

# 2019 UPCEA

## Marketing + Enrollment Management Seminar



DECEMBER 4-6, 2019

New Orleans, LA  
The Ritz-Carlton New Orleans

[upcea.edu/mems](http://upcea.edu/mems)





POP QUIZ

100%

## The toughest part about serving adult and professional learners is ...

- A. Launching new programs, including online and hybrid options.
- B. Providing career-forward resources and support.
- C. Helping learners return to higher education after time away.
- D. Engaging a diverse and distributed student population.
- E. All of the above — and then some.

**No matter what challenge you're facing, InsideTrack can help you find the right solution.**

InsideTrack partners with institutions to improve student outcomes while generating insights about the student experience. We've supported more than 2 million students since 2001 and serve over 4,000 programs.

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# Welcome

## Welcome to the 2019 UPCEA Marketing and Enrollment Management Seminar (MEMS).

We are so glad you joined us this year in New Orleans. We believe that one of MEMS' most important features is to provide you with actionable information which you can bring home to your institution. We encourage you to participate in every aspect of this three-day seminar! While attending sessions is integral in the learning process, networking with your peers and with vendors at the receptions, coffee breaks and dinner groups provides opportunities for you to learn and to share your experiences with your colleagues and fellow attendees. Over the years, we have gained invaluable knowledge and made new friends in the field through those casual encounters networking provides.

**Concurrent Sessions:** The 2019 seminar continues UPCEA's focus of providing expert content by members for members. Session formats are designed to be informative and open. Our presenters and guest speakers encourage participants to ask questions and to share the knowledge gained with colleagues in the field and with their home institutions.

There's a lot of content. It can get a bit overwhelming because there are so many sessions covering so many timely topics. Take a moment to review each concurrent session and map out your course over the next three days. Whether you want to learn more about digital strategies, making videos or nurturing an online program, we have content for you and a whole lot more.

UPCEA will share all its presenters' material through the conference app as well as in CORE after the seminar.

**Brewers, Bloggers and Fong:** Diverse is an understatement when addressing our lineup of guest speakers this year. Manjit Minhas is an award-winning entrepreneur, brewer and Canadian television personality. Eric Stroller is a digital strategist and popular blogger. UPCEA Research Chief Jim Fong is a mainstay at MEMS with his timely predictions and focus on the future. All three speakers bring a unique perspective to marketing, enrollment and the future of higher education.

**Awards Luncheon:** One of our favorite features each year is the recognition of the exemplary work by our peers in marketing and enrollment services through an awards luncheon that showcases the paragon of excellence in higher education marketing and enrollment services. The luncheon not only celebrates this work but it provides attendees creative ideas to build upon at their own institutions.

**Explore:** Don't forget to take a bit of time to enjoy our wonderful host city, New Orleans and the French Quarter. We have a phenomenal location this year that features fine food, old world culture and quaint architecture. We hope you take a little time to enjoy the surroundings.

Finally, this incredible three-day event would not be possible without the volunteer work of the 2019 MEMS Planning Committee and the dedicated staff at UPCEA. Hundreds of hours, conference calls, site visits and more culminate in this three-day gathering. A fantastic group of marketing and enrollment management professionals put together this event along with collaborative and hard-working staff members at UPCEA. We are proud to serve as co-chairs of the committee and are truly grateful to our fellow committee members and the UPCEA staff for all their work.

And finally, we strongly suggest that you download the conference app via Guidebook. It provides invaluable resources when navigating the seminar. Also, consider getting involved in MEMS as a member of the conference planning committee.

We hope you have a great experience at MEMS 2019.

### George 'Skip' Darmody & Josh McCarthy

*Co-Chairs, 2019 UPCEA Marketing and Enrollment Seminar Planning Committee*



**Josh McCarthy—  
Co-Chair, 2019  
UPCEA MEMS  
Planning Committee**  
Johnson & Wales  
University Online  
Director of Online  
Enrollment Management

**George (Skip) Darmody—  
Co-Chair, 2019  
UPCEA MEMS  
Planning Committee**  
Bridgewater  
State University  
Director of Marketing

# Seminar Schedule at a Glance

## WEDNESDAY DECEMBER 4

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**  
**Lessons from the Den**  
*Manjit Minhas, Co-Founder of the 10<sup>th</sup> Largest Brewery in the World, Minhas Breweries; Co-Star of CBC's Dragons' Den*

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**

- Data-Driven, Data-Informed, or Data-Inspired?
- Smart Targeting Ensures Success in Diverse Markets
- The Science of Stopouts—Insights into Stopout & Returning Student Trends & Strategies
- The Tale of Two Videos: How to Create Compelling Stories for Effective Student Recruitment
- Using Market Research to Guide Online Program Implementation

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

## THURSDAY DECEMBER 5

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**  
Sponsored by  
Student Services  
by Blackboard

9:00 AM – 10:00 AM **Concurrent Sessions II**

- Breaking Down Barriers: A Culture of Collaborative Teams
- Be Your Own OPM for Enrollment: A DIY Guide
- Multiplying Your Workforce: Embracing Technology as a Coworker
- Stairway to Website Heaven
- Taking a Tactical Approach to Increase your Digital Presence in the International Marketplace

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 **#MEMS2019** online.



## Go Mobile with the 2019 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](http://guidebook.com/getit) in your browser. After the app downloads, open it. Then search for and select "2019 UPCEA Marketing and Enrollment Management Seminar."



## Get Online at the Seminar

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

**Network: RitzCarlton\_Conference**  
**Password: upcea2019**





## FRIDAY DECEMBER 6

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

8:30 AM – 9:30 AM Concurrent Sessions V

- Building—and Contributing to—an Award-Winning, Results-Driven Marketing and Communications Team in Professional, Continuing, and Online Education
- Turning the Tide in Student Enrollment: A Tale of a Flagship and a Speedboat
- Igniting Action in Digital Marketing Using Data Visualization
- Just Do It—Together! The Online Info Session
- Moving to Data-Based Audience Understanding with the Persona Cycle

9:45 AM – 10:45 AM Concurrent Sessions VI

- Championing Change: Making the Most of Transition at an Institution of Tradition
- Job Not Done: 6 Steps for Extending the Impact of Your Marketing Through Enrollment
- Marketing & Communications on a Continuum: Reaching the Audiences Who Matter
- The Online Graduate Student Journey: Retention, Engagement, Community
- Yes You Can! How to Create a Student-Centric Approach to Centralizing Support Services!

10:45 AM – 11:15 AM Coffee with Exhibitors

11:15 AM – 12:15 PM

**General Session**  
**Not to Fear, An Automated World Run by Millennials . . . A Look at 2025**  
**Jim Fong**, Chief Research Officer, UPCEA & Director, UPCEA Center for Research and Strategy

12:15 PM

Adjourn

10:45 AM – 11:45 AM Concurrent Sessions III

- Smart Data and Dynamic Marketing: How Data Intelligence and CRM Best Practices Drive Enrollment from Beginning to End
- How to Use Outcomes Data to Market Programs, Drive Enrollment, and Encourage Students
- Launching a Transcript Collection Service to Boost Yield
- Small but Mighty: How a Niche Institution Expanded their Reach with Online Programs Using Technology to Inform Digital Marketing and Enrollment Outreach
- Webinar Bootcamp: How to Leverage Webinars in Your Digital Marketing Strategy

12:00 PM – 1:45 PM Awards Luncheon

*Open to all attendees!* Join us for lunch and to celebrate the 2019 UPCEA Marketing and Excellence in Enrollment Management Awards!

