

focus

2018 UPCEA

Marketing and Enrollment
Management Seminar

November 7-9, 2018 Hilton Long Beach Long Beach, CA



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JOIN US FOR OUR JOINT SPEAKING SESSION WITH CAL STATE NORTHRIDGE

THURSDAY, NOVEMBER 8 • 9:00 – 10:15AM

"HOW THE RIGHT PARTNERSHIP CAN DRIVE OPERATIONAL EXCELLENCE AND STRONG OUTCOMES"

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WE ARE PROUD TO HAVE YOU JOINING US to engage in the exciting content and conversations surrounding professional, continuing, and online education. The planning committee has been working hard to ensure this year's programming will enable you to absorb, enhance, and focus on new trends and strategies within our field. We have selected presentations encouraged by you and your peers, incorporated multiple networking opportunities, and planned a celebration of your marketing and enrollment management initiatives from the past year. Our hope is that you take the strategies and ideas that you learn here in Long Beach 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 fields across the country. This seminar is 'for us, by us' and reflects conversations that we have had with numerous colleagues, feedback from past attendees, and important industry trends. In fact, the idea of collaboration is so important for this effort that the true star of the seminar each year is you, our attendees.

In the early stages of planning, the committee selected this year's theme of FOCUS. Over the next three days, our hope is that you take full advantage of the many different ways you can FOCUS on something new.

Focus on Content—This year, as part of our exciting concurrent sessions, we're including a series of longer case study sessions. We hope that, through this programming, you discover new strategies, techniques, and ways of thinking.

Focus on 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 environment and the experiences of your fellow attendees can potentially aid in solving a problem back at your institution.

Focus on Achievements—Every year, the MEMS Planning Committee and the Marketing, Enrollment, and Student Services (MESS) Network collaborate and host an Awards Celebration that showcases the work of your colleagues. Join us as we debut our new Excellence in Enrollment Management Award at the luncheon. Stay focused—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, to the all-volunteer planning committee from across the country—you have spent many hours collaborating and bringing this event together, making our job as co-chairs so enjoyable. We so appreciate you. Second, the MESS Network for your collaboration in the awards celebration. And finally, the staff at UPCEA that has spent every moment possible guiding, supporting, and ensuring our ideas were heard and ultimately realized. Thank you all!

As we look forward to another amazing seminar, we cannot wait to see what ideas come into FOCUS for each of you!

Jeremy Davis & Haydn Kuprevich

Co-Chairs, 2018 UPCEA Marketing and Enrollment Management Seminar Planning Committee



Jeremy Davis
Lansing
Community
College



Haydn Kuprevich
George
Washington
University

seminar schedule at a glance

WEDNESDAY, NOVEMBER 7

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

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

2:00 PM - 3:30 PM **Opening General Session**
Get Scrappy: Smarter Digital Marketing for Institutions Big and Small
Nick Westergaard, Chief Brand Strategist, Brand Driven Digital

3:30 PM - 7:00 PM **Exhibit Hall Open**

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

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

- A Conversation About Student Services
- A New Way to Identify and Validate the RIGHT Programs: Data-Driven Decisions
- Making Social Media Videos Work For Your Budget
- Show, Don't Tell Marketing's Impact
- The Trojan Horse of Content

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

Go Mobile With the 2018 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 in your browser. After the app downloads, open it. Then search for and select "2018 UPCEA Marketing and Enrollment Management Seminar."

THURSDAY, NOVEMBER 8

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

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

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

9:00 AM - 10:15 AM **Concurrent Sessions II**

- How the Right Partnership Can Drive Operational Excellence and Strong Outcomes
- Listen To the Customer!
- Moving To a White Glove Marketing & Recruitment Strategy
- New Online Programs—Too Hot, Too Cold, and Just Right
- Program Review Through Labor Market Data Research

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

Continue the Conversation Online!

Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use **#MEMS2018** online.

Get Online at the Seminar

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

Network: UPCEA
Password: MEMS2018

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

- Getting Personal: How To Develop Rockstar Purchasing Personas
- I'll Take Don't Botch That Launch For \$1000, Alex
- Secrets To CRM Success
- Top 10 Lessons Learned From Growing Online Programs
- Why Quality Assurance (QA) Should Be a Fundamental Element of Your Marketing and Recruitment Strategy

12:00 PM - 1:45 PM **Awards Luncheon**

Open to all attendees! Join us for lunch and to celebrate the 2018 UPCEA Marketing and Excellence in Enrollment Management Awards!

2:00 PM - 3:00 PM **Concurrent Sessions IV**

- Growing Graduate Enrollment Through LinkedIn: Proven Strategies for Making the Most of Your LinkedIn Budget
- Is Anyone Out There? Using Google Analytics To Understand Your Website Visitors
- Making Smarter Program Decisions Through Data
- Telling Your Story, Through Your Students: Building an Authentic Connection Between You and Your Audience
- Concept to Conversion: A Video Marketing Crash Course

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

3:30 PM - 4:45 PM **General Session**
Strategic Social Listening

Liz Gross, *Data-Driven Marketer, Social Insights Pro, Higher Education Researcher*

5:00 PM - 6:00 PM **Networking Reception**
Sponsored by



6:00 PM **Dinner Groups (Meet in Lobby)**

FRIDAY, NOVEMBER 9

7:30 AM - 11:30 AM **Registration Desk Check-In**

7:30 AM - 12:15 PM **Exhibit Hall Open**

7:30 AM - 8:30 AM **Breakfast with Exhibitors**
Sponsored by

Student Services
by **Blackboard**

8:30 AM - 9:30 AM **Concurrent Sessions V**

- 2018 Excellence in Enrollment Management Award Showcase—CRM: Shared Platform for Growth
- Data-Driven Processes: Improving Cross-Departmental Collaboration and Enrollment
- Focus on Digital Marketing: Scale for Growth By Pioneering New Digital Strategies
- Making Sense of Big Data To Impact Enrollment Goals
- Six Social Media Mistakes To Avoid

