INSPIRE

25
ANNIVERSARY
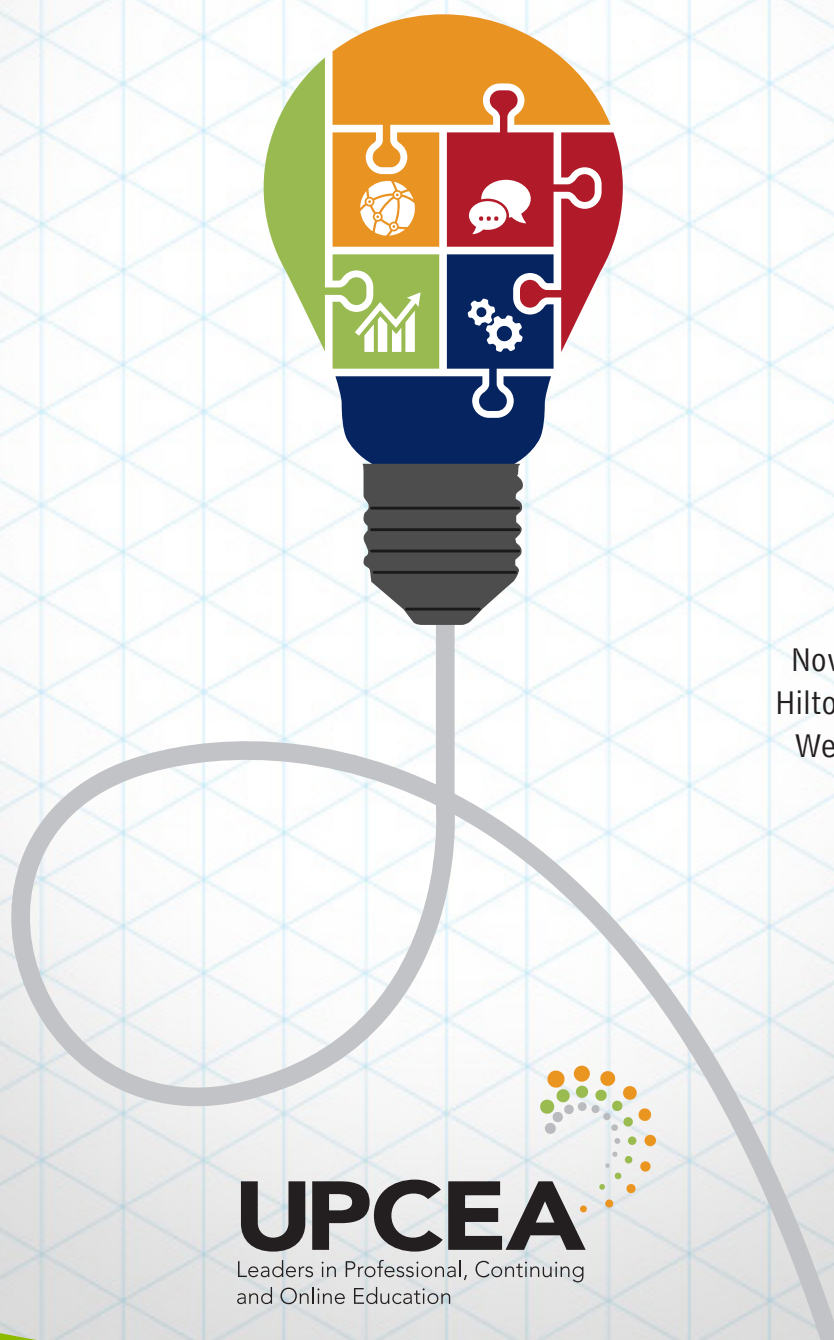
November 8-10, 2016
Hilton West Palm Beach
West Palm Beach, FL

UPCEA
Leaders in Professional, Continuing
and Online Education

25th Annual UPCEA Marketing and Enrollment Management Seminar

Welcome

TO THE 25TH ANNUAL UPCEA MARKETING AND ENROLLMENT MANAGEMENT SEMINAR

UPCEA
Leaders in Professional, Continuing and Online Education
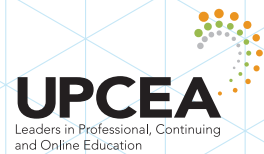
INSPIRED BY 25 YEARS OF PROFESSIONAL, CONTINUING AND ONLINE EDUCATION

For 25 years MEMS has motivated you through outstanding content, encouraged you by sharing the accomplishments of your peers, and provided you a forum for networking with professionals like you. This year's committee has been hard at work to make the 25th Annual UPCEA Marketing and Enrollment Management Seminar its most exciting yet. Building on last year's theme of EVOLVE, in 2016 we are here to INSPIRE you with the latest trends and cutting-edge practices in professional, continuing, and online education.

As Seminar Chair, I was fortunate to be surrounded by a supportive group of volunteers in marketing and enrollment management from institutions across the country. I often say this seminar is 'for us, by us.' The idea of collaboration is important for our work and the true stars of the Seminar are you, our attendees. As practitioners out in the field, we are all experiencing challenges each day and developing creative ways to overcome those hurdles. As a committee, our goal is to cultivate the knowledge of our members into a program that addresses the concerns of our members.

TOMEA KNIGHT
University of Pennsylvania
Chair, 25th Annual UPCEA
Marketing and Enrollment
Management Seminar

This year's theme—**INSPIRE**—came together quickly in honor of the MEMS silver anniversary. As we reflect on the past 25 years and anticipate the next, it is my hope that you will be INSPIRED by the knowledge you acquire at the Seminar.

Inspired by In-Depth Sessions and Topics – Each year, the planning committee reviews survey results from the prior year's seminar in an effort to deliver the content our attendees most want. This year, we are introducing several UPCEA Talks that will showcase the perspectives of colleagues around a hot topic in our industry.

Inspired by Other Industries – The past several years, we have introduced speakers from outside higher education to share their best practices and guide us in understanding how those concepts translate to our industry.

Inspired by Each Other – MEMS has always been a place where ideas are freely exchanged. As Seminar attendees, I encourage you to network with peers and share ideas that will help move your institution as well as professional and continuing education forward as a whole.

