rnl national conference
leading ai innovation
empowering higher education
Dallas, Texas | July 23-25, 2024
hour-by-hour agenda

Monday, July 22

5:00-7:00 p.m.   RNLNC registration open

Tuesday, July 23

9:30 a.m.-5:00 p.m.   RNLNC registration/exhibit area open

12:30-1:30 p.m.   Breakout Sessions (choose from up to 15 sessions)

Redefining Relationships: Maximizing Student Engagement through Personalized Video Strategies
Recruitment for undergraduate and graduate enrollment begins with engagement and connection. Students expect personalization and tailored information reflecting their interests. In this session see how Data-driven Personalized Video, derived from your existing data and visual assets, is meeting that need as colleges utilize this technology throughout the ENTIRE enrollment process to recruit students, student-athletes and parents. Learn how data-driven personalized videos, delivered on-demand in minutes or in batch format, help increase applications, boost yield, reduce melt and cultivate engagement. Students who watch their personalized video are up to 5x more likely to enroll; showing that students respond to personalized relevant information.

The 2024 "Giveys" for the Best ScaleFunder Giving Days
Giving days have transformed donor engagement. Engaging your entire donor base and community on a special day is now one of the most effective tools to build a donor base, retain donors, engage major donors who both commit to gifts on giving day, and fund challenges and matches. Join the ScaleFunder team as we recognize the organizations who have innovated and seen tremendous success with a giving day on the RNL ScaleFunder platform, drawn from hundreds of examples.

Bridging the Gap: Running Collaborative SEO Projects
Clearly defined expectations are imperative when navigating dynamic projects within higher education. RNL helps campuses become their best selves, which requires strong partnership from internal and external stakeholders.

Drawing from tangible experiences, this session aims to equip stakeholders with the essential tools and knowledge needed to effectively manage projects and work toward shared marketing goals. We'll delve into strategies for cross campus collaboration with subject matter experts, leveraging resources efficiently, and enhancing your digital presence.

The discussion will examine case specific challenges, addressing the nuances of project management for Search Engine Optimization (SEO) efforts.

RNL's Innovative Generative AI Strategy: Revolutionizing Enrollment Funnels
This presentation aims to engage higher education leaders and decision-makers in understanding the transformative potential of integrating generative AI into their campus enrollment funnels. The session will highlight RNL's recent advancements in Artificial Intelligence, showcasing the organization's leadership expertise. We will present a tentative roadmap/blueprint as a comprehensive product offering. Additionally, the presentation will address client pain points and challenges in enrollment funnels, providing tangible demonstrations of potential use cases and scenarios where generative AI can serve as a game changer.

Breaking Biases: Community College Insights for Universities of the Future
Columbia Basin College and Forsyth Tech distill their wisdom for university adaptation. We reveal how demystifying academic jargon empowers first-generation learners, reflective community integration enhances student identification, and proactive financial aid navigation secures educational futures. Championing collaborative pathways, we demonstrate that community colleges are not mere feeder institutions but pivotal partners in academic excellence. Our insights show how respecting the community college journey uplifts university retention and outcomes, turning local learners into global achievers and diversifying the academic landscape for tomorrow's challenges.

Retention and Student Success 101
New and seasoned retention professionals alike will benefit from this overview of the latest retention management best practices. We will discuss the necessary elements for effective student success planning, national benchmarks, and good practice in the area of student retention and success. Discover retention strategies to get results at two-year and four-year institutions and go back to your campus with a set of next steps to assist in the development of your retention plan.

2024 Prospective Family Study: What You Need to Know for Your Enrollment Strategy!
More than 20,000 families of prospective college students have participated in our surveys over the last five years. The results for 2024 are in, and they are exciting! Join this session to learn how your team can use this information to create a state-of-the-art communication strategy to reach and engage prospective families.

You will learn what channels you should use and how frequently you communicate with prospective families. You will also learn what information they are looking for and, most importantly, what you can do to remove barriers that keep families from accessing college planning information.

Beyond OPM Partnerships: Transitioning to Insourced and New Partnership Models for Effective Online Learning Ecosystems
In today's digital age, the demand for flexible online learning has surged, fueled by advances in technology and intensified by the COVID-19 pandemic. This has led to an increasing reliance on outsource business models, such as full-service Online Program Management (OPM) partnerships, to support the continued demand for online learning. These partnerships have provided institutions with a rapid and cost-effective way to expand their online offerings and reach new student populations. However, as institutions become more familiar with online education, institutions are increasingly transitioning from OPM partnerships to build internal capacities and capabilities and seeking new fee-for-service partnership options.

