




DISCOVER

2017 UPCEA MARKETING AND ENROLLMENT
MANAGEMENT SEMINAR

DECEMBER 5-7, 2017
WASHINGTON HILTON
WASHINGTON, DC



UPCEA
Leaders in Professional, Continuing
and Online Education

“

Going back to school was not easy. Having a coach there to motivate me through the difficult times and troubleshoot challenges has been invaluable.



VALERIE DIXON,
STUDENT

BRANDMAN UNIVERSITY

You could ask Valerie what she thinks of Brandman's 15% increase in persistence. But she's probably too busy registering for the next term to answer.

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JOIN US FOR A BEER GARDEN RECEPTION WEDNESDAY, DECEMBER 6

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Discover Something New At The 26th Annual Marketing And Enrollment Management Seminar (MEMS)

Year-after-year, the content, networking opportunities, and excitement surrounding professional, continuing, and online education increases, and this year #MEMSinDC will continue that tradition. The planning committee has been hard at work ensuring this year's programming will enable you to absorb, enhance, and discover new trends and strategies within our field. We have content encouraged and presented by you, multiple networking opportunities, and a celebration of your marketing initiatives from the past year. Our hope is that you take the strategies and content that you discover here in Washington back to your home institution and use them to enhance your campus.

As Seminar Chairs, we have had the privilege of collaborating with professionals within the marketing and enrollment management industry across the country. This year's Seminar reflects conversations that we've had with marketing and enrollment management colleagues, feedback from past attendees, and important industry trends.

In the early stages of planning, the committee met and quickly came up with this year's theme of **DISCOVER**. Over the next three days, our hope is that you take full advantage of the many different ways you can DISCOVER something new.

Discover through content—This year, in addition to our exciting concurrent sessions, we brought back a series of Deep Dives and a collaborative group of UPCEA Talks. We hope that, through this

content, you discover a new strategy, technique, or way of thinking.

Discover through your peers—There are many different opportunities to get to know your colleagues and network throughout the Seminar. This event is known to be a collaborative experience and the experiences of your fellow attendees can potentially aid in solving a problem back at your institution.

Discover through celebration—Every year, the Marketing and Enrollment Management Seminar Planning Committee and the Marketing, Enrollment, and Student Services Network collaborate and host an annual Marketing Awards Luncheon that showcases the work of your colleagues. Join us as we celebrate these achievements—you may discover a new idea or concept that you can implement in your next marketing or enrollment strategy.

We would like to take a moment to thank and recognize some key players that helped this year's Seminar come together. First, the all-volunteer planning committee—for over a year, you have spent many hours collaborating and bringing this event together and your contributions are greatly appreciated. Second, the Marketing, Enrollment, and Student Services Network for your collaboration in the awards luncheon. And finally, the staff at UPCEA that has spent every moment possible to support and ensure that our ideas were heard and brought to fruition. Thank you all!

We are looking forward to another outstanding seminar and we cannot wait to see what we DISCOVER together,

Mike Merriam & Jason Smith
Co-Chairs, 2017 UPCEA Marketing and Enrollment Management Seminar Planning Committee



SEMINAR SCHEDULE AT A GLANCE

TUESDAY, DECEMBER 5

11:00 AM - 5:00 PM **Registration Desk Check-In**

Sponsored by

JENZABAR

12:30 PM - 1:30 PM **Newcomers' Orientation**

2:00 PM - 3:30 PM **Opening General Session**
Open: Education, Innovation, and Design

3:30 PM - 6:30 PM **Exhibit Hall Open**

3:30 PM - 4:00 PM **Coffee with Exhibitors**

4:00 PM - 5:00 PM **Concurrent Sessions I**

- ✘ Increasing Retention and Student Success: Building an Intrusive Student Service Department
- ✘ The New Digital Landscape
- ✘ From Antiquated to Automated: How to Break Up with Excel and Still Get Engaged
- ✘ When Inquiries Are Up But Web Visits Are Down: Discovering Different Ways to Report Good News
- ✘ Vendor Relations 101

5:00 PM - 6:30 PM **Welcome Reception Hosted by Exhibitors and Sponsors**

WEDNESDAY, DECEMBER 6

8:00 AM - 5:00 PM **Registration Desk Check-In**

Sponsored by

JENZABAR

8:00 AM - 5:00 PM **Exhibit Hall Open**

8:00 AM - 9:00 AM **Breakfast with Exhibitors**

Sponsored by

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9:00 AM - 10:15 AM **Concurrent Session II: UPCEA Talks and Deep Dives**

- ✘ UPCEA Talks: Marketing/ Enrollment Working Together
- ✘ It's Not Me, It's You: Bad Work Relationships & How To Fix Them
- ✘ Marketing and Recruiting: Are You Working Together?
- ✘ UPCEA Talks: Marketing Automation
- ✘ Extending Your Marketing Reach With Marketing Automation
- ✘ Emory Executive Education's Marketing Automation Journey
- ✘ A Deep Dive into Enrollment Management
- ✘ A Deep Dive into Collaborative Team Leadership

10:15 AM - 10:45 AM **Coffee with Exhibitors**

10:45 AM - 11:45 AM **Concurrent Sessions III**

- ✘ Diversify and Grow—How Offering More Shorter-Term Programs and Credentials To Learners of All Ages Can Drive Institutional Success
- ✘ Lessons from an Ad Launch
- ✘ Marketing with Faculty in Mind
- ✘ 'More Leads' Isn't Always the Answer
- ✘ 24 Ways to Create a World Class Enrollment Process

Noon - 1:45 PM **Awards Luncheon**



Continue the Conversation Online!

Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use **#MEMSinDC** online.

Get Online at the Seminar

Complimentary wireless internet is available in all meeting and session rooms, as well as the Exhibit Hall.

Network: honors-meeting

Password: MEMSinDC

2:00 PM - 3:00 PM

Concurrent Sessions IV

- ✘ Marketing to 100 or 100,000
- ✘ Leveraging Ad Technology: How to Drive Enrollment in the Digital Era
- ✘ Strategic Enrollment Campaign Management
- ✘ Innovative, Unconventional, and Successful Alternatives to Just Another "Open House" Event

3:00 PM - 3:30 PM

Coffee with Exhibitors

3:30 PM - 4:45 PM

General Session

Social Media Accelerator: Using Social Media Through the Funnel

5:00 PM - 6:00 PM

Indoor Beer Garden Reception

Sponsored by



6:00 PM

Dinner Groups

THURSDAY, DECEMBER 7

7:30 AM - 11:30 AM

Registration Desk Check-In

Sponsored by



7:30 AM - 12:45 PM

Exhibit Hall Open

7:30 AM - 8:30 AM

School Spirit Breakfast

8:30 AM - 9:30 AM

General Session

The Last Will Become First: Generation Z Becomes the New Adult Learner

9:45 AM - 10:45 AM

Concurrent Sessions V

- ✘ Developing the Marketing Process for your Organization
- ✘ End the Madness of Complexity: Create an Actionable Strategic Enrollment Management Marketing Plan
- ✘ Improve Your Advertising ROI Through Measurement & Optimization of Media
- ✘ Take Your Videos from Good to Great

10:45 AM - 11:15 AM

Coffee with Exhibitors

11:15 AM - 12:15 PM

Concurrent Sessions VI

- ✘ One School's Journey to Expanding International Reach
- ✘ Developing a Winning Video Strategy
- ✘ A Branding Success Story: Working Effectively With Your Central Marketing & Communication Team
- ✘ Strategies to Dramatically Improve Online Education Marketing

12:15 PM - 12:45 PM

Bites and Byes

12:45 PM

Adjourn



Go Mobile With the 2017 UPCEA Marketing and Enrollment Management Seminar App

Create your own schedule, connect with your fellow attendees, and stay up-to-date with announcements and schedule changes with the Seminar mobile 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 "2017 UPCEA Marketing and Enrollment Management Seminar."

SEMINAR PLANNING COMMITTEE



**Haydn Kuprevich—
Awards Luncheon Chair**

Director of Marketing and Recruitment
for the College of Professional Studies,
The George Washington University



Tomea Knight—Special Projects

Director of Marketing
and Communications,
University of Pennsylvania



Joshua McCarthy

Director of Online Marketing &
Financial Operations,
Johnson & Wales University Online



Regina Cohen

Marketing Manager,
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Jeremy Davis—Programming Chair

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Michigan State University



Kara Cummings

Marketing Manager, Stetson University



Adam Talbot

Director of Professional Development &
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George (Skip) Darmody

Director of Marketing,
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Bob Tran—Networking Chair