Thank you to everyone who has played an instrumental role in the planning of this year's seminar. I'd especially like to thank our all-volunteer planning committee for all of their effort in ensuring this year's event is the best yet; the staff at UPCEA that has been so incredibly supportive of our efforts and guiding us every step of the way; and the Marketing, Enrollment, and Student Services Network for their involvement with the awards luncheon and support of the new UPCEA Talks.

We can't wait to bring together the most brilliant minds in the field to share the future of our industry and how we can INSPIRE those around us.

Tomea Knight

INSPIRE *seminar at a glance*
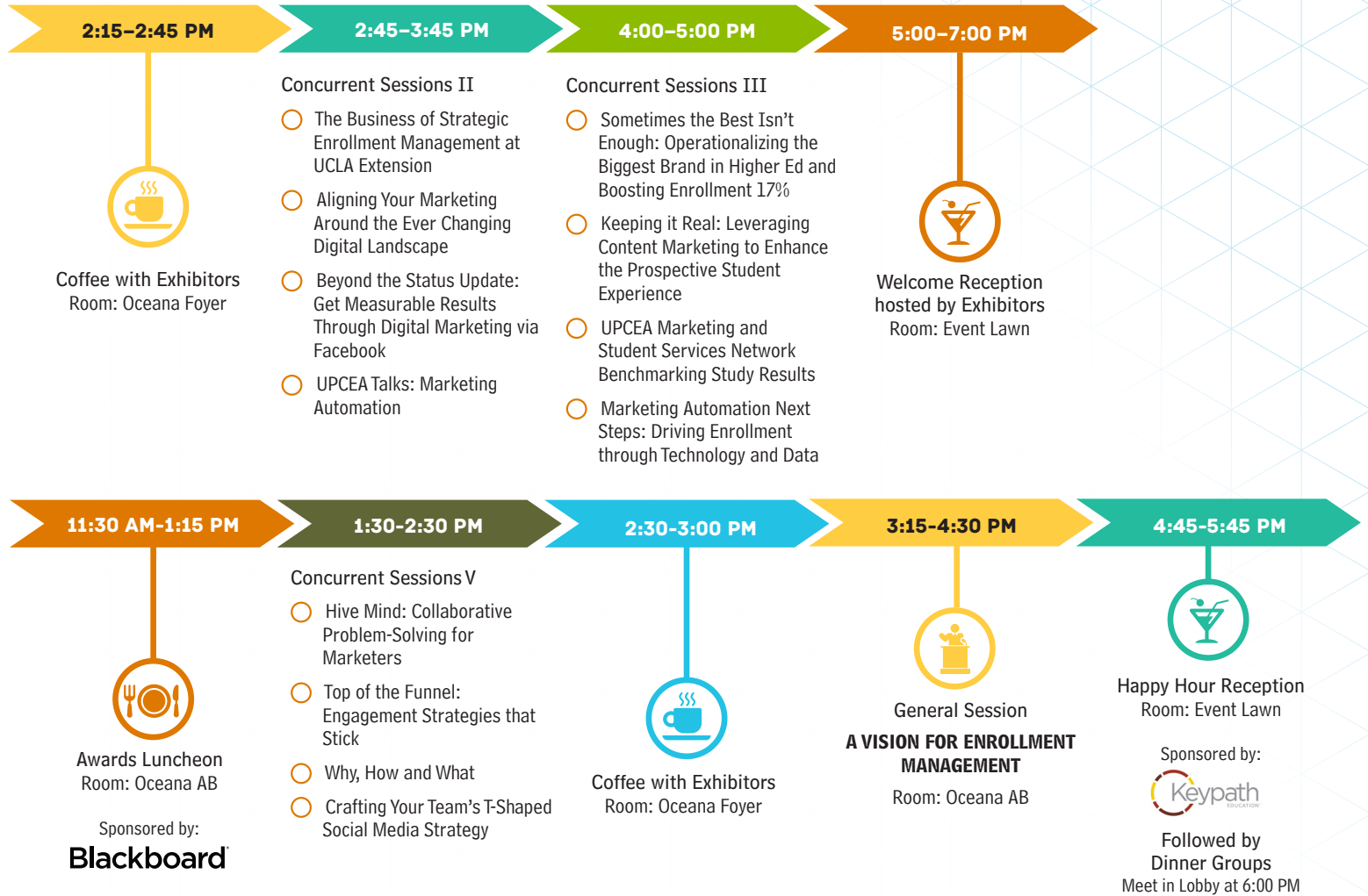
TUESDAY, NOVEMBER 8

DAILY	9:00–9:45 AM	10:00-11:30 AM	11:30 AM–1:00 PM	1:15–2:15 PM
8:00 AM-5:00 PM Registration Open **11:30 AM-7:00 PM** Exhibit Hall Open Room: Oceana Foyer	Newcomers' Orientation Room: Oceana D	Opening General Session **BRANDING: DEVELOPMENT, MANAGEMENT, STRATEGY** Room: Oceana AB Sponsored by: **way**better	Networking Lunch and Exhibitor INSPIRE Talks Room: Oceana AB	Concurrent Sessions I ○ Tell Your Story: Creating Data-driven Narratives ○ Five Keys to Building an Admissions Training & Development Plan that Drives Results ○ New, Now, Next in Online Marketing ○ Lengthening the Life of Your Content

WEDNESDAY, NOVEMBER 9

DAILY	8:00-8:30 AM	8:30-9:45 AM	9:45-10:15	10:15-11:15 AM
7:30 AM-5:00 PM Registration Open **8:00 AM-5:00 PM** Exhibit Hall Open Room: Oceana Foyer	Breakfast with Exhibitors Room: Oceana Foyer	General Session **INSTITUTIONAL SOCIAL RESPONSIBILITY: LEVERAGING UNIVERSITY RESOURCES FOR THE COMMON GOOD** Room: Oceana AB	Coffee with Exhibitors Room: Oceana Foyer	Concurrent Sessions IV ○ Jumpstart Your Creativity ○ Maximizing Results: Comprehensive Enrollment Strategies ○ Improving Your Home Game with Student-Oriented Enrollment Practices ○ UPCEA Talks: University Branding