This session will explore the experiences of the successful transition from an OPM partnerships to build new insourced and partnership model. This session shares research findings and provides valuable insights and recommendations for higher education practitioners navigating the decision to leave an OPM partnership and seeking to build new viable and sustainable models for online learning ecosystems.

Planning for Graduate Enrollment Growth by Capitalizing on Your Strengths
Session description coming soon

FAFSA 2024 and Beyond: Intersection of Demographics, Affordability, Higher Education Disruptions, and Campus Enrollment
Long-term demographic trends and unforeseen market disruptions necessitate data-driven strategies to maximize and stabilize enrollment and retention efforts. In this session we will discuss how changing demographics, market perception, and transition to SAI have affected enrollment and FAFSA filing in the short term. We will also discuss strategies to manage inevitable market disruptions, FAFSA filing rates, college affordability, and doubts about the value of a college education, to promote campus enrollment in preparation for the major demographic shifts expected in the long-term for most markets and regions across the country.

The Strategic Enrollment Planning Imperative: Higher Education Past and Present
Higher education professionals are currently dealing with the most turbulent environment in decades. Fueled by the global pandemic, ongoing demographic shifts, rapid technological change, and increased scrutiny of the postsecondary enterprise by both government and the larger public, the pressure is on to attract, retain, and graduate students in greater numbers than ever before. This session will explore the major environmental trends that are challenging enrollment managers and suggest some potential solutions to these issues.

Recruitment for Rookies
You've recently joined the admissions team or are new to Higher Education and you need help getting a grasp on the "lingo." You generally know what you're supposed to be doing, but you don't know what you don't know! This session will explain some of the terminology and metrics used in recruitment, financial aid, business offices, and budgeting, as well as help you understand reports that are critical within student recruitment. Come learn some of the lingo and tricks of the trade, and arrive willing to share ideas from your shop. This session will explore the language of student recruitment and provide context for how information about enrollment is often used on campus. This knowledge is meant to decrease new team member anxiety and assist you in being an effective new member on the team.

Pipeline Building from the Experts - A Panel Discussion
Your donor pipeline- the modern advancement shop's current and future diagnostic tool. This session invites industry experts from Pace University, The University of Pittsburgh, and RNL to weigh in on the current, near future, and distant future state of pipelines and pipeline-building technology.

1:30-2:00 p.m.	Refreshment Break
2:00-3:00 p.m.	Breakout sessions (choose from up to 15 sessions)

Personalized Financial Aid Offer Videos: A New Era of Financial Aid Communication
Is college worth the expense? Affordability and value are major concerns. Learn how to enhance your communication with data-driven Financial Aid Offer Videos that are streamlined and scalable. This solution, which utilizes your existing data and media assets, allows students to gain the knowledge they need to make a financially sound decision regarding their college choice. Discover how these Personalized Videos address affordability and value by providing students with their actual financial aid offer (including grants, scholarships and loans) while also delivering important value propositions regarding your institution. We will also review how institutions are using Personalized Merit-Scholarship Videos to engage students early while they await their final Award Offer.

Building and growing your Health System Philanthropy: An Annual Giving Comparison
As health system acquisition and mergers continue to be an ever-growing reality, the need to develop integrated and system-wide philanthropy structures within our organizations becomes more and more of a necessity. Learn how Johns Hopkins Medicine and the Medical University of South Carolina (MUSC) have navigated annual giving program creation and implementation system-wide over the past several years as a means of philanthropy integration and pipeline development. Discuss building a holistic annual giving program that spans a healthcare system and the differences in navigating that process within different sized organizations with different cross-enterprise partnerships, leadership buy-in, funding sources and goals.

Age is Just a Number: Using Generational Behaviors to Boost Your Impact

Generations are defined by the key global events that create shared experiences and shape behaviors. We will explore the commonalities by channel preference and discuss data-driven approaches using these preferences. We will also take a deep dive into the COVID graduates, their own micro-group in Higher Education, and successful approaches for launching their spirit of philanthropy with their alma mater.

