

NOVEMBER 6-9, 2016

ONSITE PROGRAM



26<sup>TH</sup> ANNUAL AACRAO  
**Strategic Enrollment  
Management**  
CONFERENCE

STRATEGIES FOR THE FUTURE

JW Marriott  
San Antonio Hill Country  
San Antonio, TX



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# STRATEGIES FOR THE FUTURE



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# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Thank You to Our Sponsors

### THANK YOU TO:



SEM Conference Welcome Reception and  
SEM Admissions and Advising Track



Hotel Keycards



Badge Holders, SEM Team Reception,  
and Executive Summaries



Totebags



Hotel Room Drop

NATIONAL STUDENT  
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AACRAO ENGAGE Mobile App



Evaluations



Conference Photography

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SEM Research Track



Research Partnership

# STRATEGIES FOR THE FUTURE



## Letter from SEM Conference Director

### Dear Colleague:

On behalf of AACRAO and the SEM Conference Organizers, I am delighted to welcome you to San Antonio for our 26<sup>th</sup> Annual Strategic Enrollment Management Conference. With SEM an integral part of enhancing student success at colleges and universities around the globe, we have developed outstanding content and programming for practitioners seeking new ways to boost enrollment outcomes and develop creative recruitment and retention strategies.



### Maximize Your Time at SEM

Regardless of the number of SEM Conferences you have attended, don't miss "Making the Most of Your SEM Conference Experience." This informational session on Sunday afternoon is designed to highlight this year's format and help you understand the concepts around which the conference is designed.

To maintain pace with the rapid changes in higher education, AACRAO's Strategic Enrollment Management Conference has evolved over the years, and continues to offer exciting and innovative opportunities to keep our attendees engaged and informed. We wish you a very successful and productive SEM Conference experience, and look forward to seeing you next year in Arizona, October 29–November 1, 2017 at the JW Marriott Phoenix Desert Ridge.

**Dr. William Serrata**  
*SEM Conference Director*  
*President, El Paso Community College*



## 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

Simplify your evaluation process and start your AACRAO EDGE subscription today!

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# STRATEGIES FOR THE FUTURE



## Conference Organizers

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



#### William Serrata

Dr. William Serrata assumed the presidency of El Paso Community College (EPCC) in August 2012. The previous 15 years he worked at South Texas College, where he was most recently the Vice President for

Student Affairs and Enrollment Management. While at South Texas, he increased enrollment by 65% to 30,000 students, and increased the number of graduating students by 91%. In recognition of his work in enrollment management, Serrata was appointed to serve on the Strategic Enrollment Management Committee by the Commissioner of Texas Higher Education. Currently, he serves as a member of the Board of Directors of Excelencia in Education and as a member of the National Student Clearinghouse Advisory Committee.

### Associate Executive Director, Consulting and SEM



#### Tom Green

Dr. Tom Green is AACRAO's Associate Executive Director, Consulting and SEM. During his 29-year career in higher education, 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 and retention 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, Four-Year Institutions



#### Jay Goff

Jay Goff is Vice President of Enrollment and Retention Management at Saint Louis University. With over 25 years of experience in enrollment services, 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 freshman classes, a 91% retention rate, and a 15% reduction in average student debt loads at SLU. From 2001–2011, Goff was the chief enrollment officer at Missouri University of Science and Technology. At Missouri S&T his SEM efforts assisted with a 60 percent increase in enrollment—setting student diversity and graduation rate records, and positioning the school as one of the ten fastest-growing research universities. Goff has served an advisory board member for ACT, EPI and the National Student Clearinghouse.

### 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.

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## SEM Notes and Reminders

All sessions and events will be held at the

### **JW Marriott San Antonio Hill Country**

23808 Resort Parkway  
San Antonio, Texas 78261  
(210) 276-2500

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

### **Key Locations**

#### **Exhibit Hall**

Grand Oaks Ballroom K–S, Level 2

#### **AACRAO Booth and Bookstore**

Grand Oaks Ballroom K–S, Level 2  
(Sunday evening through Tuesday)

Grand Oaks Foyer, Level 2  
(Wednesday)

#### **Cyber Café (2 locations)**

Grand Oaks Ballroom K–S, Level 2  
(Sunday evening through Tuesday)

Grand Oaks Foyer, Level 2  
(Sunday through Wednesday)

#### **Speaker Ready Room**

Alyssum, Level 3

**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.**

#### **Internet Access at the Hotel**

Complimentary Internet is provided in the lobby and public areas of the hotel, as well as in SEM Conference guest rooms. There will be no Internet available in the meeting rooms.

### **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: [mobile.aacrao.org](http://mobile.aacrao.org) and use your institutional e-mail address and the initial password “engage” to get started.

#### ■ **Time for a Tweetup**

Follow @AACRAO on Twitter to get meeting updates and share your conference experiences on Twitter or Facebook by tagging them with #aacrao. Network with your social media active colleagues at the Tweet-up on **Tuesday, November 8 during the 10:30 AM** break! For questions about Twitter, visit the AACRAO booth in the exhibit hall.

### **Speak to an AACRAO Consultant**

Stop by booth #300 in the exhibit hall to have your higher education questions answered by AACRAO Senior Consultants. Learn how to implement best practice improvements to manage your enrollment, improve student services, student communications as well as student success, leverage your technology investments, and enhance your business processes.

### **Visit the AACRAO Bookstore**

AACRAO publications include how-to guides, handbooks, and cases from the field. The Bookstore will be located in Grand Oaks Ballroom K–S, Level 2 (Exhibit Hall).

### **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. 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.

### **Recycle Your Totebag and Badge Holder**

If you do not need your totebag or badge holder after the meeting, please bring it by the AACRAO Booth or SEM registration desk and we will collect and recycle them for you.



# STRATEGIES FOR THE FUTURE



## Special Events and Opportunities

### How to Write a SEM Plan: Something for Everyone

Sunday, 3:00 PM–4:00 PM  
Salon AB, Level 2

Is your institution looking to write their first SEM plan or update existing SEM plans? Learn the elements of a SEM plan, as well as how institutional culture, mission, and needs impact the SEM plan and the process.

### Making the Most of Your SEM Conference Experience

Sunday, 4:00 PM–4:45 PM  
Begonia/Bottlebrush, Level 3

This free informational session on Sunday afternoon is designed to highlight 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  
Grand Oaks Ballroom K–S, Level 2

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. Enjoy the evening with colleagues while meeting with our vendors.

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### 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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### Rapid Fire Thinking: Hot Topics in SEM

Tuesday, 7:30 AM–8:45 AM  
Grand Oaks Ballroom GHJ, Level 2

This plenary will feature a series of five speedy presentations, which challenge each speaker to get their point across concisely, persuasively—and most importantly, memorably. Speakers will use 10 slides that advance every 30 seconds. A robust question and answer period will follow the presentations.

If you would like to experience the speaker's full presentation, please reference the day/time/session ID below. The sessions will also be identified with the flame icon  within the body of the program.

- **SEM Data Lab: Hands-on Visualization and Dashboards**  
Sunday, 12:00 PM–3:00 PM  
Submission ID: 5732
- **Student Mobility and Success: Integration, Engagement, and Retention of Transfer Students**  
Monday, 10:30 AM–12:00 PM  
Submission ID: 6054
- **I Get You: Simple Tools for Understanding Your Student Populations and Their Need to Succeed**  
Tuesday, 2:15 PM–3:45 PM  
Submission ID: 5625
- **What the Public Sector Can Learn from the Private Sector in a Changing Higher Education Landscape**  
Tuesday, 11:00 AM–12:00 PM  
Submission ID: 5617
- **Breaking Up is Hard to Do: Dissolving a Partnership and Creating a Recruitment Operation for Online Students**  
Tuesday, 4:30 PM–5:30 PM  
Submission ID: 5624

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Special Events and Opportunities

### 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. Attending the SEM Conference fulfills a program requirement for SEM-EP.

**To Learn More, Attend the SEM-EP Session**  
Tuesday, 4:30 PM–5:30 PM  
[Bluebonnet, Level 3](#)

Christopher Tremblay, SEM-EP Assistant Director, will be available at the conference to answer specific questions regarding the program.

### Team Programming

With the growing presence of institutional teams at the SEM Conference, we are offering 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, 8:00 AM–11:00 AM  
[Salon AB, Level 2](#)

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 morning, 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, 8:00 AM–11:00 AM  
[Salon D, Level 2](#)

If you have one to three participants from the same institution, you may sign up for this preconference workshop, which focuses on the foundations 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  
[Sunday House, Level 3](#)

All SEM teams with at least three attendee participants will be treated to an invitation-only, hosted reception co-sponsored by AACRAO and *College Scheduler by Civitas Learning* on Tuesday evening.



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# 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)



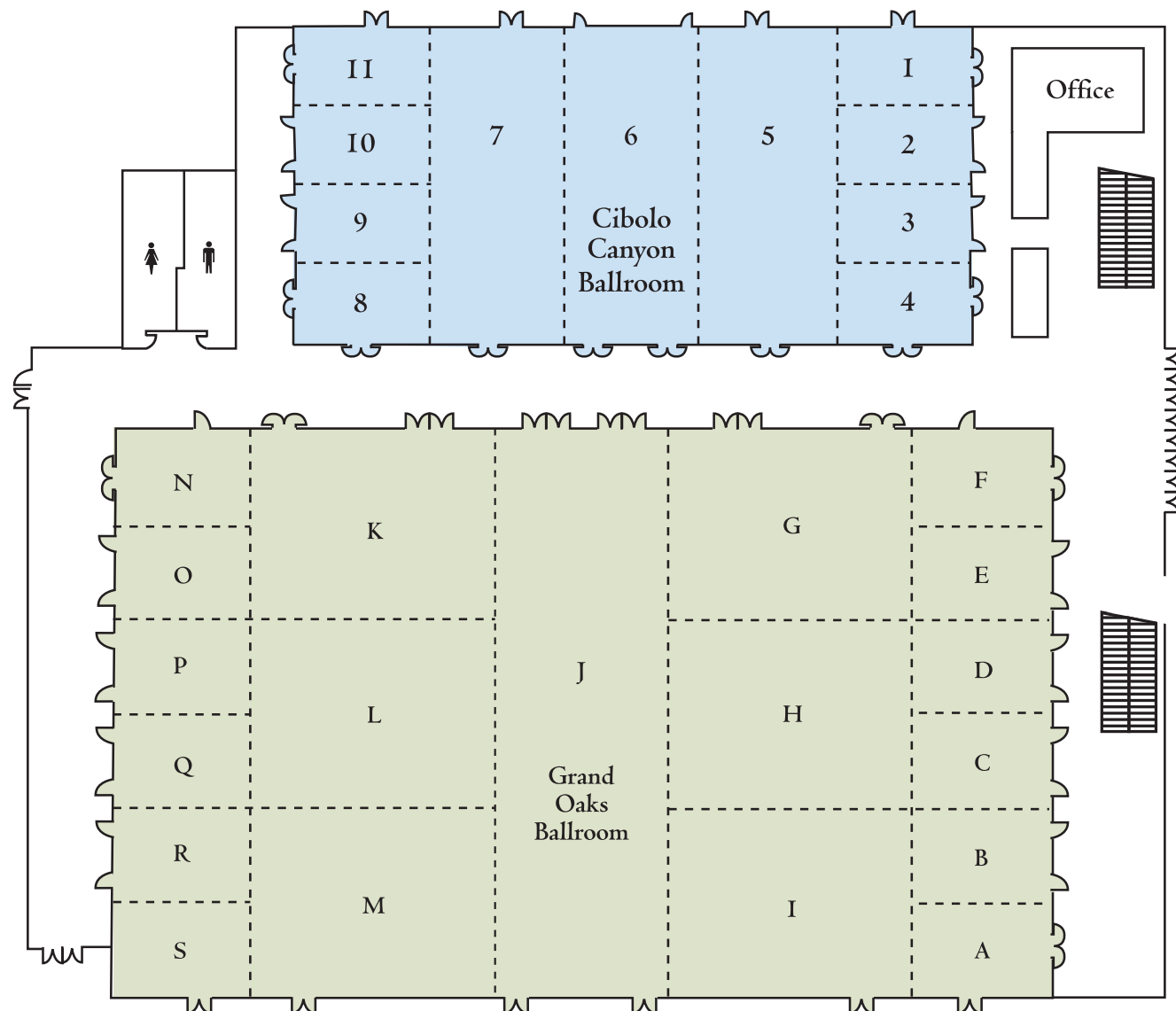
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Hotel Floor Plans

JW Marriott  
San Antonio Hill Country

Level 2



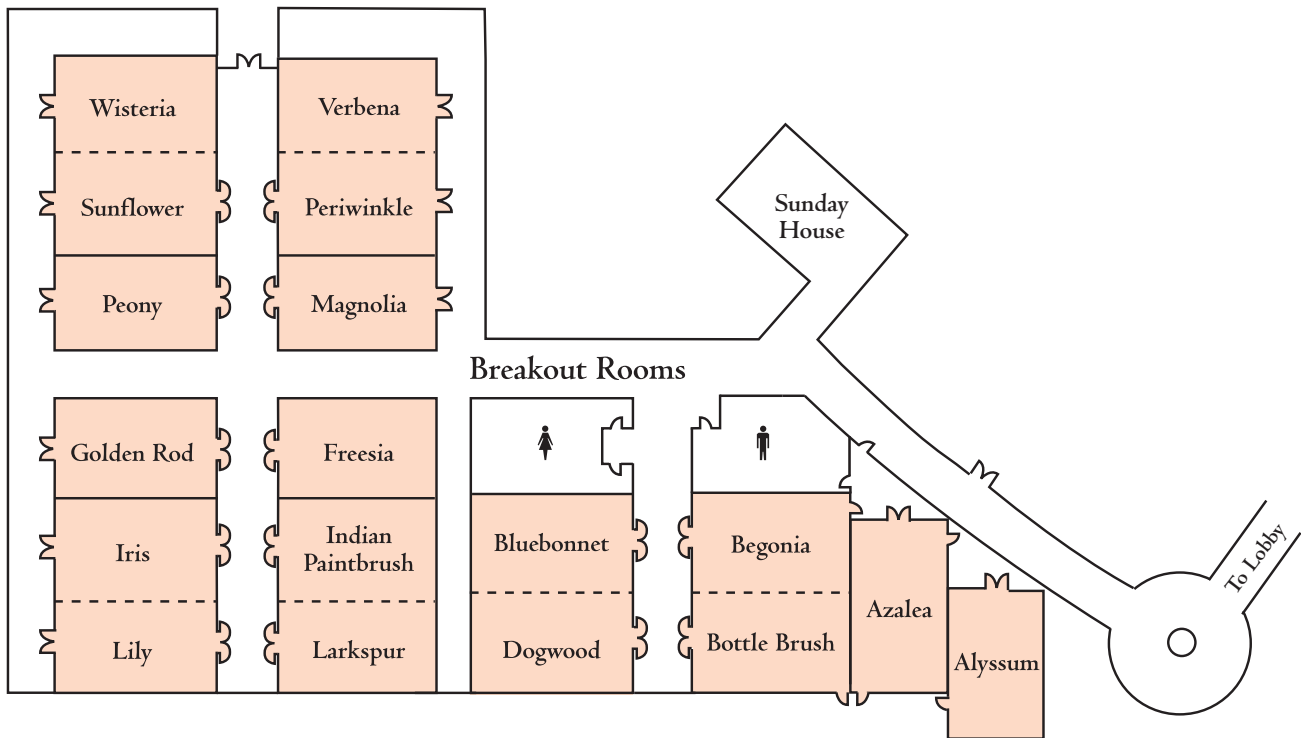
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## Hotel Floor Plans

### JW Marriott San Antonio Hill Country

#### Level 3





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Take advantage of your NETWORK and FOLLOW us at [linkedin.com/company/AACRAO](http://linkedin.com/company/AACRAO)



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!