THURSDAY, NOVEMBER 10

DAILY	8:00-8:30 AM	8:30-9:30 AM	9:45-10:45 AM	11:00 AM-12:00 PM
7:30-11:30 AM Registration Open **8:00-11:30 AM** Exhibit Hall Open Room: Oceana Foyer	Breakfast with Exhibitors Room: Oceana Foyer	Concurrent Sessions VI ○ Personalizing Education's ROI ○ Improve Your Online Marketing Effectiveness for Online Programs ○ Marketing and Recruiting: Are You Working Together? ○ Incentivizing Calls to Action	Concurrent Sessions VII ○ Adapting Marketing and Business Development for Increased Success ○ Re-Enrollment Campaigns for the Dropped or Stopped: Smart Approaches toward Completion ○ Optimizing Video for Marketing ○ Inspiring Collaboration: Integrated Approach to Executing Marketing Strategies and Alignment with Your Institution's Academic Plan	General Session **DATA ANALYTICS: WHAT'S COMING, WHY WE NEED IT, AND WHAT SMART USE LOOKS LIKE** Room: Oceana AB

25th Annual UPCEA Marketing and Enrollment Management Seminar

2:15–2:45 PM → **2:45–3:45 PM** → **4:00–5:00 PM** → **5:00–7:00 PM**

Coffee with Exhibitors
Room: Oceana Foyer

Concurrent Sessions II

○ The Business of Strategic Enrollment Management at UCLA Extension

○ Aligning Your Marketing Around the Ever Changing Digital Landscape

○ Beyond the Status Update: Get Measurable Results Through Digital Marketing via Facebook

○ UPCEA Talks: Marketing Automation

Concurrent Sessions III

○ Sometimes the Best Isn't Enough: Operationalizing the Biggest Brand in Higher Ed and Boosting Enrollment 17%

○ Keeping it Real: Leveraging Content Marketing to Enhance the Prospective Student Experience

○ UPCEA Marketing and Student Services Network Benchmarking Study Results

○ Marketing Automation Next Steps: Driving Enrollment through Technology and Data

Welcome Reception hosted by Exhibitors
Room: Event Lawn

11:30 AM-1:15 PM → **1:30-2:30 PM** → **2:30-3:00 PM** → **3:15-4:30 PM** → **4:45-5:45 PM**

Awards Luncheon
Room: Oceana AB

Sponsored by:
Blackboard

Concurrent Sessions V

○ Hive Mind: Collaborative Problem-Solving for Marketers

○ Top of the Funnel: Engagement Strategies that Stick

○ Why, How and What

○ Crafting Your Team's T-Shaped Social Media Strategy

Coffee with Exhibitors
Room: Oceana Foyer

General Session
A VISION FOR ENROLLMENT MANAGEMENT
Room: Oceana AB

Happy Hour Reception
Room: Event Lawn

Sponsored by:
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Followed by
Dinner Groups
Meet in Lobby at 6:00 PM

12:00 PM

ADJOURN

Go mobile with the 2016 UPCEA Marketing and Enrollment Management Seminar App
Create your own schedule, connect with your fellow attendees, and stay up-to-date with annoucements and schedule changes with the 2016 UPCEA Marketing and Enrollment Management Seminar app.

Download Guidebook in the Apple App Store or Google Play, or visit guidebook.com/getit. After the app downloads, open it. Then search for and select "2016 UPCEA Marketing and Enrollment Management Seminar."

Continue the Conversation Online!
Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use #silverMEMS on Twitter.

Get Online at the Seminar
To help you get the most out of the Seminar, we're pleased to offer free wireless internet in all meeting and session rooms, as well as the Exhibit Hall.

Network: PSAV_Event_Solutions   Password: silvermems

INSPIRE seminar planning committee

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Michigan State University

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Marketing Manager
Brandman University, School of
Extended Education

LIZ TURCHIN
Associate Director of Marketing
University of Minnesota, College
of Continuing Education

BRIGHT IDEA

SEE YOURSELF ON THIS PAGE NEXT YEAR!

We are currently recruiting new members for next year's
Seminar planning committee. This is an incredible professional
development opportunity where you have the ability to shape
the future of the Seminar. If you would like to learn more about
joining, talk to anyone on the current committee.

thank you to our seminar sponsors

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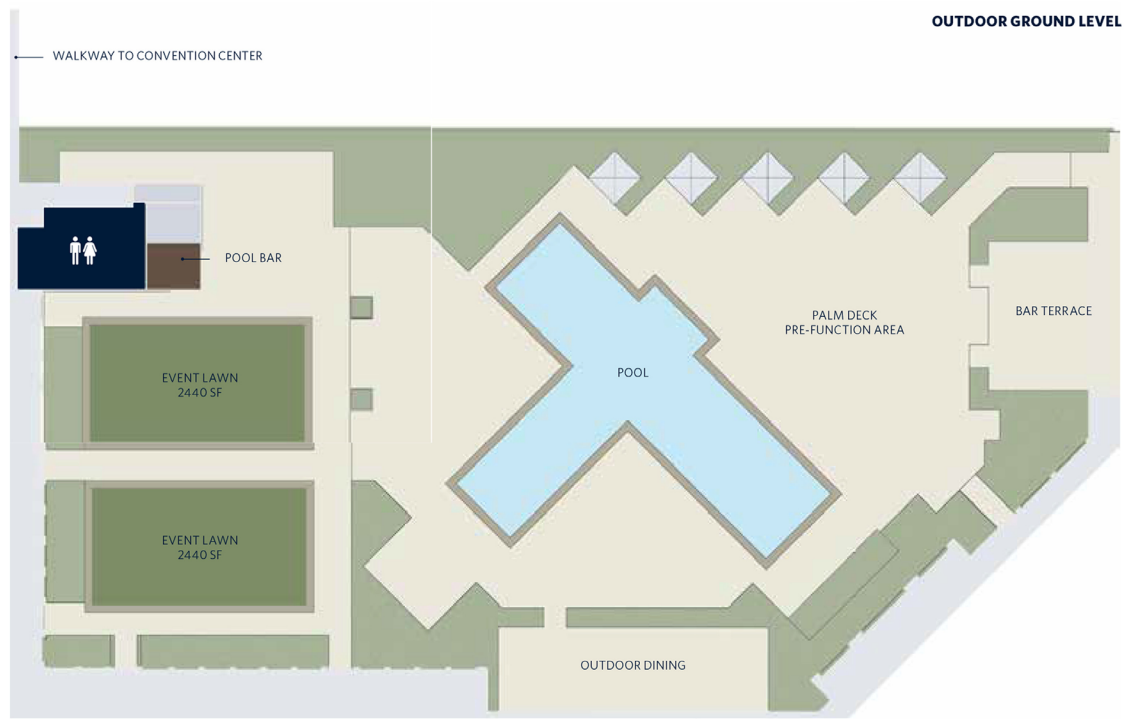**A VERY SPECIAL THANK YOU TO
ALL OF OUR SEMINAR SPONSORS!**

We greatly appreciate your help in making
this year's Seminar happen!

