CONFERENCE AGENDA

DAY 1: THURSDAY, JUNE 5

7:30 – 8:30 A.M.  BREAKFAST AND REGISTRATION
Plaza Ballroom, The Seaport Hotel Plaza Level

8:30 – 8:40 A.M.  EDUVENTURES WELCOME AND INTRODUCTION
Plaza Ballroom, The Seaport Hotel Plaza Level
Cara Quackenbush, Managing Director & Principal Analyst, Eduventures

8:40 – 9:25 A.M.  HIGHER EDUCATION HIGHWAY: CHOOSING YOUR EXIT
Plaza Ballroom, The Seaport Hotel Plaza Level
Kenneth E. Hartman, Ed.D., Senior Fellow and Principal Analyst, Eduventures

9:25 – 10:45 A.M.  PRESIDENTS PANEL
Plaza Ballroom, The Seaport Hotel Plaza Level
MODERATOR: Kirk Carapezza, On Campus Desk, WGBH Boston
PANELISTS:
Dr. Wallace E. Boston, President, American Public University System
Dr. Jacque Carter, President, Doane College
Dr. Ali. A. Houshmand, President, Rowan University

10:45 – 11:15 A.M.  NETWORKING BREAK

11:15 – 12:30 P.M.  PROGRAM OPENING SESSIONS BY KNOWLEDGE COMMUNITY

ONLINE & CONTINUING ED.
WHAT'S TRENDING IN ONLINE AND CONTINUING EDUCATION
Seaport Ballroom B-C

DEVELOPMENT
GIFT OFFICER PRODUCTIVITY 3.0: GETTING THE MOST FROM YOUR TEAM
Lighthouse I

RECRUITMENT & RETENTION
RETENTION OUTPERFORMERS: LESSONS FROM THE FIELD
Flagship Ballroom

SCHOOLS OF EDUCATION
DIVERSITY WITH DISTINCTION: LEVERAGING YOUR BRAND IN A CROWDED SPACE
Constitution

LEADERSHIP
DIVERSITY WITH DISTINCTION: LEVERAGING YOUR BRAND IN A CROWDED SPACE
Constitution
DAY 1: THURSDAY, JUNE 5
MORNING: 11:15 – 12:30 P.M.

ONLINE & CONTINUING EDUCATION: What's Trending in Online and Continuing Education

Seaport Ballroom B-C

MODERATOR: Max Woolf, Senior Analyst, Eduventures

PANELISTS: Kelly Anderson, Vice President, Academic Operations, Grand Canyon University
Patrick Partridge, Chief Marketing Officer, Western Governors University
Cindy Elliott, Assistant Provost for Strategic Partnerships and Dean of Distance Learning, Fort Hays State University

In a mature, mainstream, online market, institutions must differentiate their online and hybrid offerings through innovative operational models. This session will feature a panel of three leaders of institutions on the leading edge of innovation who will share insights, strategies, and key takeaways on how to successfully build online or hybrid models leveraging novel approaches.

Patrick Partridge, Chief Marketing Officer, will share how Western Governors University has built and scaled a student-centric competency-based education model; Kelly Sanderson, Vice President of Academic Operations, will share how Grand Canyon University has implemented a new full-time online faculty model to redefine the faculty culture and community; and Cindy Elliott, Assistant Provost for Strategic Partnerships and Dean of Distance Learning, will share how Fort Hays State University has developed a growing hybrid international model in China.

DEVELOPMENT: Gift Officer Productivity 3.0: Getting the Most from Your Team

Lighthouse I

SPEAKER: Alicia Reed, Principal Analyst, Eduventures

Examining productivity of your frontline staff beyond outcomes and activity can lead to great insights into where and how they may need the most support. Using our gift officer productivity assessment approach, we will discuss taking your management to the next level of sophistication by leveraging your data and designing thoughtful support for your team’s greatest needs. Together, we will walk through a fictionalized case study and work in small teams to design informed responses.
DAY 1: THURSDAY, JUNE 5
MORNING: 11:15 – 12:30 P.M.