9:45 AM - 10:45 AM **Concurrent Sessions VI**

- For Students, By Students: Evolving Social for 2019
- Managing Paid Digital Efforts . . . It's Not All Unicorns and Rainbows!
- Not Your Mama's Themed Campaign: Behind the Scenes of a Successful Skills-Based Themed Marketing Campaign
- The Power of Partnership: A Collaborative Enrollment Engine
- Why Most Social Media Tactics Don't Work and What To Do About It

10:45 AM - 11:15 AM **Coffee with Exhibitors**

11:15 AM - 12:15 PM **General Session**
Recruiting Across Generations: Millennial and Gen-Z Decision-Making Implications

Jim Fong, *Chief Research Officer & Founding Director, UPCEA Center for Research and Strategy*

12:15 PM **Adjourn**

seminar planning committee



**Mike Merriam—
Past Chair**
Framingham State University



**Bob Tran—
Communications Co-Chair**
Brandman University



**Kara Cummings—
Communications Co-Chair**
Stetson University



**Regina Cohen—
Networking Chair**
University of Pennsylvania



**Joshua McCarthy—
Awards Chair**
Johnson & Wales University Online



**George (Skip) Darmody—
Programming Chair**
Bridgewater State University



Mike Raynes
Rutgers, The State University of
New Jersey



David Hankins
Texas Tech University



Amanda Olivas
The California
State University



Shani Sutton
Georgetown University

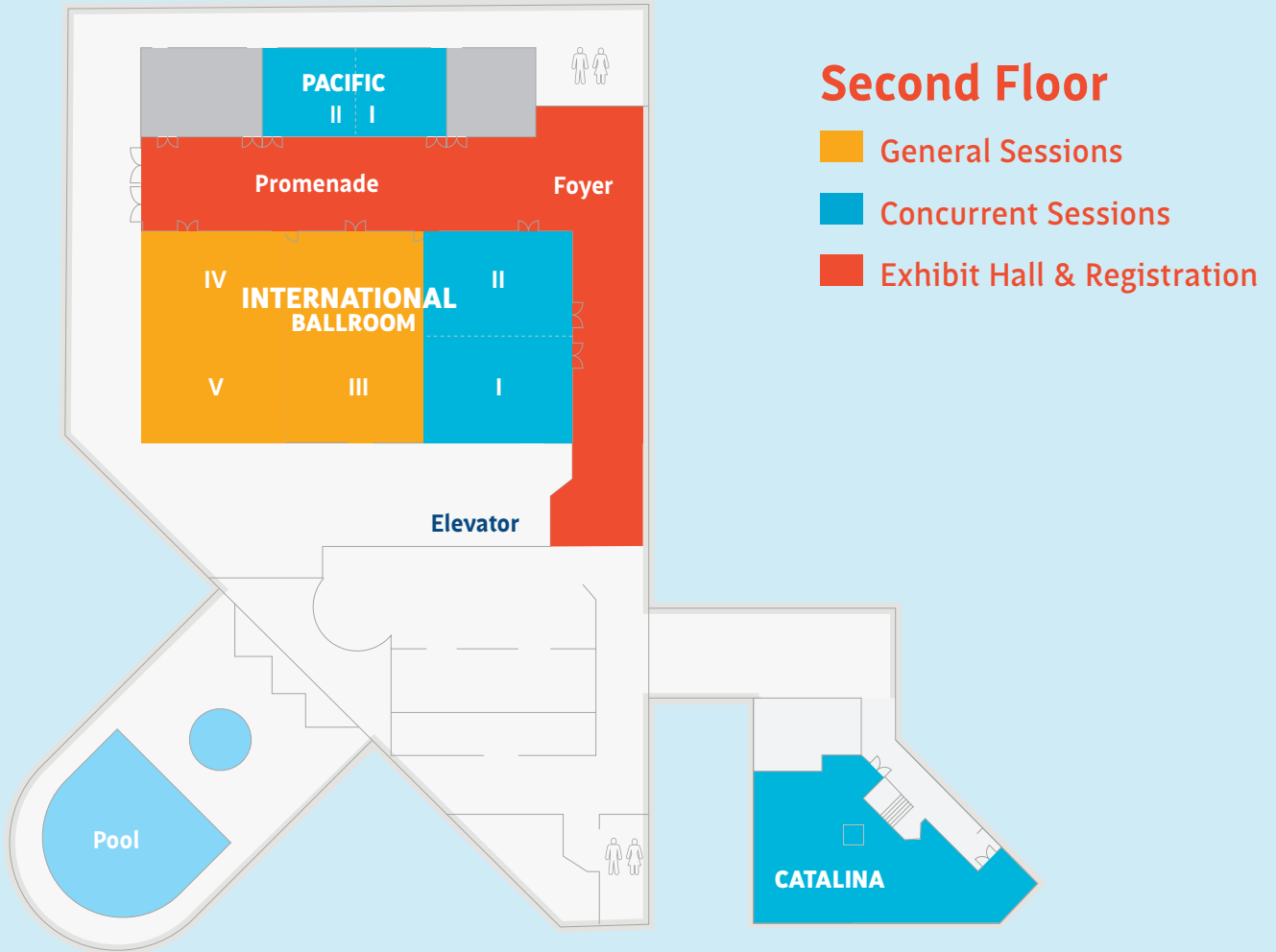


Amy Rossi
Northwestern University

**See yourself on this
page next year!**

We are currently recruiting new members for the 2019 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.

hotel floor plan



**Thank you,
Seminar Sponsors!**

A very special thank you to all of our Seminar Sponsors! We greatly appreciate your help in making this year's Seminar happen!

Student Services
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CONSULTING

Expanding the Reach of Higher Education

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MARKETING

WILEY

seminar schedule

Levels

The content of each concurrent session has been assigned a level to help you identify the sessions that will be most relevant based on your professional experience.



Foundational

For those new to the higher education field, and/or to the particular area of practice or topic of a session. Foundational-level sessions help participants gain and build understanding of new or less familiar topics.



Applied

For those with a robust understanding of a particular topic ready to gain additional knowledge to be put to practical use. Many participants in applied-level sessions have been in the higher education field for 5+ years.