# STRATEGIES FOR THE FUTURE



## Meeting at a Glance

### Sunday, November 6

#### Registration

7:00 AM–6:30 PM

Grand Oaks Registration, Level 2

#### AACRAO Booth/Bookstore Open

6:30 PM–8:00 PM (Exhibit Hall)

Grand Oaks Ballroom K–S, Level 2

#### Exhibit Hall Open

6:30 PM–8:00 PM

Grand Oaks Ballroom K–S, Level 2

#### Cyber Café Open (2 Locations)

7:00 AM–6:30 PM (Registration Area)

Grand Oaks Foyer, Level 2

6:30 PM–8:00 PM (Exhibit Hall)

Grand Oaks Ballroom K–S, Level 2

#### Speaker Ready Room Open

7:00 AM–5:30 PM

Alyssum, Level 3

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE WORKSHOPS

#### Continental Breakfast for Workshop Attendees

7:30 AM–8:00 AM

Salon AB Foyer, Level 2

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

8:00 AM–11:00 AM

- SEM Core Concepts and SEM Planning for Institutional Teams (4 or more participants)  
Salon AB, Level 2
- SEM Core Concepts and SEM Planning for Individuals and Small Groups (1–3 participants)  
Salon D, Level 2

#### Lunch on Your Own

11:00 AM–12:00 PM

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

12:00 PM–3:00 PM

- The Expanding Landscape of Strategic Recruitment and Marketing in 2016  
Salon D, Level 2
- Using Data and Research to Drive SEM Planning  
Salon E, Level 2
- SEM Data Lab: Hands-on Visualization and Dashboards  
Salon F, Level 2

#### (S3) Writing a SEM Plan (No Additional Fee)

3:00 PM–4:00 PM

Salon AB, Level 2

#### (S4) Making the Most of Your SEM Conference Experience (No Additional Fee)

4:00 PM–4:45 PM

Begonia/Bottlebrush, Level 3

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Meeting at a Glance

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE BEGINS

#### **(S5) Opening Plenary Presentation** “Behavioral insights for Scalable Solutions in Education”

5:00 PM–6:30 PM

Grand Oaks Ballroom GHIJ, Level 2

Presenter:

**Ben Castleman**, *University of Virginia*

#### **Welcome Reception in the Exhibit Hall**

6:30 PM–8:00 PM

Grand Oaks Ballroom K–S, Level 2

*All registrants invited*

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### Monday, November 7

#### **Registration**

7:30 AM–6:30 PM

Grand Oaks Registration, Level 2

#### **AACRAO Booth/Bookstore Open**

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Grand Oaks Ballroom K–S, Level 2

#### **Exhibit Hall Open**

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Grand Oaks Ballroom K–S, Level 2

#### **Cyber Café Open**

7:30 AM–6:30 PM (*Registration Area*)

Grand Oaks Foyer, Level 2

9:30 AM–12:00 PM and

1:00 PM–4:00 PM (*Exhibit Hall*)

Grand Oaks Ballroom K–S, Level 2

#### **Speaker Ready Room Open**

7:30 AM–5:30 PM

Alyssum, Level 3



# STRATEGIES FOR THE FUTURE



## Meeting at a Glance

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

“Analytics Panel Discussion”

8:30 AM–9:45 AM

Grand Oaks Ballroom GHIJ, Level 2

Presenters:

**Bridget Burns**, *University Innovation Alliance*

**Mark David Milliron**, *Civitas Learning*

Moderator:

**Monique Snowden**, *Fielding Graduate University*

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

9:45 AM–10:30 AM

Grand Oaks Ballroom K–S, Level 2

### **(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

Grand Oaks Ballroom K–S, Level 2

### **(M4) Best Practice Sessions**

3:30 PM–5:00 PM

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

5:15 PM–6:30 PM

## Tuesday, November 8

### **Registration**

7:30 AM–5:00 PM

Grand Oaks Registration, Level 2

### **AACRAO Booth/Bookstore Open**

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Grand Oaks Ballroom K–S, Level 2

### **Exhibit Hall Open**

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

Grand Oaks Ballroom K–S, Level 2

### **Cyber Café Open**

7:30 AM–5:00 PM (Registration Area)

Grand Oaks Foyer, Level 2

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

(Exhibit Hall)

Grand Oaks Ballroom K–S, Level 2

### **Speaker Ready Room Open**

7:30 AM–5:30 PM

Alyssum, Level 3

### **(TI) Continental Breakfast and Plenary Presentation**

🔥 “Rapid Fire Thinking: Hot Topics in SEM”

7:30 AM–8:45 AM

Grand Oaks Ballroom GHIJ, Level 2

Presenters:

**Tammy Aagard**, *University of Florida*

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

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

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

**Chris Shaffer**, *Shawnee State*

**Melissa Tarrant**, *University of West Georgia*

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## Meeting at a Glance

2016 AACRAO Strategic Enrollment Management Conference

### (T2) Best Practice Sessions & Roundtables

9:00 AM–10:30 AM

#### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

Grand Oaks Ballroom K–S, Level 2

### (T3) Best Practice Sessions & Roundtables

11:00 AM–12:00 PM

#### (T4) Luncheon and Plenary Presentation

“UTEP’s Path to Authenticity:  
Access and Excellence”

12:00 PM–2:00 PM

Grand Oaks Ballroom GHIJ, Level 2

Presenter:

**Diana Natalicio**, *The University of Texas at El Paso*

### (T5) Best Practice Sessions & Roundtables

2:15 PM–3:45 PM

#### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Grand Oaks Ballroom K–S, Level 2

### (T6) Best Practice Sessions & Roundtables

4:30 PM–5:30 PM

### (T7) SEM Team End of Day Review

4:30 PM–5:45 PM

#### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

Sunday House, Level 3

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## Wednesday, November 9

### Registration

7:30 AM–12:00 PM

Grand Oaks Registration, Level 2

### AACRAO Booth/Bookstore Open

7:30 AM–12:00 PM

Grand Oaks Foyer, Level 2

### Cyber Café Open

7:30 AM–12:00 PM

Grand Oaks Foyer, Level 2

### Speaker Ready Room Open

7:00 AM–10:00 AM

Alyssum, Level 3

### Breakfast on Your Own

### (W1) “Taking SEM Home” for Individuals/Small Groups and Teams

8:00 AM–9:30 AM

### (W2) Best Practice Sessions

9:45 AM–10:45 AM

### (W3) Closing Plenary Presentation “Market-Centered Enrollment Management”

11:00 AM–12:00 PM

Grand Oaks Ballroom GHIJ, Level 2

Presenter:

**David H. Kalsbeek**, *DePaul University*

# STRATEGIES FOR THE FUTURE



## Workshops

An additional registration fee is required to attend the workshops (other than the Making the Most of Your SEM Conference Experience informational session). Please visit the SEM Registration Desk if you would like to register for a workshop onsite.

**Sunday, November 6**  
**8:00 AM–11:00 AM**

### **SEM Core Concepts and SEM Planning for Institutional Teams (4 or more participants)** **SI.5728**

**Fee: \$350 flat rate for 4 or more participants**  
**Salon AB, Level 2**

This session will include an overview of the core concepts of SEM, a review of methods to organize planning teams, and the process for creating a SEM plan on your campus. Teams will be assigned a guiding question to be considered each day of the conference and will be assigned a SEM faculty mentor.

**Presenters:**

**Brent Gage**, *University of Iowa*  
**Wayne Sigler**, *AACRAO Consulting*

### **SEM Core Concepts and SEM Planning for Individuals and Small Groups** **SI.5756**

**Fee: \$175 per person for 1–3 participants**  
**Salon D, Level 2**

SEM topics will include: the changing PSE landscape; review of the SEM Core Concepts; presentation of a model/framework for SEM planning and implementation; discussion of organizational dynamics; opportunities and challenges for ensuring SEM success; developing a SEM culture; and helping you tailor your SEM Conference experience to address your most pressing needs.

**Presenters:**

**Alicia Moore**, *Central Oregon Community College*  
**Clayton Smith**, *University of Windsor*

**Sunday, November 6**  
**12:00 PM–3:00 PM**

### **The Expanding Landscape of Strategic Recruitment and Marketing in 2016** **S2.5391**

**Fee: \$225**  
**Salon D, Level 2**

This interactive workshop will examine current and explore future recruitment practices at various types of institutions. Attendees will examine how and where to build the right relationships and recruitment pipelines to achieve new student enrollment goals. The workshop will also cover the effective use of marketing platforms and channels to expand outreach and yield, and effective marketing strategies throughout the admissions funnel, in particular the often missed applied/admitted student.

**Presenters:**

**Michele Sandlin**, *AACRAO Consulting*  
**Blake Vawter**, *Oregon State University*

### **Using Data and Research to Drive SEM Planning** **S2.5723**

**Fee: \$225**  
**Salon E, Level 2**

SEM planning thirsts for data and research. It separates anecdote from systemic need and, when used well, informs enrollment decision-making. This workshop is designed to help participants understand the core uses of data and research in SEM plan creation and expands beyond this to discuss a myriad uses of data and research to inform strong planning, operations and measurement. The workshop is designed to acquaint participants who have minimal understanding of data and research with some common examples of these in SEM planning. For advanced practitioners, the workshop will cover more specific examples of how data can be collected and analyzed.

**Presenters:**

**Tom Green**, *AACRAO Consulting*  
**Dan Merian**, *University of Michigan—Dearborn*  
**Janet Ward**, *AACRAO Consulting*

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## Workshops

### **SEM Data Lab: Hands-on Visualization and Dashboards**

**S2.5732**

Fee: \$225

Salon F, Level 2

NEW to AACRAO SEM, a visual analytics workshop designed as a Bring your Own Device (BYOD) opportunity. Participants will be guided through an introduction to data visualization from "scratch" and will learn how to start with a data set and create a working dashboard by the end of the session. Topics covered will include how to move beyond spreadsheets and create interactive presentations of data to create more powerful analysis opportunities on your campus. The presenters will present selected data visualization tools and techniques to help participants leave with a good understanding and empowered to move from consumers to creators of data visualizations.

**Presenters:**

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

**Brian Williams**, *John Carroll University*

**Sunday, November 6**

**3:00 PM–4:00 PM**

### **How to Write a SEM Plan: Something for Everyone**

**S3.5386**

NO FEE

Salon AB, Level 2

**All registrants invited to participate**

Is your institution looking to write their first SEM plan or update existing SEM plans? This session addresses some of the issues and considerations when embarking on the SEM planning process, regardless of institutional type. The presenters will cover the elements that may comprise a SEM plan, as well as how institutional culture, mission, and needs impact the SEM plan and the process.

**Presenters:**

**Tom Green**, *AACRAO Consulting*

**Karen Miller**, *Cuyahoga Community College*

**Sunday, November 6**

**4:00 PM–4:45 PM**

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

**S3.6255**

NO FEE

Begonia/Bottlebrush, Level 3

**All registrants invited to participate**

Whether this is your first or your 26th 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*

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

# STRATEGIES FOR THE FUTURE



## Featured Speakers

### Opening Plenary

**Sunday, November 6**

5:00 PM–6:30 PM

Grand Oaks Ballroom GHJ, Level 2

#### “Behavioral Insights for Scalable Solutions in Education”

Students face substantial complexity as they make critical decisions related to college and financial aid. Low-income and first-generation students face particular challenges navigating these complicated decisions, which contributes to persistent inequality in college access and success. The combination of behavioral insights, data science, and interactive technologies provide promising, scalable strategies for supporting students to make active and informed postsecondary decisions. This presentation will feature evidence from large-scale messaging interventions designed to support students with challenging college and financial aid decisions.



**Ben Castleman**, Assistant Professor of Education and Public Policy, University of Virginia

**Ben Castleman** is an Assistant Professor of Education and Public Policy at the University of Virginia, and is a senior advisor to First Lady Michelle

Obama’s Reach Higher Initiative. Ben’s research leverages behavioral insights, data science, and interactive technologies to develop scalable solutions for pressing education and public policy challenges. He has conducted numerous large-scale randomized trials to investigate innovative strategies to help students and their families navigate complex educational decisions. Ben has presented about his research at The White House Summit on Expanding College Opportunity and in testimony before Congress. His work has appeared or is forthcoming in the *The Journal of Policy Analysis and Management*, *The Journal of Labor Economics*, and *The Journal of Human Resources*, among others. Ben is a graduate of Brown University, and completed his doctoral work at Harvard University. Before returning to graduate school, he was a public school teacher and administrator in Providence, RI.

### Continental Breakfast and Panel Presentation

**Monday, November 7**

8:30 AM–9:45 AM

Grand Oaks Ballroom GHJ, Level 2

#### “Analytics Panel Discussion”

In an era of shifting from a student access to a student success focus coupled with shrinking budgets, colleges and universities are more and more reliant on quality data analysis to drive decisions and enhance student success. Predictive analytics has emerged as a powerful tool to facilitate institutional strategy to increase student success. This panel of experts will discuss/debate; the current state of predictive analytics, the future possibilities and the institutional and student role in each.



**Bridget Burns**, Executive Director, University Innovation Alliance

For the past decade, **Bridget Burns** has advised American university presidents, chancellors, and state policy leaders on strategies to expand access to higher education, address costs, and promote completion for students of all backgrounds. As Executive Director of the University Innovation Alliance, Burns leads a national consortium of large American public research universities collaborating to improve outcomes for students across the socioeconomic spectrum through innovation, scale, and diffusion of best practices.