2:00 PM – 3:00 PM Concurrent Sessions IV

- Creating, Building, and Nurturing an Online Program: A Success Story
- The 'Secret to Program Success Cookbook': A Recipe to Identify and Validate the RIGHT Academic Programs
- Using an Empirical Basis to Drive Speed to Market and Enrollment for Non-Credit Programs: A Case Study @ Rice University
- What's Next? The Future of Digital Recruitment Marketing
- 5 Things I Wish I Knew Before I Built a Marketing Team

3:00 PM – 3:30 PM Coffee with Exhibitors

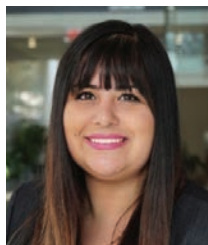
3:30 PM – 4:45 PM **General Session**  
**Digital and the Student Experience**  
**Eric Stoller**, VP of Digital Strategy at GeckoEngage (previously the Student Affairs and Technology blogger at Inside Higher Ed)

5:00 PM – 6:00 PM **Reception**  
Sponsored by



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

# Seminar Planning Committee



**Amanda Olivas—  
Awards Chair**  
The California  
State University



**Amy Olind**  
Oakland University



**Amy Rossi—  
Programming Chair**  
Northwestern University



**Andrea Gross**  
University of Denver



**Christa Payne**  
Tulane University



**Daniel O'Donnell**  
Indiana University  
Bloomington—SPEA



**Haydn Kuprevich—  
Past Chair**  
Johns Hopkins University



**Laura Wiese**  
University of  
Nebraska Online



**Lorna Prediger**  
University of Calgary  
Continuing Education



**Mike Raynes—  
Communications Chair**  
Rutgers, The State  
University of New Jersey



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



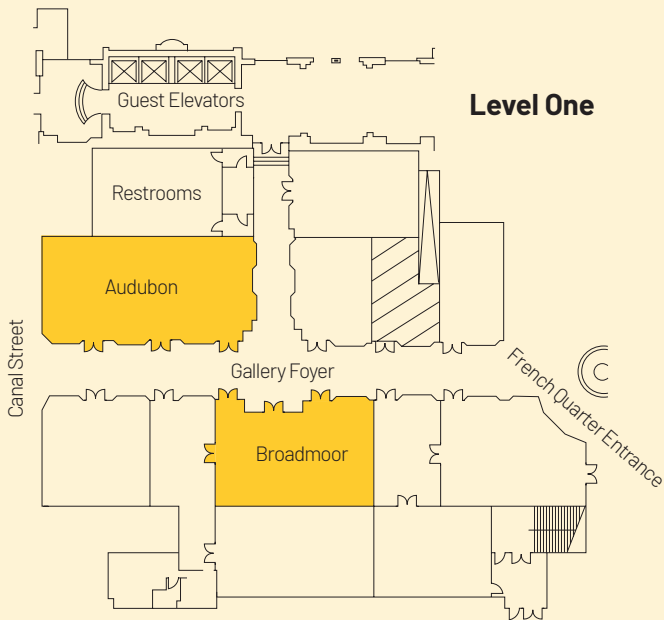
**Tulin Melancon**  
LSU Shreveport  
Continuing Education

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

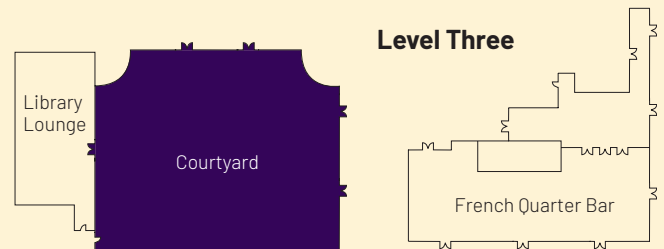
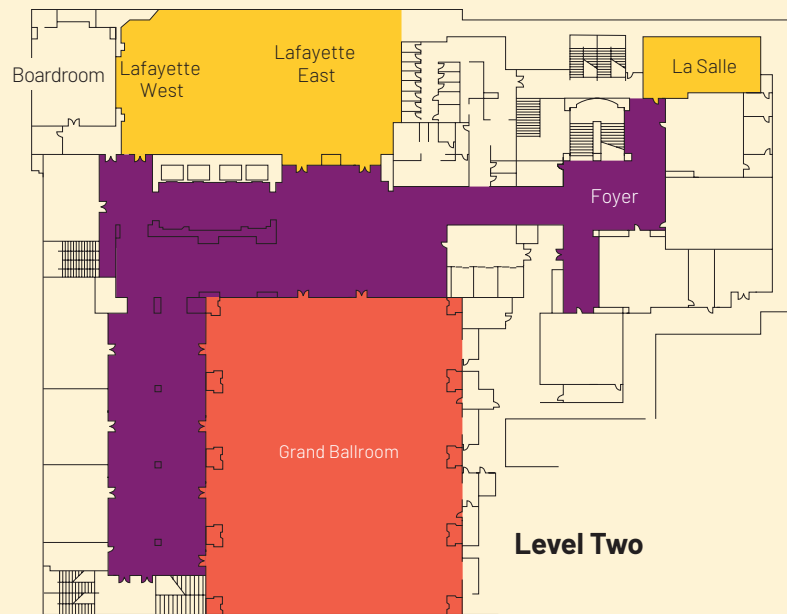
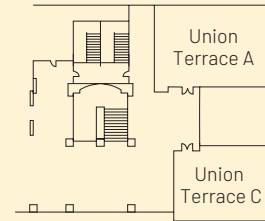
We are currently recruiting new members for the 2020 Seminar Planning Committee. This is an incredible professional development opportunity where you have the ability to shape the future of the Seminar. If you would like to learn more about joining, talk to anyone on the current committee.



# Hotel Floor Plan



- Concurrent Sessions**
- General Sessions**
- Exhibit Hall and Registration**
- Reception**



Blackboard  
 Thank you to Blackboard Ally for their generous sponsorship of American Sign Language interpreters for this year's seminar!

**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!

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MARKETING

# 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 DECEMBER 4

**11:00 AM – 5:00 PM**

**Registration Desk Check-In**

*Location: Level Two Foyer*

**12:30 PM – 1:30 PM**

**Newcomers' Orientation**

*Location: Grand Ballroom*

**2:00 PM – 3:30 PM**

**Opening General Session**

**Lessons from the Den**

*Location: Grand Ballroom*



**Manjit Minhas**, Co-Founder of the 10<sup>th</sup> Largest Brewery in the World, Minhas Breweries; Co-Star of CBC's *Dragons' Den*

Manjit Minhas is an entrepreneur and judge on CBC's *Dragons' Den* who shares business lessons with equal parts force and finesse. Minhas runs a \$187 million brewery—the 10<sup>th</sup> largest worldwide—that she and her brother built from scratch. Her unprecedented success demolished stereotypes, surprised her competitors, and cleared a path for entrepreneurs of every age and gender. Manjit brings her incredible entrepreneurial savvy to every stage.

*Dragon's Den* celebrity judge Manjit Minhas has been able to do what few ever thought possible—break into the notoriously competitive and notoriously male-dominated beer and spirits industry and grow her company to the 10<sup>th</sup> largest brewery in the world. She's been profiled in *Maclean's*, *The Globe and Mail* and on *The National* and was recently named one of Canada's Top 40 Under 40, a distinction honoring

outstanding Canadian leaders. She is a highly sought-after speaker and has given talks at the Rotman School of Management, the Haskayne School of Business, TD Bank, Accenture, United Way, and more.