From Silos to Synergy: Unifying a Fragmented Online Division for Recruitment Success

In a landscape of constant change and an internal change of ownership, our online division faced critical challenges: segmented operations, decreasing resources, and a struggling recruitment strategy. This presentation dives into our transformative journey, showcasing how we shattered internal silos, forged strategic partnerships, and built a unified online recruitment strategy. This presentation is not just a success story; it's a roadmap for any higher education institution.

10 Things You Need to Know About Online Student Motivations and Decision Making

RNL's 2024 survey of prospective and enrolled online students tells us a lot about what is important to them and how those priorities affect their enrollment decisions. With more options before them than ever before, programs that align messaging and strategies with how they think and search will be best positioned to attract the students. In this session we will first discuss survey findings, then discuss how participants could shape these findings into messaging and strategy, and finally, see what RNL's own messaging and strategy experts think would be most effective.

Strategic Symbiosis: Maximizing Enrollment Growth Through Organic and Paid Channels

This presentation illuminates strategies to enhance organic traffic, emphasizing the synergy between digital and organic efforts. Attendees will discover the intrinsic value of integrating and understanding the nuanced collaboration between organic and paid approaches. The session delves into practical examples of leveraging organic growth through webinars, social media, and SEO. By exploring the dynamic interplay between these components, participants will gain actionable insights to fortify their digital presence, fostering a holistic and effective approach to growing organic traffic. This presentation promises tangible takeaways for seamlessly connecting digital and organic strategies for sustainable growth.

Let's Get Together, Yeah, Yeah, Yeah. How 'bout Admissions and Financial Aid Communications Combine?

The University of Wisconsin-Madison built a name for itself within the high school counseling community with its proactive, accessible, and informed communications to students, supporters, and counselors related to the new FAFSA. When a subject matter expert from financial aid and an audience expert from admissions came together, they found the best way to get the message out. Whether you're a SME with a message to share, or a communicator with a need to

expert knowledge, let us show you how they did it and how successful and realistic collaboration can serve you and your audience.

Measuring Student Success: An Interactive Discussion
This interactive session will give you an opportunity to discuss how you are currently measuring student success at your institution along with initiatives you may want to implement. We will talk about your campus culture when it comes to data and brainstorm solutions around six guiding principles for effective student success efforts. Bring your ideas to share and your questions to learn more. This session is back by popular demand.

Recruit a Diverse Student Population With Parent Engagement
Changes to affirmative action have impacted how institutions accept applicants, but colleges still want to thoughtfully recruit and attract a diverse student body. By engaging specifically and strategically with those populations' biggest advocates and advisors their families â€" enrollment teams can build affinity, applications, and yield for these important audiences. Learn how enrollment marketing and enrollment access and inclusion partnered up at the University of the Pacific and leveraged strategic parent engagement to connect with Black, Hispanic, first-gen students and families to reach enrollment goals.

Secure and Private Alternatives to ChatGPT
Join us for an insightful conference session on secure and private alternatives to ChatGPT, tailored specifically for higher education professionals. Discover how RNL Answers can help your institution maintain data privacy while utilizing cutting-edge AI technology. Learn about the benefits of using RNL's own Retrieval Augmented Generation (RAG) application, which includes a large language model (LLM) named RNL-GPT and a document database within a secured cloud environment. This ensures that any sensitive student information or university information remains private and secure.

Financial Aid for Rookies
Understanding the many moving parts of financial aid is daunting enough, let alone taking this information and building a strategic plan to use these dollars. This session will introduce attendees to the basics of financial aid (Financial Aid 101) while also introducing some basic fundamentals when building your own strategy. This session is geared toward professionals who may be new to financial aid and professionals wanting to learn the basics of building an aid strategy.

The Fundamentals of Strategic Enrollment Planning
The higher education landscape continues to change at a rapid pace, and the competition for students is fierce. Strategic Enrollment Planning (SEP) provides a disciplined approach to monitor the environment and to develop institution-specific strategic responses. Learn the absolute must do's for an effective SEP project, how to distinguish strategic initiatives from annual planning efforts, the steps to take for an effective SEP, and common pitfalls to avoid. We'll explore these questions and those from participants in this interactive session.

3:00-3:30 p.m.	Refreshment Break
3:30-4:30 p.m.	Breakout Sessions (Choose from up to 15 sessions)

The Power of Strategic Enrollment Planning and Data-Informed Campus Culture
Discover how strategic enrollment planning, when coupled with a data-informed campus culture, becomes a dynamic force driving institutional success. Uncover methodologies for leveraging data to predict enrollment trends, optimize resources, and enhance student experiences. Explore case studies showcasing two institutions that have harnessed the power of strategic enrollment planning, fostering adaptability and resilience. Join us to unlock the potential of strategic planning and data integration, empowering your institution for future challenges.