Marketing Manager,
Brandman University

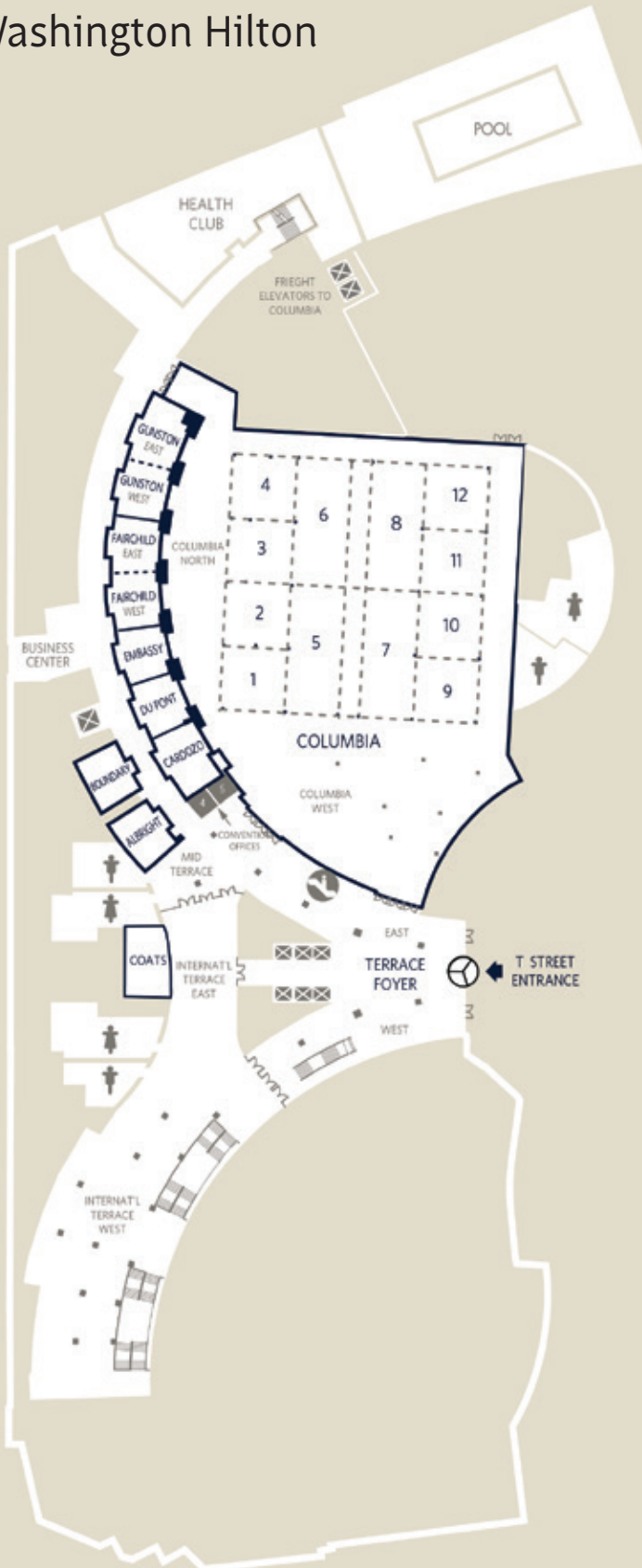
See yourself on this page next year!

We are currently recruiting new members for the 2018 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.

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to all of our Seminar Sponsors! We greatly
appreciate your help in making this year's
Seminar happen!

SEMINAR SCHEDULE

Tuesday, December 5

11:00 AM - 5:00 PM

Registration Desk Check-In

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Location: Columbia Foyer

12:30 PM - 1:30 PM

Newcomers' Orientation

Location: Columbia 5-8

2:00 PM - 3:30 PM

Opening General Session

Location: Columbia 5-8

Open: Education, Innovation, and Design

From crowdsourced weather reported by millions of smartphone users to advanced artificial intelligence built by global collectives of computer programmers to massive open online courses (MOOCs) that attract thousands of enrollees, we have been to take for granted the numerous ways that governments, businesses, and academia have adopted "open" approaches to innovation—sometimes without fully understanding what it means. This session will highlight successful examples of "open innovation" from across the public and private sector, discuss ways in which these current and future trends in open innovation are impacting education, and explore how colleges and universities can adopt open approaches to attracting and retaining students.



Christofer Nelson, Program Director, Program on Science in the Public Interest, Georgetown University
Formerly Assistant Director, White House Office of Science and Technology Policy

3:30 PM - 6:30 PM

Exhibit Hall Open

Location: Columbia Foyer

3:30 PM - 4:00 PM

Coffee with Exhibitors

Location: Exhibit Hall (Columbia Foyer)

4:00 PM - 5:00 PM

Concurrent Sessions I

Increasing Retention and Student Success: Building an Intrusive Student Service Department

Location: Columbia 1-2

Retention continues to be a struggle for most institutions. Retaining adult students is just as difficult as retaining any other students on campus. Whether you are retaining traditional or non-traditional students, the focus and strategy remain the same. An in-depth system for building an intrusive student service unit that helps institutions improving student success and retention will be discussed during the presentation.

Long Huynh, Kansas State University

The New Digital Landscape

Location: Columbia 3-4

Digital media is relentlessly evolving. Digital publishers roll out changes every week to meet the needs of their users. Having a sophisticated baseline with proactive enhancements and testing is paramount to achieving optimal results. In this session, we will outline the five most impactful adjustments you should be incorporating into your overall digital marketing strategy.

Josh McCarthy, Johnson & Wales University

Jeremy Schoen, Keypath Education

From Antiquated to Automated: How to Break Up with Excel and Still Get Engaged

Location: Columbia 9-10

Becoming a leading major-university provider of high-quality online degrees requires a robust, efficient prospect communication plan—not manual processes. Learn how IU Online turned a fragmented prospect workflow into an automated communication stream that generates focused and branded content for six unique campuses and over 100 programs. Using open rates, click rates, and other metrics, learn how we are assessing our efforts as we work to track our funnel and build out Phase II.

Kayla Miller, Indiana University

Mitchell Farmer, Indiana University

When Inquiries Are Up But Web Visits Are Down: Discovering Different Ways to Report Good News

Location: Columbia 11-12

Beginning in 2016, the School of Professional & Continuing Studies (SPCS) at the University of Richmond experienced monthly website visits flatten or decline compared to prior years. At the same time, SPCS saw monthly inquiries for its degree programs increase, most from web-based inquiry forms. This presentation will discuss the marketing team's approach to explaining the apparent contradiction: considering ways extensive multi-channel marketing efforts may be focusing the destination of organic and referral traffic.