Minhas started Mountain Crest Liquors Inc. at the age of 19 in Alberta. In late 2002 she entered the beer market with Mountain Crest Classic Lager. It quickly became the first successful beer company to enter Canada in decades. Minhas Breweries, Distilleries and Winery is now making waves internationally: producing, developing, and marketing over 90 brands, and having served over 7 billion pints of beer. She is also the creator of Uptown Girl, a beer that is marketed and made exclusively for women. In 2006, Minhas and Ravinder purchased the second oldest brewery in the United States and renamed it The Minhas Craft Brewery, officially marking them as the Youngest Brewery Owners in The World. Their quality beers are shipped across the USA, Canada and overseas to 16 countries. The siblings opened The Minhas Micro Brewery in Calgary in June 2012, from which they make world-class craft beers and specialty beers such as a gluten free beer.

Minhas is the first brewer in Canada to voluntarily put a Management Warning on all her beer cans. The Management Warnings include such direct statements as: "Please do not drink and drive—ever," "Expectant mothers should avoid drinking alcoholic products," and "Enjoy this product responsibly—Respect yourself and others." Her commitment to ethical business is one of the many reasons why her ventures have been so widely successful.



**3:30 PM – 6:30 PM**

**Exhibit Hall Open**

Location: Level Two Foyer

**3:30 PM – 4:00 PM**

**Coffee with Exhibitors**

Location: Level Two Foyer

**4:00 PM – 5:00 PM**

**Concurrent Sessions I**

**Smart Targeting Ensures Success in Diverse Markets**

Location: Lafayette West



When TEXAS Extended Campus (TEC) at UT Austin decided to expand its medical interpreter certificate program to a new, more linguistically diverse market, they discovered that engaging a bilingual audience in both Spanish and English was key to driving enrollments. Presenters will describe how taking a bilingual approach to a traditional earned media campaign catapulted the school well past its enrollment goals, and how their marketing tactics have evolved for sustained growth.

**Sunshine Barber**, University of Texas at Austin

**Karla Fernandez**, Sensis

**Tzatzil LeMair**, Sensis

**Using Market Research to Guide Online Program Implementation**

Location: Lafayette East



Institutions are increasingly eager to publicly launch new online programs and enroll students. However, sometimes programs are launched without a clear sense of the market factors, limiting exposure and capping potential enrollments. Learn how to develop a data-driven approach to educate institutional stakeholders of the viability of launching or reimagining an online course or program using key program and labor market demand metrics to inform recruitment messaging, curriculum development, and learning outcomes.

**Jack Rodenfels**, University of North Carolina at Chapel Hill

**Data-Driven, Data-Informed, or Data-Inspired?**

Location: Broadmoor



There's a time and place to be "data-driven," "data-informed," and "data-inspired" in strategic enrollment marketing and recruitment. Cate Clark, Associate Dean of Admissions for Regis University, shares her expertise on when to leverage each mindset to help you get the most out of your data. Focusing on multiple data points from the inquiry to enrolled stage, this session will focus on over 10 key data points Regis University relies on for inquiry to enrollment optimization.

**Cate Clark**, Regis University

**The Tale of Two Videos: How to Create Compelling Stories for Effective Student Recruitment**

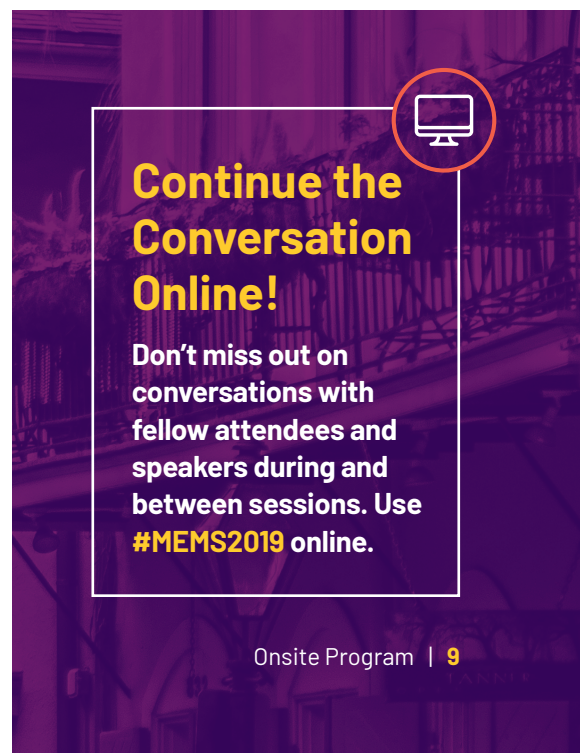
Location: Audubon



Learn how to use video effectively for student recruitment from two award-winning institutions. Gain practical tips on creating videos, from concept development, to storyboarding, through to production. Understand how to target a variety of audiences and markets through outreach strategies like repurposing content for different social platforms and pitching your materials to targeted news outlets.

**Sarah Whorton**, University of Missouri  
**Patricia St. Laurent**, The University of British Columbia

**Concurrent Sessions I continues on next page »**



**Continue the Conversation Online!**


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# Seminar Schedule




## Levels

-  Foundational
-  Applied
-  Strategic

## Tracks

-  Enrollment Management
-  Marketing

## Formats

-  Interactive Workshop
-  Standard Seminar Presentation
-  Case Study

« 4:00 PM – 5:00 PM  
Concurrent Sessions I continued

### The Science of Stopouts—Insights into Stopout & Returning Student Trends & Strategies

Location: La Salle



Stopout students are an important group to engage. There are over 37 million stopout students in the US, with some college but no degree. Professional and online programs often serve as a vital part of the students' ability to return to school, complete their degree, and reach their educational and life goals. Understanding these students—trends, behavioral characteristics, psychographics, effective messaging, engagement strategies, etc. is critical for institutions. These will be explored in the session.

**Nate Rowe**, ReUp Education  
**Heather Huling**, Old Dominion University

5:00 PM – 6:30 PM

### Welcome Reception Hosted by Exhibitors and Sponsors

Location: Level Two Foyer

THURSDAY DECEMBER 5

8:00 AM – 5:00 PM

### Registration Desk Check-In

Location: Level Two Foyer

8:00 AM – 5:00 PM

### Exhibit Hall Open

Location: Level Two Foyer

8:00 AM – 9:00 AM

### Breakfast with Exhibitors

Location: Level Two Foyer

Sponsored by  
Student Services  
by Blackboard

9:00 AM – 10:00 AM

### Concurrent Sessions II

### Multiplying Your Workforce: Embracing Technology as a Coworker

Location: Lafayette East



Learn how GW's College of Professional Studies democratized data and utilized new technology to accomplish more with less: taking prospective students on personalized journeys toward enrollment; leveraging new tools to increase strategic and tactical marketing decisions; sharing knowledge and reports to better understand each audience and their actions.

**Erick Watt-Udogu**, George Washington University  
**Hanna McCathren**, George Washington University  
**Jeff Zitomer**, George Washington University  
**Haydn Kuprevich**, John Hopkins University



## Breaking Down Barriers: A Culture of Collaborative Teams

Location: Lafayette West



Experience how Northwestern University's School of Professional Studies created meaningful inter-department collaboration by breaking down communication barriers and working together towards holistic solutions. You'll hear about how strategic team buy-in was attained between previously siloed teams and departments, and how new perspectives accomplished positive problem-solving. As a result of team integration, Northwestern University School of Professional Studies was able to achieve a more seamless process for the institution and prospective to matriculated students.

**Rhea Dysangco**, Northwestern University

**Amy Rossi**, Northwestern University

**Susy Palmer**, Northwestern University

## Stairway to Website Heaven

Location: Audubon



By nature of Google's algorithm, universities have a leg up in search rankings thanks to .edu domains and brand recognition. Many university websites are not setup to best take advantage of this great gift! So, what's a university to do? Harness your brand power with the seven most relevant tactics to improve your search visibility among prospects and students. Attendees will receive a worksheet to audit their site and log ideas, increasing the chances they'll take action.