RNL360 Unpacked: Metrics to Measure and Use to Guide Action
This data-rich session will highlight trends and insights from RNL360 analyses completed at RNL partner institutions. You'll leave this session with a better understanding of the big data picture and several actionable insights to take back to your organization today.

Challenging Traditional Program Beliefs: Why a Top Nocte Digital Discovery Process and Outside Trend
How well do you really know your students? Where they spend their time online, what they are interested in outside of your program, or what their goals are. In this session we will talk about how challenging your beliefs and looking at information outside traditional information can lead to key insights and improved decisions.

Using Research to Enhance Your Graduate and Online Program Strategy
Graduate and online programs play a significant and growing role in program mix at many colleges and universities. In this session, we'll explore how to use market research including primary research, to understand the market for your existing graduate and online programs and to leverage it to consider emerging programs of interest.

Mastering Marketing ROI Through Tactical Budget Allocations in Key Focus Areas
Join us for a comprehensive discussion focusing on how institutional marketing budgets are being (or not being) deployed to maximize ROI. Explore strategic insights from our research among hundreds of institutional marketing leaders and our work with dozens of institutional partners into how to select and deploy effectively across the intricate landscape of digital and traditional channels. This session aims to empower marketers like you with actionable strategies and key takeaways for optimizing resource allocation. Discover how you can strategically invest your marketing dollars to achieve impactful results. Don't miss this opportunity to gain invaluable insights into the art of effective budget distribution in the ever-evolving world of digital marketing.

Maximizing Student Success: A Comprehensive Orientation Approach at Utah State University

In 2017, Utah State University switched from a summer orientation session to a comprehensive, 5-module orientation. It provides just-in-time information to customized populations of students, which is especially important given the limited bandwidth students can devote to orientation, enrollment, and the overall transition to higher education. The modular orientation better covers factors that impact retention and student success, including class selection, campus technology, mental health, Title IX, and student safety.

Learn how this change allowed administrators to better track and support students in the onboarding process, fostered collaboration among enrollment units, and enabled more dynamic interactions with specific student populations.

Game On! Success Through Student-Athlete Enrollment

Explore the symbiotic relationship between intercollegiate athletics and the overall enrollment strategy at your college/university to identify the ideal fit. Dive into tools and data markers for effective student-athlete recruitment and retention. Discover how aligning athletics with institutional goals enhances recruitment outcomes and improves campus culture. Join us to enhance your strategic enrollment playbook through the maximization of intercollegiate athletics.

Revolutionizing College Choice: What 2,000+ Students Reveal About Personalization

Dive into the future of college planning with insights from a national survey of 2,000 high school students! This session explores the transformative power of personalization, offering a dynamic blend of professionalism and excitement. Discover groundbreaking strategies, gleaned from real student perspectives, to tailor the college planning experience. Unveil the keys to student engagement in this thrilling journey to revolutionize the way we guide students through higher education decisions meeting them where they are. Hold onto your hats because the future of college planning is here, and it's anything but ordinary!

Navigating AI in Higher Education: Ethical Governance and Implementation Strategies

In today's rapidly evolving higher education landscape, AI stands as a transformative force, offering universities unprecedented opportunities to enhance operations and personalize student experiences. However, with these opportunities come responsibilities. Join us for a focused presentation where we delve into the intricacies of AI governance, exploring strategies to establish tailored AI guardrails for universities. Furthermore, we'll outline the seven essential steps for successful AI implementation at your university. Through real-world examples and best practices, gain insights into integrating AI governance seamlessly into existing institutional structures. Don't miss this chance to empower your institution with ethical and impactful AI utilization.

AI 101: Unveiling the Basics of AI University Innovation
Embarking on integrating AI into your university can be daunting, especially for those with little prior knowledge. If you're eager to harness AI's power but unsure where to start, join our tailored session. Designed for university administrators and staff new to AI, we'll cover AI fundamentals: defining AI, types like machine learning, and ethical considerations. Gain foundational knowledge and confidence to navigate the exciting realm of AI.