Daniel Hocutt, University of Richmond

James Campbell, University of Richmond

Phil Melita, University of Richmond

Vivian Marcoccio, University of Richmond

Vendor Relations 101

Location: Gunston

Effective vendor management is an essential piece of any marketing program. This session will provide an overview of best practices and tactics related to the selection, contracting, and management of external vendors. Topics include how to wade through "sales speak" and the aggressive rep during the selection process; specking out an accurate and complete SOW during the contracting process; and, managing and evaluating the vendor day-to-day, including when and how to let a vendor go.

Stacey Childress, California State University, Bakersfield

5:00 PM - 6:30 PM

Welcome Reception Hosted by Exhibitors and Sponsors

Location: Exhibit Hall (Columbia Foyer)

Wednesday, December 6

8:00 AM - 5:00 PM

Registration Desk Check-In

Sponsored by

JENZABAR

Location: Columbia Foyer

8:00 AM - 5:00 PM

Exhibit Hall Open

Location: Exhibit Hall (Columbia Foyer)

8:00 AM - 9:00 AM

Breakfast

Location: Exhibit Hall (Columbia Foyer)

Sponsored by

Blackboard

9:00 AM - 10:15 AM

Concurrent Sessions II: UPCEA Talks and Deep Dives

UPCEA Talks: Marketing/Enrollment Working Together

Location: Columbia 1-2

It's Not Me, It's You: Bad Work Relationships & How To Fix Them

Enrollment hates when marketing campaigns generate a bunch of unqualified inquiries (and lots of unnecessary work). Marketing's ready to pull their hair out when programs with strong inquiry numbers are cancelled for low enrollment ("It just wasn't marketed enough.") Most bad working relationships stem from poor communication. At Georgetown CCPE, communications expert Tanya Ilse helps both teams build better working relationships. With humor and horror stories, Tanya shares practical solutions you can use right away.

Tanya Ilse, Georgetown University

Continue the Conversation Online!

Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use **#MEMSinDC** online.



SEMINAR SCHEDULE

Marketing and Recruiting: Are You Working Together?

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.

Anna Behar-Russell, California State University, Long Beach

Nicole Foerschler Horn, JMH Consulting, Inc.

UPCEA Talks: Marketing Automation

Location: Columbia 3-4

Extending Your Marketing Reach With Marketing Automation

Marketing automation tools customize messaging to match your prospective student, based on actual behavior. This session explores marketing automation possibilities and the value of mass-customizing your marketing. We'll discuss creating a more realistic marketing funnel, automating communication, designing nurturing campaigns, developing lead scoring, and customizing messaging. Gain an understanding of marketing automation best practices and lessons learned, based on recent integrations of two of the most popular platforms—Marketo and Pardot.

Coreen Geary, Western Michigan University

Johnna Weary, JMH Consulting

Emory Executive Education's Marketing Automation Journey

What does it take to get your unit to marketing automation fluency? Learn from one marketing manager about Emory Executive Education's journey from desire to efficacy in running marketing automation (MA) campaigns—from creating an internal business case for MA to selecting the right technology to driving implementation, optimization, and results.

Maleah O'Neal, Emory University

Lee Maxey, MindMax

A Deep Dive into Enrollment Management

Location: Columbia 9-10

Strategic Enrollment Management (SEM) is vital to the growth and development of an institution. Whether you work with an entirely undergraduate population or with adult learners; the strategies are very similar. A strong strategic enrollment plan includes the use of data, trends and market analysis to illustrate how to achieve institutional enrollment priorities. In this workshop you will learn the right questions to ask to inform your strategic plan, the infrastructure and support needed to achieve goals and ways to present this to senior leadership; attendees will be able to learn from an industry professional that has worked within Enrollment Management for almost 30 years.

MJ Knoll-Finn, New York University

A Deep Dive into Collaborative Team Leadership

Location: Columbia 11-12

Discover how using the skills used in improvisational comedy and its basic tenet of "Yes...and" can apply to your everyday work and life. Through helping people discover their senses of purpose and value, role and contributions, and creativity you can build stronger relationships and help your team collaborate and problem solve by entering accepting environments to move things forward. By leading with a constructive mindset and understanding the improv approach to work and team building, you can achieve both tangible and unanticipated goals for you and your organization. This interactive workshop will also teach you some of the exercises for staff and team development and force your innate ability to think about your work and interactions differently to light.