Her previous experience includes service as the Chief of Staff and Senior Policy Advisor for the Oregon University System, an American Council on Education (ACE) Fellow, and National Associate with the National Center for Public Policy and Higher Education.

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Featured Speakers



**Mark David Milliron,**  
*Co-Founder and Chief Learning Officer,*  
*Civitas Learning*

**Dr. Mark David Milliron** is an award-winning leader, author, speaker, and consultant, who works with universities, community colleges, K–12 schools,

foundations, corporations, associations, and government agencies across the country and around the world. He is Co-Founder and Chief Learning Officer of Civitas Learning, a social-purpose corporation committed to using the best of data science and design thinking to help students learn well and finish strong on education pathways. In previous roles, Mark served as the Deputy Director for Postsecondary Improvement with the Bill & Melinda Gates Foundation; founding Chancellor of WGU Texas; Endowed Fellow and Director of the National Institute of Staff and Organizational Development at The University of Texas at Austin; Vice President for Education and Medical Practice with SAS; and President and CEO of the League for Innovation in the Community College.

### Moderator



**Monique Snowden,** *Vice President for Institutional Planning & Effectiveness,*  
*Fielding Graduate University*

**Monique L. Snowden, Ph.D.,** is the Vice President for Institutional Planning & Effectiveness and faculty in the School of Leadership Studies at Fielding Graduate

University in Santa Barbara, California. Dr. Snowden currently serves on the AACRAO Board of Directors, as the Vice President for Access and Equity. She is also a board trustee for the Santa Barbara and Ventura Colleges of Law, an affiliate of the TCS Education System.

Dr. Snowden began her professional career as a software developer and business consultant for a global technology solutions and services firm. She has more than two decades of higher education experience, with particular expertise in business analysis, process reengineering, and the strategic leveraging of technology to advance academic and enrollment analytics for institutional effectiveness.

## Tuesday Morning Plenary


**Tuesday, November 8**

7:30 AM–8:45 AM

Grand Oaks Ballroom GHJ, Level 2

### Rapid Fire Thinking: Hot Topics in SEM

This plenary will feature a series of five speedy presentations, where each speaker discusses a SEM-based topic for which they have a professional passion. These presentations challenge the speaker to get their point across concisely, persuasively—and most importantly, memorably. Speakers will use 10 slides that advance every 30 seconds. A robust question and answer period will follow the presentations.

If you would like to experience a speaker's full presentation, please look for sessions with the flame icon  within the body of the program.

### Presenters:

**Tammy Aagard,** *University of Florida*

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

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

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

**Chris Shaffer,** *Shawnee State*

**Melissa Tarrant,** *University of West Georgia*

## Tuesday Luncheon Plenary

**Tuesday, November 8**

12:00 PM–2:00 PM

Grand Oaks Ballroom GHJ, Level 2

### “UTEP’s Path to Authenticity: Access and Excellence”

UTEP is proud to be well on its way toward becoming the first national research university in the U.S. with a 21<sup>st</sup> century student demographic. We are successfully transforming this university, pursuing a quest for excellence while strengthening our commitment to access, and thereby creating a new higher education model that is not only working in our setting, but attracting widespread respect and emulation.

# STRATEGIES FOR THE FUTURE



## Featured Speakers



**Diana Natalicio, President,**  
*The University of Texas at El Paso*

**Diana Natalicio** was named president of UTEP in 1988. During her long and distinguished career with the University, Dr. Natalicio has also served as vice president for academic affairs, dean of

liberal arts, chair of the modern languages department and professor of linguistics. Her sustained commitment to provide all residents of the Paso del Norte region access to outstanding higher education opportunities has helped make UTEP a national success story.

In 2016, Dr. Natalicio was honored with the Hispanic Heritage Award in Science, Technology, Engineering, and Math, and she was included on the 2016 TIME 100 list of most influential people in the world. In 2015, The Carnegie Corporation of New York honored Dr. Natalicio with its prestigious Academic Leadership Award in recognition of her exceptional achievements during the transformation of UTEP into a national public research university. In 2011, the President of Mexico presented her the Orden Mexicana del Aguila Azteca, the highest recognition bestowed on foreign nationals. She also received the TIAA-CREF Theodore M. Hesburgh Award for Leadership Excellence and the Harold W. McGraw, Jr. Prize in Education, was inducted into the Texas Women's Hall of Fame, honored with the Distinguished Alumnus Award at The University of Texas at Austin, and awarded honorary doctoral degrees by Georgetown University, Smith College and the Universidad Autónoma de Nuevo Leon.

## Closing Plenary

**Wednesday, November 9**

11:00 AM–12:00 PM

Grand Oaks Ballroom GHJ, Level 2

### “Market-Centered Enrollment Management”

Enrollment Management, as a professional practice and perspective in higher education, has long affirmed institutional market position as a strategically pivotal concept. An empirical understanding of a university's market position is

one essential foundation for enrollment planning and for evaluating enrollment strategy. Dr. Kalsbeek will explore how a market-centered perspective can assist institutional leaders, trustees, and faculty in understanding the challenges and the opportunities a college faces in its enrollment management effort.



**David H. Kalsbeek, Senior Vice President for Enrollment Management and Marketing DePaul University**

**Dr. Kalsbeek** serves as Senior Vice President for Enrollment Management and Marketing at DePaul University in Chicago, Illinois. In that capacity since

1997, he leads the marketing and enrollment development strategies for the nation's largest Catholic university and one of the nation's largest private, not-for-profit universities, enrolling over 23,000 students. His responsibilities at DePaul encompass a wide array of functions including undergraduate and graduate admissions, financial aid, student records, career services and employer relations, university marketing and communications, retention strategy, access and TRIO programs, and institutional research.

A leader in enrollment management in American higher education for more than 25 years, the innovative models he has developed at DePaul have been highlighted by CASE, by AGB, by AMA, by AACRAO, and by other professional associations as examples of “best practices” in the field of enrollment management and marketing. He has given over 120 professional presentations, authored over 20 publications including chapters in seven books on higher education administration. He has served on the editorial boards of *College & University* and of the *Journal of College Student Retention*. He is the editor of the recently published book “Reframing Retention Strategy for Institutional Improvement.” He has served as an adjunct faculty member in the University of Pennsylvania's Executive Doctoral Program in Higher Education and is on the certificate faculty of the Enrollment Management Leadership program at the University of Southern California. Dr. Kalsbeek holds a Ph.D. in Public Policy Analysis from Saint Louis University.

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Sessions and Competencies/Proficiencies

In March of 2015, an AACRAO task force defined the set of core competencies and proficiencies required of Records and Registration, Enrollment Management, and Admissions professionals to succeed within the current and projected future higher education environment. AACRAO is using that document to assess and drive relevant programmatic offerings for our members.

Day	Start Time	End Time	Session ID	Session Title
Sunday, November 6	8:00 AM	11:00 AM	5728	SEM Core Concepts and SEM Planning for Institutional Teams Workshop
			5756	SEM Core Concepts and Planning for Individuals and Small Groups
	12:00 PM	3:00 PM	5391	The Expanding Landscape of Strategic Recruitment and Marketing in 2016
			5723	Using Data and Research to Drive SEM Planning
			5732	SEM Data Lab: Hands-on Visualization and Dashboards
	3:00 PM	4:00 PM	5386	How to Write a SEM Plan: Something for Everyone
	4:00 PM	4:45 PM	6255	Making the Most of Your SEM Conference Experience
5:00 PM	6:30 PM	6335	Opening Plenary: Behavioral Insights for Scalable Solutions in Education	
Monday, November 7	8:30 AM	9:45 AM	6336	Monday Plenary: Analytics Panel Discussion
	10:30 AM	12:00 PM	5373	Managing the Media: Ways to Make a Big Splash and Avoid Making Waves
			5381	Where Did They Go? Using Student Clearinghouse Data to Find Your Declines & Your Real Peer Institutions
			5397	Completion and Cultural Change...it Works!
			5551	Student Retention: Data in Action
			5597	Really? What is Strategic Enrollment Management—Really?
			5599	Chasing the Yellow Rose of Higher Education—Student Success
			5722	Comprehensive Student Records Project: Results from the Year
			5740	Dual Enrollment in the Context of SEM
			6054	Student Mobility and Success: Integration, Engagement and Retention of Transfer Students
			6057	Secret Shopping Your Student Inquiry Response: Results of the 2016 Inquiry Response Study
			6406	The Future of Higher Education and Verifying Credentials with the National Student Clearinghouse
			6412	Relevance and an Enrollment Revolution
			1:30 PM	3:00 PM
	5410	No More Denial: Managing Performance Challenges and Leading a Culture of Accountability in a SEM Environment		
5475	Strategic Enrollment Planning 101			



# STRATEGIES FOR THE FUTURE



## Sessions and Competencies/Proficiencies

For this year’s SEM conference, we asked presenters to identify the core competencies and proficiencies addressed in their sessions. Their responses are represented by the chart on the following pages.

We encourage you to use the new **AACRAO Competency Self-Assessment for Enrollment Management** in combination with this guide as a tool to aid in your session selection.

	Core Competencies											Enrollment Management Proficiencies					
	Change Management	Collaborative Decision-Making	Diversity and Inclusion	Holistic & Systemic Thinking	Interpretation & Application of Data	Leadership and Management	Problem Solving	Professional Integrity	Interpersonal Abilities	Technological Knowledge	Not Applicable	Assessment	Developing an Enrollment Mix	Professional Development & Contributions to the Field	SEM Leadership	Staffing Leadership	Technology
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# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Sessions and Competencies/Proficiencies

Day	Start Time	End Time	Session ID	Session Title
Monday, November 7	1:30 PM	3:00 PM	5588	Strategic Graduate Enrollment Management (SGEM): A Critical Interplay between Institutional and Academic Unit Planning
			5671	Leveraging Institutional Research in the Enrollment Management Process
			5713	Disciplinary Notations and the Academic Transcript
			5726	Integrating International Students Into Your SEM Plan
			5727	SEM: The New Path to the Presidency
			6355	Empower your students by simplifying scheduling! How Student Schedule Planning Benefits The Entire Institution
			6409	Using Peer Analytics For Identifying and Tracking Student Interest in Real-Time
	3:30 PM	5:00 PM	6411	Driving Student Engagement and Success with Acalog
			5427	Using Net Price Calculator Data to Guide Student Recruitment: Results of a Doctoral Research Study
			5459	Not Another *yawn* Spreadsheet!
			5529	Student Schedule Planning & Registration: From Amazed to Amazing in just 12 Months!
			5544	Planning & Assessment in Enrollment Services: Creating Models for Continuous Improvement
			5591	Develop Your Research and Writing Skills for Publication
			5604	Organizational Effectiveness and SEM: How Virginia Commonwealth University is Evolving The Organizational Culture of SEM.
			5613	SEM Planning and the Registrar of the Future.
			5714	ACT Research
			5729	An Analytical Approach to Gaining Trust, Scholarship Resources, and Generating Outcomes
			6401	Are You Happy?
			Tuesday, November 8	7:30 AM
9:00 AM	10:30 AM	6337		Rapid Fire Thinking: Hot Topics in SEM
		5533		Meeting Enrolment Targets in Challenging Times ? How the University of Alberta is Analysing Data to Understand Yield Rates among Admitted Applicants.
		5550		The Professional Needs of SEM: A Mixed Methods Study of the Current and Future Needs of Senior Enrollment Officers
		5593		How to Make Your Institution Stronger Using Your Benchmark Data
		5595		Filling Your Funnel: Ensuring Blue Ribbon Success in Your Student Mix
		5616		Charting the Course: Using Data To Create Holistic Service Approach for Financial Aid
		5673		The Registrar in Tomorrowland
		5707		Uniting a Campus with Strategic Enrollment Management
		5715		National Student Clearinghouse Research
		6331		Roundtable: Recruitment & Marketing
		6056		Building a One Stop Contact Center: Need a Plan?
		6356		Empower your students by simplifying scheduling! How Student Schedule Planning Benefits The Entire Institution

# STRATEGIES FOR THE FUTURE



## Sessions and Competencies/Proficiencies

	Core Competencies											Enrollment Management Proficiencies					
	Change Management	Collaborative Decision-Making	Diversity and Inclusion	Holistic & Systemic Thinking	Interpretation & Application of Data	Leadership and Management	Problem Solving	Professional Integrity	Interpersonal Abilities	Technological Knowledge	Not Applicable	Assessment	Developing an Enrollment Mix	Professional Development & Contributions to the Field	SEM Leadership	Staffing Leadership	Technology
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2016 AACRAO Strategic Enrollment Management Conference

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Sessions and Competencies/Proficiencies

Day	Start Time	End Time	Session ID	Session Title
Tuesday, November 8	11:00 AM	12:00 PM	5331	Engaging Post-Traditional Students Through Interactive Transfer Credit Exploration: Excelsior College's Journey to Self-Service Optimization
			5377	Managing Enrollment During a University Prioritization Process
			5460	Predictive Analytics for Dummies (and Admissions Professionals)
			5535	It Pays to Stand Out: How Market Differentiation Supports Growth
			5617	What the Public Sector Can Learn from the Private Sector in a Changing Higher Education Landscape
			5622	A Powerful Enrollment Tool—The On-Premise Contact Center
			5725	Using Data to Support Transfer Student Success
			6332	Roundtable: Retention, Completion & Student Success
			6405	The Art and Science of Student Success: Using Design Thinking and Data Science to Help Students Learn Well and Finish Strong
	6463	Building a Class Schedule the Easy Way		
	6467	The Imperative of Strategic Enrollment Planning: Why Today's Environment Requires More Planning, and Why It's Risky to Delay		
	12:00 PM	2:00 PM	6338	Tuesday Lunch Plenary: UTEP's Path to Authenticity: Access and Excellence
			5433	Every Student Matters: The Art and Science of Course Enrollment Efficiency
	2:15 PM	3:45 PM	5450	Our Terrorism Experience: What We Learned about Enrollment Management Preparedness
			5510	Guided Pathways: Promise for the Future of Student Success at Two-Year Colleges and Their Implications for Four-Year Institutions
			5614	SEM 2.0: Re-invented
			5625	I Get You: Simple Tools for Understanding Your Student Populations and Their Need to Succeed
			5721	U.S. Dream Academy; Assessing Noncognitive Variables Secondary through Post Baccalaureate
			6333	Roundtable: Research & Data
			6386	Improving Student Retention: Research-Based Strategies for College Student Success: Part I
			6408	Developing and Implementing a SEM Plan: One Institution's Journey
			6464	The Right Catalog for your Students: Considerations, Content, and Choices
			6453	SEM Endorsement Program (SEM-EP): Learn About AACRAO's Enrollment Management Credential
			4:30 PM	5:30 PM
	5444	From Gateway to Pathway: Enhancing Student Success By Transforming Key Gateway Courses		