Strategic

For those at a more senior level in higher education. Strategic-level sessions are for those required to do strategic visioning, set goals, and create strategies to meet those goals, and many participants have been in the higher education field for 10+ years.

Tracks



Enrollment Management



Marketing

Formats



Interactive Workshop



Standard Seminar Presentation



Case Study

WEDNESDAY, NOVEMBER 7

11:00 AM - 5:00 PM

Registration Desk Check-In

Location: Foyer

12:30 PM - 1:30 PM

Newcomers' Orientation

Location: Catalina

2:00 PM - 3:30 PM

Opening General Session

Location: International Ballroom III-V

Get Scrappy: Smarter Digital Marketing for Institutions Big and Small



Nick Westergaard, Chief Brand

Strategist, Brand Driven Digital

Nick Westergaard is a

strategist, speaker, author,

and educator. As Chief Brand Strategist at Brand Driven Digital, he helps build better brands at organizations of all sizes—from small businesses to Fortune 500 companies to the President's Jobs Council.

Nick is the author of *Get Scrappy: Smarter Digital Marketing for Businesses Big and Small*. In addition to posting insights on branding and marketing at branddrivendigital.com, Nick is a contributor to the Harvard Business Review and host of the popular On Brand podcast. His thoughts have been featured in news sources such as US News & World Report, Entrepreneur, Forbes, Mashable, and more.

Nick is a sought-after keynote speaker at conferences and corporate events throughout the world. He teaches at the University of Iowa, where he sits on the Advisory Council of the Marketing Institute at the Tippie College of Business and the Professional Advisory Board for the School of Journalism

and Mass Communication. He is also organizer and host of the Social Brand Forum and a mentor at the Iowa Startup Accelerator.

Nick lives with his wife and five kids in Coralville, Iowa.

3:30 PM - 7:00 PM

Exhibit Hall Open

Location: Promenade

3:30 PM - 4:00 PM

Coffee with Exhibitors

Location: Promenade

4:00 PM - 5:00 PM

Concurrent Sessions I

A Conversation About Student Services

Location: Pacific II



Once we enroll our students, how do we best support them? This discussion will focus on the "Student Services" part of Marketing, Enrollment, and Student Services. Participants will explore ways to help our students succeed while they are with us and beyond.

Melissa Feuer, George Washington University

Long Hyunh, Global Campus, Kansas State University

Tanya Vincent, Western Kentucky University

Moderator: Amy Rossi, Northwestern University

A New Way to Identify and Validate the RIGHT Programs: Data-Driven Decisions

Location: Pacific I



Developing the right program is more important than ever! This session will provide a proven program development process, new data-collection market research tools and secret to success to ensure that your programs are successful in the marketplace, teach skills in-demand, are competitive and create meaningful career outcomes upon completion. The session includes online job data aggregation, reporting, analyzing functionality including unique datasets and taxonomies, and analyses through a new high-performance platform with multiple data sources.

Kay Zimmerman, North Carolina State University

Moderator: Mike Merriam, Framingham State University

Making Social Media Videos Work For Your Budget

Location: International Ballroom I



Your best video content is a waste of time and talent without an intelligent distribution plan. For social media, you don't need broadcast-quality video. You do, however, need cost-effective distributional channels, and you need solid metrics to measure success. The marketing team at Rutgers Division of Continuing Studies produced an 8-part video series about career-changing alumni in-house, without spending big.

Jim Morris, Rutgers, The State University of New Jersey

Beth Salamon, Rutgers, The State University of New Jersey

Moderator: Mike Raynes, Rutgers, The State University of New Jersey

Show, Don't Tell Marketing's Impact

Location: International Ballroom II



In a data-driven world that faces budget cuts and pressures for generating results, developing and implementing quality marketing campaigns isn't enough. Stakeholders and decision makers need to understand the impact. In this session, hear about evaluating key performance indicators, learn tips to make the most of the data you have available and how to refine mass data into simplified overviews and discuss outlets for sharing the information with the people who matter.

Laura Wiese, University of Nebraska Online

Elizabeth Thorne, University of Nebraska Online

Moderator: David Hankins, Texas Tech University

The Trojan Horse of Content

Location: Catalina



In the age of limited attention, it is more important than ever to create agile, customer-centric reading experiences. Enter: the digital magazine. The WPI Online & Corporate Marketing Team wanted a way to share more content with their audience. With three successful issues under their belts, the team is excited to share the lessons they've learned about creating digital magazines for higher-ed audiences: what makes this discerning demographic tick . . . and click.

Kerry Carey, Worcester Polytechnic Institute

Kate Vogel, Worcester Polytechnic Institute

Moderator: Joshua McCarthy, Johnson & Wales University

5:00 PM - 6:30 PM

Welcome Reception Hosted by

Exhibitors and Sponsors

Location: Promenade




WED

seminar schedule

Levels

 **Foundational**

 **Applied**

 **Strategic**

Tracks

 **Enrollment Management**

 **Marketing**

Formats

 **Interactive Workshop**

 **Standard Seminar Presentation**

 **Case Study**

THURSDAY, NOVEMBER 8

8:00 AM - 5:00 PM

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Location: Foyer

8:00 AM - 5:00 PM

Exhibit Hall Open

Location: Promenade

8:00 AM - 9:00 AM

Breakfast with Exhibitors

Location: Promenade

9:00 AM - 10:15 AM

Concurrent Sessions II

How the Right Partnership Can Drive Operational Excellence and Strong Outcomes

Location: Pacific II



In this session The Tseng College of California State University Northridge and InsideTrack will discuss their partnership and how the dynamics of a healthy relationship between a university and an external provider can set the stage for continuous improvement broadly. The presenters will share how their partnership has developed, evolved and ultimately driven improved outcomes, from the initial implementation and coordination work through the ongoing rhythms of each recruitment cycle.

Kai Drekmeier, InsideTrack

Jessie Taxe Revlin, California State University, Northridge

Jonathan Clayden, California State University, Northridge

Lisa Thomspen Nguyen, InsideTrack

Moderator: Chris Nicholson, University of Denver

Listen To the Customer!