Is There a Secret Sauce? Common Themes in Achieving Enrollment Success
How are some institutions able to achieve success in the current environment: growing enrollments, increasing revenue, exceeding goals? We're not talking about the ultra-elite, name brand schools here, but campuses that are like many others: somewhat resource challenged, not in a premium location, competing priorities, etc. Join our panel of enrollment leaders to explore common threads among their success stories.

Engagement Center Panel Discussion
Is phone actually dead? Not by a long shot! Join our panel of top-notch phone programs as they discuss ways they have transformed their phone programs into progressive digital engagement centers by leveraging texting, video, email, and yes, picking up the phone. You'll learn cutting-edge strategies that will make sure the right message is getting to the right donor at the right time.

RNL Student Success Assessment Tools: Using Data to Inform Your Efforts
Where and how do you start to understand the priorities of your students to guide student success activities on your campus? One approach is to gather feedback from students on how motivated they are as they enter your institution, along with their satisfaction levels while they are enrolled, to inform where you need to invest your resources of time and money. This session will explore RNL's student success assessments, providing guidelines on how to best survey students and how you can integrate data into your planning activities. You'll learn how campuses like yours have utilized satisfaction and motivation data to improve retention and graduation rates in student-centered environments.

5:00-6:15 p.m.	**Conference Welcome and Opening Keynote Session:** Michael Sorrell, EdD, President, Paul Quinn College
6:15-7:30 p.m.	Opening Reception

Draft agenda— Sessions subject to change.
Note: Session room names will be listed on the conference app hour-by-hour agenda.

Wednesday, July 24

7:00-8:00 a.m.	Breakfast
7:00 a.m.-5:00 p.m.	Registration/Exhibit area open
8:15-9:15 a.m.	Breakout Session (Choose from up to 15 sessions)

Reset? Reposition? Who Cares? Will It Work and Is It For My Campus?

Repositioning your institutional pricing can be incredibly risky, even when done well. IEPDS data suggests that the odds of winning are a flip of a coin. Learn what it takes to put your institution on the winning side of the coin. Deciding to reposition your price may be the easiest part of the equation.   Strategic implementation planning, understanding institutional financial exposure, assessing potential up-funnel demand changes, operationalizing the move, and, maybe most importantly, how its messaged to internal and external audiences are just some of what will be covered in this session. Come spend 60 minutes with RNL professionals who will share with you a holistic approach to a price repositioning strategy.

Lessons in Collaboration: Transitioning Athletics to a Merit First Model that Prioritizes NTR

Case study at a small NAIA school with high athletic enrollment. Learn how, with support of RNL, the University of Providence Enrollment Management Team was able to collaborate with Athletics to create and implement a merit-first model for coaches that is transparent, aligned with best practice in higher education, and most importantly, right set student athlete scholarships to grow NTR.

Panel Discussion: Women, Wealth and Impact on Philanthropy

The world of philanthropy is changing, and women are playing a crucial role in shaping that at many institutions. Women have an increased focus on giving back through volunteering, mentoring and are the drivers of their families€™ philanthropic decisions. Engaging your female base has a lot of reward and in this session you will her from several leaders in this area with programs that are thriving at successfully engaging women.

Mastering the Art of Graduate and Online Enrollment: Because Adulting is Harder Without a Degree

This presentation focuses on optimizing graduate student recruitment by exploring communication preferences, effective outreach trends, and the crucial role of enrollment teams. Attendees will gain insights into tailoring communication to diverse styles, and staying abreast of evolving trends for impactful outreach. Special attention is given to fostering inclusivity through collaboration with marketing offices. The session promises practical tips and collaborative strategies, providing a toolkit for recruitment success in the dynamic landscape of graduate admissions.

How to Win in the Graduate and Online Market: 15 Things Students Tell Us
Graduate and online enrollment is increasingly critical to enrollment health. But students tell us that business as usual will not result in them choosing your program. You're no longer competing with inertia; in fact, on average they apply to 2.35 programs so meeting their needs and expectations is your first critical step. This session will use 15 of the strongest and clearest expectations and preferences from RNL's recent national studies of more than 3,000 graduate and online students to lay the foundation for a discussion of how institutions must respond.