# STRATEGIES FOR THE FUTURE



## Sessions and Competencies/Proficiencies

	Core Competencies											Enrollment Management Proficiencies					
	Change Management	Collaborative Decision-Making	Diversity and Inclusion	Holistic & Systemic Thinking	Interpretation & Application of Data	Leadership and Management	Market Analysis	Problem Solving	Professional Integrity	Interpersonal Abilities	Technological Knowledge	Not Applicable	Assessment	Developing an Enrollment Mix	Professional Development & Contributions to the Field	SEM Leadership	Staffing Leadership
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2016 AACRAO Strategic Enrollment Management Conference

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Sessions and Competencies/Proficiencies

Day	Start Time	End Time	Session ID	Session Title
Tuesday, November 8	4:30 PM	5:30 PM	5606	It Takes a Village: Summer Programs for Incoming First-Year Students
			5624	Breaking Up is Hard to Do: Dissolving a Partnership and Creating a Recruitment Operation for Online Students
			5705	Asking "Why?" and Digging Deep When Times are Good
			6053	SEM at KPU: Working from the Middle
			6334	Roundtable: Future Trends for SEM
			6387	Improving Student Retention: Research-Based Strategies for College Student Success: Part 2
			6453	SEM Endorsement Program (SEM-EP): Learn About AACRAO's Enrollment Management Credential
Wednesday, November 9	8:00 AM	9:30 AM	6614/6615	"Taking SEM Home" for Individuals/Small Groups and Teams
	9:45 AM	10:45 AM	5502	Data-Driven Decision Making + Predictive Analytics in Recruitment = Improved Results in Tough Times
			5602	Reframing Institutional Governance to Advance Strategic Enrollment Management at a Community College
			5618	Improved Course Scheduling Drives Results in Student Completions and Campus Efficiency
			5620	Using Data from a Student Self-assessment for Evidence-based SEM Decision-making
			5659	\$1.3 Trillion in Student Debt: Impact of Financial Literacy Education on Student Borrowing Habits
			5766	Impacts of the New Early FAFSA Filing Date on Financial Aid Operations, Policies, and Communications
			5767	Rules of the Road for Predictive Analytics in Enrollment and Student Success
	6058	The Transfer Edge: Using Data to Inform Transfer Student Recruitment and Retention Initiatives		
11:00 AM	12:00 PM	6339	Closing Plenary: Market-Centered Enrollment Management	

# STRATEGIES FOR THE FUTURE



## Sessions and Competencies/Proficiencies

	Core Competencies											Enrollment Management Proficiencies						
	Change Management	Collaborative Decision-Making	Diversity and Inclusion	Holistic & Systemic Thinking	Interpretation & Application of Data	Leadership and Management	Market Analysis	Problem Solving	Professional Integrity	Interpersonal Abilities	Technological Knowledge	Not Applicable	Assessment	Developing an Enrollment Mix	Professional Development & Contributions to the Field	SEM Leadership	Staffing Leadership	Technology
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Get ready to ...

# Take the Guess Work Out of Recruiting

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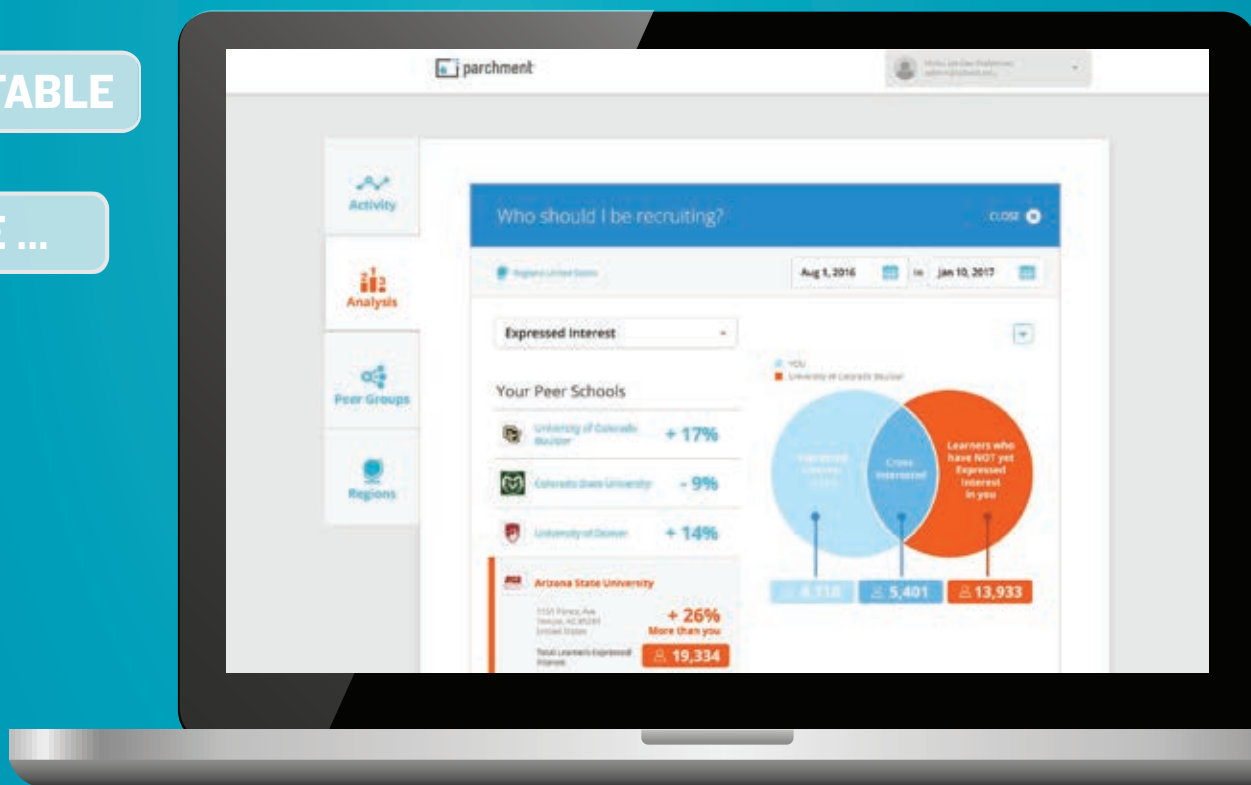
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# STRATEGIES FOR THE FUTURE



## Sunday Sessions and Events

### Sunday, November 6 Day at a Glance

#### Registration

7:00 AM–6:30 PM

[Grand Oaks Registration, Level 2](#)

#### AACRAO Booth/Bookstore Open

6:30 PM–8:00 PM (*Exhibit Hall*)

[Grand Oaks Ballroom K–S, Level 2](#)

#### Exhibit Hall Open

6:30 PM–8:00 PM

[Grand Oaks Ballroom K–S, Level 2](#)

#### Cyber Café Open (2 Locations)

7:00 AM–6:30 PM (*Registration Area*)

[Grand Oaks Foyer, Level 2](#)

6:30 PM–8:00 PM (*Exhibit Hall*)

[Grand Oaks Ballroom K–S, Level 2](#)

#### Speaker Ready Room Open

7:00 AM–5:30 PM

[Alyssum, Level 3](#)

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE WORKSHOPS

#### Continental Breakfast for Workshop Attendees

7:30 AM–8:00 AM

[Salon AB Foyer, Level 2](#)

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

8:00 AM–11:00 AM

- SEM Core Concepts and SEM Planning for Institutional Teams (*4 or more participants*)  
[Salon AB, Level 2](#)
- SEM Core Concepts and SEM Planning for Individuals and Small Groups (*1–3 participants*)  
[Salon D, Level 2](#)

#### Lunch on Your Own

11:00 AM–12:00 PM

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

12:00 PM–3:00 PM

- The Expanding Landscape of Strategic Recruitment and Marketing in 2016  
[Salon D, Level 2](#)
- Using Data and Research to Drive SEM Planning  
[Salon E, Level 2](#)
- SEM Data Lab: Hands-on Visualization and Dashboards  
[Salon F, Level 2](#)

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Sunday Sessions and Events

### (S3) Writing a SEM Plan (No Additional Fee)

3:00 PM–4:00 PM

Salon AB, Level 2

### (S4) Making the Most of Your SEM Conference Experience (No Additional Fee)

4:00 PM–4:45 PM

Begonia/Bottlebrush, Level 3

### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE BEGINS

### (S5) Opening Plenary Presentation

“Behavioral insights for Scalable  
Solutions in Education”

5:00 PM–6:30 PM

Grand Oaks Ballroom GHJ, Level 2

Presenter:

**Ben Castleman**, *University of Virginia*

### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

Grand Oaks Ballroom K–S, Level 2

All registrants invited

Sponsored by **HOBSONS** 

### How to Write a SEM Plan: Something for Everyone

3:00 PM–4:00 PM

Salon AB, Level 2

Submission ID 5386

Is your institution looking to write their first SEM plan or update existing SEM plans? This session addresses some of the issues and considerations when embarking on the SEM planning process, regardless of institutional type. The presenters will cover the elements that may comprise a SEM plan, as well as how institutional culture, mission, and needs impact the SEM plan and the process.

Presenters:

**Tom Green**, *AACRAO Consulting*

**Karen Miller**, *Cuyahoga Community College*

### Making the Most of Your SEM Conference Experience

4:00 PM–4:45 PM

Begonia/Bottlebrush, Level 3

Submission ID 6255

Whether this is your first or your 26th SEM Conference, this informational session is designed to highlight 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*

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

# STRATEGIES FOR THE FUTURE



## Sunday Sessions and Events

### Opening Plenary

5:00 PM–6:30 PM

Grand Oaks Ballroom GHJ, Level 2

Submission ID 6335

### Behavioral Insights for Scalable Solutions in Education

This presentation will feature evidence from large-scale messaging interventions designed to support students with challenging college and financial aid decisions. Students face substantial complexity as they make critical decisions related to college and financial aid. Low-income and first-generation students face particular challenges navigating these complicated decisions, which contributes to persistent inequality in college access and success.

Presenter:



**Ben Castleman,**  
University of Virginia

### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

Grand Oaks Ballroom K–S, Level 2

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. Be sure to meet with our vendors. They can discuss the latest technologies, help you improve on your current practices, and show you how to optimize your resources.

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# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### Monday, November 7 Day at a Glance

#### Registration

7:30 AM–6:30 PM

Grand Oaks Registration, Level 2

#### AACRAO Booth/Bookstore Open

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Grand Oaks Ballroom K–S, Level 2

#### Exhibit Hall Open

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

Grand Oaks Ballroom K–S, Level 2

#### Cyber Café Open

7:30 AM–6:30 PM (Registration Area)

Grand Oaks Foyer, Level 2

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

(Exhibit Hall)

Grand Oaks Ballroom K–S, Level 2

#### Speaker Ready Room Open

7:30 AM–5:30 PM

Alyssum, Level 3

#### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

Grand Oaks Ballroom K–S, Level 2

#### (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

Grand Oaks Ballroom K–S, Level 2

#### (M4) Best Practice Sessions

3:30 PM–5:00 PM

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

5:15 PM–6:30 PM

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

“Analytics Panel Discussion”

8:30 AM–9:45 AM

Grand Oaks Ballroom GHIJ, Level 2

Presenters:

**Bridget Burns**, University Innovation Alliance

**Mark David Milliron**, Civitas Learning

Moderator:

**Monique Snowden**, Fielding Graduate University

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Monday Plenary

8:30 AM–9:45 AM

Grand Oaks Ballroom GHIJ, Level 2

Submission ID 6336

#### Analytics Panel Discussion

Shrinking budgets, along with a shift in focus from student access to student success, are prompting colleges and universities to become more reliant on quality data analysis to drive decisions. Predictive analytics has emerged as a powerful tool to facilitate institutional strategy to increase student success. This panel of experts will discuss/debate the current state of predictive analytics, the role of both students and institutions, as well as the outlook and possibilities for the future.

#### Presenters:



**Bridget Burns,**  
*University Innovation Alliance*



**Mark David Milliron,**  
*Civitas Learning*

#### Moderator:



**Monique Snowden,** *Fielding  
Graduate University*

### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

Grand Oaks Ballroom K–S, Level 2

### Best Practice Sessions Monday, 10:30 AM–12:00 PM

#### Managing the Media: Ways to Make a Big Splash and Avoid Making Waves

10:30 AM–12:00 PM

Salon B, Level 2

Submission ID 5373

This session will discuss how to effectively launch programs, events, or new initiatives with the help of the media, while avoiding negative coverage. This session will cover both tactical planning of media coordination as well as a model for training staff who may interact with members of the media.

#### Presenter:

**Brent Gage,** *University of Iowa*

### Research Track Session

Sponsored by NATIONAL STUDENT CLEARINGHOUSE  
RESEARCH CENTER

#### Where Did They Go? Using Student Clearinghouse Data to Find Your Declines & Your Real Peer Institutions

10:30 AM–12:00 PM

Salon D, Level 2

Submission ID 5381

The National Student Clearinghouse provides applicant enrollment data, enabling institutions to learn where their declines enroll. For enrollment managers, this information can provide valuable data on market position and peer institutions.

#### Presenter:

**Laura Hardy,** *University of Chicago*

# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### Completion and Cultural Change...it Works!

10:30 AM–12:00 PM

Begonia, Level 3

Submission ID 5397

Cuyahoga Community College (Tri-C) has readjusted its focus on success and completion in a strategic way. In this session, presenters will discuss the evolution of the college's IPEDS Completion Plan. Participants will walk away with a blueprint on how to make data-informed decisions to realign roles, create a college-wide structure, develop student outreach and communication plans, identify potential graduates, and develop a systemic approach to improving graduation rates.

**Presenters:**

**Heidi Athey**, Cuyahoga Community College

**Timothy Dorsey**, Cuyahoga Community College

**Karen Miller**, Cuyahoga Community College

### Student Retention: Data in Action

10:30 AM–12:00 PM

Bottlebrush, Level 3

Submission ID 5551

Data is a critical piece of the puzzle for student retention efforts in higher education. This session will cover best practices for pre-enrollment engagement, cohort management, indicators of attrition, student withdrawal exit interviews, and graduation verification. By following these practices, first-year retention increased from 85.5% to 89% and graduation rates increased from 77% to 79% over a 5-year period. These initiatives were accomplished without an integrated technology system.