INSPIRE *seminar hotel floor plans*

HOTEL LAYOUT
HILTON WEST PALM BEACH

PALM BEACH COUNTY CONVENTION CENTER

GROUND LEVEL

POOL BAR

BAR TERRACE

FITNESS CENTER

POOL AND PRE-FUNCTION AREA

A	B
972 SF	972 SF

CORAL BALLROOM C
1944 SF

D	E
972 SF	972 SF

EVENT LAWN

BAR

GUESTROOM ELEVATORS

CYPRESS B
634 SF

CYPRESS A
644 SF

OUTDOOR DINING

MARKET

MAIN LOBBY

SAPODILLA A
634 SF

OCEANA BALLROOM

C
2225 SF

RESTAURANT

FRONT DESK

MAIN ENTRANCE/ PORTE COCHERE

A	B	D
4450 SF	4450 SF	2225 SF

LOADING DOCK

SECOND LEVEL

OPEN TO LOBBY BELOW

GARDENIA
587 SF

HIBISCUS
657 SF

EXECUTIVE LOUNGE

LILLY
954 SF

HOTEL LAYOUT
HILTON WEST PALM BEACH

OUTDOOR GROUND LEVEL

WALKWAY TO CONVENTION CENTER

POOL BAR

EVENT LAWN
2440 SF

EVENT LAWN
2440 SF

POOL

PALM DECK
PRE-FUNCTION AREA

BAR TERRACE

OUTDOOR DINING

KEY

MEETING/CONFERENCE ROOMS
FOOD & BEVERAGE
RESTROOM

INSPIRE seminar program

8:00 AM–5:00 PM	Room: Oceana Foyer	Registration Open
9:00–9:45 AM	Room: Oceana D	Newcomers' Orientation

10:00–11:30 AM	Opening General Session Room: Oceana AB	**BRANDING: DEVELOPMENT, MANAGEMENT, STRATEGY**

Elizabeth Scarborough Johnson
SimpsonScarborough

In addition to clocking more cell-phone hours in airports and rental cars than George Clooney in Up in the Air, Elizabeth is a nationally recognized expert in the use of research to drive marketing and branding efforts. With over 20 years of experience conducting market research studies, she's an industry leader in providing strategic solutions to colleges and universities.

An expert in survey instrument design, sampling plan develpment, data analysis, and the compilation and presentation of marketing intelligence, Elizabeth pioneered the use of customized research to inform college and university enrollment and marketing strategy.

She's presented more than 200 workshops and papers at a veritable alphabet soup of higher education-related conferences and symposia, and chaired the American Marketing Association's Symposium for the Marketing of Higher Education from 2007 to 2011.

Elizabeth believes that bringing everyone along is crucial to making long-term strategy work — and prides herself on getting everyone in the organization to sing the same tune, at the same time, in the same key.

Sponsored by

waybetter

11:30 AM-7:00 PM	Room: Oceana Foyer	Exhibit Hall Open
11:30 AM–1:00 PM	Room: Oceana AB	Networking Lunch and Exhibitor INSPIRE Talks

1:15–2:15 PM	**CONCURRENT SESSIONS I** Room: Coral C	○ Tell Your Story: Creating Data-driven Narratives

Patrick Flanigan, Western Kentucky University
Julie Uranis, Western Kentucky University

We're all proud of the work we do and the impact we have, but have you stopped to think about how you're telling that story? A proactive approach to data analysis and narratives can support your work and the needs of your stakeholders. WKU crafted a data-driven narrative around the service we provide. In this session we'll discuss identifying KPIs, share our solutions for data visualization, and detail how to communicate complex concepts to stakeholders.

	Room: Coral DE	○ Five Keys to Building an Admissions Training & Development Plan that Drives Results

Cate Clark, Regis University

It's no secret that having a successful training program is essential for driving results and sustained success, but the thought of creating such a program from scratch can be daunting. An effective training program starts with identifying core positional competencies and establishing a systematic approach. In this session, the five keys to building a successful admissions training program will be explored, highlighting the Regis University post-traditional Admissions team as a successful case study.

1:15–2:15 PM	**CONCURRENT SESSIONS I,** CONT. Room: Oceana C	○ New, Now, Next in Online Marketing
		Jim Fong, UPCEA Jon Horn, JMH Consulting, Inc.
		Online marketing for adult education programs is evolving at a breathtaking pace. In this presentation, we'll share what's new, what's next, and what's changed in online marketing. We'll discuss performance shifts on common platforms and how to determine where you should be allocating your marketing $$. We'll tie this into trends and changes in the adult ed audience. You'll leave with new marketing ideas and insights into which platforms may work best for your programs.
	Room: Oceana D	○ Lengthening the Life of Your Content
		Ashley Watson, University of Southern Indiana
		A newsletter design and print timeline varies from 4-6 weeks. In that timespan, content becomes stale. With little return, we resulted in a print newsletter that didn't drive conversions and needed a new approach. "Lengthening the Life of Your Content" shows how to work with limited budget and resources, move a newsletter online and utilize it as a blog, where timely content can be refreshed often, shared in multiple ways/times, and used to drive conversions.
2:15–2:45 PM	Room: Oceana Foyer	Coffee with Exhibitors
2:45–3:45 PM	**CONCURRENT SESSIONS II** Room: Coral C	○ The Business of Strategic Enrollment Management at UCLA Extension
		Wayne Smutz, University of California, Los Angeles Lee Maxey, MindMax
		Our schools can sometimes appear as siloes of academic and administrative departments operating earnestly in service of our students yet independently of each another. Developing an SEM roadmap provides schools the people, process and technology to align internally, more effectively leverage shared data, and to make insightful business-minded decisions. In this session, we'll describe our SEM journey to date and help you begin yours by engaging in brainstorming and goal setting exercises.
	Room: Coral DE	○ Aligning Your Marketing Around the Ever Changing Digital Landscape
		David Peck, Azusa Pacific University Aaron Edwards, Keypath Education
		In this session Azusa Pacific and Keypath will walk through how the world of digital media has evolved over the last few years. We will discuss the current and future outlook of the digital marketing landscape. We will provide data and statistics to properly understand and benchmark your institution. We will provide real tactics, best practices and strategies for enhancing your marketing efforts in both the paid and organic digital space.
	Room: Oceana D	○ Beyond the Status Update: Get Measurable Results Through Digital Marketing via Facebook
		Andrew Stone, University of Utah Jodi Emery, University of Utah
		Move beyond using social media strictly as a communication medium and begin using it as a verifiable and valuable part of your entire Digital Marketing Strategy. Learn what it takes to implement Facebook for Business, Ads Manager, Target Audiences, and Pixels into to your online strategy and marketing plan. Then see how you can measure and track consumer response and achieve verifiable results through the use of Facebook Insights and Google Analytics.