Location: Pacific I



Listen to your customer! Learn how JWU Online leveraged WEVO's website conversion optimization platform to increase website visitor to inquiry conversion and enrollment for non-traditional students.

Nitzan Shaer, WEVO

Joshua McCarthy, Johnson & Wales University

Moving To a White Glove Marketing & Recruitment Strategy

Location: Catalina



Discover how George Washington University's College of Professional Studies was able to strategically leverage new technologies, metrics, and processes in order to improve the prospective student experience using a "white glove" approach. Learn how GW implemented a data-driven shift in marketing and recruitment and improved its ability to gather data, respond to new key metrics, communicate with prospects, and help students feel confident in their decision to apply and enroll at CPS.

Haydn Kuprevich, George Washington University

Erick Watt-Udogu, George Washington University

Jeff Zitomer, George Washington University

Moderator: Amy Rossi, Northwestern University

Use
#MEMS2018
online

New Online Programs—Too Hot, Too Cold, and Just Right

Location: International Ballroom I



Building your online options? This session will focus on successes and lessons learned from launching three of our new online programs. Marketing, technology, faculty and other units work together to market, hit enrollment targets and assist students in Mississippi State University's online campus. Agribusiness management (MS), business administration (BBA) and industrial technology (BS) each offered unique opportunities and challenges to launching a new degree.

Karen Crow, Mississippi State University

Mark Jimerson, Mississippi State University

Moderator: Kara Cummings,

Stetson University

Program Review Through Labor Market Data Research

Location: International Ballroom II



To stay competitive and keep up with today's velocity of change, a process to quickly assess program market demand, align curriculum, and inform marketing efforts is essential. Adam Fein, Assistant Provost for Educational Innovation at the University of Illinois at Urbana-Champaign, will walk through his process, using Emsi labor market analytics, for evaluating new program offerings and engaging students and prospects with compelling labor market data to inform their enrollment decisions.

Darci Anderson, Emsi

Adam Fein, University of Illinois at Urbana-Champaign

Karen Bollinger, University of Illinois at Urbana-Champaign

James Prado, Emsi

Moderator: Bob Tran, Brandman University

10:15 AM - 10:45 AM

Coffee with Exhibitors

Location: Promenade

10:45 AM - 11:45 AM

Concurrent Sessions III

Getting Personal: How To Develop Rockstar Purchasing Personas

Location: International Ballroom I



Knowing your customer is a paramount ingredient for sustainable and successful postsecondary continuing/professional education provision. This session will guide the audience through the process of developing personas—a representation of School's learners, and crafting relevant purchasing paths. The main touchpoints will be identified and ways in which higher ed providers can intervene and lead prospects through the enrollment funnel.

Marilou Cruz, Ryerson University

Dijana Praskac, Ryerson University

Moderator: Mike Raynes, Rutgers, The State University of New Jersey

Continue the Conversation Online!

Don't miss out on conversations with fellow attendees and speakers during and between sessions. Use [#MEMS2018](#) online.

I'll Take Don't Botch That Launch For \$1000, Alex

Location: Catalina



Launching online programs has never been this much fun! Test your higher ed trivia boss status as we explore online program launch tips and tricks by way of group trivia. "His Set List is Long" Ted and "This Ain't Her First Rodeo" Stacy will share insights from their experience launching more than 100 online programs. Play for trivia bragging rights while collecting tips on teamwork, cross-campus collaboration, faculty onboarding, publicity strategy and budget planning.

Stacy Snow, University of Missouri/Mizzou Online

Ted Rockwell, University of Colorado Boulder

Moderator: Jeremy Davis, Lansing Community College

Secrets To CRM Success

Location: International Ballroom II



A successful CRM implementation requires more than choosing the right technology, the right business strategy and approach are also essential. Hear a decade's worth of Rutgers' CRM experience and a roadmap for continuing education units looking to enhance marketing, enrollment, and services for both staff and non-traditional students. Follow the framework we used to redeploy the Rutgers Continuing Studies Salesforce CRM supporting our mission, promoting "lifelong learning" across more than 20 units with varying business models including credit, non-credit, and services.

Danielle Henriquez, Rutgers, The State University of New Jersey

Moderator: Skip Darmody, Bridgewater State University

[Concurrent Sessions III continues on next page >>](#)


THURS

seminar schedule

Levels

 **Foundational**

 **Applied**

 **Strategic**

Tracks

 **Enrollment Management**

 **Marketing**

Formats

 **Interactive Workshop**

 **Standard Seminar Presentation**

 **Case Study**

« 10:45 AM - 11:45 AM
Concurrent Sessions III continued

Top 10 Lessons Learned From Growing Online Programs

Location: Pacific I



Texas Tech University had high expectations for its eLearning program: enrolling 5,000 new students within a five-year period and move up the national rankings. Dr. Justin Louder, Assistant Vice Provost of Worldwide eLearning and Christina Fleming, VP of Blackboard Marketing and Enrollment will share Justin's Top 10 Lessons Learned over the past 4 years. This session is designed for both leaders embarking on new online or distance education programs or for those with established programs.

Christina Fleming, Blackboard
Justin Louder, Texas Tech

Moderator: Regina Cohen, University of Pennsylvania

Why Quality Assurance (QA) Should Be a Fundamental Element of Your Marketing and Recruitment Strategy

Location: Pacific II



Quality assurance has always been an important part of running any organization—but it has become doubly so with the advent of digital technology and increasing competition for students in the adult market. During this session, we will explore why QA should be a fundamental element of your marketing and recruitment strategy. Find out how a secret shopping program and an ongoing applicant survey informed Regis University of their opportunities and applicant experience.

Cate Clark, Regis University
Moderator: Steve Farnsworth, Brandman University

12:00 PM - 1:45 PM

Awards Luncheon

Location: International Ballroom III-V

Open to all attendees! Join us for lunch and to celebrate the 2018 UPCEA Marketing and Excellence in Enrollment Management Awards!