**Presenters:**

**Kimberly Allen-Stuck**, Saint Joseph's University

**Daniel McDevitt**, Saint Joseph's University

### Really? What is Strategic Enrollment Management—Really?

10:30 AM–12:00 PM

Salon F, Level 2

Submission ID 5597

Strategic Enrollment Management has been in the higher education tapestry since the 70s. How is strategic enrollment management understood in the higher education community today? What is the definition of strategic enrollment management at various institution types in the U.S.? Why does it matter? Come learn about our young construct (since November 2009) of strategic enrollment management at Arizona State University—what we've been doing, why, and what our future in SEM may look like by 2025.

**Presenter:**

**Kent Hopkins**, Arizona State University

### Admissions and Advising Track Session

Sponsored by **HOBSONS**

### Chasing the Yellow Rose of Higher Education—Student Success

10:30 AM–12:00 PM

Bluebonnet, Level 3

Submission ID 5599

This fall, Johnson County Community College (20,000 students in suburban Kansas City) implemented a program called Student Pathways. Born from discussions during our strategic planning process, Pathways aims to create a clear path to success for students. They are prescribed a plan to follow and are assigned an advocate to ensure their success. We will discuss how JCCC got this program off the ground and lessons learned to date.

**Presenter:**

**Pete Belk**, Johnson County Community College

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Comprehensive Student Records Project: Results from the Year

10:30 AM–12:00 PM

Dogwood, Level 3

Submission ID 5722

AACRAO and NASPA worked with 12 American institutions to accelerate the development of digital student records and complement traditional student transcripts. This session will provide results of the project.

**Presenters:**

**Tom Green**, AACRAO Consulting

**Amelia Parnell**, NASPA

### Admissions and Advising Track Session

Sponsored by **HOBSONS**

#### Dual Enrollment in the Context of SEM

10:30 AM–12:00 PM

Indian Paintbrush, Level 3

Submission ID 5740

AACRAO recently completed a brief mixed method analysis of the current landscape of dual enrollment offerings and postsecondary institutions. More specifically, the purpose of our research was to understand who offers what and why, and if or how dual enrollment is woven into the strategic enrollment management initiatives of the institution. This session will present the results for the first time and invite discussion on the topic.

**Presenters:**

**Wendy Kilgore**, AACRAO

**Ellen Wagner**, Hobsons

### Admissions and Advising Track Session

Sponsored by **HOBSONS**

#### Student Mobility and Success: Integration, Engagement, and Retention of Transfer Students

10:30 AM–12:00 PM

Larkspur, Level 3

Submission ID 6054

This session will discuss transfer student mobility and student success by focusing on ways institutions can implement strategies to achieve integration, engagement, and retention. Best practices will be presented including initiatives that address transfer student access and support prior to admission, during student transition into the institution, and after entry.

**Presenters:**

**Susan Gottheil**, University of Manitoba

**Clayton Smith**, University of Windsor

### The Future of Higher Education and Verifying Credentials with the National Student Clearinghouse

10:30 AM–12:00 PM

Salon C, Level 2

Submission ID 6406

This session will discuss how the National Student Clearinghouse will continue to work with colleges and universities as global drivers re-shape higher education. As the U.S. system is disrupted, will the emerging ecosystem that is providing new learning models alter how higher education is delivered? Will this result in alternative credentialing? And how will new learning modules be measured and can they be stacked to provide students with the optimal outcome?

**Presenters:**

**Ron Phillips**, National Student Clearinghouse

**Jonell Sanchez**, National Student Clearinghouse



# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### Relevance and an Enrollment Revolution

10:30 AM–12:00 PM

Salon E, Level 2

Submission ID 6412

After 8 years of flat-to-declining enrollment (despite skyrocketing marketing costs), Newman University decided to chart a new course. Using data to craft relevant, hyper-personalized marketing campaigns, we have: lowered our discount; boosted deposits 10%; nearly doubled our yield; and enrolled 25% more non-athletes. Join us for a deep dive into the strategies and tactics that have reshaped our institution in just 2 short years.

**Presenters:**

**Kristin English**, Newman University

**Rich Whipkey**, Waybetter Marketing

### Secret Shopping Your Student Inquiry Response: Results of the 2016 Inquiry Response Study

10:30 AM–12:00 pm

Salon A, Level 2

Submission ID 6057

Today's students expect immediate and relevant information across multiple channels. Does YOUR inquiry response hit the mark? We recently 'secret shopped' over 400 colleges and programs by requesting information from their websites. We then compiled results on what we experienced. Join this session to see how these schools respond to prospective students and assess how your school stacks up.

**Presenters:**

**Brian Jones**, Minnesota State University, Mankato

**Suzanne Sharp**, Liaison International

### Lunch on Your Own

12:00 PM–1:30 PM

### Best Practice Sessions

Monday, 1:30 PM–3:00 PM

#### Successful Application of Financial Aid Leveraging: Utilizing Statistical Data Analysis to Better Inform Your SEM Efforts

1:30 PM–3:00 PM

Salon B, Level 2

Submission ID 5346

In this session, you will hear a case study that will highlight the data-informed approach that one institution is using to make tactical decisions about financial aid packaging and allocation. Specific questions pertaining to relevant internal data points, leveraging, CRM, and predictive modeling will all be addressed. Special attention will be placed on how a data-driven approach can help drive the strategic planning process.

**Presenter:**

**Randall Langston**, SUNY College at Brockport

#### No More Denial: Managing Performance Challenges and Leading a Culture of Accountability in a SEM Environment

1:30 PM–3:00 PM

Indian Paintbrush, Level 3

Submission ID 5410

The ability to manage and lead through performance challenges within your SEM team can be a daunting task. This session will include a candid discussion about the presenters' experience managing performance challenges within an enrollment operation, and lessons learned from those experiences.

**Presenters:**

**Monique Perry**, York Technical College

**John Sasparilas**, Wake Technical Community College

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Strategic Enrollment Planning 101

1:30 PM–3:00 PM

Salon D, Level 2

Submission ID 5475

Many enrollment managers are asked to create a Strategic Enrollment Plan for their institution, but they have never created one before and are not sure where to begin. What should be included in the plan? Who should be involved? What are the critical pieces that must be in place? This session will help answer these questions and offer a step-by-step approach that demystifies the Strategic Enrollment Planning process.

**Presenter:**

**John Head**, *University of West Georgia*

### Strategic Graduate Enrollment Management (SGEM): A Critical Interplay Between Institutional and Academic Unit Planning

1:30 PM–3:00 PM

Salon F, Level 2

Submission ID 5588

The challenges and complexities of Strategic Graduate Enrollment Management (SGEM) places the graduate education enterprise at a disadvantage for both long-term and short-term enrollment planning, often forcing institutions to make decisions based on past successes rather than on predictive niche-based trends. This session will provide an overview of GEM from both a strategic and operational perspective. Session attendees will be provided resources to assist in enrollment planning.

**Presenters:**

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

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

**David Lang**, *State University of New York at Buffalo*

### Leveraging Institutional Research in the Enrollment Management Process

1:30 PM–3:00 PM

Begonia, Level 3

Submission ID 5671

Leveraging institutional research is a low-cost strategy that can yield significant benefits to the recruitment and retention of students. This session will identify practices that can be implemented and utilized in a relatively short time frame and improve the strategic and operational decision making related to territory management.

**Presenter:**

**Robert Miller, Jr.**, *Centenary College*

### Disciplinary Notations and the Academic Transcript

1:30 PM–3:00 PM

Bottlebrush, Level 3

Submission ID 5713

Student misconduct and the official transcript, historically an extract of academic performance and progress, have been at the center of recent discussion and debate on institutional accountability. AACRAO recently changed its stance on disciplinary notations from “not recommended” to “optional” and a workgroup was tasked with developing guidelines and recommended practices. Presenters will share perspectives on the topic and provide an update on the workgroup’s progress and recommendations.

**Presenters:**

**Brad Myers**, *The Ohio State University*

**Kristi Wold-McCormick**, *University of Colorado Boulder*

# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### Admissions and Advising Track Session

Sponsored by **HOBSON'S**

#### Integrating International Students Into Your SEM Plan

1:30 PM–3:00 PM

Bluebonnet, Level 3

Submission ID 5726

In June 2013 the University of Manitoba passed its 5-year SEM Plan, including enrollment goals for both undergraduate and graduate international students. By Fall 2015 these goals had been surpassed. Learn about why we decided to incorporate international students into our SEM Plan, how we established our goals, and the academic and social supports we put into place to provide an exceptional student experience that helps ensure positive academic outcomes for our international students.

**Presenters:**

**Jeff Adams**, University of Manitoba

**Susan Gottheil**, University of Manitoba

#### SEM: The New Path to the Presidency

1:30 PM–3:00 PM

Dogwood, Level 3

Submission ID 5727

SEM principles and processes are playing a larger role in achieving institutional mission and goals. This panel of current college presidents will discuss how SEM paved their path to the presidency.

**Presenters:**

**Kevin Pollock**, Montgomery County Community College

**William Serrata**, El Paso Community College

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

1:30 PM–3:00 PM

Salon A, Level 2

Submission ID 6355

Revolutionize student schedule planning, one of the most critical points on the journey towards degree completion. Students easily select preferred classes, block off breaks or life conflicts, and College Scheduler surfaces the best possible schedules for immediate registration. Optimized schedules increase credit hours, term-over-term persistence, and graduation rates.

**Presenter:**

**Robert Strazzarino**, College Scheduler by Civitas Learning

#### Using Peer Analytics for Identifying and Tracking Student Interest in Real-Time

1:30 PM–3:00 PM

Salon C, Level 2

Submission ID 6409

Which high schools are my top feeders? Who are my peers at those high schools based on co-interest and co-application, and how do I compare against my peers at these high schools? How am I trending throughout the enrollment cycle in generating student interest relative to my peers (in real-time)? And what can my peers tell me about the types of students who are uniquely interested in my institution and not interested in my institution, but should be? Parchment's high school digital transcript services generate insightful aggregate data that can power insightful analytics for strategic enrollment managers. Be the first to see Parchment's new analytics service for admissions offices, featuring easy-to-use, focused, and actionable graphs and tables based on student engagement with Parchment's admissions tools.

**Presenter:**

**Gretchen Hanson**, Parchment

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### Driving Student Engagement and Success with Acalog

1:30 PM–3:00 PM

Salon E, Level 2

Submission ID 6411

The Acalog e-catalog system supports student success, retention, and improved student communications for course and degree planning. How? It provides tools within the catalog that allow you to search, save, and share critical course and program details, and gives you the ability to respond to student inquiries. Learn how your peers leverage Acalog to enhance the student experience with rich media, dynamically-generated print degree planners, mobile interface, and much more.

Presenter:

**Gina Monaghan**, DIGARC

### Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

Grand Oaks Ballroom K–S, Level 2

### Best Practice Sessions Monday, 3:30 PM–5:00 PM

#### Using Net Price Calculator Data to Guide Student Recruitment: Results of a Doctoral Research Study

3:30 PM–5:00 PM

Salon B, Level 2

Submission ID 5427

This session reviews doctoral research regarding use of the Net Price Calculator at a small, private university in the Midwest. Results from the research indicate how students are using NPCs to make college decisions, what factors influence student college decisions, and how NPC data can be used to guide enrollment efforts.

Presenter:

**Melanie Weaver**, Ohio Northern University

#### Not Another \*yawn\* Spreadsheet!

3:30 PM–5:00 PM

Salon D, Level 2

Submission ID 5459

Data literacy on our campuses is a real challenge—and it's crucial to making good enrollment decisions. Translate your data into visual soundbites to create buy-in, engagement, and adoption of data-driven decision making without any expensive software. Join us to learn tips and tricks to becoming a data-whisperer on your campus. No data geekery required.

Presenter:

**Danielle Carnes**, Edmonds Community College

# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### Student Schedule Planning & Registration: From Amazed to Amazing in Just 12 Months!

3:30 PM–5:00 PM

Salon F, Level 2

Submission ID 5529

Learn about the short but excellent journey we have taken to improve our students' schedule planning and registration experience, and gain insight into the process with a live demonstration.

**Presenter:**

**Karen McCredie**, *Capilano University*

### Planning & Assessment in Enrollment Services: Creating Models for Continuous Improvement

3:30 PM–5:00 PM

Bottlebrush, Level 3

Submission ID 5544

Whether one includes Admissions, Recruitment, Records, Financial Aid or other areas as part of enrollment services, having effective operations is a critical component to successful SEM work. To this end, department planning should guide both daily and long-term work. This session will guide participants towards a successful department planning and assessment process, including development of mission, goals, learning outcomes, and assessment tools and timelines, as well as developing action plans.

**Presenter:**

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

### Develop Your Research and Writing Skills for Publication

3:30 PM–5:00 PM

Begonia, Level 3

Submission ID 5591

Hosted by SEMQ and C&U editorial board members and seasoned writers, this session will guide audience members interested in turning their research ideas into an article submission for AACRAO's SEMQ and/or C&U 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 profession.

**Presenters:**

**Tom Green**, *AACRAO Consulting*

**Wendy Kilgore**, *AACRAO*

**Jeffrey von Munkwitz-Smith**, *Boston University (retired)*

**Heather Zimar**, *AACRAO*

### Organizational Effectiveness and SEM: How Virginia Commonwealth University is Evolving the Organizational Culture of SEM

3:30 PM–5:00 PM

Bluebonnet, Level 3

Submission ID 5604

Organizational culture is reflective of how successful an organization can be at meeting its goals. However, less evident are the cultural elements of the organization, how they can be quantified, and how they can be adjusted to make a positive impact. Virginia Commonwealth University's Division of Strategic Enrollment Management launched an initiative to uncover these questions.

**Presenter:**

**Michael Flanigan**, *Virginia Commonwealth University*

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Monday Sessions and Events

### SEM Planning and the Registrar of the Future

3:30 PM–5:00 PM

Dogwood, Level 3

Submission ID 5613

While SEM planning is intended to be an institution-wide event, the Registrar has a leadership opportunity to step forward as a knowledgeable systems manager and advocate for student-focused improvements. This session will review practical applications and techniques for the Registrar's Office to move from just "cooperation" with others to becoming a major player in building trust and collaboration across the institution as a part of the SEM planning process.

**Presenter:**

**Howard Shanken**, AACRAO Consulting

### Research Session

Sponsored by  **ACT**  
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### Test Optional or not Test Optional? That's a Research Question

3:30 PM–5:00 PM

Larkspur, Level 3

Submission ID 5714

A growing number of schools have adopted test-optional admissions practices where applicants are not required to submit results from standardized tests as part of their admissions application. What is driving this trend? What are the issues impacting the decision to go test-optional? Ultimately, the test optional question should be considered in light of research. Participants will leave with an expansive knowledge of what the numbers tell us about this important topic.