RECRUITMENT & RETENTION: Retention Outperformers: Lessons from the Field

Flagship Ballroom

MODERATOR: Heather O’Leary, Principal Analyst, Eduventures

SPEAKERS: Dr. Jason Umfress, Associate Provost & Dean of Students, Coker College (Virtual)
David Hautanen, Vice President of Enrollment Management & Retention, Merrimack College
Mark Brodsky, CEO, Adapt Coursware

Colleges and universities are increasingly focused on improving their retention efforts as they face financial and public policy pressure to improve not only access to education but also degree attainment. This requires a more strategic approach to retaining students, but one many campuses struggle with. As part of Eduventures’ work in evaluating retention best practices, based on our recent predictive analysis of over 1,100 campus nationwide, this session will feature panelists who will share their approaches to managing retention, particularly amongst their highest risk students. They will discuss their approaches to managing retention on campus and share examples of innovative practices that help them beat the odds.

SCHOOLS OF EDUCATION: Diversity with Distinction: Leveraging Your Brand in a Crowded Space

LEADERSHIP: Diversity with Distinction: Leveraging Your Brand in a Crowded Space

Constitution

MODERATOR: Mark R. Nemec, Ph.D., President and CEO, Eduventures

Kicking off our two days, Mark Nemec will lead an interactive discussion around the key forces shaping the environment for higher education leaders and the need to articulate value to multiple constituencies in this context.

12:30 – 2 P.M. ATTENDEE NETWORKING LUNCH
DAY 1: THURSDAY, JUNE 5

AFTERNOON: 2 – 3:15 P.M.

2 – 3:15 P.M.  PROGRAM SESSIONS BY KNOWLEDGE COMMUNITY

ONLINE & CONTINUING EDUCATION: Your Diagnostic Toolkit: Framing the Strategy for 2020 and Beyond

Seaport Ballroom B-C

SPEAKERS:   Kelley Ross, Senior Analyst, Eduventures
            Mark Armbruster, Analyst, Eduventures

As the market for online education continues to mature, it is increasingly critical for institutions to have a firm understanding of their strategic approach and how that strategy will need to evolve in the future to maintain success and achieve institutional priorities. In this session, Kelley and Mark will present a proprietary resource we are developing to help institutions diagnose the critical elements of their current strategy and identify methods to move the strategic “needle.” He will also provide insight into important data points from our recent Online Higher Education Market Update that paint a clearer picture of how an institution should position itself as it prepares for the online market of 2020 and beyond.

DEVELOPMENT: Principal Gifts Roundtable

SPEAKERS:   Alicia Reed, Principal Analyst, Eduventures
            Youme Yai, Analyst, Eduventures

This year, we will examine successful principal gift donor engagement and transitioning principal gifts into transformational giving opportunities. Using this roundtable discussion as a starting point, we will explore, as a group, the winning situations, opportunities, and case studies that have resulted in $1M, $10M, and $25M+ giving. We will learn from each participant what currently drives success and what more is needed to take principal gifts programs to the next level. We will facilitate a discussion and co-create the direction of this year’s primary data collection and investigation to best serve your team’s needs.
Day 1: Thursday, June 5
Afternoon: 2 – 3:15 P.M.

**Recruitment & Retention:** Innovating from Industry: A Facilitated Case Study

**Schools of Education:** Innovating from Industry: A Facilitated Case Study

**Leadership:** Innovating from Industry: A Facilitated Case Study

Plaza Ballroom

**Speaker:**
Stephen Kett, President & CEO, Stephen Kett & Associates LLC

Eastman Kodak is one of the most iconic organizations in America. After 125 years, Kodak failed as an organization to innovate effectively and efficiently, and as a result, has filed for bankruptcy. This session will focus on the role of innovation in large complex organizations and how to avoid the traps that tend to slow down, stifle, or even squash innovation altogether. We will examine the role of leadership in fostering a culture of innovation, the lasting impacts – both positive and negative – of existing business models on change, and the imperative of ever-faster rates of innovation across organizations and businesses, including higher education.