**Christa Payne**, Tulane University

**Alison Zeringue**, Search Influence

**Ariel Tusa**, Search Influence

## Taking a tactical approach to increase your digital presence in the international marketplace

Location: La Salle



Using data to instruct your digital marketing strategies and provide new opportunities to reach a diverse international audience. Learn how institutions market using infographics, native advertisements and storytelling to attract the right students for their programs. Discover tools that can help increase your overall outreach and effectively measure and track your returns on investment.

**Laura Montgomery**, The New School

**Peggy Kelleher**, Studyportals

## Be Your Own OPM for Enrollment: A DIY Guide

Location: Broadmoor



Ever wonder how 3<sup>rd</sup> party vendors support enrollment in higher education? Allow an industry insider to pull back the curtain to discuss quality assurance, coaching, and the technology used to support the success and transparency throughout the recruitment process. Your workshop speaker has unique insight as she helped onboard ASU Online's enrollment partner and she designed and runs the University of Arizona's online recruitment department. She understands the logistics of using 3<sup>rd</sup> party vendors versus not using them. Come prepared with a list of services you need for your program, so you can leave with a pro and con list.

**Suzana Diaz Rosencrans**, University of Texas at San Antonio

10:15 AM – 10:45 AM

Coffee with Exhibitors

Location: Level Two Foyer

10:45 AM – 11:45 AM

Concurrent Sessions III

Launching a Transcript Collection  
Service to Boost Yield

Location: La Salle



IU Online identified a statewide community college system as a key recruitment target for its online degree and certificate programs—especially online degree completion programs. Targeted messaging, a specialized microsite, and a mobile application all significantly increased RFIs and applications but were not delivering the desired yield rates. Then IU Online launched a transcript collection service that shifted the burden (time and money) off of the student. Come hear our results and planned enhancements!

**Stephanie Tinkel**, Indiana University Kokomo

Concurrent Sessions III continues on  
next page »



Use  
**#MEMS2019**  
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# 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

### Small but Mighty: How a Niche Institution Expanded their Reach with Online Programs Using Technology to Inform Digital Marketing and Enrollment Outreach

Location: Lafayette West



In the face of increased competition within the sophisticated online education space and longer decision cycle for graduate degree applicants, smaller institutions face an uphill battle when it comes to launching online programs. See how Unity used digital marketing strategies to expand its ability to attract high-quality, best-fit prospective students to its online programs. This includes using lead nurturing campaigns, developing dynamic content, and implementing a technology stack to automate nurture and track activities.

**Angela Corby**, MindMax  
**Christopher Vigezzi**, Unity College

### Webinar Bootcamp: How to Leverage Webinars in Your Digital Marketing Strategy

Location: Audubon



This workshop will guide you through the entire process of crafting and executing webinars that will help you nurture and generate leads, reach a larger audience, and increase brand loyalty. From determining your key objectives to building out the follow-up communication, you will learn best practices for selecting your topic and speaker, ways to market your webinar, as well as strategies for preparing and executing a successful webinar.

**Bob Tran**, Brandman University

### How to Use Outcomes Data to Market Programs, Drive Enrollment, and Encourage Students

Location: Broadmoor



Students of all kinds—traditional, adult learners, continuing, etc.—have never been more interested in the outcomes of a degree or credential. Unfortunately, most institutions lack validated, robust data about what their graduates/completers are doing in the workforce. This makes communicating about outcomes an extreme challenge. All too often, marketing teams are left with mere anecdotes to fill the gap. Attend this session to learn how your institution can strategically leverage outcomes data to attract new students, engage and retain current students, and elevate overall brand awareness about your unique programs and academic offerings.

**Allison Reusch**, Eastern Kentucky University  
**Doug Heckman**, Emsi

### Smart Data and Dynamic Marketing: How Data Intelligence and CRM Best Practices Drive Enrollment From Beginning to End

Location: Lafayette East



Graduate and continuing education is a considered purchase that takes most students and participants months, if not years, to complete. In this session, learn how to successfully map your full-funnel communication plan with a focus on harvesting, organizing, and learning from your prospective students' data. Session attendees will review best practices, uncover common barriers, and walk away with an actionable roadmap for successfully improving your entire funnel. Conference participants will be encouraged to reflect and share their experiences.

**Cassey Suthers**, Purdue University, Fort Wayne

**Melinda Conley**, Purdue University Fort Wayne

**Karen Pavlick**, Harvard University Graduate School of Education

**Pat Riley**, 5HD

**12:00 PM – 1:45 PM**

**Awards Luncheon**

*Location: Grand Ballroom*

Open to all attendees! Join us for lunch and to celebrate the 2019 UPCEA Marketing and Excellence in Enrollment Management Awards!

**2:00 PM – 3:00 PM**

**Concurrent Sessions IV**

**What's Next? The Future of Digital Recruitment Marketing**

*Location: Lafayette East*



A panel discussion from key industry leaders in the education space on the future of digital enrollment marketing. What are the latest trends, what will be the next “big thing” and how do we apply these best-in-class strategies? Input from these industry leaders on the most effective approaches to reach prospective students as well as their insights on future applications in enrollment marketing. The panel will include a cutting-edge education institution and the leading digital organizations.

**Joshua McCarthy**, Johnson & Wales University

**Tracy Kreikemeier**, Thruline Marketing

**Alexis Russo**, Google

**Lauren Henn Devany**, LinkedIn

**John McAdams**, Pandora

**Creating, Building, and Nurturing an Online Program: A Success Story**

*Location: Lafayette West*



This session will present a case study of the University of Nebraska at Omaha’s Library Science program’s migration to a fully-online format. Presenters will discuss why they made the leap to a fully-online program, the steps taken to make it happen, nurturing strategies, and how they balance growth and quality instruction. Shared information will include the early creative process, curriculum conversion, marketing and outreach strategies, lead nurturing, and plans for sustained retention and growth.

**Alex Boryca**, University of Nebraska

**Erica Rose**, University of Nebraska

**Melissa Cast-Brede**, University of Nebraska at Omaha

**Laura Wiese**, University of Nebraska

**Using an Empirical Basis to Drive Speed to Market and Enrollment for Non-Credit Programs: A Case Study at Rice University**

*Location: Broadmoor*



To strengthen their position as a resource for Houston’s professionals, Rice University’s Glasscock School of Continuing Studies took a data-driven approach to better understand the market landscape for non-degree-granting programs. They partnered with Blackboard Student Services to conduct research to inform a marketing strategy customized for the audiences they were trying to reach and the goals they were trying to attain. Learn how GSCS was able to positively impact enrollment through their research-based, go-to-market approach.

**Kara Eldersveld**, Rice University

**Jessica Sheehan**, Blackboard

**The ‘Secret to Program Success Cookbook’: A Recipe to Identify and Validate the RIGHT Academic Programs**

*Location: La Salle*



In an unpredictable competitive marketplace, how can you make strategic, confident, data informed decisions about which programs to offer and what are the right target audiences? This interactive session will define the “recipe for success with the right ingredients and processes” to identify, evaluate and validate program opportunities and revenue streams to ensure that programs attract enrollments in today’s competitive marketplace. A successful program’s recipe includes measuring/determining common S-W-O-T’s to build an in-demand portfolio.