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2:45–3:45 PM

CONCURRENT SESSIONS II, CONT.
Room: Oceana C

UPCEA Talks is a curated series of short, idea-introducing presentations given in quick succession during an hour-long concurrent session.

○ UPCEA Talks: Marketing Automation

Marketing Automation Basics: The Technology, the People and the Process

Stephanie Harff, University of South Florida

This session focuses on the concept of marketing automation: what it is and how to implement it. We highlight the challenges organizations face, the team and skills needed, the technology and tools available and the process required to be successful. Topics include:

- What is marketing automation?
- How to overcome the challenge of implementation
- How to hire the right team
- Selecting the right tools for the job
- Putting processes in place

How Marketing Automation Changed the Way We Use Salesforce

Jesse Revlin, California State University, Northridge
Karen Sabourin, California State University, Northridge

Do you have a struggling CRM system? Are you trying to integrate marketing automation into your recruitment strategy? Our Salesforce system was expensive and under-utilized. It wasn't until we cleaned up the data and implemented a marketing automation system that we were able to improve our marketing strategy and enrollment numbers. Marketers and recruiters will benefit from hearing our process of integrating CRM with marketing automation to improve enrollment metrics.

4:00–5:00 PM

CONCURRENT SESSIONS III
Room: Oceana C

○ ### Sometimes the Best Isn't Enough: Operationalizing the Biggest Brand in Higher Ed and Boosting Enrollment 17%

Kelly Leslie, Harvard University
Rich Whipkey, Waybetter Marketing

You have to operationalize your brand if you want to grow, even if you already have one of the best brands in higher education. We'll share how, despite years of no growth, we increased Harvard Extension School enrollments by 17% in just two years using data-driven, relevant marketing campaigns.

Room: Oceana D

○ ### Keeping it Real: Leveraging Content Marketing to Enhance the Prospective Student Experience

Joshua McCarthy, Johnson & Wales University

In this session, we will discuss how the JWU College of Online Education has leveraged content development and content marketing in order to add tangibility to the prospective student experience. We will discuss how to leverage blogs, testimonials, interviews, and videos in order to answer the key questions students ask during their enrollment journey: What will my learning experience look like? Why should I enroll in this program/university? How will this program impact my career?

4:00–5:00 PM	**CONCURRENT SESSIONS III,** CONT. Room: Coral C	○ **UPCEA Marketing and Student Services Network Benchmarking Study Results** Chris Nicholson, University of Denver Jim Fong, UPCEA Come and learn the results of UPCEA's groundbreaking survey on enrollment management performance and practice within continuing and professional education. From organizational structure and staffing data, to recruitment and retention benchmarks, to current enrollment performance, learn how your enrollment management activities and data compare to national benchmarks.
	Room: Coral DE	○ **Marketing Automation Next Steps: Driving Enrollment through Technology and Data** Stephanie Harff, University of South Florida Focus is on five key technology groups that help us make data-informed decisions to drive enrollment. We provide examples from live campaigns that are achieving results. Topics include: • The what, why, and how of the technology we're using • What market research is performed and how student personas are created • How campaigns are built and what assets they include • Metrics we track and how we optimize campaigns • Successful results we generate
5:00–7:00 PM	Room: Event Lawn	Welcome Reception hosted by Exhibitors

INSPIRE seminar program

7:30 AM–5:00 PM	Room: Oceana Foyer	Registration Open
8:00 AM–5:00 PM	Room: Oceana Foyer	Exhibit Hall Open
8:00–8:30 AM	Room: Oceana Foyer	Breakfast with Exhibitors

8:30–9:45 AM

General Session
Room: Oceana AB

INSTITUTIONAL SOCIAL RESPONSIBILITY: LEVERAGING UNIVERSITY RESOURCES FOR THE COMMON GOOD

Beth Kanter
Master Trainer, Author, and Blogger

Beth Kanter is internationally recognized thought leader in networks, social media, and data. Beth has over 35 years working in the nonprofit sector in capacity building and has facilitated trainings for nonprofits on every continent in the world (except Antarctica). She is an in-demand keynote speaker and workshop facilitator. Named one of the most influential women in technology by Fast Company and one of the BusinessWeek's "Voices of Innovation for Social Media," Beth was Visiting Scholar at the David and Lucile Packard Foundation 2009-2013. Her past and current clients include Robert Wood Johnson Foundation, Gates Foundation, Brainerd Foundation, Knight Foundation, Knight Digital Media Center, Edutopia, HHS, and others. She author of the award winning Networked Nonprofit Books published by J.Wiley and is currently working her next book, The Happy Healthy Nonprofit: Impact with Burnout.

9:45–10:15 AM	Room: Oceana Foyer	Coffee with Exhibitors

10:15–11:15 AM

CONCURRENT SESSIONS IV
Room: Coral DE

○ Jumpstart Your Creativity

Jeremy Davis, Michigan State University

Do you feel like your creative battery is drained? Are you in a creative rut? Do your marketing pieces look like everyone else's? Why do we think that we can keep doing the same things and get different results? Using examples from MSU's Executive MBA, we will look at some of our out of the box items that worked and didn't work. The goal is to help spark your creativity and take it to the next level.

Room: Coral C

○ Maximizing Results: Comprehensive Enrollment Strategies

Carolyn Stegmann, University of Wisconsin Extension
Jodi Mergener, University of Wisconsin Extension

We need purpose in everything we do! As you look at your current enrollment and retention management process, do you have a full understanding of the reason you are doing what you're doing? This session walks you through the how to's for identifying key performance indicators, process and asset mapping, and strategic planning. Take home templates on how to audit, analyze, and build your own comprehensive pipeline process.