John Chenier, Framingham State University

10:15 AM - 10:45 AM

Coffee with Exhibitors

Location: Exhibit Hall (Columbia Foyer)

Get Online

Network: honors-meeting

Password: MEMSinDC



10:45 AM – 11:45 AM

Concurrent Sessions III

Diversify and Grow—How Offering More Shorter-Term Programs and Credentials To Learners of All Ages Can Drive Institutional Success

Location: Columbia 1-2

Recent research conducted by Blackboard and UPCEA shows that learners of all ages are interested in alternative credentials such as professional certificates, short-courses, summer sessions, and noncredit options. Join experts from the University of Miami and Blackboard as they share the experience of growing these programs within a competitive market place. Hear about the marketing and enrollment lessons learned, opportunities and challenges that have been presented along the way as the University of Miami seeks to offer its students new options for learning and achievement.

Leeann Hall, *University of Miami*

Christina Fleming, *Blackboard*

Lessons from an Ad Launch

Location: Columbia 3-4

When launching a new advertising campaign or a branding initiative, how do we ensure effective content is delivered to prospective students? With qualitative and quantitative data! Learn how the University of Denver's University College used focus groups, surveys, and research to craft a new campaign to improve enrollment. From the initial idea to campaign assessment, hear about the entire process and lessons learned along the way.

Victoria O'Malley, *University of Denver*

Marketing with Faculty in Mind

Location: Gunston

In professional and graduate marketing, our most precious resource, and often the most difficult to work with, is the faculty. They carry in their decades of instruction and research information that is vital to our mission of attracting an ever-growing, higher-quality, and more diverse student body. But what happens when what the right or the left side of their brain insists the program teaches doesn't match the required outcomes needed in the market?

Brandon Boulter, *Johns Hopkins University*

'More Leads' Isn't Always the Answer

Location: Columbia 9-10

Working with programs, marketers often hear 'we need some marketing', or 'we need more or better leads'. However, it's not always the top of the funnel that needs attention. In this session, attendees will discover how one institution is working with programs to help them shift from a top of the funnel focus to a more holistic view of the entire marketing and recruitment ecosystem.

Laura Wiese, *University of Nebraska Online*

Jill Bertsch, *University of Nebraska Online*

24 Ways to Create a World Class Enrollment Process

Location: Columbia 11-12

As leaders, we aspire to have our schools recognized as world class. Tiny changes in the enrollment management process—all student touch points from interest to lead to prospect to student to grad—can propel your school forward toward that goal. In this session, we'll explore how you can make your enrollment management process world class through up to 24 thought starters on marketing, admissions retention, and grad services.

Andrew Dixon, *Colorado State University*

Gregg Meiklejohn, *Enrollment Resources*

Aaron Edwards, *Enrollment Resources*

Noon – 1:45 PM

Awards Luncheon

Location: Columbia 5-8

2:00 PM – 3:00 PM

Concurrent Sessions IV

Marketing to 100 or 100,000

Location: Columbia 1-2

Professional, continuing, and online units no longer market to just their community. The expansion of the potential student base has extended from just a few miles to anywhere in the world. Come learn marketing techniques to grow your targets around the city, state, country, and globe and the technologies that keep you streamlined and organized.

Mike Bukowski, *University of California, Los Angeles*

Meni Sarris, *Jenzabar*

SEMINAR SCHEDULE

Leveraging Ad Technology: How to Drive Enrollment in the Digital Era

Location: Columbia 3-4

The shift to digital has happened. Now, higher education institutions—and their marketing departments—must innovate to remain competitive. The University of Toronto School of Continuing Studies has capitalized on digital's ability to track, measure, and target its students, shifting over 80% of our budget from print/traditional to digital advertising. By describing three use cases, we'll review how The School has leveraged digital ad technology to drive direct revenue.

Nicholas Hinsperger, University of Toronto

Strategic Enrollment Campaign Management

Location: Columbia 9-10

By implementing Campaign Management to Strategic Enrollment Management, UMUC has shown positive growth, term over term, year over year. This summer was UMUC's best summer ever, with an 8.7% growth over the prior summer's returns. Strategic Enrollment Campaign Management employs the best practices of direct marketing: planning, executing, tracking and analysis with a direct focus on what is best for students' success and still increasing enrollment numbers and stabilizing institutional revenues.

James Rossi, University Of Maryland University College

Becky Crosetto, University Of Maryland University College

Innovative, Unconventional, and Successful Alternatives to Just Another "Open House" Event

Location: Columbia 11-12

It's no secret that new student recruitment continues to become more challenging. Breaking away from the traditional "Open House" model, Regis University will share how effective and somewhat unconventional recruitment events for specific adult and graduate audiences have resulted in much success and become part of their strategic plan. Shared examples will include both on and off campus events for various academic disciplines and the keys to making these events successful with a positive ROI.

Cate Clark, Regis University

3:00 PM - 3:30 PM

Coffee with Exhibitors

Location: Exhibit Hall (Columbia Foyer)

3:30 PM - 4:45 PM

General Session

Location: Columbia 5-8

Social Media Accelerator: Using Social Media Through the Funnel

Social media continues to grow and evolve—yet many higher education professionals still aren't using it to its full capacity. Social media can be a powerful tool in connecting with audiences through their lifecycles with your institution: from prospects to alumni.

This interactive keynote goes beyond the basics and gives you practical and actionable ideas for connecting with the right audience, with the right message, at the right time.