**Presenters:**

**Kenton Pauls**, ACT, Inc.

**Don Pitchford**, ACT, Inc.

# STRATEGIES FOR THE FUTURE



## Monday Sessions and Events

### An Analytical Approach to Gaining Trust, Scholarship Resources, and Generating Outcomes

3:30 PM–5:00 PM

Indian Paintbrush, Level 3

Submission ID 5729

This session will show how the Boise State Enrollment Management Team took a data-informed approach to awarding, allocating, and requesting institutional scholarship funding.

**Presenters:**

**James Anderson**, Boise State University

**Renee Rehder**, Boise State University

### Measuring Student Engagement Online: A Case Study in What Google Analytics Doesn't Know

3:30 PM–5:00 PM

Salon C, Level 2

Submission ID 6403

Marketing has one central goal: to provide deeply relevant information at the exact moment when the consumer is most ready to be influenced. While the internet has completely altered the way students engage with brands, many colleges still rely on traditional marketing metrics to inform them as to when to reach out to students. Using individual online behavior data we will show how and when students are most engaged with your brand throughout the Student Decision Journey.

**Presenter:**

**Larry Erenberger**, Capture Higher Ed

### Are You Happy?

3:30 PM–5:00 PM

Salon A, Level 2

Submission ID 6401

For the past 20 years, the field of positive psychology has investigated the factors that help normal people lead happier lives. Join a fellow (non-expert) pilgrim in the science of happiness, learn about some basic resources in the field, and get a list of suggested media as a springboard to helping yourself become a better you. We can start creating joy in your life.

**Presenter:**

**Mark Hommerding**, Lifetouch Special Events/JF

### Admissions and Advising Track Session

Sponsored by **HOBSONS**

#### Recruit the Best Fit to Retain Them All: How It Can Be Done

3:30 PM–5:00 PM

Salon E, Level 2

Submission ID 6410

The presenters will share how they have used student success data to paint a picture of the successful student and leverage that information to target their recruitment strategies. We'll discuss early alerts, predictive modeling, student surveys, admissions and enrollment strategies, advising, and campus services and how to make it all work together.

**Presenters:**

**Jeff McNamara**, Carroll University

**Joe Provenza**, Flagler College

### SEM Team End of Day Review

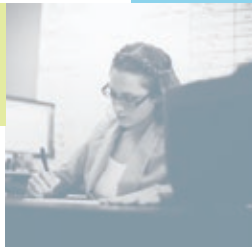
5:15 PM–6:30 PM

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Monday, Nov. 7, at 1:30-3:00 p.m. in Salon E





# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Tuesday, November 8 Day at a Glance

#### Registration

7:30 AM–5:00 PM

[Grand Oaks Registration, Level 2](#)

#### AACRAO Booth/Bookstore Open

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

[Grand Oaks Ballroom K–S, Level 2](#)

#### Exhibit Hall Open

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

[Grand Oaks Ballroom K–S, Level 2](#)

#### Cyber Café Open

7:30 AM–5:00 PM (Registration Area)

[Grand Oaks Foyer, Level 2](#)

10:00 AM–1:00 PM and 2:00 PM–4:30 PM  
(Exhibit Hall)

[Grand Oaks Ballroom K–S, Level 2](#)

#### Speaker Ready Room Open

7:30 AM–5:30 PM

[Alyssum, Level 3](#)

### (T1) Continental Breakfast and Plenary Presentation

🔥 “Rapid Fire Thinking: Hot Topics in SEM”

7:30 AM–8:45 AM

[Grand Oaks Ballroom GHJ, Level 2](#)

Presenters:

**Tammy Aagard**, University of Florida

**Jay Goff**, Saint Louis University

**Susan Gottheil**, University of Manitoba

**Kate Ralston**, Iowa State University

**Chris Shaffer**, Shawnee State

**Melissa Tarrant**, University of West Georgia

### (T2) Best Practice Sessions & Roundtables

9:00 AM–10:30 AM

#### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

[Grand Oaks Ballroom K–S, Level 2](#)

### (T3) Best Practice Sessions & Roundtables

11:00 AM–12:00 PM

### (T4) Luncheon and Plenary Presentation

“UTEP’s Path to Authenticity:  
Access and Excellence”

12:00 PM–2:00 PM

[Grand Oaks Ballroom GHJ, Level 2](#)

Presenter:

**Diana Natalicio**, The University of Texas at El Paso

### (T5) Best Practice Sessions & Roundtables

2:15 PM–3:45 PM

#### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

[Grand Oaks Ballroom K–S, Level 2](#)

### (T6) Best Practice Sessions & Roundtables

4:30 PM–5:30 PM

### (T7) SEM Team End of Day Review

4:30 PM–5:45 PM

### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

[Sunday House, Level 3](#)

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# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Tuesday Morning Plenary

7:30 AM–8:45 AM

Grand Oaks Ballroom GHIJ, Level 2

Submission ID 6337

#### Rapid Fire Thinking: Hot Topics in SEM

This plenary will feature a series of five speedy presentations, where each speaker discusses a SEM-based topic for which they have a professional passion. These presentations challenge the speaker to get their point across concisely, persuasively—and most importantly, memorably. Speakers will use 10 slides that advance every 30 seconds. A robust question and answer period will follow the presentations.

#### Presenters:

**Tammy Aagard**, University of Florida

**Jay Goff**, Saint Louis University

**Susan Gottheil**, University of Manitoba

**Kate Ralston**, Iowa State University

**Chris Shaffer**, Shawnee State

**Melissa Tarrant**, University of West Georgia

### Best Practice Sessions and Roundtables Tuesday, 9:00 AM–10:30 AM

#### Admissions and Advising Track Session

Sponsored by **HOBSONS** 

#### Meeting Enrolment Targets in Challenging Times? How the University of Alberta is Analysing Data to Understand Yield Rates among Admitted Applicants

9:00 AM–10:30 AM

Salon B, Level 2

Submission ID 5533

Yield Rate—the proportion of admitted applicants who register—is influenced by several factors that can be measured in data. This session will show how the University of Alberta is estimating a multivariate formula to weigh each factor and to predict yield among admitted applicants. Potential application of this intelligence for senior management decision-making will be discussed.

#### Presenter:

**Douglas Akhimienmhonan**, University of Alberta

# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Research Track Session

Sponsored by NATIONAL STUDENT CLEARINGHOUSE RESEARCH CENTER

#### The Professional Needs of SEM: A Mixed Methods Study of the Current and Future Needs of Senior Enrollment Officers

9:00 AM–10:30 AM

Salon D, Level 2

Submission ID 5550

This session reports on the results of a two-stage data gathering process that considers the current and future professional needs of enrollment managers. The first data gathering exercise involved a group of forty enrollment managers from across the nation. Participants were asked to identify the current institutional and public policy factors that are affecting their priorities and activities. In addition to using the Delphi Technique to gather data, we also surveyed 2,000 enrollment professionals.

**Presenters:**

**Jerry Lucido**, Rossier School of Education, University of Southern California

**Katie Moulton**, Rossier School of Education, University of Southern California

### How to Make Your Institution Stronger Using Your Benchmark Data

9:00 AM–10:30 AM

Salon E, Level 2

Submission ID 5593

Community colleges across the country are collecting all types of data about their students and their success. Whether the information gathered is for compliance reporting or institutional benchmarks, one theme continues to surface—we don't know how to consolidate what we have to make the most effective decisions for student success. This session depicts one school's journey into developing their approach to predictive analytics.

**Presenter:**

**Randy Weber**, Johnson County Community College

### Admissions and Advising Track Session

Sponsored by **HOBSON'S**

#### Filling Your Funnel: Ensuring Blue Ribbon Success in Your Student Mix

9:00 AM–10:30 AM

Begonia, Level 3

Submission ID 5595

This presentation will share our recipe for success related to increasing identification and the conversion rate of prospects to applicants as well as increasing the yield rate of applicants to enrolled students.

**Presenter:**

**Juliette Punchello**, Thomas Edison State University

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Charting the Course: Using Data to Create a Holistic Service Approach for Financial Aid

9:00 AM–10:30 AM

Salon F, Level 2

Submission ID 5616

In 2014–15, Winston-Salem State University (WSSU) embarked on an initiative to enhance its financial aid office's delivery of processes and service orientation. Through cross-functional partnership with other enrollment management stakeholders, the aid office saw sharp decreases in the typical application backlog. Through communication, a holistic service approach, and data-driven decisions, students were processed in a more efficient manner.

**Presenter:**

**Robert Muhammad**, *Winston-Salem State University*

### The Registrar in Tomorrowland

9:00 AM–10:30 AM

Bluebonnet, Level 3

Submission ID 5673

Higher education as an ecosystem is changing. Come hear about digital credentials, credential stacking, the Beta-framework from Connecting Credentials, Ex Sites experiments from ED, CTI, Right Signals Initiative for CCs, portable credentials, AACRAO/NASPA Grant to create a new comprehensive student record and others. Find out how current and future shifts in employment and technology may drive credentialing in new ways. What type of registrar or enrollment professionals are going to be needed in the future? Get hints and tips on how to assure you stay in the know about tomorrowland!

**Presenters:**

**Joellen Evernham Shendy**, *University of Maryland—University College*

**Tom Green**, *AACRAO Consulting*

### Uniting a Campus with Strategic Enrollment Management

9:00 AM–10:30 AM

Dogwood, Level 3

Submission ID 5707

Engaging faculty in recruitment, gaining buy-in for new support programs, discussing the viability of current programs, and getting executive leadership to embrace new enrollment strategies are daunting yet common problems in SEM. We will share our journey to develop a new SEM structure and share what we have learned as we created and implemented a new SEM plan across campus.

**Presenters:**

**William Franklin**, *California State University—Dominguez Hills*

**Brandy McLelland**, *California State University—Dominguez Hills*

### Research Track Session

Sponsored by NATIONAL STUDENT CLEARINGHOUSE  
RESEARCH CENTER

### Time to Degree: A Discussion of the Enrolled and Elapsed Time for Associate and Bachelor's Degree Earners

9:00 AM–10:30 AM

Indian Paintbrush, Level 3

Submission ID 5715

This session will explore the college pathways of students who completed an associate or bachelor's degree in 2014–15, regardless of how long it took them to finish. We will discuss the findings from a newly published report from the National Student Clearinghouse Research Center focusing on the average length of the active enrollment as well as the elapsed time for associate and bachelor's degree earners. We will also discuss the prevalence of multiple-institution attendance and how institutions can use this information to help students succeed.

**Presenter:**

**Afet Dundar**, *National Student Clearinghouse*

# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Building a One Stop Contact Center: Need a Plan?

9:00 AM–10:30 AM  
Salon A, Level 2

Submission ID 6056

Current research reveals that, even though customers have chat, text and email choices, their first choice is still the phone. How can we cope with more calls when we have a shrinking staff pool and limited budget? A small contact center may be the most efficient answer to stretching your resources in the smartest way. Come with questions; go home with answers.

Presenter:

**Susan Leigh**, *Susan Leigh Consulting*

### Roundtable: Recruitment & Marketing

9:00 AM–10:30 AM  
Bottlebrush, Level 3

Submission ID 6331

Join this lively open discussion about recruitment and marketing.

Facilitators:

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

**Michele Sandlin**, *AACRAO Consulting*

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

9:00 AM–10:30 AM  
Salon C, Level 2

Submission ID 6356

Revolutionize student schedule planning, one of the most critical points on the journey towards degree completion. Students easily select preferred classes, block off breaks or life conflicts, and College Scheduler surfaces the best possible schedules for immediate registration. Optimized schedules increase credit hours, term over term persistence, and graduation rates.

Presenter:

**Robert Strazzarino**, *College Scheduler By Civitas Learning*

### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

Grand Oaks Ballroom K–S, Level 2

### Best Practice Sessions and Roundtables Tuesday, 11:00 AM–12:00 PM

#### Engaging Post-Traditional Students Through Interactive Transfer Credit Exploration: Excelsior College's Journey to Self-Service Optimization

11:00 AM–12:00 PM

Bluebonnet, Level 3

Submission ID 5331

Post-traditional students are increasingly relevant to the goals and missions of institutions across the country. Institutions must be prepared to engage and serve these students, even prior to the application, if they aim to enroll them. For these students, transfer, cost, and career exploration are critical in their decision-making process. Excelsior set out to provide improved service through interactive engagement resources across their website and communications. Hear about our results.

Presenter:

**Craig Maslowsky**, *Excelsior College*

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Managing Enrollment During a University Prioritization Process

11:00 AM–12:00 PM

Dogwood, Level 2

Submission ID 5377

After several years of annual budget cuts, Oklahoma City University underwent a complete prioritization process during the 2014–2015 academic year. This session focuses on the role the Enrollment Management division played in helping the university in the prioritization process, and then, more importantly, moving the campus forward once the results were determined. This session is a must for those universities wanting to end the cycle of annual budget cuts.

Presenter:

**Kevin Windholz**, *Oklahoma City University*

### Predictive Analytics for Dummies (and Admissions Professionals)

11:00 AM–12:00 PM

Salon B, Level 2

Submission ID 5460

Regression analysis, machine learning, data mining, decision trees. Unless you work with statistics for a living, such terms and concepts may look like Greek to you. Learn how you can accurately predict yield for your class and other student behaviors by simply using elementary statistics and a spreadsheet. This session will be especially helpful for institutions with demographics or fluctuating enrollment goals.

Presenter:

**Alexis Pope**, *Appalachian State University*

### It Pays to Stand Out: How Market Differentiation Supports Growth

11:00 AM–12:00 PM

Indian Paintbrush, Level 2

Submission ID 5535

In an era of heightened competition among similar and proximal higher education institutions, colleges and universities must reach beyond basic branding to position themselves in the marketplace—and reach their enrollment and financial aid goals. The presenter will share insights from his efforts to help La Verne gain prominence in the crowded corridor of Southern California.

Presenter:

**Chris Krzak**, *University of La Verne*

### What the Public Sector Can Learn from the Private Sector in a Changing Higher Education Landscape

11:00 AM–12:00 PM

Begonia, Level 3

Submission ID 5617

It's no secret that public higher education funding is decreasing, and administrators are seeking new ways to generate revenue. There is growing pressure to increase retention, progression and graduation rates. For many years, the private sector of higher education has faced these same pressures. This session focuses on identifying strategies that private institutions have used successfully, and how these strategies might be adapted and used at public institutions.

Presenters:

**John Head**, *University of West Georgia*

**Jennifer Jordan**, *University of West Georgia*

**Melissa Tarrant**, *University of West Georgia*

# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Admissions and Advising Track Session

Sponsored by **HOBSON'S**

#### A Powerful Enrollment Tool: The On-Premise Contact Center

11:00 AM–12:00 PM

Salon D, Level 2

Submission ID 5622

This session will focus on the evolution of Valencia College's Contact Center, which went from 8 staff members at two separate locations to 30-plus staff working in a centralized location that focuses on student engagement through phone, email, chat, social media, and other methods.