2:00 PM - 3:00 PM

Concurrent Sessions IV

Growing Graduate Enrollment Through LinkedIn: Proven Strategies for Making the Most of Your LinkedIn Budget

Location: International Ballroom I



If you're marketing graduate and continuing ed programs, LinkedIn should be part of your media mix, especially now that it is fully available as a self-serve platform and no longer has a minimum required budget. Join us for a panel discussion addressing best practices, what kinds of campaigns do and don't work, strategies for effective targeting, budget considerations, and insider tips for making the most of your LinkedIn campaigns.

Pat Riley, SHD Agency
Andrew Seraphin, Northeastern University
Forest Baker, LinkedIn
Moderator: Mike Merriam, Framingham State University

Get Online
Network: UPCEA
Password: MEMS2018

Is Anyone Out There? Using Google Analytics To Understand Your Website Visitors

Location: Catalina



The Center for Distance Education (CDE) at Mississippi State University uses Google Analytics to track all website visitors and evaluate our marketing efforts. This session will take a look at Google Analytics, a free tool, metrics and data to highlight the most useful tools to better understand your website visitors. Using this data will allow you to better use your marketing dollars and provide more resources for program recruiters.

Tracy Craven, Mississippi State University
Moderator: Regina Cohen, University of Pennsylvania

Making Smarter Program Decisions Through Data

Location: International Ballroom II



Ever wonder which programs in your portfolio you should focus your marketing spend on? Struggle with how to explain to stakeholders which programs may not be worth a big push, or just need to be sunsetted? See how K-State Global Campus developed and implemented a data-driven tool to do just that. We'll share our experiences, insights, and lessons learned while offering suggestions on how others can build a tool for their campus.

George Widenor, Kansas State University
Kevin Chrisjohn, Kansas State University
Moderator: Haydn Kuprevich, George Washington University

Telling Your Story, Through Your Students: Building an Authentic Connection Between You and Your Audience

Location: Pacific II



Most online students never step foot on campus. Connecting them to your university and making them feel like part of the "family" is a challenge. In this session, we will cover creative ways to include your online students in storytelling. From engaging current students to recruiting prospective ones, we will tell the how, where, when and why of building an authentic connection between you and your audience.

Nikki Harper, Mississippi State University
JoLee Clark, Mississippi State University
Sarah Whorton, Mizzou Online
Moderator: Amanda Olivas, California State University

Concept to Conversion: A Video Marketing Crash Course

Location: Pacific I



Your non-trad prospects like video. A lot. Good news! What used to be a "call the firm" process is now a "grab your phone" project. This foundational seminar will walk through all the basics of video marketing including concept, planning, shooting, editing, publication and promotion. Attendees will leave with a link to a master list of free tools and helpful tips to get the reel rolling. Techies and non-techies welcome. Bring your ideas and questions!

Sam Wagner, Mount Aloysius College
Moderator: Kara Cummings, Stetson University

3:30 PM - 4:45 PM

General Session

Location: International Ballroom III-V
Strategic Social Listening



Liz Gross, Data-Driven Marketer, Social Insights Pro, Higher Education Researcher
Dr. Liz Gross is a data-driven

researcher and scholar who specializes in creating entrepreneurial social media strategies in higher education. Her professional super power is to embolden colleges and universities and help them launch modern market research strategies using social listening. Teaching is Liz's passion and she brings that to colleges and universities as the founding Director of Campus Sonar, a specialized social listening agency that matches high-value social media intelligence and engagement opportunities to organizational strategic initiatives.

Liz is also an award-winning speaker, author and strategist who was recently named a 2018 Mover and Shaker by Social Shake-Up Show. She has delivered top-rated talks at SXSW, SXSW EDU, the American Marketing Association Symposium, the Carnegie Conference and others.

Liz has more than 15 years' experience spanning the private and public sector including Great Lakes Higher Education Corporation, University of Wisconsin-Milwaukee and University of Wisconsin-Waukesha. She received a Ph.D. in Leadership for the Advancement of Learning and Service in Higher Education at Cardinal Stritch University, a master's degree in educational policy and leadership from Marquette University, and a bachelor's degree in interpersonal communication from the University of Wisconsin-Stevens Point.

THURS

3:00 PM - 3:30 PM

Coffee with Exhibitors

Location: Promenade

seminar schedule


Levels

 Foundational

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 Strategic

Tracks

 Enrollment Management

 Marketing

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 Interactive Workshop

 Standard Seminar Presentation

 Case Study

5:00 PM - 6:00 PM

Networking Reception

Location: Poolside Terrace

Sponsored by



6:00 PM

Dinner Groups

Location: Hotel Lobby

FRIDAY, NOVEMBER 9

7:30 AM - 11:30 AM

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7:30 AM - 12:15 PM

Exhibit Hall Open

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7:30 AM - 8:30 AM

Breakfast with Exhibitors

Location: Promenade

Sponsored by

Student Services
by **Blackboard**

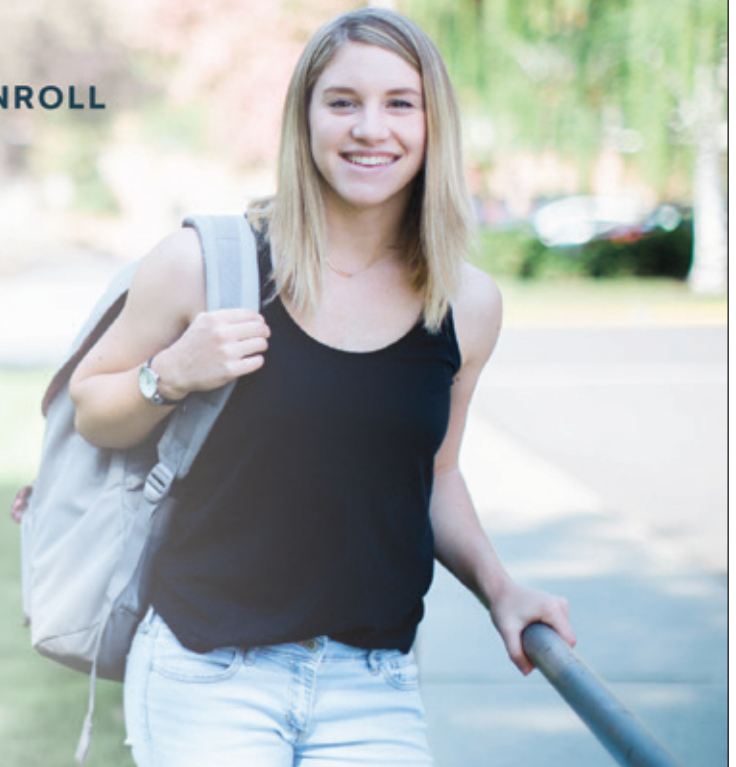
Career Outcomes Matter

GIVE STUDENTS A REASON TO ENROLL

- Your alumni's salaries and their top employers
- Your alumni's skills matched to market demand
- Identify skill gaps and job trends in your region