You'll learn how to:

- ✘ Identify the roles major social media networks play in reaching your audience,
- ✘ Build a comprehensive strategic approach to get buy-in and results,
- ✘ Leverage social media ads and hidden ad features that most marketers ignore.
- ✘ Utilize personalization in next-level social media marketing, and
- ✘ Unlock the full power of social media ads to learn about your audience.



Allison Chaney, Digital Marketing Pioneer, Thought-Leader, Boot Camp Digital

5:00 PM - 6:00 PM

Indoor Beer Garden Reception

Location: International Terrace

Sponsored by

insidetrack

6:00 PM

Dinner Groups

Location: Meet in Hotel Lobby



Thursday, December 7

7:30 AM - 11:30 AM

Registration Desk Check-In

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Location: Columbia Foyer

7:30 AM - 12:45 PM

Exhibit Hall Open

7:30 AM - 8:30 AM

School Spirit Breakfast

Location: Exhibit Hall (Columbia Foyer)

Get to know other attendees and show your school spirit by wearing something from your current institution (or your alma mater)! If you prefer, feel free to represent your college or university by wearing school colors. *Thursday is a casual day.*

8:30 AM - 9:30 AM

General Session

Location: Columbia 5-8

The Last Will Become First: Generation Z Becomes the New Adult Learner

Generation Z, or iGen, are often defined as those born in 1996 and later, making them about 21 years of age or younger. Some members of this group are beginning to graduate from college, while others are postponing college and entering the workforce directly. With high levels of education as well as attitudes that may prime them for future education, colleges and universities should look to Gen Z as potential future students. This session will address Gen Z attitudes, preferences, behaviors toward technology, future education needs, and brand beliefs. This will inform institutions and their marketing departments as they prepare to reach and serve these students.



Jim Fong, Director, UPCEA Center for Research and Strategy

9:45 AM - 10:45 AM

Concurrent Sessions V

Developing the Marketing Process for your Organization

Location: Columbia 1-2

Learn how to implement best practices in managing small to large sized marketing projects. Find out what makes a good marketing process, and how to develop a good relationship with your agency or vendor. Topics will include:

- ✘ Key frameworks for pre-planning and strategy development
- ✘ The kick off document and/or the creative brief
- ✘ Marketing execution & project management
- ✘ Project launch
- ✘ Wrap up, analysis and recommendations

Farzana Crocco, York University

End the Madness of Complexity: Create an Actionable Strategic Enrollment Management Marketing Plan

Location: Columbia 3-4

Countless strategic enrollment and marketing plans are born from a daunting and laborious process that, all too often, results in a document that sits on a shelf. We'll provide tangible approaches to developing a strategic plan with immediate takeaways that everyone attending can put into action immediately. This session will be a combination of presentation, shared dialog, individual exercises, and Q+A.

Kim Frisch, Regis University

Jeff Johnson, Primacy

Improve Your Advertising ROI Through Measurement & Optimization of Media

Location: Columbia 9-10

This session will present Georgetown University School of Continuing Studies' framework, developed over the past five years, for tracking, measuring ROI, and optimizing advertising to grow prospective student pools. We will cover the importance of including both upper and lower funnel tactics, and the relative differences in performance metrics for each.

Stacey Corcoran, Georgetown University

Yoohee Kim, DMI

SEMINAR SCHEDULE

Take Your Videos from Good to Great

Location: Columbia 11-12

Video is a powerful medium for emotionally connecting with your audience. As a higher education marketer, it offers an opportunity to tell prospective students compelling stories that inspire them to take action and work toward their career and life goals. We will demystify the process of producing videos, dive into best practices, offer production checklists and interview tips for working with non-professional speakers, and share inspirational examples demonstrating the effectiveness of quality videos.

Dan Miles, Oregon State University

Heather Doherty, Oregon State University

10:45 AM - 11:15 AM

Coffee with Exhibitors

Location: Exhibit Hall (Columbia Foyer)

11:15 AM - 12:15 PM

Concurrent Sessions VI

One School's Journey to Expanding International Reach

Location: Columbia 1-2

The internationalization of York's School of Continuing Education is profiled from the initial use of agents for all international students to the evolving of the department after bringing in StudyPortals, an online study choice platform. The larger volume of traffic necessitated York to make department-wide adjustments that will lead to being better prepared to move forward with other internationalization initiatives. York and StudyPortals' journey will resonate with other units looking to expand the international reach.

Christine Brooks-Cappadocia, York University

Andrew Johnston, Study Portals

Developing a Winning Video Strategy

Location: Columbia 3-4

By 2019, video is projected to account for 80% of all web traffic. To meet this trend, marketers must efficiently develop content that not only helps conversions but also improves user experience throughout the student lifecycle. But doing this with a high level of quality at scale can be difficult. In this presentation, we'll review a basic strategy framework that can be applied to the creative process and share production and publishing best practices.