#### Presenters:

**Amy Kleeman**, Valencia College

**Jacquelyn Thompson**, Valencia College

### Using Data to Support Transfer Student Success

11:00 AM–12:00 PM

Salon E, Level 2

Submission ID 5725

Who are your transfer students? What specialized needs do they have and how does their previous postsecondary experience influence their performance? Good data can help answer these questions and more. The presenters share their efforts to better serve transfer students by identifying and tapping several data sources. The bottom line: institutional data, student surveys, and focus groups can improve processes that impact enrollment and retention.

#### Presenters:

**Paul Dixon**, Saint Mary's University

**Sarah Peake**, Humber Institute of Technology & Advanced Learning

### Roundtable: Retention, Completion & Student Success

11:00 AM–12:00 PM

Bottlebrush, Level 3

Submission ID 6332

Join this open discussion about retention, completion, and student success.

#### Facilitators:

**Susan Gottheil**, University of Manitoba

**Stanley Henderson**, University of Michigan—Dearborn (retired)

**William Serrata**, El Paso Community College

### Research Session

Sponsored by



**COLLEGE SCHEDULER**  
BY CIVITAS LEARNING

#### The Art and Science of Student Success: Using Design Thinking and Data Science to Help Students Learn Well and Finish Strong

11:00 AM–12:00 PM

Salon F, Level 2

Submission ID 6405

Using examples from other sectors that bring together the best of design thinking and data science to achieve their diverse missions—from business to athletics to healthcare—we'll catalyze a conversation about how we leverage this approach in education.

#### Presenter:

**Mark David Milliron**, Civitas Learning

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Building a Class Schedule the Easy Way

11:00 AM–12:00 PM

Salon A, Level 2

Submission ID 6463

Attention department schedulers, Registrars, and IT. If your section scheduling process lacks online efficiency and data validation, transparency between related departments such as math and science, historical data for decision making for classes offered every other term, the ability to uphold scheduling policies such as prime time utilization, or automatically updating the SIS with accurate section data, please join our session to learn more about how CourseLeaf Section Scheduler (CLSS) can help your institution.

Presenter:

**Matt Koop**, CourseLeaf from Leepfrog Technologies

### The Imperative of Strategic Enrollment Planning: Why Today's Environment Requires More Planning, and Why It's Risky to Delay

11:00 AM–12:00 PM

Salon C, Level 2

Submission ID 6467

A truly integrated, data-infused, and action-oriented process of strategic enrollment planning can complement the institutional strategic plan, resulting in a blueprint for maintaining the institution's mission, vision, and values while expanding markets and connecting academic trend/demand/capacity with enrollment projections. This session will offer an executive summary of the challenging enrollment outlook and will outline a strategic enrollment planning process that is working to prepare campuses for the challenges ahead.

Presenter:

**Gary Fretwell**, Ruffalo Noel Levitz

### Tuesday Lunch Plenary

12:00 PM–2:00 PM

Grand Oaks Ballroom GHJ, Level 2

Submission ID 6338

### UTEP's Path to Authenticity: Access and Excellence

UTEP is proud to be well on its way toward becoming the first national research university in the U.S. with a 21<sup>st</sup> century student demographic. We are successfully transforming this university, pursuing a quest for excellence while strengthening our commitment to access, and thereby created a new higher education model that is not only working in our setting, but attracting widespread respect and emulation.

Presenter:



**Diana Natalicio**,

The University of Texas at El Paso

### Best Practice Sessions and Roundtables Tuesday, 2:15 PM–3:45 PM

#### Improving Student Retention: Research-Based Strategies for College Student Success: Part I

2:15 PM–3:45 PM

Salon A, Level 2

Submission ID 6386

This two-part session focuses on efforts aimed at providing targeted resources to improve student persistence and degree completion levels. The first part explores a way for institutions to better focus their retention strategy by framing it with an enrollment management perspective using the 4Ps of retention strategy: Profile, Progress, Process, and Promise. The second part (Tuesday at 4:30 PM) provides a "road map" approach to using data and best practice strategies to increase student persistence and graduation rates.

Presenters:

**Jay Goff**, Saint Louis University

**David Kalsbeek**, DePaul University



# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Every Student Matters: The Art and Science of Course Enrollment Efficiency

2:15 PM–3:45 PM

Dogwood, Level 2

Submission ID 5433

With enrollment and program efficiency in mind, how do we as a team stay efficient on working with the advisement of, communication to, and the best interest of our students? Learn how to create an effective timeline for scheduling processes, course cancellation processing, and contacting students for advising and feedback.

#### Presenters:

**Angelo Markantonakis**, Rowan Cabarrus  
Community College

**Michael Quillen**, Rowan Cabarrus Community College

### Our Terrorism Experience: What We Learned about Enrollment Management Preparedness

2:15 PM–3:45 PM

Salon B, Level 2

Submission ID 5450

Loma Linda University resides about three miles away from The Inland Regional Center where the shooting took place in San Bernardino, CA on December 2, 2015. Our students were in the building and a faculty member was shot. Do you know how to respond in a situation like this? In the aftermath of that horrible event, LLU's enrollment management personnel quickly realized the importance of streamlined emergency preparedness. This presentation will identify the lessons learned from December 2.

#### Presenters:

**Erin Seheult**, Loma Linda University

**Rick Williams**, Loma Linda University

### Guided Pathways: Promise for the Future of Student Success at Two-Year Colleges and Their Implications for Four-Year Institutions

2:15 PM–3:45 PM

Begonia, Level 3

Submission ID 5510

Guided Pathways are emerging as a student success solution at two-year colleges. Three different approaches will be presented by community college enrollment leaders. Two of the approaches are part of national programs and the third is independently developed by the college itself. Participants will learn more about Guided Pathways and some of the considerations for developing them.

#### Presenters:

**Karen Miller**, Cuyahoga Community College

**William Serrata**, El Paso Community College

**Randy Weber**, Johnson County Community College

### SEM 2.0: Re-invented

2:15 PM–3:45 PM

Salon D, Level 2

Submission ID 5614

Durham College is one of the fastest growing colleges in Ontario. Over the past decade, postsecondary enrolment at Durham College has increased by 75% while enrolment in the overall publicly-funded college sector in Ontario has grown by 57%. The robust programming and strong enrolment growth are strong outcomes for the college, but have resulted in space and infrastructure challenges, thereby creating a critical need for a strategically effective enrolment management plan.

#### Presenters:

**Elaine Popp**, Durham College

**Paul Bishop**, Durham College

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### Research Track Session

Sponsored by NATIONAL STUDENT CLEARINGHOUSE  
RESEARCH CENTER

#### I Get You: Simple Tools for Understanding Your Student Populations and Their Need to Succeed

2:15 PM–3:45 PM

Salon E, Level 2

Submission ID 5625

This presentation seeks to discuss how using a metric of student achievement composed of high school GPA and ACT can help identify distinct student populations and understand group-specific challenges or needs, which in turn helps improve student success. Demographic, academic, and behavioral differences between the groups are explored using additional sources of information, such as the First Year Survey and the ACT profile. Student retention and graduation rates are compared across the groups.

#### Presenters:

**Jonathan Compton**, Iowa State University

**Greg Forbes**, Iowa State University

**Kate Ralston**, Iowa State University

### U.S. Dream Academy: Assessing Noncognitive Variables for Secondary Through Post-Baccalaureate Education

2:15 PM–3:45 PM

Salon F, Level 2

Submission ID 5721

This session will explore the assessment of noncognitive variables via its application at the U.S. Dream Academy, which has the goal of working with incarcerated parents to ensure their children break the cycle of incarceration and academic failure. The noncognitive variable system is used in implementing the program as well as in evaluating outcomes. Research, theory, and practical implementation of noncognitive assessment within higher education will also be presented.

#### Presenters:

**Wintley Phipps**, U.S. Dream Academy

**Michele Sandlin**, AACRAO Consulting

**William Sedlacek**, University of Maryland—College Park

### Roundtable: Research & Data

2:15 PM–3:45 PM

Bottlebrush, Level 3

Submission ID 6333

Join this open discussion about research & data.

#### Facilitators:

**Wendy Kilgore**, AACRAO

**Janet Ward**, AACRAO Consulting

# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### Developing and Implementing a SEM Plan: One Institution's Journey

2:15 PM–3:45 PM

Bluebonnet, Level 3

Submission ID 6408

An overview of the model used for developing a Strategic Enrollment Management Plan at a Canadian public postsecondary institution will be presented. Steps within the model—such as setting key enrollment indicators, gathering critical data, setting enrollment goals and finally rolling out the plan to engage the campus-wide community in developing and implementing strategies and tactics to achieve the enrollment goals—will be outlined. Valuable lessons learned along the way will be reviewed.

Presenter:

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

### The Right Catalog for Your Students: Considerations, Content, and Choices

2:15 PM–3:45 PM

Salon C, Level 2

Submission ID 6464

Learn how CourseLeaf software enables design and content to complement each other in a catalog built to help recruit students, share academic content, and help students towards completion. We'll discuss decisions that apply to the catalog as a whole and decisions that apply to specific types of pages that leverage design, content, and structure to build the most useful catalog and course search for your students.

Presenter:

**Greg Soare**, CourseLeaf from Leepfrog Technologies

### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

Grand Oaks Ballroom K–S, Level 2

### Best Practice Sessions and Roundtables Tuesday, 4:30 PM–5:30 PM

#### Improving Student Retention: Research-Based Strategies for College Student Success: Part 2

4:30 PM–5:30 PM

Salon A, Level 2

Submission ID 6387

This is a continuation of the 2:15 PM session that focuses on efforts aimed at providing targeted resources to improve student persistence and degree completion levels. The session features methods to broaden the current retention construct and provides guidance to campus leaders on how to actively contribute in building a student success culture. The presenters will share a “road map” approach to using data and best practice strategies to increase student persistence and graduation rates.

Presenters:

**Jay Goff**, Saint Louis University

**David Kalsbeek**, DePaul University

#### Pedal to the Metal: The Fast Pace of Dual Enrollment Growth

4:30 PM–5:30 PM

Salon B, Level 2

Submission ID 5412

Concurrent enrollment offerings continue to be on the rise across the country. Scott Community College will discuss the opportunities and challenges that dual enrollment presents from the recruitment and retention perspective. SCC will discuss their unique partnerships with local school districts, which includes recruitment beginning in 8th grade, retention, and graduation pathways for students accelerating their graduation plan. Four-year institution partnerships will be examined as well.

Presenters:

**Daniel Marvin**, Eastern Iowa Community Colleges

**LaDrina Wilson**, Eastern Iowa Community Colleges

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Tuesday Sessions and Events

### From Gateway to Pathway: Enhancing Student Success By Transforming Key Gateway Courses

4:30 PM–5:30 PM

Salon C, Level 2

Submission ID 5444

Do you have a gateway course that is holding students back, but institutional culture and structures make it difficult to initiate change? Plan your own strategy while learning how Binghamton University (SUNY) used institutional data and assessment practices to identify a key course sequence (calculus), implemented an institutional plan to address the issue, and fostered broad support for change. Results show improved student learning outcomes and a culture more focused on student success.

**Presenters:**

**Donald Loewen**, Binghamton University (SUNY)

**Bill Kazmierczak**, Binghamton University (SUNY)

### It Takes a Village: Summer Programs for Incoming First-Year Students

4:30 PM–5:30 PM

Begonia, Level 3

Submission ID 5606

Developing a new on-campus summer program for incoming first-year students requires cooperation from stakeholders across the university community. The development and implementation of a Summer Scholars program that draws on the experiences and expertise of campus-wide representatives and participants will be discussed in this interactive session.

**Presenters:**

**Sybil Halloran**, Virginia Commonwealth University

**Sofia Hiort-Wright**, Virginia Commonwealth University

**Joanne Jensen**, Virginia Commonwealth University

**Daphne Rankin**, Virginia Commonwealth University

**Marc Vernon**, Virginia Commonwealth University

### Breaking Up is Hard to Do: Dissolving a Partnership and Creating a Recruitment Operation for Online Students

4:30 PM–5:30 PM

Salon D, Level 2

Submission ID 5624

After a very public breakup with a third party partner, a new recruitment and marketing operation was needed. The UF Online Enrollment Services were expanded to include a Recruitment and Outreach Center. Come learn how this was accomplished: creating a plan, securing the budget, staffing up for new responsibilities, shifting to new marketing efforts, making the transition, metrics, and planning for the future.

**Presenters:**

**Tammy Aagard**, University of Florida

**Melissa Emmett**, University of Florida

### Asking “Why?” and Digging Deep When Times are Good

4:30 PM–5:30 PM

Salon F, Level 2

Submission ID 5705

It is human nature to wait until times are tough or resources are tight before we cast a critical eye to why or how we do things—and how can we do them better. In 2016, the Registrar's Office and the Academic Division of Humber Institute of Technology and Advanced Learning engaged in an Operational and Business Process Review of the Registrar's Office and the relevant business intersections with the academic division.

**Presenter:**

**Barbara Riach**, Humber Institute of Technology & Advanced Learning

# STRATEGIES FOR THE FUTURE



## Tuesday Sessions and Events

### SEM at KPU: Working from the Middle

4:30 PM–5:30 PM

Salon E, Level 2

Submission ID 6053

Don't have a SEM Plan in place, but need to strategically manage your enrollments? Work from the middle! At Kwantlen Polytechnic University we have seen firsthand that it is possible to contribute to SEM in a meaningful way without having a formal SEM plan in place. Join us to hear about our "University Transitions Project" and how we have engaged people from across KPU to help set the stage for a formal SEM plan, and how we are achieving the outcomes that are key to SEM success.

#### Presenters:

**Jane Fee**, Kwantlen Polytechnic University

**Zena Mitchell**, Kwantlen Polytechnic University

### Roundtable: Future Trends for SEM

4:30 PM–5:30 PM

Bottlebrush, Level 3

Submission ID 6334

Join this open discussion about future trends for SEM.

#### Facilitators:

**Tom Green**, AACRAO Consulting

**Luke Schultheis**, Michigan State University

### SEM Endorsement Program (SEM-EP): Learn About AACRAO's Enrollment Management Credential

4:30 PM–5:30 PM

Bluebonnet, Level 3

Submission ID 6453

SEM-EP is an educational training opportunity resulting in a professional endorsement designed to prepare and recognize enrollment management professionals at the national level through an online registry. In this session, presenters will share information regarding program admission, learning outcomes, educational components, and benefits. Recent national research on enrollment management credentialing programs will also be highlighted. Come and learn how you can benefit from this credential.