10:15–11:15 AM	**CONCURRENT SESSIONS IV,** CONT. Room: Oceana D	○ **Improving Your Home Game with Student-Oriented Enrollment Practices**

Bill Hampton, Embry-Riddle Aeronautical University
Craig Chanoff, Blackboard Student Services
Christina Fleming, Blackboard Marketing and Enrollment Services

Schools make significant investments in marketing and recruiting to attract prospective students. But what happens when those prospects begin the enrollment process? Are qualified candidates being quickly identified and nurtured, or turned off by complex intake processes and poor customer service happening back "at home"? In this session, learn how Embry-Riddle Aeronautical University grew enrollment in online, distance learning and residential programs by adopting student-oriented enrollment practices that leveraged technology, candidate nurturing content strategies, and responsive staffing. We will also explore the critical enrollment performance indicators that will help you measure the impact of your enrollment efforts, and effectively measure ROI across your marketing and enrollment funnel.

Room: Oceana C

UPCEA Talks is a curated series of short, idea-introducing presentations given in quick succession during an hour-long concurrent session.

○ **UPCEA Talks: University Branding**

Brand: Beyond the Visual

Stacey Corcoran, Georgetown University
Guy Felder, Story + Structure

Rather than taking a holistic view of the way they do business and interact at every customer touchpoint, most organizations focus on only the visual representation of the brand. In this session, the Executive Director of Marketing from Georgetown's SCS will describe their experience executing this shift. After partnering with Story+Structure to redesign their website, they identified the need to first define their brand and the experience to support it.

Bold or Bust! Creating a Standout Brand that Defines the Category and Aligns with Your University

Stephany Sanders, Georgia Institute of Technology

Building on years of successful course-level marketing, Georgia Tech Professional Education undertook a multi-year branding project in 2014 aimed at distinguishing the PE category, driving awareness, and increasing the reach of our message to widen the marketing funnel for our programs. This is the story of how an in-house team achieved the near-impossible task of staying laser focused on standing out from the crowd and standing apart from the Institute while achieving buy-in from everyone.

Identity Crisis: A Branding Success Story

Davia Lassiter, Kennesaw State University

Learn about the importance of branding and how to utilize it via inbound and outbound marketing. Become educated on how professional branding and powerful content marketing make an impact on the student experience. See student testimonials about empowerment, reinvention and success. Learn how our "I Did It" campaign unifies our branding, college and University.

11:30–1:15 PM	Room: Oceana AB	Awards Luncheon	Sponsored by: **Blackboard**

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1:30–2:30 PM	**CONCURRENT SESSIONS V** Room: Coral C	○ Hive Mind: Collaborative Problem-Solving for Marketers

Rebecca Beardsall, Western Washington University
Courtney Hiatt, Western Washington University

Prepare to roll up your sleeves and tackle problems head on in this collaborative session. Designed for marketers of all institutional sizes and backgrounds, this hands-on session harnesses the power of our UPCEA MEMS colleagues to find solutions to marketing challenges. Hive Mind participants will walk away with a fresh perspective, newly acquired insights and knowledge, and proven marketing solutions.

Room: Oceana D ○ Top of the Funnel: Engagement Strategies that Stick

Caroline Davis, Georgetown University

How do you connect with students in a world of banner blindness, ad fatigue, and unread email? Georgetown University's School of Continuing Studies (SCS) will share best practices for using audience insights to create engaging and memorable content to convert inquiries to applicants at the top of the enrollment funnel. SCS will cover the following areas:

- Build a data-driven strategy
- Apply audience insights
- Create memorable content
- Prepare for tomorrow

Room: Oceana C ○ Why, How and What

Brendan Babish, California State University, Fullerton
Guy Felder, Story + Structure

Most marketing focuses on what an organization does - its products. In this session learn how understanding the "Why" and the "How" can help you create compelling content to reach a broader audience. Why does your organization exist and who does that matter to? How do you do what you do that makes you different from your competitors? See how CSUF Extension is transforming itself using "Why" and "How" to drive its communications strategy.

Room: Coral DE ○ Crafting Your Team's T-Shaped Social Media Strategy

Sephora Markson Hartz, The New School
Morgan Ersery, The New School

With the number of connected users doubling every two years by some estimates, Social Media presents one of the most powerful opportunities to gain visibility, win loyalty, and drive enrollments. Take this 60 minutes to gain inspiration and practical tips for creating a Social Media strategy that aims to do a few things well for the right audiences on the right channel at the right time -- with results.

2:30–3:00 PM	Room: Oceana Foyer	Coffee with Exhibitors

3:15–4:30 PM	General Session Room: Oceana AB	**A VISION FOR ENROLLMENT MANAGEMENT**

MJ Knoll-Finn
New York University

MJ has served in various roles within Enrollment Management for the past 28 years: a women's college, business college, law school, college of arts and communication and two large national research universities. Her wide variety of experiences have helped to shape her understanding of the core function of enrollment management within many educational contexts and the ways each institution must face its distinctive challenges in higher education.

At every institution where MJ has had a leadership role in enrollment, she has combined a strong belief that education has the power to change lives and make a difference in our society with a clear understanding of the need to support and manage enrollment to meet institutional goals. The partnership between high school college counselors and higher education enrollment managers is crucial to ensure we appropriately support students and their families during one of the most critical and transformative times in their lives.

MJ has a BA in Communication from the University of New Hampshire and an MBA from Northeastern University. She frequently presents on data driven decision-making, strategic planning and diversity and inclusion across the country.

4:45–5:45 PM	Room: Event Lawn	Happy Hour Reception	Sponsored by: **Keypath** EDUCATION

6:00 PM	Dinner Groups (Meet in the hotel lobby) Dinner reservations at 6:30 PM

THURSDAY, NOVEMBER 10

7:30–11:30 AM	Room: Oceana Foyer	Registration Open
8:00–11:30 AM	Room: Oceana Foyer	Exhibit Hall Open
8:00–8:30 AM	Room: Oceana Foyer	Breakfast with Exhibitors
8:30–9:30 AM	**CONCURRENT SESSIONS VI** Room: Oceana D	○ Personalizing Education's ROI Andrew Dixon, Colorado State University-Global Campus The value of higher education faces an affront on multiple sides. From increasing costs and competition and expected outcomes and gains, university marketers are on the front line of trying to change the current discourse of public perception. Learn how effective utilization of data, advanced targeting, and integrated communications can help connect prospective students to your university by personalizing the potential return on a student's educational investment.