**Kay Zimmerman**, North Carolina State University

*Concurrent Sessions IV continues on next page »*

**Get Online**

**Network: RitzCarlton\_Conference**

**Password: upcea2019**






# Seminar Schedule




## Levels

-  Foundational
-  Applied
-  Strategic

## Tracks

-  Enrollment Management
-  Marketing

## Formats

-  Interactive Workshop
-  Standard Seminar Presentation
-  Case Study

« **2:00 PM – 3:00 PM**  
**Concurrent Sessions IV continued**

### 5 Things I Wish I Knew Before I Built a Marketing Team

Location: Audubon



How do you build a marketing dream team for Online Higher Education? What positions matter, who do you hire first and what can you outsource? As the online higher education market becomes increasingly competitive, your marketing team has the power to drive innovation, lead generation, and set the stage for student centric enrollment experience at your institution. In this session, the University of Arizona Online will share the lessons learned as they built a nine-person marketing team that drives over 30,000+ inquires annually and supports double digit enrollment growth.

**Jana Hayhurst**, University of Arizona

**3:00 PM – 3:30 PM**

### Coffee with Exhibitors

Location: Level Two Foyer

**3:30 PM – 4:45 PM**

### General Session

#### Digital and the Student Experience

Location: Grand Ballroom



**Eric Stoller**, VP of Digital Strategy at GeckoEngage (previously the Student Affairs and Technology blogger at Inside Higher Ed)

Eric Stoller is a higher education speaker, consultant and writer. He frequently gives keynotes and workshops on how digital technologies can be used for strategic communications, learning, and engagement and uses his own social media presence to share

resources and curate content. He is a keen proponent for teaching students, staff, and faculty about digital identity development and is especially interested in the interplay between organizational culture and the adoption of new technologies for enhancing the student experience. For the past 9 years he has been the Student Affairs and Technology blogger for Inside Higher Ed, and this fall begins a new chapter in his career with GeckoEngage. Having lived in England since 2014, Eric moved back to the U.S. in April to continue his digital engagement consultancy.

Eric has worked with the University of Miami, NODA, CUNY, Meltwater, Adobe, University of Glasgow, Sodexo, ACPA, University of Manchester, Blackboard, AACRAO, University of Minnesota, CASE, King's College London, Loyola Marymount University, NACADA, Salesforce, LinkedIn, Chapman University, Capita, SAP, Princeton University, NAFSA, Duke University, Pearson, Boston University, NASPA, and the University of Texas (Austin and San Antonio) as well as additional institutions/organizations from the UK, USA, Canada, Mexico, Ireland, Italy, and New Zealand.

**5:00 PM – 6:00 PM**

### Reception

Location: Level Three Courtyard

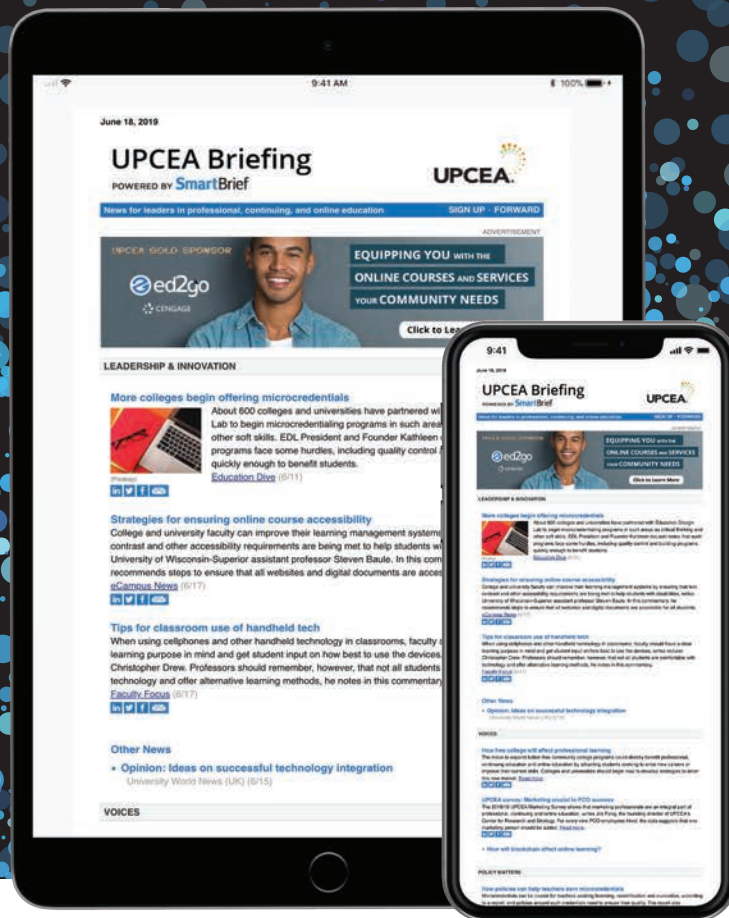
Sponsored by



**6:30 PM**

### Dinner Groups

Location: Meet in Hotel Lobby



# UPCEA and SmartBrief Launch Higher Education News Service

Digital newsletter provides targeted industry news; networking opportunities; and educational resources to more than 6,200 higher education professionals.

Each **UPCEA Briefing** powered by SmartBrief provides need-to-know industry news ranging from:

- Leadership and innovation stories
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- Trends
- Events
- UPCEA member updates

“ The expertise shared by the UPCEA community in the UPCEA Briefing **helps reinvent higher education** by expanding educational access with innovative, entrepreneurial approaches. ”

— **ROBERT HANSEN**, CEO of UPCEA

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**SmartBrief**

# Seminar Schedule




## Levels

-  Foundational
-  Applied
-  Strategic

## Tracks

-  Enrollment Management
-  Marketing

## Formats

-  Interactive Workshop
-  Standard Seminar Presentation
-  Case Study

**FRIDAY | DECEMBER 6**

**7:30 AM – 11:30 AM**

**Registration Desk Check-In**

*Location: Level Two Foyer*

**7:30 AM – 12:15 PM**

**Exhibit Hall Open**

*Location: Level Two Foyer*

**7:30 AM – 8:30 AM**

**Breakfast with Exhibitors**

*Location: Level Two Foyer*

**8:30 AM – 9:30 AM**

**Concurrent Sessions V**

**Moving to Data-Based Audience Understanding with the Persona Cycle**

*Location: Lafayette East*



Marketing personas are a common, essential tool for communication and enrollment teams. But constructing, utilizing, and testing student personas with practical utility can be an enormous challenge. Join Harvard Extension School as they lay out the cyclical approach their marketing, enrollment, and data analysis teams use to rediscover target audiences, tactically apply persona knowledge, and evaluate outcomes to help support and grow your student body.

**Kyle Harper**, Harvard University  
**Alice Lin**, Harvard University

**Building—and Contributing to—an Award-Winning, Results-Driven Marketing and Communications Team in Professional, Continuing, and Online Education**

*Location: Lafayette West*



Outdated operations, legacy roles and responsibilities, competing priorities, evolving technologies, and increased competition continue to hamper the effectiveness of marketing and communications teams in professional, continuing, and online education. Rather than succumb to monotonous processes that perpetuate the status quo, contemplate change by learning how the University of Delaware's Division of Professional and Continuing Studies (UD PCS) restructured and revitalized its marketing and communications team to achieve award-winning results and historically high enrollment numbers. Steven M. Kendus, 2019 recipient of the UPCEA Dorothy Durkin Award for Strategic Innovation in Marketing and Enrollment Management, will discuss how he leveraged his corporate marketing and communications experience and expertise to analyze existing processes and roles and build a stronger, more agile, and more in-demand (University-wide) team.

**Steven Kendus**, University of Delaware  
**Cindy Dolan**, University of Delaware  
**Tim Nelson**, University of Delaware



## Just Do It—Together! The Online Info Session

Location: La Salle



How do you capture warm leads or stealth shoppers when regular marketing strategies aren't working? You offer something valuable. For Boise State University, the valuable offering was a free, 30-minute, live online information session where the Student Success Team answers questions, dives deep into program benefits and mechanics, and puts a friendly face to the overwhelming process of applying to college as an online student. Join both the marketing and recruitment teams of Boise State for a case study on teamwork, group strategy development, and patience that resulted in a new lead-generating channel. This session will give actionable takeaways for both marketing and recruitment teams alike.