 **Emsi**

EconomicModeling.com



8:30 AM - 9:30 AM

Concurrent Sessions V

2018 Excellence in Enrollment Management Award Showcase—CRM: Shared Platform for Growth

Location: International Ballroom II



Using a CRM to promote lifelong learning across continuing education units with standardization and cross-marketing? Learn how Rutgers Continuing Studies plans to use Salesforce to increase customer loyalty and retention across CE units. Understand a key strategy and our approach for creating pathways among our lifelong learners from youth programs through Osher Lifelong Learning unit for students 55 and older.

Danielle Henriques, Rutgers, The State University of New Jersey

Mike Raynes, Rutgers, The State University of New Jersey

Beth Salamon, Rutgers, The State University of New Jersey

Moderator: Tomea Knight, University of Pennsylvania

Data-Driven Processes: Improving Cross-Departmental Collaboration and Enrollment

Location: Pacific I



Learn success strategies for moving from enrollment plans based on anecdotal and infrequent information to presenting data regularly to stakeholders through effective use of CRM automation. Attendees can expect to have a better understanding of the importance of: shared long- and short- term and quantifiable goals; establishing common definitions; process automation to trigger specific actions; and providing information in digestible formats.

Erick Watt-Udogu, George Washington University

Hanna McCathren, George Washington University

Moderator: Michele Long, University of Denver

Focus on Digital Marketing: Scale for Growth By Pioneering New Digital Strategies

Location: Pacific II



Machine learning, chatbots, audience segmentation: digital marketing continues to evolve at a rapid pace. This session will give you actionable insights on how your institution can practically build upon your existing campaigns and leverage emerging digital marketing approaches to grow your enrollment funnel. In addition to current industry benchmarks, we will cover a variety of ways to take your campaigns to the next level, including the transformation of digital from a keyword-based medium to audience-based, incorporation of offline conversions into bidding strategies, and bidding and creative powered by machine learning & AI.

Tracy Kreikemeier, Thruline Marketing

Sayani Dutt, Google, Inc.

Joshua McCarthy, Johnson & Wales University

Concurrent Sessions V continues on next page >>



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 **Case Study**

<< 8:30 AM - 9:30 AM
Concurrent Sessions V continued

Making Sense of Big Data To Impact Enrollment Goals

Location: International Ballroom I



Prospective students are inundated with content each day, consuming it at an exponential rate. While they travel through their own journey towards enrollment, it's up to marketers to make sense of their actions. In the age of tracking everything, are we really tracking anything? If you attempt to boil the ocean, you'll risk learning nothing. We'll help you discern where to place focus to extract meaningful insights that inform actionable strategies to meet enrollment goals.

Cate Clark, Regis University

Allison Minutillo, Primacy

Moderator: Mike Merriam, Framingham State University

Six Social Media Mistakes To Avoid

Location: Catalina



We know that social media drives value for higher learning institutions. Unfortunately, if your continuing education unit has limited resources to dedicate to social media management, you may be leaving that value on the table, or worse, damaging your brand. In this session, we'll discuss six mistakes to avoid in your social media marketing. Join us and gain actionable insights for better managing your social media presence and maximizing the value of social media engagement.

Ian Barcarse, York University

Johnna Weary, JMH Consulting, a division of EducationDynamics

Moderator: Haydn Kuprevich, George Washington University

9:45 AM - 10:45 AM

Concurrent Sessions VI

For Students, By Students: Evolving Social for 2019

Location: Pacific II



When a social media user sees a photo from a person rather than from a brand such as a university, they have a 4.5% higher chance of conversion. By creating social media campaigns that leverage user-generated content, universities can showcase authentic experiences that connect current and prospective students to campus and community.

Sasha Solomonov, Samuel Merritt University

Moderator: Regina Cohen, University of Pennsylvania

Managing Paid Digital Efforts . . . It's Not All Unicorns and Rainbows!

Location: Catalina



As the paid digital media landscape evolves rapidly, and more budget is being invested in this medium, the need for in-house teams to stay on top of it all can be daunting. This session will provide an overview of how Oregon State Ecampus' in-house marketing team has evolved paid digital staffing, process and strategy to accommodate the growth in this area.

Rebecca Badger, Oregon State University

Moderator: Kara Cummings, Stetson University

Not Your Mama's Themed Campaign: Behind the Scenes of a Successful Skills-Based Themed Marketing Campaign

Location: International Ballroom I



Ready to explore building a successful skills-based themed campaign? In this session, attendees will discover how UW-Madison used a pedagogical approach to create a cohesive collection of data science and analytics programs across schools and colleges. Attendees will leave with an understanding of why and how a skills-based themed marketing campaign can work for their portfolio as well as tips and tools to help the campaign launch and run smoothly.

Katie Hoel, University of Wisconsin-Madison

Tania Widish, University of Wisconsin-Madison

Moderator: Jeremy Davis, Lansing Community College

The Power of Partnership: A Collaborative Enrollment Engine

Location: Pacific I



Aristotle said, "The whole is greater than the sum of its parts." This is certainly true when campus units band together to recruit online college students. In this workshop, facilitators will share University of Arkansas strategies that combine the expertise of campus recruiters, marketers and academic program coordinators to net 5-year enrollment gains. Participants, recognized for their own experience and expertise, will engage in critical thinking, reflection exercises, planning exercises and an issues/solution wrap-up.