Bill Bailey, Georgetown University

A Branding Success Story: Working Effectively With Your Central Marketing & Communication Team

Location: Columbia 9-10

Over the course of this session, branding and marketing leadership from The New School will share insights from the collaborative process that led to the relaunch of their continuing education brand and the birth of their new professional, continuing, and online education unit, Open Campus. After presenting a short case study, representatives from the initiative will guide participants through the process, modeling proven techniques and providing tips to kick-start their own strategic branding initiatives.

Morgan Ersery, The New School

Sephora Markson-Hartz, The New School

Strategies to Dramatically Improve Online Education Marketing

Location: Columbia 11-12

Online academic programs are the fastest-growing offerings in higher education, yet many marketing teams struggle to reach and engage prospects to meet enrollment projections. This session will share strategic marketing best practices to solve the problems of decentralized vs. centralized marketing, rename/rebrand within challenging conditions, provide solutions to creating value propositions that differentiate programs yet build the brand, and supply cost-effective marketing solutions that meet tight budget constraints to reach and engage student prospects.

Kay Zimmerman, North Carolina State University

12:15 PM - 12:45 PM

Bites and Byes

Location: Exhibit Hall (Columbia Foyer)

Grab a snack for the road and say goodbye to all of your new #MEMSinDC friends!

12:45 PM

Adjourn

See you in 2018!



SEMINAR EXHIBITORS

Blackboard

Blackboard

blackboard.com

Student Lifecycle Services by Blackboard focuses on boosting institutional performance and increasing student success in partnership with your institution. We partner with institutions of all sizes to optimize programs, marketing and enrollment investments; eliminate barriers to student success by scaling your team's resources; and offering an engaging, personalized support experience for students and faculty.

Liana Lipkowitz

liana.lipkowitz@blackboard.com



CampusCE

campusce.com

CampusCe software is a student information system and e-commerce platform with business intelligence, marketing, and course building functionality. Ask CampusCE about integration with mobile enterprise systems and mobile responsive sites. CampusCE includes all the tools a continuing education program needs to manage schedules, students, instructors, publishing, and more.

Amanda Gaffney

solutions@CampusCE.com



Capture Higher Ed

capturehighered.com

Capture Higher Ed provides the only enrollment-driven marketing automation software in the industry today. This fully-managed solution truly engages and communicates to prospective students in a 1:1 personalized process at scale. It creates more meaningful and effective marketing and recruitment interventions delivering stronger yield on your enrollment goals.

Heather Mueller

hmueller@capturehighered.com



Carnegie Communications

carnegiecomm.com

Carnegie Communications has been at the forefront of integrated, response-driven enrollment marketing and recruitment for over 30 years. Through customized, cutting-edge digital solutions and a multi-channel lead generation platform, Carnegie connects higher education institutions with the target audience they seek.

Melissa Rekos

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CreatorUp

creatorup.com

CreatorUp is a team of creative and strategic pros helping clients navigate a changing media landscape. We power partners like Google, YouTube, SXSW and more with custom content, digital strategy and digital media training. We're here because we're passionate about sharing industry-leading knowledge to unlock the power of content.

Constantinos Skanavis

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Destiny Solutions

destinysolutions.com

Destiny One, is customer lifecycle management software for higher education administrators serving non-traditional students. It integrates with main-campus systems, engages students with an Amazon-like experience, optimizes staff efficiency, and provides business intelligence empowering data-driven decisions. It allows schools to unite, understand, and control all aspects of their business at once.

Brian Hurre

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SEMINAR EXHIBITORS



EAB

www.eab.com/technology/royall-and-company

Royall & Company, a division of EAB, helps graduate and online programs achieve their growth goals by reaching, engaging and enrolling adult learners through customized, multi-channel marketing services.

Jennifer Winn

jwinn@royall.com



Emsi

economicmodeling.com

For more than 16 years, Emsi has served as labor market data advisors to leaders in higher education. Our goal is to help universities: guide students as they chart a career and education path, provide training programs that align with employer needs, analyze alumni outcomes, and measure their economic impact.

Bob Hieronymus

Bob.hieronymus@economicmodeling.com



Enrollment Resources

enrollmentresources.com

Enrollment Resources is the leading innovator in the proprietary Career Education Sector. Since 2003, Enrollment Resources has outpaced the competition with proven and reproducible marketing systems representing the best practices in the industry. The results are effective marketing campaigns, productive admissions staff, happier students and a stronger bottom line.

Gregg Meiklejohn

gregg@enrollmentresources.com



Entrinsik

www.entrinsik.com/enrole

Enrole provides software as a service, cloud platform, for registration, course management, ecommerce and robust reporting. Automating daily functions enables your team to focus on workload not processes. Entrinsik leverages over 30 years of experience emphasizing flexibility, scalability, reliability, and utilizes best-practices learned from non-credit continuing & professional education.

Simone McGrath

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ESM Digital

esmdigital.com

ESM Digital is a digital marketing agency and Premier 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.

Keith Scheib

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ETC

etctestprep.com

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[®], GMAT[®], LSAT[®], SAT[®], and ACT[®] exams. ETC's unique partnership model offers a high-quality continuing education program and a complete range of additional services from providing qualified instructors to expert marketing support.