**Katelyn Taylor**, Boise State University

**Alison Bellais**, Boise State University

## Igniting Action in Digital Marketing Using Data Visualization

Location: Broadmoor



The digital marketing landscape is rich with data to the point that it can be overwhelming to us marketers. An understanding of and commitment to visualizing data can help translate metrics into methods for maximizing ROI. Learn how to leverage free tools like Google Data Studio to see the right data at the right time. Attendees will leave with actionable insight on how to integrate data visualization into a digital marketing strategy.

**Joel Gustafson**, Oregon State University Ecampus

## Turning the Tide in Student Enrollment: A Tale of a Flagship and a Speedboat

Location: Audubon



Universities across the nation are facing the same challenge: How do we increase enrollment in an increasingly competitive space, on limited budgets? Find out how two dramatically different institutions approached their enrollment challenges to achieve spectacular results. Presented by: University of Arkansas ONLINE, a flagship public university, and a speedboat, Mary Baldwin University, a small, private, previously single gender school.

**Aimee Rose**, Mary Baldwin University

**Lisa Ha**, Mary Baldwin University

**Patty Milner**, University of Arkansas

9:45 AM – 10:45 AM

### Concurrent Sessions VI

#### Marketing & Communications on a Continuum: Reaching the Audiences Who Matter

Location: Lafayette West



The question of whether higher education should focus on degrees or skills-based learning is no longer either/or; it is both/and. Communicators from the century-old University of Washington Continuum College share how they hit refresh on positioning and marketing the university's continuing ed unit and deliver the college's "right education for the right learner at the right time" message to key audiences: working adults looking to boost or change their careers, entrepreneurs, industry, and media.

**Risa de Gorgue**, University of Washington

**Tia Over**, The Mathews Group

## The Online Graduate Student Journey: Retention, Engagement, Community

Location: Broadmoor



Months can pass between when students are accepted into an online program and when they actually begin coursework. How can social media and other interactive tools be leveraged to cultivate social and emotional connections among students and their institution throughout their student journey? This collaborative presentation focuses on strategies used to keep students engaged from application to graduation and throughout their coursework. We will explore a variety of tools and resources higher education practitioners can harness in these efforts, and provide case examples of how universities and partners have successfully implemented them.

**Holly Tapper**, Saint Mary's University of Minnesota

**Molly Lowe**, Wiley Educational Services

**Amy Jauman**, Saint Mary's University of Minnesota

**Gina Delgado**, Arizona State University


**Concurrent Sessions VI continues on  
next page »**

# Seminar Schedule


## Levels

 Foundational

 Applied


 Strategic


## Tracks

 Enrollment Management

 Marketing

## Formats

 Interactive Workshop

 Standard Seminar Presentation

 Case Study

« 9:45 AM – 10:45 AM  
Concurrent Sessions VI continued

### Championing Change: Making the Most of Transition at an Institution of Tradition

Location: La Salle



A case study about benefiting from leadership and culture changes amid fluctuating trends in continuing education. With a new dean, associate dean and associate director, staff from The University of Alabama share what they've learned in a season of change to chart and re-chart a path to success in meeting the dynamic needs of distance learners. Topics include program development processes, forging new partnerships, introducing a new CRM and revamping organic and social marketing efforts. **Stephanie Lowe**, University of Alabama  
**Amy Nichols**, University of Alabama

### Job Not Done: 6 Steps for Extending the Impact of Your Marketing Through Enrollment

Location: Lafayette East



Gone are the days when marketers could count their job done once they produced a lead. With increasing competition in online and post-traditional degrees and the introduction of technologies like marketing automation, it's more important than ever that marketing and advising play well together. Join us to discuss challenges and strategies for increasing alignment and understanding between these important roles and leave with an actionable plan to extend the impact of your marketing through enrollment. **James Campbell**, University of Richmond  
**Daniel Hocutt**, University of Richmond  
**Johnna Weary**, EducationDynamics

### Yes You Can! How to create a student-centric approach to centralizing support services!

Location: Audubon



Interested in learning ways to optimize the student experience while centralizing support services? We sure are! In this session, we will share our journey of standing up multiple centralized student support models and what we have learned along the way. We will outline the challenges faced when working with multiple stakeholders and effective solutions for enhancing communication and collaboration. Session take-aways will include strategies for developing a comprehensive support model, identifying key metrics, and creating clear communication plans. **Carolyn Stegmann**, University of Wisconsin Extended Campus  
**Nadia Kaminski**, University of Wisconsin Extended Campus

10:45 AM – 11:15 AM

Coffee with Exhibitors

Location: Level Two Foyer

**11:15 AM – 12:15 PM**

**Closing General Session**

**Not to Fear, An Automated World Run by Millennials . . . A Look at 2025**

*Location: Grand Ballroom*



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

A new economy is quietly rising around us. It will be led by Millennials and implemented by Z'ers. As more communications satellites are being launched and the planned roll-out of 5G this year, more technology and automation will sneak into our society and ultimately form the smart city. With disruption comes opportunity or obsolescence. The UPCEA Center for Research and

Strategy will share its compilation of secondary research, job analytics and labor forecasts from EMSI, and interviews with leaders and futurists about how it could impact the future of professional, continuing and online education and marketing to the new adult learner.

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.

**12:15 PM**

**Adjourn**

FRI

**Join us at these upcoming events!**

**SOLA+R 2020  
(Summit for Online  
Leadership and  
Administration  
+ Roundtable)**

February 4–6, 2020  
New Orleans, Louisiana  
[conferences.upcea.edu/SOLAR20](http://conferences.upcea.edu/SOLAR20)

**UPCEA 2020  
Annual Conference**

March 18–20, 2020  
Boston, Massachusetts  
[conferences.upcea.edu/annual2020](http://conferences.upcea.edu/annual2020)

**2020 Marketing  
and Enrollment  
Management Seminar**

December 2–4, 2020  
Portland, Oregon

**Save the dates!**



# Seminar Exhibitors



## 5HD

[5hdagency.com](http://5hdagency.com)

5HD is a new kind of marketing company—focused on the intersection of strategy, technology, creative, and data. We're fortunate to partner with Harvard University, Northeastern University, the University of Massachusetts, and more. From creative to CRM, media to marketing automation, 5HD will help you conquer modern marketing and grow enrollment.

### Pat Riley

[pat@5hdagency.com](mailto:pat@5hdagency.com)



## Archer Education

[archeredu.com](http://archeredu.com)

Archer Education partners with colleges and universities to build smart, multi-channel, branded experiences to reach and engage prospective students at every touchpoint of their decision-making journey. Since 2006, Archer has helped grow adult and online student recruitment for hundreds of universities nationwide.

### Kris Little

[klittle@archeredu.com](mailto:klittle@archeredu.com)



## Becker Media

[beckermedia.net](http://beckermedia.net)

Becker Media is a marketing agency that has focused exclusively on institutions of higher education since 2001. We started in traditional media and have since mastered digital, social media, and Connected TV. Bottom line, we get you more students for less dollars.

### Roger Becker

[rbecker@beckermedia.net](mailto:rbecker@beckermedia.net)

## Student Services by Blackboard

### Student Services by Blackboard

[bbss.blackboard.com](http://bbss.blackboard.com)

For over 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 institution support, including a comprehensive One Stop offering. Visit [blackboard.com/studentservices](http://blackboard.com/studentservices)

### Patrick Landis

[patrick.landis@blackboard.com](mailto:patrick.landis@blackboard.com)

## CARNEGIE DARTLET™

INNOVATIVE MARKETING COMMUNICATIONS

### Carnegie Dartlet

[carnegiedartlet.com](http://carnegiedartlet.com)

Carnegie Dartlet is the only communications firm that generates unprecedented human connection through psychometric marketing and team integration. We are leaders and innovators in higher education marketing, offering groundbreaking services in the areas of research, strategy, creative, digital, lead generation, and team building to create clarity and connection inside and outside of institutions.