Patty Milner, University of Arkansas-Global Campus

Kay Murphy, University of Arkansas-Global Campus

Moderator: Johnna Weary, Education Dynamics

Why Most Social Media Tactics Don't Work and What To Do About It

Location: International Ballroom II



Social media can be an effective tool in getting the word out about your school. Even more importantly than the exposure, it provides you with the opportunity to grow relationships with your target audience. In this session, we'll help you identify areas where your social media campaigns could be improved.

Gregg Meiklejohn, Enrollment Resources

Jayson Harper, University of Hawaii

Moderator: Skip Darmody, Bridgewater State University

10:45 AM - 11:15 AM

Coffee with Exhibitors

Location: Promenade

11:15 AM - 12:15 PM

General Session

Location: International Ballroom III-V

Recruiting Across Generations: Millennial and Gen-Z Decision-Making Implications



Jim Fong, Chief Research Officer & Founding Director, UPCEA Center for Research and Strategy

Jim Fong is the founding director of UPCEA's Center for Research and Strategy. In his role, Jim has analyzed demographic, occupational, technological and societal trends and data to help the higher education community better serve the adult and corporate learner. As the Center's director, he works closely with dozens of colleges and universities annually in new program development initiatives, enrollment management and marketing process analyses and the review of online and continuing education portfolios.

Prior to joining UPCEA, Jim worked as a higher education strategic marketing and CRM consultant and researcher for two firms and prior to that was the Director of Marketing, Research and Planning for Penn State Outreach. At Penn State Outreach, he was responsible for strategic marketing, marketing management, research, creative and database teams. Jim played a major role in the early launch of Penn State's World Campus by assessing new program needs and the development of marketing strategies and systems.

Jim holds an M.B.A., an M.S. in Applied Statistics and a B.S. in Mathematics, all from The University of Vermont. In 2004, UPCEA awarded him the Adelle Robertson Award as its Continuing Professional Educator for the year. That year, he also received the Mid-Atlantic Region's Distinguished Service Award.

12:15: PM

Adjourn



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5HD is a full-service digital marketing agency that doesn't subscribe to the old agency model. We go beyond ads. We design user experiences—from branding to search, website to social media, and more. With expert creative, strategy, technology, and data, we'll help you convert more of the metrics that matter.

Pat Riley

pat@5hdagency.com

Student Services by Blackboard

Student Services by Blackboard
blackboard.com

Over the last 10 years, Student Services by Blackboard has developed capabilities to help institutions make measurable and sustainable impacts on the student experience. The solutions we deploy help our clients grow enrollment, improve retention and provide support institution support, including a comprehensive One Stop and IT Help Desk offering.

Jessica Sheehan

Jessica.Sheehan@blackboard.com



Burning Glass Technologies
burning-glass.com

Burning Glass Technologies delivers job market analytics that empower educators, employers, and workers to make data-driven decisions. Burning Glass connects education and job markets, with data that identify the skill gaps that keep job seekers and employers apart.

Drew Friedman

afriedman@burning-glass.com



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Capture Higher Ed is the world's best at using big data and cutting-edge technology to attract, engage, and recruit mission-fit students. Capture maximizes engagement at the most influential times, delivering a better ROI to its partners. Capture's technology provides highly customizable, on-demand data, to easily measure outcomes in real time.

Heather Mueller

hmueller@capturehighered.com



Carnegie Dartlet
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Carnegie Dartlet is the only communications firm that generates unprecedented human connection through psychometric marketing and team integration. We apply original methods and tools in the areas of research, strategy, creative, digital, lead generation, and team building to create clarity and connection inside and outside organizations.

Jim Kelly

jkelly@carnegiecomm.com



Circa Interactive
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Circa's passionate about establishing a new way of thinking in enrollment marketing. By amplifying a university's unique story, executing data-driven advertising campaigns, leveraging innovative technology and working with faculty to inspire content creation, we connect institutions with the students who will help change our world and push forward big ideas.

Clayton Dean

clayton@circaedu.com



Conversica

conversicaca.com

Conversica’s conversational AI automatically engages and qualifies every lead with human-like conversations. Prospects say when they’re ready to engage with Sales, so you don’t have to guess. Salespeople spend time closing business, not chasing leads. Marketers sleep better knowing every lead gets 100% follow-up.

Kevin Connelly

kevinc@conversica.com



Digital Media Solutions

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Digital Media Solutions (DMS) is the fastest-growing independent agency focused on performance marketing. We help our clients accelerate growth by deploying diversified and data-driven customer acquisition solutions that deliver scalable, sustainable and measurable marketing results. Our performance marketing, digital agency and marketing technology solutions connect the right consumers with the right offers at the right time.

Kelley Lawrence

klawrence@thedmsgrp.com



EAB

eab.com

EAB’s mission is to make education smarter. We harness the collective power of more than 1,200 institutions to uncover proven practices and transformative insights. Since complex problems require multifaceted solutions, we work with each school differently to apply these insights through a customized blend of research, technology, and services.

Brittany Murchison

BMurchison@eab.com



Emsi

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Emsi provides colleges and universities with the labor market data they need to build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions use Emsi to align programs with regional needs, grow enrollment, connect students to successful careers, and demonstrate their economic impact.

Aaron Olanie

aolanie@economicmodeling.com



Enrollment Resources

enrollmentresources.com

At Enrollment Resources, we create conversion rate breakthroughs for our clients. We provide the tools they need to increase student enrollment and revenue without having to spend more on marketing or hire additional staff. The results are effective marketing campaigns, productive admissions staff, happier students, and a stronger bottom line.

Gregg Meiklejohn

gregg@enrollmentresources.com



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HigherEdJobs® features a comprehensive list of job openings, career advice, and other resources to help higher education professionals advance in their careers. More than 1.4 million college faculty and administrators visit HigherEdJobs® each month and over 282,000 receive our weekly newsletter.

Lisa Marzka

lisam@higheredjobs.com

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Carol Blitz

carol@jaxxonpromotions.com

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Caye Wycoff

Caye.Wycoff@jenzabar.com

JMH.