3:15 – 4 P.M. **Networking Break**

4 – 5 P.M. **Keynote Presentation**

Innovating Amidst Scarcity: Bridging the Education to Employment Gap
Plaza Ballroom, The Seaport Hotel Plaza Level

**Keynote Speaker:** Dai Ellis, CEO, Spire

5 – 6 P.M. **Cocktail Reception**

Plaza Lobby, The Seaport Hotel Plaza Level

6 – 8 P.M. **Networking Reception**

The Exchange Conference Center, Boston
Directions to reception are on page 6 of the program.
DAY 2: FRIDAY, JUNE 6

8 – 9 A.M.  BREAKFAST
Plaza Ballroom, The Seaport Hotel Plaza Level

9 – 10:30 A.M.  TECHNOLOGY PANEL
Engagement Across The Higher Education Value Chain: Technology Changes Everything – Or Does It?
Plaza Ballroom, The Seaport Hotel Plaza Level
MODERATOR: Monica Brady-Myerov, CEO, Listening Edition
PANELISTS:
Beth Hollenberg, President, Everspring Partners
Jim Zimmerman, Chief Evangelist, EverTrue
Scott Lomas, Vice President of Enrollment Services, Uversity

Every aspect of the higher education “engagement” value chain from prospective student to learner to alumni is being reconsidered. Students and alumni view their interactions and relationships with institutions of higher education very differently now from how they did a few years ago. Yet, many universities have been slow to adapt and are burdened with cumbersome administrative processes and disparate systems and technologies that disrupt the university’s connection with the learner as they move through the student life cycle. Academic and administrative decision-makers need new ideas and solutions in order to drive better recruitment, retention, and alumni engagement.

During this session, Monica Brady-Myerov, CEO of Listening Edition, will moderate a discussion among three higher education technology evangelists who will present their vision, experience, and opinions on how higher education decision-makers could be leveraging technology to create heightened engagement across the student lifecycle.

10:30 – 11 A.M.  NETWORKING BREAK

11 – 12:30 P.M.  PROGRAM SESSIONS BY KNOWLEDGE COMMUNITY

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DAY 2: FRIDAY, JUNE 6
MORNING: 11 – 12:30

ONLINE & CONTINUING EDUCATION: Taking Action: Leveraging Big Data and Analytics for Success

Seaport Ballroom B-C

MODERATOR: Kenneth E. Hartman, Ed.D., Senior Fellow and Principal Analyst, Eduventures

PANELISTS:
- Dr. Cheryl Hayek, Chief Academic Officer, Grantham University
- Mr. Michael Sharkey, President, Blue Canary
- Mr. Ryan Green, Sr. Business Intelligence Analyst, Fordham University

One of the most challenging issues facing colleges today is measuring the success of efforts in the enrollment and retention of adult learners in an online degree program. This panel session will explore:

- Concerns, barriers, and challenges about analytics.
- Action analytics at work: Successful campus models and methods.
- Research on identifying student predicting behaviors.
- Building organizational capacity in predictive analytics – the “will” and the “way.”

DEVELOPMENT: Unwrapping Major Gifts: Case Studies in Innovation

Lighthouse I

MODERATOR: Cara Quackenbush, Managing Director & Principal Analyst, Eduventures

PANELISTS:
- Jo-Ann Alessandrini, Associate Vice President & Campaign Director, Worcester Polytechnic Institute
- Ann Marie Marmande, Vice President of Development, Louisiana State University Foundation
- Billy Davis, Director, Strategic Initiatives, Louisiana State University Foundation
- Yvette Marsh, Director, Talent Management, Louisiana State University Foundation
- Paul Milakovich, Associate Vice President, University Advancement, Marquette University
- Laura Simic, Vice President for University Advancement, Boise State University

Designing a truly successful major gifts program can be a complex proposition. Each component – from acquiring the right talent to setting motivating goals to managing portfolio composition – plays a vital role. In this interactive session, attendees will have the opportunity to hear directly from colleagues across the country about how they are strengthening specific aspects of their major gifts programs. Take home a better understanding of innovative trends, new ideas, and helpful ways to think about revitalizing common practices.
**RECRUITMENT & RETENTION:** A Laser Not a Lighthouse: Using Personas to Target Effectively

Flagship Ballroom

**SPEAKERS:** Heather O’Leary, Principal Analyst, Eduventures  
Brian Yoder, Associate Director, Isobar

The concept of Buyer Personas was first introduced by Alan Cooper in 1998 as a way to solve a persistent, serious design challenge: the tendency of company stakeholders to design solutions that please themselves, not their customers. Since then, B2B and B2C companies have adopted Buyer Personas as a way to not only influence their design of services and products, but also to develop strategies for reaching their buyers. This innovation is growing in popularity in higher education as a way to craft more targeted enrollment strategies and even as a tool for student success. During this session, we will discuss the development of Buyer Personas and share recent work done by Eduventures in developing personas for traditional undergraduate students as well as adult learners.