### Jim Kelly

[jkelly@carnegiedartlet.com](mailto:jkelly@carnegiedartlet.com)



### Chair 10 Marketing

[chair10marketing.com](http://chair10marketing.com)

Chair 10 Marketing is a Seattle-based digital marketing agency that specializes in driving quality leads and increased brand awareness for clients through targeted paid search campaigns, social media marketing, and programmatic/display advertising.

### Eliot Olson

[eliotdo@chair10marketing.com](mailto:eliotdo@chair10marketing.com)



**Climb**

[climbcredit.com](http://climbcredit.com)

Climb is a mission-driven alternative financing startup helping schools increase enrollments, access, and affordability for career and professional education while combating the student loan crisis. Climb enables institutions to grow programs that don't have federal financial aid. Contact Climb to learn how you can increase enrollment without marketing spend.

**Heidi Freund**

[heidi.freund@climbcredit.com](mailto:heidi.freund@climbcredit.com)



**Ed2go**

[ed2go.com](http://ed2go.com)

Partnering with universities across the country, we offer over 775 in-depth online continuing education courses developed and supported by industry experts. With more than 40 Industry Specialties and over 150 Certifications, our Advanced Career Training and Fundamentals courses offer students a flexible option to train for a career move or personal and professional development on their own schedule.

**Jesse Shaw**

[jesse.shaw@cengage.com](mailto:jesse.shaw@cengage.com)



**Digital Media Solutions**

[digitalmediasolutions.com](http://digitalmediasolutions.com)

Digital Media Solutions (DMS) provides predictable, scalable and reliable education marketing. Using an extensive portfolio of owned-and-operated, education-focused properties and a diversified, multi-channel media mix, DMS matches high-intent students with higher education institutions.

**Ted Blumenthal**

[tblumenthal@thedmsgroup.com](mailto:tblumenthal@thedmsgroup.com)



*Find. Enroll. Retain.*

**EducationDynamics**

[educationdynamics.com](http://educationdynamics.com)

EducationDynamics is the higher education leader in finding high-quality prospects, at scale, who are most likely to enroll and complete their degrees. We offer a full suite of enrollment management, marketing and inquiry generation services to help your institution tap into the post-traditional and online student market.

**Johnna Weary**

[jweary@educationdynamics.com](mailto:jweary@educationdynamics.com)



**EAB**

[eab.com](http://eab.com)

EAB's mission is to make education smarter and communities stronger. From kindergarten to college, we harness the power of over 1,300 institutions to uncover transformative insights. We then partner with education leaders and practitioners to drive results across three key areas: enrollment management, student success, and institutional operations and strategy.

**Robert Rios**

[rrios@eab.com](mailto:rrios@eab.com)



**Educational Testing Consultants**

[etctestprep.com](http://etctestprep.com)

ETC specializes in providing test preparation services to colleges and universities through continuing education departments and divisions, offering our partner institutions the opportunity to tailor high-quality, affordable test preparation classes to the specific needs of the communities they serve.

**Steve Shotts**

[shotts@etctestprep.com](mailto:shotts@etctestprep.com)

# Seminar Exhibitors



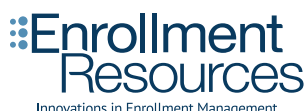
## **Emsi**

[economicmodeling.com](http://economicmodeling.com)

Emsi provides colleges and universities with labor market data to build a better workforce and nurture strong economies, businesses, and graduates. Hundreds of institutions use Emsi to align programs with regional needs, connect students with in-demand careers, track their alumni's employment outcomes, and demonstrate their institution's economic impact on their region.

### **Doug Heckman**

[doug.heckman@economicmodeling.com](mailto:doug.heckman@economicmodeling.com)



Innovations in Enrollment Management

## **Enrollment Resources**

[enrollmentresources.com](http://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.

### **Sterling Simpson**

[sterling@enrollmentresources.com](mailto:sterling@enrollmentresources.com)



## **Green Flower**

[green-flower.com](http://green-flower.com)

Green Flower produces the most authoritative curriculum for cannabis education. By partnering with higher education institutions, we enable schools to bring their students cannabis-specific programs in medical applications, agriculture, compliance and regulations, and business.

### **Daniel Kalef**

[daniel@greenflowermedia.com](mailto:daniel@greenflowermedia.com)



## **HackerU**

[hackeru.com](http://hackeru.com)

With over a decade of experience as Israel's premier, digital skills and Cyber Security education provider, HackerU partners with top-tier academic institutions and global enterprises to offer advanced, workforce and professional development programs in digital technology. HackerU's dedicated Research and Development team ensures all digital and cyber curricula remains relevant to current industry standards and aids students in developing the skill sets they need to acquire life-long careers in the digital workforce. Academic partners capitalize on HackerU's turnkey programs complete with instructor recruitment and training, comprehensive career assistance, marketing strategy and execution, and customized student success monitoring and reporting.

### **Carole Lewandowski**

[carole@hackeru.com](mailto:carole@hackeru.com)



Aspire Higher®

## **HigherEdJobs**

[higheredjobs.com](http://higheredjobs.com)

HigherEdJobs® features a comprehensive list of job openings, career advice, and other resources to help higher education professionals advance in their careers. More than 1.5 million college faculty and administrators visit HigherEdJobs® each month and over 290,000 receive our weekly newsletter.

### **Michelle Neumann**

[michellen@higheredjobs.com](mailto:michellen@higheredjobs.com)



## **Jaxxon Promotions**

## **Jaxxon Promotions**

[jaxxonpromotions.com](http://jaxxonpromotions.com)

JaxxonPromotions 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](mailto:carol@jaxxonpromotions.com)





**MindMax**

[mindmax.net](http://mindmax.net)

MindMax bridges the gap between universities and the new adult learner—from professionals who need to add credentials to their resume to baby boomers looking to pursue an interest. We offer strategic marketing and enrollment services powered by best-in-class technologies, to help universities find qualified students for their programs.

**Lee Maxey**

[lmaxey@mindmax.net](mailto:lmaxey@mindmax.net)

## NET NATIVES

**Net Natives**

[natives.group/en\\_gb](http://natives.group/en_gb)

Net Natives is the student specialist marketing group. Connected and curious. We think student. We do, we learn, we refine, and we apply what we've learned, just like students! Impact is something to aspire to—looking beyond impressions, reach, clicks, conversions, and inspiring a focus on the bigger picture—students inquiring, applying, and enrolling. Reach students in the right place, on the platforms they're using and attract students at the right time, and make a meaningful, personalized connection that builds trust and loyalty. Net Natives is here to help you better understand your brand, your audience, their needs, and behaviors with unrivaled insight and data.

**Gustavo Bolognesi**

[gustavo.bolognesi@netnatives.com](mailto:gustavo.bolognesi@netnatives.com)



**QuickStart**

[quickstart.com](http://quickstart.com)

QuickStart provides IT training to thousands of corporate, government, military and individual customers, and has developed and delivered IT Bootcamps and certifications for Academic Partnerships through Continuing and Professional Education divisions. Our innovative platform uses AI to deliver targeted and personalized training. Ask about hosting your content on our platform.