A DIVISION OF EducationDynamics

JMH

jmhconsulting.com

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

Nicole Foerschler Horn

nfoerschler@educationdynamics.net

MindEdge

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MindEdge is an online learning company that serves higher education and professional development organizations with high demand courses and certificates. Since 1998 MindEdge has partnered with organizations to provide highly engaging self-paced content and solutions that help to keep pace with rapidly changing learner needs.

Brad Neuenhaus

bneuenhaus@mindedge.com



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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

lmaxey@mindmax.net



MULTIVIEW®

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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.

Kate Buhr

kbuhr@multiview.com

NATIVES GROUP

Net Natives

netnatives.com

We are the world leading collection of advertising & technology businesses, helping brands & organisations attract & convert the global student audience.

Holly Rich

holly.rich@netnatives.com



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Pearson is the world's learning company, with 36,000 employees in more than 70 countries working to help people of all ages to make measurable progress in their lives through learning. For more information about Pearson, visit www.pearson.com/us.

Patrick Drimmer

patrick.drimmer@pearson.com



ReUp Education

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At ReUp, we aim to address the “completion crisis” in higher education: 37 million Americans with some college, but no degree. A unique blend of personalized one-on-one coaching augmented by technology, enables us to support stopouts and clear the path to re-enrollment and graduation.

Nate Rowe

nate@reupeducation.com

SENSIS

Sensis Agency

sensisagency.com

Sensis is a cross-cultural marketing and digital agency driving behavior change. We have a proven record combining advertising, earned media and digital experiences to drive ROI in the education marketing.

Marli Crowe

mcrowe@sensisagency.com



Story+Structure

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Story+Structure is an award winning, human-centered innovation design firm. We help organizations become “experience driven” by creating meaningful engagement between people + organizations. Since 2007, we have helped Continuing Education innovate in marketing, branding, recruitment, organization development, equity and inclusion, program development, user experience, and technology.

Meni Sarris

meni@storyandstructure.com



StudyPortals

studyportals.com

Studyportals is the international study choice search platform, enabling students to find and compare their study options across borders and select the right universities. Studyportals is a results-based channel for international student recruitment, helping universities reach a global audience.

Steven Mulligan

steven@studyportals.com



ThruLine Marketing

thru-line.com

ThruLine Marketing offers a full suite of marketing services including research, consulting and inquiry generation. We help schools excel at reaching the right students through data-driven marketing campaigns and highly engaged inquiries. Our proprietary benchmark data enables us to put together the optimal strategic plan for your institution.

Tracy Kreikmeier

tracy.kreikemeier@thru-line.com

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uConnect
gouconnect.com

uConnect works with institutions to elevate career readiness for students. With uConnect, a school can more effectively support all students, including those in online and continuing education programs by driving deeper and earlier student engagement and developing more purposeful career pathways, resulting in improvements to recruitment, persistence and outcomes.

Lisa Philpott
lisa@gouconnect.com



Wiley Education Services
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Backed by a long history in education, Wiley Education Services delivers strategic higher education consulting, program development, and institution-wide services to help institutions achieve success in a highly competitive market. We help our partners further their vision by expanding market reach, supporting students and faculty, and providing exceptional learning experiences.

Tony Fell
tfell@wiley.com

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| Student Services by Blackboard | <ul style="list-style-type: none"> Data-Driven Market Search Performance Marketing Holistic Environment and Retention Coaching Services |
| Burning Glass Technologies | <ul style="list-style-type: none"> Labor Market Analytics Software Academic Planning Solutions Leading Job Market Research |
| Capture Higher Ed | <ul style="list-style-type: none"> Higher Ed Marketing Solutions Marketing Automation Predictive Modeling |
| Carnegie Dartlet | <ul style="list-style-type: none"> Research/Strategy Lead Generation/Digital Marketing Creative |
| Circa Interactive | <ul style="list-style-type: none"> Enrollment Marketing Digital PR and Faculty Engagement Branding and Storytelling |
| Conversica | <ul style="list-style-type: none"> Enrollment Management Lead Engagement Digital Marketing |
| Digital Media Solutions | <ul style="list-style-type: none"> Performance Marketing Digital Agency Marketing Technology |
| EAB | <ul style="list-style-type: none"> Enrollment Marketing Leveraging Data Science with Marketing Best Practices Continuing and Online Education Research |
| Emsi | <ul style="list-style-type: none"> Local Labor Market Data for Program Development Social Profile and Resume Data for Measuring Student Outcomes Custom Economic Impact Reports for Proving Your Institution's Value |
| Enrollment Resources | <ul style="list-style-type: none"> Digital Marketing Enrollment Management Services Conversion Optimization for Marketing & Admissions |
| HigherEdJobs | <ul style="list-style-type: none"> Digital Advertising for Graduate Programs Recruitment Advertising Employment Opportunities |
| Jaxxon Promotions | <ul style="list-style-type: none"> Promotional Products |

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|-----------------------------------|--|
| Jenzabar | <ul style="list-style-type: none"> Student Information System (PCO) Enrollment Management Cloud Offerings |
| JMH | <ul style="list-style-type: none"> Marketing Enrollment Management Retention |
| MindEdge | <ul style="list-style-type: none"> Turnkey Continuing Education Platform Online Course Hosting Online Course Development |
| MindMax | <ul style="list-style-type: none"> Advisory Marketing & Enrollment Supportive Technology |
| MultiView | <ul style="list-style-type: none"> Digital Marketing Solutions |
| Net Natives | <ul style="list-style-type: none"> Digital Marketing for Student Recruitment Leads Management Conversion Strategies |
| Pearson | <ul style="list-style-type: none"> Online Learning Services Educational Textbooks |
| ReUp Education | <ul style="list-style-type: none"> Enrollment Management Dropout Marketing Digital Marketing |
| Sensis Agency | <ul style="list-style-type: none"> Digital Marketing Enrollment Marketing Rebranding |
| Story + Structure | <ul style="list-style-type: none"> Strategic Support Across the Entire Student Lifecycle Custom Technology Solutions Design Thinking |
| StudyPortals | <ul style="list-style-type: none"> International Recruitment and Enrollment Digital Marketing Solutions International Market and Recruitment Analytics and Consulting |
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