**SCHOOLS OF ED:** Managing Innovation From the Ground Up: Aligning Core Principles with Institutional Practices

**LEADERSHIP:** Managing Innovation From the Ground Up: Aligning Core Principles with Institutional Practices

Constitution

**SPEAKERS:** Karlyn Borysenko, Leadership Content Director, Eduventures  
Brian Fleming, Senior Analyst, Eduventures

Innovation in higher education is more than ideas and possibilities; it's about leading the tactical charge necessary to make these changes a reality. Finding the right piece of technology is just the first step. Bringing your team on board is another question entirely, which involves a change management strategy. Large-scale efforts to adopt technology solutions are more likely to succeed when aligned with core principles and institutional practices. This session explores managing the rollout of technology to the masses. It will explore a high-level change management model presented in practical perspective and utilizing the implementation of a “One Stop Shop” student services model.

**LUNCH**

*Plaza Ballroom, The Seaport Hotel Plaza Level*
DAY 2: FRIDAY, JUNE 6
AFTERNOON: 1:30 – 2:30 P.M.

1:30 – 2:30 P.M. PROGRAM SESSIONS BY KNOWLEDGE COMMUNITY

**ONLINE & CONTINUING EDUCATION:** Today’s Digital Natives, Tomorrow’s Adult Learners

Seaport Ballroom B-C

**SPEAKER:** Brian Fleming, Senior Analyst, Eduventures

Just as there are many types of adult learners, the preferences of this mainstream population of students continue to evolve, especially as new generations of “digital natives” come of age and enter the online and continuing education market. Looking ahead, the cornerstone of any long-term adult learner strategy should take into consideration the demands of an increasingly complex, savvy, and tech-fluent consumer base. In this session, we will present insight into the changing demands of adult learners and share an operational model to guide your next stage strategy moving forward. We will also hear insight from Nadine Ezzat, Senior Marketing Manager for Drexel University Online, on ways institutions can adapt now with key market dynamics and operational practices in mind.

**DEVELOPMENT:** Beyond the Boundaries: Leveraging International and Parent Fundraising

Lighthouse I

**SPEAKERS:** Alicia Reed, Principal Analyst, Eduventures
Kara Bradley, Research Associate, Eduventures

We will share our most recent insights and findings on parent and international fundraising and explore how to create high-ROI fundraising programs that take advantage of these important constituencies without wasting valuable resources. Learn what types of ROI other institutions are seeing and how to structure and strategically position your efforts to make the most of your potential.
DAY 2: FRIDAY, JUNE 6
AFTERNOON: 1:30 – 2:30 P.M.

RECRUITMENT & RETENTION: The Devil is in the Details: The Makings of Good Data

Flagship Ballroom

SPEAKERS: Victoria Hall, Research Manager, Eduventures
          Mark Rooney, Senior Analyst, Eduventures

So you have data. Now what? Is it reliable enough to guide major decisions at your institution? What is the difference between “good” and “bad” data, and how can we collect it internally to make it most useful? This interactive session will focus on examining barriers that keep data from being useful to an institution’s decision-making. Attendees will walk through a handful of scenarios commonly faced in data analysis, methods for overcoming common challenges, and case studies of institutions that have succeeded or failed in capturing “good data.” Attendees will leave this session with a better understanding of how to evaluate their internal data and how to structure future data collection for successful analyses.

SCHOOLS OF EDUCATION: Member’s Choice: Roundtable of Hot-Button Issues Facing SOE Leaders

Constitution

MODERATOR: Mark R. Nemec, Ph.D., President and CEO, Eduventures

Seeking the “wisdom of the crowds,” we have sent a survey to the membership asking for their “hot-button” issues. Based on responses, Eduventures’ analysts will lead a quickfire discussion on the 3-4 topics keeping us up at night.

LEADERSHIP: Open Session: Learning from Peers

See other locations

Recognizing that academic leaders have a variety of interests ranging from admissions to technology to fundraising, we encourage participants to use this opportunity to join one of our other communities for their session.

2:30 – 2:45 P.M. KNOWLEDGE COMMUNITY WRAP UP

2:45 – 3 P.M. NETWORKING BREAK