Video strategy not driving inquiries? It's not what you say, it's how you say it!
This session will cover:
- The world is inundated with content
- Why you are struggling to stand out
- The challenges of producing video content and distributing it
- Best practices for content production
- Best practices for content delivery

Navigating Success: Innovations in Student Retention and Resource Acquisition
At Community College of Philadelphia, resource limitations have inspired innovative strategies for student retention. Leveraging grant funds, we've onboarded dedicated administrators focused on guiding students toward graduation. Through a robust retention plan, events calendar, and flexible scheduling aligned with student preferences, we've reduced student attrition. Collaborating with alumni, industry partners, and program advisors, we're forging pathways to employment and meaningful networking opportunities. Our approach also extends beyond academia, integrating domestic and study abroad experiences, mirroring those of 4-year institutions. Join us to explore how these initiatives are transforming student success.

From Orientation to Graduation: Enhancing Student Success With Holistic Advising
Academic Advising plays a pivotal role in facilitating student success. Effective advising is not only about course registration and degree planning, but encompasses a holistic approach to student development. Drawing on evidence-based practices, this session explores innovative advising models, proactive interventions, and collaborative strategies to support student retention, persistence, and achievement. Attendees will gain actionable insights and practical tools to strengthen advising practices on their campus.

Optimizing Revenue in Higher Education: Taking your Strategic Planning Process to the Next Level
Smart university leaders are thinking differently about what it means to be sustainable today. By aligning your enrollment and academic goals with your fundraising priorities, you can open up compelling and modern investment opportunities for your supporters that will benefit the university for years to come.

During this session, enrollment and advancement leaders will share how to align academic planning, strategic enrollment planning, financial aid budgeting, and fundraising to better engage today's savvy donor investors.

Draft agenda— Sessions subject to change.
Note: Session room names will be listed on the conference app hour-by-hour agenda.

Empowering Hispanic Students and Their Families from College Planning to Graduation
This session aims to provide participants with a deep understanding of the unique challenges that Hispanic families and students encounter during the college planning process. We will explore their communication preferences, their perceptions of college planning, and satisfaction with communication.

Tips and Tricks to Using Large Language Models
Have you ever found yourself grappling with unexpected results while leveraging LLM applications? This session is tailored to address precisely that challenge. Whether you're a seasoned practitioner or new to the field, this webinar offers a comprehensive guide to harnessing the power of LLMs effectively.

How to Keep Your Chatbot from Making Headlines for the Wrong Reasons
Join us for a revealing exploration into the world of chatbots, where best intentions can sometimes lead to unexpected outcomes. In this eye-opening presentation, we will showcase real-world examples of how seemingly harmless chatbots can be manipulated by mischievous individuals, resulting in unintended and sometimes detrimental consequences. From misleading responses to inappropriate interactions, we'll delve into examples that highlight the potential pitfalls of poorly designed or inadequately monitored chatbot systems. But fear not! Armed with knowledge and insight, we'll equip you with a comprehensive guide on how to navigate the chatbot landscape and select the right partner with confidence. Suitable for all levels of AI expertise.

Making the Case for AI Investment at Your University
Discover how Artificial Intelligence (AI) can transform higher education in this session. Gain strategies to advocate for AI investment at your university, highlighting its advantages in optimizing operations, enriching teaching and learning experiences, and fostering innovation. Learn how to overcome objections, draw from successful case studies, and create a customized roadmap for implementation. Suitable for all levels of AI expertise.

Omnichannel 101 – Expanding Your Reach for 2025
Once upon a time in a faraway land, fundraisers could send a letter or make a phone call and our potential donors would be ready to make their gift. In today's fundraising landscape, however, you have to create nuanced communication cadences that allow donors to respond to the channel they prefer. Join us as we review how texting, direct mail, email, digital engagement centers, and digital advertising can work together as a cohesive strategy to help you increase the number of alumni and friends seeing your call to give in 2025.

Giving Day Panel Discussion
From the traditional Giving Day model to the weird and wacky- session attendees of this special panel will be treated to a discussion of such topics as "throwing spaghetti at the wall," leveraging major and planned gift donors to inspire increased philanthropy, and engaging donors of all backgrounds and at all levels to build champions for your Giving Day.

