto:info@thirdcoasthighereducation.org)  
[www.thirdcoasthighereducation.org](http://www.thirdcoasthighereducation.org)

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## Solutions for Today's Higher Education Challenges

## Exhibitors

### Tribal

#### Booth #223

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Vision House, Hesslewood Office Park  
Hessle, HU13 0PD  
United Kingdom  
Phone: +44 7867 506335  
Email: [steve.hope@tribalgroup.com](mailto:steve.hope@tribalgroup.com)  
[www.tribalgroup.com](http://www.tribalgroup.com)

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### Visual Schedule Builder

#### Booth #100

Pierre Guay  
1155 Rene Levesque  
Montreal, QC H3B 2K4  
Canada  
Phone: 514-836-9972  
Email: [pierre.guay@vsbuilder.com](mailto:pierre.guay@vsbuilder.com)  
[www.vsbuilder.com](http://www.vsbuilder.com)

Visual Schedule Builder delivers an innovative student schedule planning solution that minimizes registration errors, increase average student credit hours, promotes student completion, balances course distribution, and maximize resource utilization. Colleges and universities of all sizes already benefit from VSB. Visit us at [www.vsbuilder.com](http://www.vsbuilder.com) to learn more.

### Waybetter Marketing

#### Booth #102

Rich Whipkey  
10632 Little Patuxent Parkway, #236  
Columbia, MD 21044  
Phone: 410-294-3250  
Email: [richw@waybettermarketing.com](mailto:richw@waybettermarketing.com)  
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### ZAP Solutions

#### Booth #116

Raquel Ludinich  
127 Anderson Street  
Pittsburgh, PA 15212  
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[paperlessadmissions.com](http://paperlessadmissions.com)

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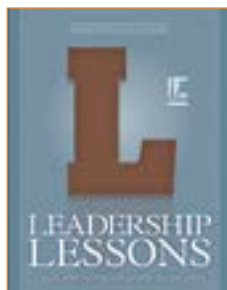
# 25<sup>TH</sup> ANNUAL Strategic Enrollment Management CONFERENCE

## AACRAO SEM Publications

2015 AACRAO Strategic Enrollment Management Conference

### Leadership Lessons: Vision and Values for a New Generation (2013)

Member \$50 / Non-member \$70



This compilation of 22 articles on the topic of leadership was written by today's leaders in higher education. Filled with unique kernels of wisdom, each chapter shares the authors' visions and values in ways that inspire, motivate, and illustrate how to be an exceptional leader.

### Strategic Enrollment Management: Transforming Higher Education (2012)

Member \$70 / Non-member \$95



As external forces demand change in the delivery of postsecondary education and institutions seek to take advantage of new opportunities, the potential for achieving higher levels of student and institutional success is vast. This publication brings practitioners up to the present and into new territory by addressing the latest SEM emphases.

This book provides a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.

Browse more SEM publications at [www.aacrao.org/bookstore/sem](http://www.aacrao.org/bookstore/sem)

### SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities (2011)

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*SEM in Canada* describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes and to face challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. It gives evidence that Canadian institutions have created not just their

own version of SEM, but one that furthers the profession in the U.S. and abroad.

### Applying SEM at the Community College (2009)

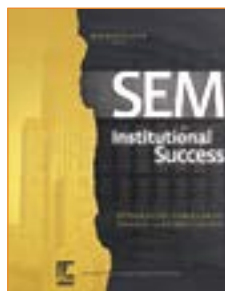
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*Applying SEM at the Community College* identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them. This resource helps administrators set enrollment goals for their diverse student populations, redefine and improve student academic success, and achieve institutional success through financial planning.

### SEM and Institutional Success: Integrating Enrollment, Finance and Student Access (2008)

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This publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success.

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