Thee Chang

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HigherEdJobs

higheredjobs.com

Reach one of the largest audiences in academe with HigherEdJobs. 1.5 million higher education professionals visit our website each month and over 275,000 receive our weekly email newsletter to learn how they can advance in their careers. If you have a product or service to help them or their institution, they'll want to hear from you.

Lisa Marzka

lisam@higheredjobs.com



Jaxxon Promotions

jaxxonpromotions.com

Jaxxon Promotions remains committed to enhancing your competitiveness and profit through the use of promotional products. Advertising specialties absolutely do provide repeated exposure to your image. We can do anything that you can put a logo on, including wearables, as well as tradeshow needs—table covers, banners, flags, presentation folders.

Carol Blitz

carol@jaxxonpromotions.com



Jenzabar

jenzabar.com

Jenzabar student information systems have been chosen more often than any other SIS over the past five years. Exclusively serving higher education, Jenzabar software and services are designed to drive higher performance in every department at your institution. Jenzabar collaborates with clients to make higher education amazing.

Emmanuel Sarris

emmanuel.sarris@jenzabar.com



Expanding the Reach of Higher Education

JMH Consulting

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.

Nicole Foerschler Horn

nfoerschler@jmhconsulting.com



Keypath Education

keypathedu.com

We take the time to get to know your institution, your goals, and your current and prospective students. Our approach leverages front-end research and best-in-class tools and technology for creating an integrated marketing plan backed by data.

Jeremy Schoen

jeremy.schoen@keypathedu.com



mindmax

MindMax

mindmax.net

MindMax provides strategic guidance, proven processes, and the latest digital tools to optimize online marketing and enrollment operations for university-affiliated continuing and professional education organizations. We are a trusted advisor to many of the nation's top universities, and have transformed hundreds of online programs, impacting over 1 million students.

Lee Maxey

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SEMINAR EXHIBITORS



Multiview

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 multiview.com to learn more.

Kate Buhr

kbuhr@multiview.com



Sparkroom

sparkroom.com

The award-winning leader in higher education performance marketing, Sparkroom provides full-service, data-driven marketing strategy, marketing services and technology solutions that address the full customer lifecycle. 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.

Marcelo Parravicini

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Story+Structure

storyandstructure.com

Story+Structure is a human-centered innovation design firm. By creating meaningful engagement between people and organizations, we help organizations become experience driven.

Guy Felder

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Study Portals

studyportals.com

At StudyPortals, we help universities and educators to generate high-quality enrolments on the world's leading online marketing platform for education. We work with over 2,500 schools around the world, assisting them in meeting enrollment goals and have dedicated platforms to promote continuing, and online education programs. In 2016 alone, over 19 million unique visitors used our platforms to find the perfect study program. Connect with them at the earliest point in their search and make sure your programs can be found.

Andrew Johnson

andrew@studyportals.com



uConnect

gouconnect.com

uConnect is a public-facing marketing and communications platform designed help colleges and universities align the pursuit of higher education to meaningful career pathways and professional outcomes by embedding career resources, data and information into every aspect of the student journey.

Hannah Chouinard

hannah@gouconnect.com



wevo.

WEVO

wevoconversion.com

WEVO enables you to test and improve website conversion before going live and get higher conversion, faster. It is artificial intelligence and crowdsourcing technology that helps you predict conversion testing outcomes, gain audience insight and build a better website.

Nitzan Shaer

nitzan@wevoconversion.com

WILEY

Wiley Education Services

edservices.wiley.com

Wiley, a global company, helps people and organizations develop the skills and knowledge they need to succeed. Our online scientific, technical, medical, and scholarly journals, combined with our digital learning, assessment and certification solutions help universities, learned societies, businesses, governments, and individuals increase the academic and professional impact of their work.

Owen Burritt

oburritt@wiley.com



Xenegrade

xenegrade.com

The XenDirect Student Registration System provides quick ROI by helping you increase registrations, reduce unnecessary costs, improve data integrity, and make better programming decisions with built in Reporting and Business Intelligence. Since 1991, Xenegrade has met the registration needs of Continuing Education, Adult Education, Community Education and Workforce Development organizations.

Sandra Krantz

skrantz@xenegrade.com

Connect with our Seminar Exhibitors in the Columbia Foyer.

Exhibit Hall Hours:

Tuesday, December 5 from 3:30 PM to 6:30 PM

Wednesday, December 6 from 8:00 AM to 5:00 PM

Thursday, December 7 from 7:30 AM to 12:45 PM

A very special thank you to all of our Seminar Exhibitors!



At this year's Seminar, we are collecting physical (books, hats, gloves, coats) and monetary donations for Horton's Kids, a community-based nonprofit in DC. Horton's Kids (hortonskids.org) empowers at-risk children in grades K through 12 and prepares them for college, career, and life through educational opportunities and comprehensive programs tailored to their needs.

We appreciate your help as we give back to the next generation! Please drop off all donations at the registration desk.

2018

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