INSPIRE *seminar program*

8:30–9:30 AM	**CONCURRENT SESSIONS VI,** CONT. Room: Oceana C	○ **Improve Your Online Marketing Effectiveness for Online Programs** Jane Payne, California State University, San Bernardino If you have been using the traditional online advertising or paid search, consider new methods to attract students. This presentation will focus on behavioral marketing, which is sometimes referred to programmatic marketing. A case study of one online degree program will compare the results of different traditional online advertising, paid search, retargeting (sometimes referred to remarketing) and behavioral marketing. Attend and learn how behavioral marketing has made a big difference at one university.
	Room: Coral DE	○ **Marketing and Recruiting: Are You Working Together?** Anna Behar-Russell, California State University, Long Beach Nicole Foerschler Horn, JMH Consulting, Inc. When enrollments are down, marketing is always blamed. But marketing is only half of the equation. In this presentation we'll explore how marketing and recruiting can and SHOULD work hand-in-hand. We will look at what every recruiting plan needs to include to be successful. We will also examine ways in which marketing should be working with recruiting to create a virtuous circle that improves both the quality and volume of leads for programs.
	Room: Coral C	○ **Incentivizing Calls to Action** Ryan Crowe, Emory University Consumers (including your potential students, of course) are constantly inundated with advertising and promotional communications. How can you effectively sift through this media fog in order to successfully convey your message to the target audience…while maintaining brand standards and properly measuring results? We'll talk about these challenges and more when trying to maintain and increase enrollments in your programs via calls to action—and how incentives can play a role in this process.
9:45–10:45 AM	**CONCURRENT SESSIONS VII** Room: Oceana D	○ **Adapting Marketing and Business Development for Increased Success** Therese Ammiro, University of California, Santa Cruz Meni Sarris, Jenzabar As our industry changes, we must adapt our methods to recruit students and bring in corporate training partnerships. Follow University of California, Santa Cruz (UCSC) through their decision process, preparations, and motivators to maximize their outcomes with a CRM (Customer Relationship Management) solution. UCSC needed to reach nontraditional students and corporate partners with timely, highly-effective and personalized communications with a goal of increasing enrollments. UCSC's marketing processes have led to success in improving their marketing, increasing efficiencies, and shortening the sales cycle.
	Room: Oceana C	○ **Re-Enrollment Campaigns for the Dropped or Stopped: Smart Approaches toward Completion** Bob Hansen, UPCEA Dave Jarrat, InsideTrack Kai Drekmeier, InsideTrack Part case study, part how-to, UPCEA CEO Bob Hansen will dialogue with thought leaders from InsideTrack about the strategic value of the completion agenda and examine tactical approaches to serving this audience. Details from real life campaigns will demonstrate how to leverage existing tools and the exponential impact such efforts can have across the institution and the higher education landscape.

9:45–10:45 AM	**CONCURRENT SESSIONS VII,** CONT. Room: Coral C	○ Optimizing Video for Marketing

Jesse Borkowski, Berklee College of Music
Pat Raymond, Berklee College of Music

Learn how Berklee Online uses video to drive awareness and enrollments across their multi-channel marketing strategy. This session will include an overview of best practices for optimizing and formatting video content for YouTube, Wistia, Facebook, and Twitter, as well as integrating with marketing automation software (Marketo) for lead scoring, landing pages, and email. Participants will walk away with new insights that will help them improve their own video marketing strategies.

Room: Coral DE

○ Inspiring Collaboration: Integrated Approach to Executing Marketing Strategies and Alignment with Your Institution's Academic Plan

Marilou Cruz, Ryerson University
Mouthana Zouri, Ryerson University
Dijana Praskac, Ryerson University

Ryerson University's five-year (2014–2019) academic plan "Our Time to Lead" establishes our vision to become Canada's leading comprehensive innovation university. It builds upon Ryerson's unique traditions and expands our strengths with Scholarly, Research and Creative activities. The session will explore the collaboration between the marketing unit and program areas at Ryerson's Chang School of Continuing Education, including the use of robust research to obtain strategic insights, developing segment-based marketing strategies to advance the academic plan.

11:00–12:00 PM

General Session
Room: Oceana AB

DATA ANALYTICS: WHAT'S COMING, WHY WE NEED IT AND WHAT SMART USE LOOKS LIKE

Feras Alhlou
E-Nor, Inc.

Feras Alhlou is Principal Consultant of E-Nor, Inc. which he co-founded in 2003. Feras is passionate about improving his clients' ROI and led his organization to implement and launch successful digital optimization and analytics strategies for E- Nor's diversified client base, including Fortune 500 companies. Feras has an extensive background in the areas of online marketing consulting, search marketing, web analytics and marketing optimization. Under his leadership, E-Nor achieved qualifications as a Google Analytics Certified Partner (GACP), a Google AdWords Certified Partner, a Google Urchin Software Certified Partner, a Google Website Optimizer Certified Partner and a Google Analytics Premium Authorized Reseller. Feras received a Masters of Engineering Management degree from the University of South Florida and a Bachelor of Science degree in Electrical Engineering from the University of Tulsa.

12:00 PM

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5HD
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Digital That Delivers. It's simple. We're here to help grow your enrollment. Whether that's delivering effective online advertising, redesigning your website, setting up a CRM or helping you make better data-driven decisions, the way we see it, we're in this together. Let's get to work!

BLACKBOARD
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Blackboard's Student Lifecycle Services drive enrollment and student persistence by helping institutions of all sizes optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering a personalized support experience for students and faculty.

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

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Collegis Education is passionate about education and driven by the technology that keeps institutions moving forward. We deliver integrated technology and enrollment solutions customized to help you stay relevant, drive new revenue and improve your student experience. Services encompass online program development

EDUCATIONAL TESTING CONSULTANTS
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Educational Testing Consultants offers test preparation programs in partnership with universities, colleges, and other educationally focused organizations. ETC's suite of courses includes programs for the GRE General ®, GMAT ®, LSAT ®, SAT ®, and ACT® exams. ETC's unique partnership model offers a high quality continuing education program that is fully supported by the continuing education and test preparation experts at Educational Testing Consultants.