#### Presenter:

**Christopher Tremblay**, University of Wisconsin—Superior

### SEM Team End of Day Review

4:30 PM–5:45 PM

### Reception for Institutional Teams (By invitation)

5:45 PM–6:45 PM

Sunday House, Level 3

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# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

2016 AACRAO Strategic Enrollment Management Conference

### Wednesday, November 9 Day at a Glance

#### Registration

7:30 AM–12:00 PM

Grand Oaks Registration, Level 2

#### AACRAO Booth/Bookstore Open

7:30 AM–12:00 PM

Grand Oaks Foyer, Level 2

#### Cyber Café Open

7:30 AM–12:00 PM

Grand Oaks Foyer, Level 2

#### Speaker Ready Room Open

7:00 AM–10:00 AM

Alyssum, Level 3

#### Breakfast on Your Own

### (W1) “Taking SEM Home” for Individuals/Small Groups and Teams

8:00 AM–9:30 AM

### (W2) Best Practice Sessions

9:45 AM–10:45 AM

### (W3) Closing Plenary Presentation “Market-Centered Enrollment Management”

11:00 AM–12:00 PM

Grand Oaks Ballroom GHIJ, Level 2

Presenter:

David H. Kalsbeek, DePaul University

### Taking SEM Home Wednesday, 8:00 AM–9:30 AM

#### Taking SEM Home for Institutional Teams

8:00 AM–9:30 AM

Various Assigned Rooms, Level 2

Submission ID 6414

The SEM Team Experience concludes with a final session between institutional teams (four or more) and their SEM mentors. This session is designed to help teams identify their greatest SEM needs and how they will implement action plans, upon their return home.

Presenters:

**Brent Gage**, University of Iowa

**William Serrata**, El Paso Community College

**Wayne Sigler**, AACRAO Consulting

#### Taking SEM Home for Individuals and Small Groups

8:00 AM–9:30 AM

Grand Oaks Ballroom GHIJ, Level 2

Submission ID 6415

Before you leave the SEM Conference this year, take some time to reflect on what you have learned, the gaps in your institution's SEM readiness, and consider the next steps you need to take to improve SEM health at your college or university. This session is designed for those who come to the conference as individual institutional representatives or in small teams (three or fewer). The session will be facilitated by experienced SEM leaders to help you make the most of your experiences.

Presenters:

**Alicia Moore**, Central Oregon Community College

**Clayton Smith**, University of Windsor

Wednesday, November 9

# STRATEGIES FOR THE FUTURE



## Wednesday Sessions and Events

### Breakout Sessions Wednesday, 9:45 AM–10:45 AM

#### Reframing Institutional Governance to Advance Strategic Enrollment Management at a Community College

9:45 AM–10:45 AM

Salon C, Level 2

Submission ID 5620

Strategic enrollment management professionals at community colleges can utilize the three frames of institutional governance—fiduciary, strategic, and generative—to heighten awareness, gain support, and foster leadership at the board of trustees level when addressing enrollment management challenges and opportunities.

**Presenter:**

**Carol Urbaitis**, *Finger Lakes Community College*

#### Improved Course Scheduling Drives Results in Student Completions and Campus Efficiency

9:45 AM–10:45 AM

Salon D, Level 2

Submission ID 5618

Bring program demand and room capacity data to the forefront of your decision-making when it matters most: the schedule development and resource allocation stage. This session will demonstrate how leaders can make sound decisions and increase student completions by using automated modeling tools. These tools forecast course demand and appropriate instructional resources to illustrate how course scheduling may affect institutional revenue, instructional cost, and student velocity to completion.

**Presenters:**

**Michael Rendon**, *Texas A&M University—Corpus Christi*

**Christie Roberts**, *Texas A&M University—Corpus Christi*

#### Using Data from a Student Self-assessment for Evidence-based SEM Decision-making

9:45 AM–10:45 AM

Salon F, Level 2

Submission ID 5620

York University administers a Student Self-Assessment survey to students before they begin their first year of studies to gather student-specific data on key non-cognitive traits and behaviours. After completing the survey, students can review their scores on the measurement scales via an engaging web application that also provides information about how each non-cognitive area relates to academic success, and tips and resources students can use to develop their non-cognitive skills.

**Presenters:**

**Mark Conrad**, *York University*

**Michelle Miller**, *York University*

#### \$1.3 Trillion in Student Debt: Impact of Financial Literacy Education on Student Borrowing Habits

9:45 AM–10:45 AM

Salon E, Level 2

Submission ID 5659

A Northwest community college has been offering financial literacy courses for all students for the past several years. This session details the results of an analysis of the impact of these courses on student borrowing behavior and the implications for practice. The results might surprise you!

**Presenter:**

**Veronica Garcia**, *Paradise Valley Community College*

# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Wednesday Sessions and Events

### Impacts of the New Early FAFSA Filing Date on Financial Aid Operations, Policies, and Communications

9:45 AM–10:45 AM

Begonia, Level 3

Submission ID 5766

The new early filing date for FAFSA in the U.S. will impact how colleges and universities communicate with prospective and current students, manage operations, and consider changes to existing policies and calendars. This session features financial aid and enrollment administrators discussing the impacts at their institutions.

**Presenters:**

**Tom Green**, AACRAO Consulting

**David Johnson**, Indiana University—Bloomington

**David Krause**, St Mary's University

**Diana Martinez**, University of Texas at San Antonio

### Rules of the Road for Predictive Analytics in Enrollment and Student Success

9:45 AM–10:45 AM

Salon A, Level 2

Submission ID 5767

Predictive data tools can provide powerful insights on how students enroll in college, progress toward degrees, and how colleges can support them. But if not used carefully, these tools may also do harm. For example, they might inadvertently factor in pre-existing disparities based on race, ethnicity, age, gender, or socioeconomic status. This session will feature a newly-released rules of the road framework to support institutional administrators using predictive analytics on campus.

**Presenter:**

**Manuela Ekowo**, New America Foundation

### The Transfer Edge: Using Data to Inform Transfer Student Recruitment and Retention Initiatives

9:45 AM–10:45 AM

Salon B, Level 2

Submission ID 6058

The national completion agenda has focused increasing attention on the effectiveness of two- to four-year transfer programs to support college access and student success. Over the past six years, Virginia Commonwealth University (VCU) has researched best practices and analyzed data for the purposes of improving transfer student recruitment and retention initiatives. This session will highlight how VCU uses quantitative and qualitative data to inform and assess transfer policy and practice.

**Presenter:**

**Seth Sykes**, Virginia Commonwealth University

### Closing Plenary

11:00 AM–12:00 PM

Grand Oaks Ballroom GHJ, Level 2

Submission ID 6339

### Market-Centered Enrollment Management

An empirical understanding of a university's market position is one essential foundation for enrollment planning and for evaluating enrollment strategy. Dr. Kalsbeek will explore how a market-centered perspective can assist institutional leaders, trustees, and faculty in understanding the challenges and the opportunities a college faces in its enrollment management effort.

**Presenter:**



**David Kalsbeek**,  
DePaul University



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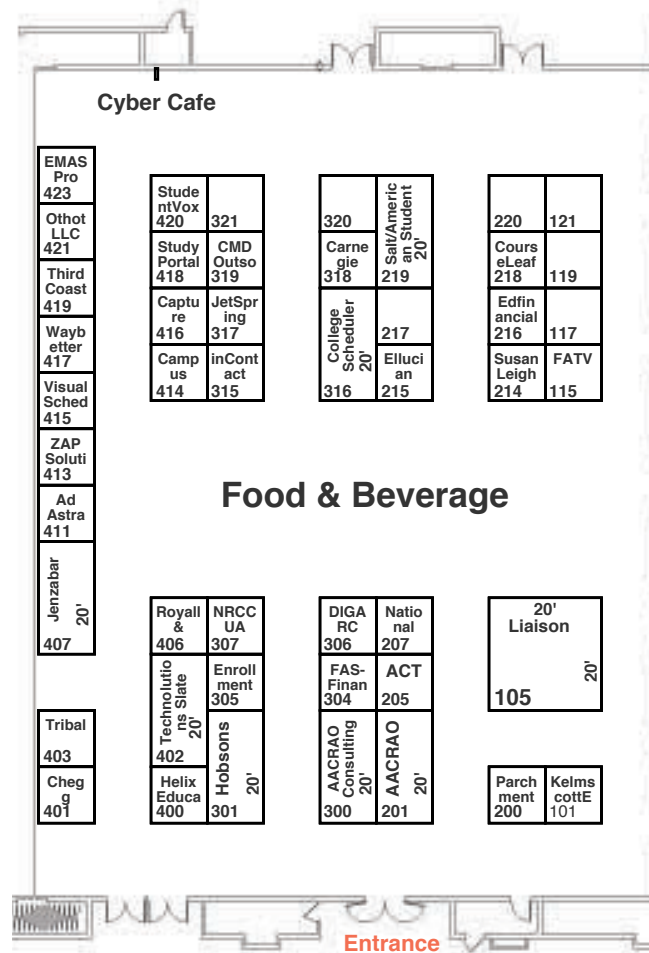
# 26<sup>TH</sup> ANNUAL AACRAO Strategic Enrollment Management CONFERENCE

## Exhibit Hall & Exhibitor Listing

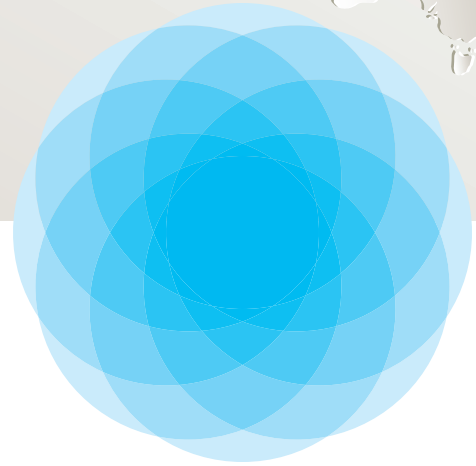
### Exhibitors and Exhibit Hall Floor Plan

Company Name	Booth Number
AACRAO	201
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## Exhibitors

### AACRAO Booth #201

#### 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 #300

#### Nicole Spero

One Dupont, Circle NW  
Suite 520  
Washington, DC 20036

Phone: 202-355-1056

Fax: 202-872-8857

Email: [consulting@aacrao.org](mailto:consulting@aacrao.org)

[www.consulting.aacrao.org](http://www.consulting.aacrao.org)

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### Ad Astra Information Systems, LLC Booth #411

#### Monique van de Merwe

6900 W. 80th St.  
Ste. 300  
Overland Park, KS 66204

Phone: 913-652-4101

Fax: 913-652-4101

Email: [mvandemerwe@aais.com](mailto:mvandemerwe@aais.com)

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# STRATEGIES FOR THE FUTURE



## Exhibitors

### Campus Management Corp. Booth #414

#### Patsy Canning

5201 Congress Avenue  
Boca Raton, FL 33487

Phone: 561-982-3729

Fax: 561-999-0096

Email: [pcanning@campusmgmt.com](mailto:pcanning@campusmgmt.com)

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### Capture Higher Ed Booth #416

#### Jessica Daves

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Suite 400

Louisville, KY 40202

Phone: 502-585-9033

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

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

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### Carnegie Communications Booth #318

#### Heather D'Amico

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### Chegg Enrollment Services Booth #401

#### Gil Rogers

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Santa Clara, CA 95054

Phone: 860-990-2745

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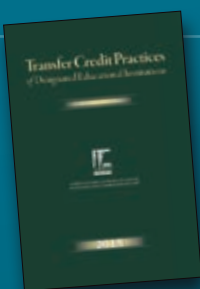
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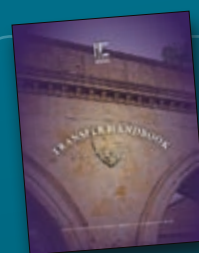
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## Exhibitors

### CMD Outsourcing Solutions Booth #319

#### Tim O'Donnell

729 E. Pratt St.  
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Email: [todonnell@cmdosi.com](mailto:todonnell@cmdosi.com)

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### College Scheduler by Civitas Learning, Inc. Booth #316

#### Haley Johnson

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#### Alan Freund

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#### Jon Hazelgren

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#### Nicole Verrett

180 Interstate North Parkway  
Suite 550  
Atlanta, GA 30339

Phone: 770-988-9447

Email: [Info@financialaidservices.org](mailto:Info@financialaidservices.org)

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#### Kally Kraft

175 South West Temple  
Suite 700  
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## inContact Booth #315

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## KelmscottEDU Booth #101

### Jerry Heitschmidt

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**Booth #421**

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## Exhibitors

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#### Kathleen Kostandin

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

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### StudentVox, Inc. Booth #420

#### Samara Wenten

360 Old La Honda Road  
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# STRATEGIES FOR THE FUTURE



## Exhibitors

### StudyPortals Inc. Booth #418

#### Ekaterina Kim

281 Summer Street  
2nd floor  
Boston, MA 02110

Phone: 617-580-9131

Email: [kate@studyportals.com](mailto:kate@studyportals.com)

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### Susan Leigh Consulting Booth #214

#### Stephen Gray

4309 E. Ocean Blvd.  
Long Beach, CA 90803-7624

Phone: 312-420-0197

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

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### Technolutions Slate Booth #402

#### Leah Dudley

234 Church Street  
15<sup>th</sup> Floor  
New Haven, CT 06510

Phone: 203-404-4816

Email: [ldudley@technolutions.com](mailto:ldudley@technolutions.com)

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### Third Coast Higher Education Booth #419

#### Jeanne Locarnini

3435 N Sheffield Ave.  
Ste. 2  
Chicago, IL 60657

Phone: 312-725-6899

Email: [info@thirdcoasthighereducation.org](mailto:info@thirdcoasthighereducation.org)

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# STRATEGIES FOR THE FUTURE



## Exhibitors

### Tribal Booth #403

#### Steve Hope

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 #415

#### Alan Weeks

1155, Boul. René-Lévesque Ouest  
Suite 2500  
Montréal, Quebec H3B 2K4  
Canada

Phone: 514-813-2257

Email: [showme@vsbuilder.com](mailto:showme@vsbuilder.com)

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

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### Waybetter Marketing Booth #417

#### Ron Filipowicz

10400 Little Patuxent Parkway  
#470  
Columbia, MD 21044

Phone: 610-710-1384

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

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### ZAP Solutions Booth #413

#### Zach Hraber

127 Anderson Street  
Pittsburgh, PA 15212

Phone: 412-697-2065

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

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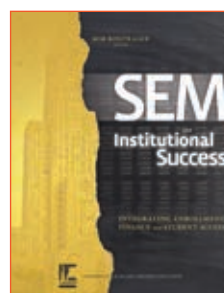
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