**Chris McDonald**

[chris.mcdonald@quickstart.com](mailto:chris.mcdonald@quickstart.com)



**ReUp Education**

[reupeducation.com](http://reupeducation.com)

ReUp focuses exclusively on helping colleges and universities engage and re-enroll stopout students. Using a combination of data, technology and humanity, ReUp partners with higher education institutions to bring students back, and provides one-on-one coaching to help them succeed and graduate. We have helped re-enroll 10,000+ stopout students across a wide range of universities, and helped 500+ of those graduate.

**Nate Rowe**

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## SENSIS

**Sensis**

[sensisagency.com](http://sensisagency.com)

Sensis is a full-service, cross-cultural marketing agency that specializes in higher education marketing. We combine advertising, earned media, and digital experiences in one agency to provide truly integrated marketing campaigns.

**Jonathan Hastings**

[jhastings@sensisagency.com](mailto:jhastings@sensisagency.com)

## SmartBrief

**SmartBrief Education**

[smartbrief.com/industry/education](http://smartbrief.com/industry/education)

SmartBrief is the leading digital media publisher of targeted business news and information across 14 industries. Whether you want to reach seasoned executives looking to stay current, nurses or teachers seeking new skills and certifications, or young career-changers pursuing professional development opportunities, SmartBrief can help you reach them all.

**Aaron Lawrence**

[alawrence@smartbrief.com](mailto:alawrence@smartbrief.com)

# Seminar Exhibitors



## SpurCG

[spurcg.com](http://spurcg.com)

SpurCG is an educational consulting group launched by results-obsessed education geeks who love to win, hate to disappoint, and care beyond measure. Our collective experiences are at the heart of what defines us: we understand the challenges our clients face because, at one time, we faced them, too.

**Meni Sarris**

[meni@spurcg.com](mailto:meni@spurcg.com)



## Studyportals

[studyportals.com](http://studyportals.com)

Studyportals helps universities with easier and more effective international marketing and recruitment solutions. It matches universities with highly motivated, purpose-driven, best fit students. As it is the world's leading information source for study-seekers, the portals are the right platforms to increase the number of student applications and enrolments at universities.

**Peggy Kelleher**

[peggy@studyportals.com](mailto:peggy@studyportals.com)



## The Center for Legal Studies

[legalstudies.com](http://legalstudies.com)

Designed specifically for Continuing Education and Professional Development students, we are the oldest and largest provider that focuses solely on paralegal and legal support training. Our flexible Online Formats, Affordable Tuition and Award Winning Curriculum make CLS courses a top choice for adult students.

**Stephanie Elio**

[saelio@legalstudies.com](mailto:saelio@legalstudies.com)



## Thruline Marketing

[thru-line.com](http://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 Kreikemeier**

[tracy.kreikemeier@thru-line.com](mailto:tracy.kreikemeier@thru-line.com)



## WEVO

[wevoconversion.com](http://wevoconversion.com)

WEVO is the first company to optimize digital experiences BEFORE going live. WEVO was created in response to marketer's frustration with existing tools that require considerable time, resources and guesswork in an attempt to increase conversion rates.

**Ed Wolf**

[ed@wevoconversion.com](mailto:ed@wevoconversion.com)

## WILEY

EDUCATION SERVICES

## Wiley Education Services

[edservices.wiley.com](http://edservices.wiley.com)

Building on more than 200 years of experience, Wiley Education Services is a leading provider of comprehensive, tailored higher education services to universities around the world. We currently support over 60 partners, more than 800 programs, and over 5,000 courses, encompassing on campus, online, and hybrid models. By extending our partners' global reach, creating operational efficiencies, and improving learning experiences and outcomes across the student lifecycle, we help our partners achieve success in an increasingly competitive and dynamic market.

**Jerome Jackson**

[jjackso2@wiley.com](mailto:jjackso2@wiley.com)

# Thank you, Partners!

We appreciate your support of UPCEA throughout the year!

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EMERITUS



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insidetrack

WILEY  
EDUCATION SERVICES

## Gold



SmartBrief



## Strategic Alliance



THE CHRONICLE  
of Higher Education®



### Exhibit Hall Hours

Wednesday, December 4  
from 3:30 PM to 6:30 PM

Thursday, December 5  
from 8:00 AM to 5:00 PM

Friday, December 6  
from 7:30 AM to 12:15 PM

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

Connect with our Seminar  
Exhibitors in the **Grand  
Ballroom & Lafayette Foyer.**



# Exhibitor Snapshot

**Get the tools and services you need with our Seminar Exhibitors.**

Exhibitors have listed their top services to help you find the solutions you're looking for.

- Marketing/Branding
- Enrollment/Recruitment/Retention
- Data/Research
- Creative/Media/PR
- Career Services
- Technology
- Promotional Products
- Program Administration
- Consulting
- Financing/Student Loans
- Test Prep Classes/Test Prep Management

<b>5HD</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>Archer Education</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>Becker Media</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> </ul>
<b>Blackboard</b>	<ul style="list-style-type: none"> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> </ul>
<b>Carnegie Dartlet</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: blue;">■</span> Consulting</li> </ul>
<b>Chair 10 Marketing</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>Climb</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: purple;">■</span> Financing/Student Loans</li> </ul>
<b>Digital Media Solutions</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: purple;">■</span> Technology</li> </ul>
<b>EAB</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: blue;">■</span> Consulting</li> </ul>
<b>ed2go</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: purple;">■</span> Technology</li> <li><span style="color: grey;">■</span> Program Administration</li> </ul>
<b>Education Dynamics</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> </ul>
<b>Educational Testing Consultants</b>	<ul style="list-style-type: none"> <li><span style="color: teal;">■</span> Test Prep Classes/ Test Prep Management</li> <li><span style="color: grey;">■</span> Program Administration</li> </ul>
<b>Emsi</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: purple;">■</span> Technology</li> </ul>
<b>Enrollment Resources</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: purple;">■</span> Technology</li> </ul>
<b>Green Flower</b>	<ul style="list-style-type: none"> <li><span style="color: grey;">■</span> Program Administration</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: cyan;">■</span> Data/Research</li> </ul>
<b>HackerU</b>	<ul style="list-style-type: none"> <li><span style="color: grey;">■</span> Program Administration</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: green;">■</span> Career Services</li> </ul>
<b>HigherEdJobs</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>Jaxxon Promotions</b>	<ul style="list-style-type: none"> <li><span style="color: orange;">■</span> Promotional Products</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> </ul>
<b>MindMax</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: blue;">■</span> Consulting</li> </ul>
<b>Net Natives</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>Quickstart</b>	<ul style="list-style-type: none"> <li><span style="color: purple;">■</span> Technology</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: grey;">■</span> Program Administration</li> </ul>
<b>ReUp Education</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: purple;">■</span> Technology</li> </ul>
<b>Sensis</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> </ul>
<b>SmartBrief Education</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: teal;">■</span> Creative/Media/PR</li> </ul>
<b>SpurCG</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: grey;">■</span> Program Administration</li> <li><span style="color: blue;">■</span> Consulting</li> </ul>
<b>Studyportals</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: cyan;">■</span> Data/Research</li> </ul>
<b>The Center for Legal Studies</b>	<ul style="list-style-type: none"> <li><span style="color: green;">■</span> Career Services</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: grey;">■</span> Program Administration</li> </ul>
<b>Thruline Marketing</b>	<ul style="list-style-type: none"> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: blue;">■</span> Consulting</li> </ul>
<b>WEVO</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: yellow;">■</span> Marketing/Branding</li> <li><span style="color: purple;">■</span> Technology</li> </ul>
<b>Wiley Education Services</b>	<ul style="list-style-type: none"> <li><span style="color: red;">■</span> Enrollment/Recruitment/Retention</li> <li><span style="color: cyan;">■</span> Data/Research</li> <li><span style="color: grey;">■</span> Program Administration</li> </ul>

# Notes

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