EFFECTIVE STUDENT MARKETING
www.effectivestudentmarketing.com

Effective Student Marketing, Inc. is a digital marketing agency and Google Partner that embraces transparency and results-oriented marketing. It integrates marketing strategies that use paid search and social media

advertising, search engine and conversion rate optimization, and content marketing to help higher education institutions engage with students, graduates, and prospects to achieve their student enrollment and retention goals.

HIGHER ED JOBS
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HigherEdJobs features a comprehensive list of job listings, career advice, and other resources to help higher education professionals advance in their careers. More than 1.3 million college faculty and administrators visit HigherEdJobs each month and over 250,000 receive our weekly newsletter.
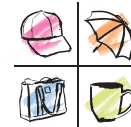
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JETSPRING
www.jetspring.com

JetSpring provides digital communication services for higher education institutions. With a focus on live chat and text messaging, JetSpring is the industry leader when it comes to increased engagement between students and their institutions. We provide our clients with a solution not a software. Chat with us!

JMH CONSULTING
www.jmhconsulting.com

JMH Consulting provides strategic marketing, enrollment management, and programming for non-traditional students. Our services are completely customized and, unlike other firms, your school retains ownership of the assets built throughout the engagement. Our unique approach combines sophisticated technologies and relationship-based advising to attract the right students and help them succeed.

KEYPATH EDUCATION
www.keypathedu.com

Keypath Education partners with institutions to launch programs, grow enrollment, improve learning and connect education to careers. The company has a strong reputation for its education mission and quality in the U.S., Canada, the U.K. and Australia. Since 1989, Keypath Education has been dedicated to changing lives through education.

MDT MARKETING
www.mdtmarketing.com

For over 20 years, MDT Marketing has been a leader in the delivery of advanced digital advertising, marketing technology, and production solutions exclusively for institutions of higher education. MDT provides the tools, services and know-how to optimize enrollment volume and quality. Have a marketing challenge? Ask us about it. Digital marketing challenges end here.

MULTIVIEW
www.multiview.com

MultiView specializes in full service behavioral marketing campaigns that increase awareness by using unique knowledge, proprietary data and compelling creative. We help you ensure that the latest trends in professional, continuing and online education are seen by students to assist with recruitment and retention. Visit mulitiview.com to learn more.

NIUM
www.niuminc.com

Nium delivers design and marketing solutions from concept through distribution, seamlessly. We help clients find the voice to best reach their targets across digital and print marketing landscapes. Spot on and on time, every time. We grow true partnerships with our clients through reliable, consistent, creative, and proactive work.
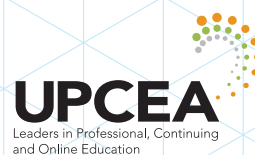
EXHIBIT HALL HOURS:

Tuesday, November 8 from 11:30 AM to 7:00 PM

Wednesday, November 9 from 8:00 AM to 5:00 PM

Thursday, November 10 from 8:00 AM to 11:30 AM

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Parchment believes credentials matter. Providing a convenient platform to securely send and receive credentials online has established Parchment as the leader in eTranscript exchange. Since 2003, we have exchanged over 20 million credentials. Our send network, reaching 22% secondary and 13% postsecondary schools, is dedicated to turning credentials into opportunities.

PRIMACY
www.theprimacy.com

Primacy is the digital-first agency for marketing and technology challenges faced by colleges, universities and professional programs. We specialize in multi-faceted campaigns that impact your enrollment metrics. We identify actionable insights, execute against a strategic platform, and analyze results for continuous improvement. Result: more leads, higher-quality students, and better conversion.

PROSPECTCLOUD
www.prospect-cloud.com

ProspectCloud helps develop comprehensive student personas, and executes against those personas by delivering a curated, highly focused audience of actual prospects for recruitment and marketing efforts. ProspectCloud concentrates on solutions for graduate- and executive-level programs with a keen eye to recruiting from a dynamic, well-seasoned, and qualified workforce

SPARKROOM
www.sparkroom.com

Optimize your enrollment efforts with Sparkroom. Through the deployment of award-winning marketing technology and services, we streamline school marketing and operations to rapidly boost recruitment performance. Because our data-based solutions efficiently recruit students with the greatest propensity to matriculate, higher education marketers trust Sparkroom to fast-track their recruitment success.

STUDYPORTALS
www.studyportals.com

StudyPortals is the International Study Choice Platform. Our mission: "Empowering the world to choose education." How? By making study choice transparent globally. We help universities with easier and more effective international marketing and recruitment solutions in order to connect with prospective international students.

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Wiley Education Services uniquely understands the process of designing and implementing innovative learning experiences and comprehensive solutions that address today's higher education challenges. Through trusted collaborative relationships, we provide services, technology, insights and content that support our education partners to achieve improved institutional performance and learners to achieve their goals.

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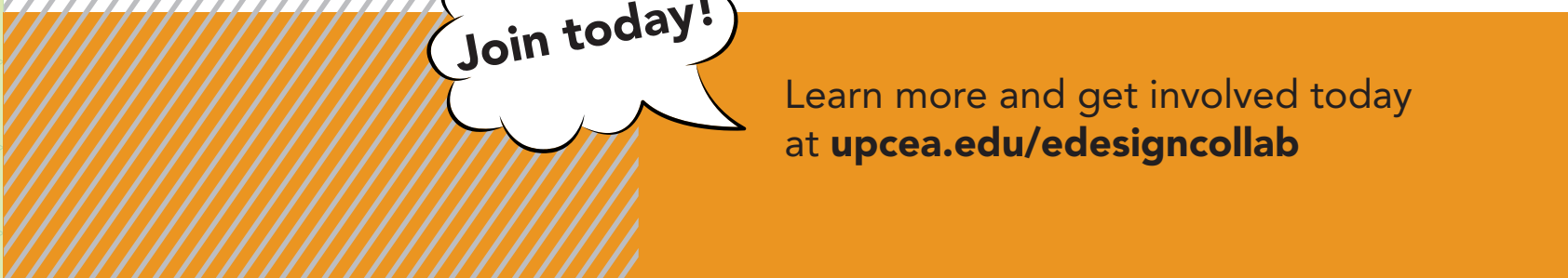## A VERY SPECIAL THANK YOU TO ALL OF OUR SEMINAR EXHIBITORS!

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