



***Managing the Student Life Cycle***  
October 3-5, 2007, Hotel del Coronado, San Diego, CA

Wednesday, October 3

2 – 3 p.m.                      **Registration**

3 – 3:45 p.m.                 **Welcome: Managing the Student Life Cycle**

3:45 – 4:15 p.m.             **Coffee Break**

4:15 – 5:30 p.m.             **Aligning Institutional Identity Across the Student Life Cycle**

- Identifying sources of institutional differentiation
- Recruiting students for fit
- Reinforcing identity with student programming
- Linking identity to alumni giving

Presented by:

Louis Hunt, Vice Provost for Enrollment Management and Services, **North Carolina State University**

Michael Gargano, Vice Chancellor for Student Affairs and Campus Life, **University of Massachusetts Amherst**

5:30 – 7 p.m.                 **Reception**

Thursday, October 4

8 – 9 a.m.                      **Continental Breakfast**

9 – 10:15 a.m.               **The Return on Higher Education: Two Views**

- How we measure return on educational investment
- The growing demand for professional preparation
- Integrating a rigorous education and professional preparation
- The growing demand for accountability

Presented by:

Larry Moneta, Vice President for Student Affairs, **Duke University**

Peter A. Stace, Vice President for Enrollment Management, **Fordham University**

10:15 – 10:45 a.m.         **Coffee Break**

10:45 – 11:45 a.m.         **“Birds of a Feather” Breakouts on Educational Return**

- *Marketing Return*: session for enrollment management professionals
- *Making Return a Reality*: session for student affairs professionals
- *Capturing the Benefits of the Return*: session for development professionals

Noon – 1 p.m.

Lunch

1 – 2 p.m.

**Meaningful Engagement: Driving Student and Alumni Participation**

- Creating out-of-classroom experiences that transform students' lives
- Building allegiances and commitment through student programming
- Linking patterns of student participation and alumni loyalty

Presented by:

Brodie Remington, Vice President for University Relations, **University of Maryland**

Linda Clement, Vice President for Student Affairs, **University of Maryland**

William Lowery, Vice President for Development and External Relations, **Claremont McKenna College**

Jason Simon, Associate Executive Director, Alumni and Student Relations, **California Alumni Association**

2 – 2:30 p.m.

Coffee Break

2:30 – 3:30 p.m.

**Concurrent Breakout Sessions**

**Enrollment Management Quantity and Quality: How You Can Achieve Both in Three Easy Steps**

In today's competitive world of higher education, it is imperative to adhere to three basic principles when acquiring new students: we must know who we are looking for in order to precisely target the lead generation level and increase conversions; we must know how to find them through the use of penetrating tracking techniques that isolate specific details of what garners positive results; and we need to ascertain who stays enrolled. Utilizing continuous tracking, we can learn which leads have the highest completion rates or the average length of enrollment, which over time can narrow our enrollment recruitment efforts to those areas that produce both quantity *and* quality. This session focuses on the types of tools needed to implement best practice strategies when tracking student data. Top schools already are following these principles and you can compete with them at the highest level possible immediately following this session.

Presented by:

Ward Media and Grand Canyon University

**Starting the Student Life Cycle: New Marketing Methods for Attracting Students and Increasing Enrollments**

Traditional four-year colleges have developed advanced communication strategies to engage prospective students' interest over the long term; i.e., from six months to three years. This population includes current high school students and a substantial number of adult learners, a sizable prospect pool currently not considered by many educational institutions. To successfully increase the number of qualified candidates, postsecondary schools must cultivate relationships with long-term prospects as well as sharpen their targeting of short-term prospects. This session will examine how the ultra-competitive landscape of postsecondary education has changed over the past decade, how to merge traditional marketing practices with new online marketing techniques, and how to implement the best marketing strategies to improve enrollment.

Presented by:

Course Advisor

**The Five Secrets of Getting Extraordinary Results From Ordinary Admissions Advisors**

Turnover and mediocre performance of admissions advisors costs millions of dollars in lost productivity and insufficient enrollments in higher education every year. What systems do you have in place to ensure that your advisors rise above mediocrity? Do you know the alchemy that turns ordinary people into gold? Are you even evaluating the right quality and performance metrics to ensure consistent results? Attracting and retaining the right employees is more than a simple exercise in interview skills training. Learn the five most important secrets that will dramatically improve your advisors' performance and retention, and lead to higher enrollments and revenue.

Presented by:  
Education Sales Management

### **Using Student Response Systems to Facilitate Research Education**

An interactive session delivered by the University of Utah will encompass its findings and experiences as they relate to using student response systems in the research learning environment. Content will focus on the University of Utah's best practices approach as it relates to integrating interactive lecture hall technology into research education. Specific applications of discussion focus on pre-test/post-test, case studies, surveys, and evaluations. Examples of using the technology during live lectures to deliver question-driven exercises, demographic data slicing, priority rankings, and conditional branching will be reviewed in a roundtable discussion.

Presented by:  
Turning Technologies and the University of Utah

**3:45 – 5 p.m.**

### **Building Diversity Into the Mission**

- Recruiting diverse and international students to campus
- Using programming to build cross-cultural competencies
- Raising money from diverse and international alumni

Presented by:  
John Barnhill, Jr., Assistant Vice President for Enrollment Management, **Florida State University**  
Dr. Mary Coburn, Vice President for Student Affairs, **Florida State University**  
Patricia Maquire Meservey, Provost and Academic Vice President, **Suffolk University**  
James Sandoval, Vice Chancellor for Student Affairs, **University of California, Riverside**

**5 – 7 p.m.**

### **Reception**

**Friday, October 5**

**8 – 9 a.m.**

### **Continental Breakfast**

**9 – 10 a.m.**

### **Forging a Meaningful and Differentiated Institutional Identity**

Presented by:  
Robert Fitzpatrick, Pritzker Director and Chief Executive Officer, **the Museum of Contemporary Art (MCA) in Chicago**

**10 – 10:30 a.m.**

### **Coffee Break**

**10:30 – 11:30 a.m.**

### **Tackling the Cost of Education: Shaping Perceptions, Meeting Needs**

- Helping students and parents understand college costs
- Helping students manage college debt
- Understanding the impact of debt on alumni giving
- Fundraising to promote access

Presented by:  
Russ Gibbs, Interim Vice Chancellor for Institutional Advancement, **Texas Tech University**  
Anne Prisco, Vice President for Enrollment Management, **Loyola Marymount University**  
Dennis Slon, Senior Vice President for University Relations, **Loyola Marymount University**

**11:30 – 11:45 a.m.**

### **Closing**