9:15-9:45 a.m.	Refreshment Break
9:45-10:45 a.m.	Breakout Sessions (Choose from up to 15 sessions)

Gimme some straight talk: Accessible & Inclusive Financial Aid Communications

With encouragement from Dolly Parton, we'll hold the sugar, not talk in circles, avoid the mumbo-jumbo jive, stop the guessing games, translate our gibberish, and instead just spit it out real plain! Continued scrutiny on the transparency and clarity of financial aid impacts all of us, so this session will help attendees consider how inclusive, accessible, plain, and trauma-informed language and tools can support our improvement efforts. Sharing from research and industry experts, we'll cover topics to help us all use more student-centric and jargon-free language when speaking to students, their families, and campus and community members about financial aid.

Reimagining the Advancement Business Model to Promote Healthy Pipeline Growth

External economic circumstances, declining enrollment, and rising costs, are putting additional pressure on University budgets. Advancement leaders must make difficult choices about where to invest in order to achieve the best outcomes, however many of those decisions are favoring short-term outcomes, to the detriment of long-term donor pipeline building and future fundraising revenue.

During this session, we will discuss the important balancing act that advancement leaders must perform in order to continually feed a healthy donor pipeline. Topics will include high ROI acquisition strategies, changing dynamics in donor retention, methods for accelerating major gift pipeline, and aligning roles and goals amongst your staff to drive towards common outcomes.

Linking Comprehensive Fundraising to Enrollment Success: There is a Secret Sauce!

At a time when institutions are faced with dwindling resources, external competition, and enrollment nightmares, there is a critical need for flexible funding and creative resources. This session is filled with real-time strategies and tried, and true practices designed to show you how to nail down those much-needed new dollars in tough times.   We'll show you where to find the non-traditional dollars that impact enrollment, student success, and educational enrichment!

Assembling Highly Effective Graduate Recruitment Teams

This presentation delves into the essentials of building a high-impact graduate program recruitment team. Focusing on strategic team composition, skill development, and leveraging data analytics, we'll explore how to create a team adept at navigating today's competitive higher education landscape. Participants will gain insights into effective recruitment methodologies, team dynamics, and the integration of technology in team operations. This session is tailored for higher education professionals seeking to enhance their graduate recruitment outcomes through focused team development and innovative recruitment strategies based on best-practices identified by RNL research.

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When the Product Is the Challenge: Shaping Academic Programs to Meet Students Preferences

Aggressive enrollment goals are today's default. Some programs achieve their goals through savvy and creative marketing and recruitment efforts. For other programs, the goals are elusive. Why? Because marketing and recruitment efforts are only one piece of enrollment success. The programs themselves can be the challenge. With today's level of choice, programs that do not align with expectations will struggle. What are the most frequent mismatches between student expectations and program positioning? Using RNL's latest graduate and online student surveys as our foundation, we will discuss how institutions can get back on track while not sacrificing their mission, their values, or their quality.

From First Contact to Graduation: Maximizing Impact on Enrollment and Student Success

In an era where educational institutions are seeking innovative solutions to enhance both student success and enrollment strategies, this session offers a unique perspective on utilizing strengths-based approaches to achieve these goals. This session explores innovative approaches to enhance persistence, retention, and graduation rates among students, as well as to strengthen relationship-building skills in admissions counselors. Drawing from years of practical application, our presentation delves into how these methods not only improve professional outcomes but also cultivate a robust sense of self and direction in both personal and professional realms. Attendees will gain insights into building trustful interdepartmental relationships and enhancing overall life quality, thereby contributing to a more vibrant and successful educational environment.

Why Don't You Stay? Relationship-Building Retention Strategies at the Course Level

Prior to the global pandemic, the primary focus in higher education analytics involved enrollment and student success rates. Post-pandemic, the focus shifted to retention and completion rates. This is especially true for institutions in Texas, thanks to the recent implementation of House Bill 8. Research shows a direct correlation between distinct online course elements and class retention. While the topic of retention is most often discussed at administrative levels, the truth is, faculty and instructional designers hold keys to building relationships and retaining students for an institution. This interactive session shares strategies and tools for increasing retention at the course level.

Honors Colleges and Service-Learning: Keys to Student Success

The workshop focuses on developing a strong Honors College based on Maslow's Hierarchy of Needs. Maslow's theory provides a foundation for enrollment managers, deans, directors, department heads and faculty to help promote student success. A well-developed Honors College or Honors Program that also incorporates service-learning and addresses the five tiers of the hierarchy serves as motivational keys that promote scholarship, leadership, and comradeship. The end result of the equation is a well-rounded student who persists, graduates, and becomes a productive citizen in an ever-changing society who is a walking billboard for your university.

How a SEM Belonging Organizational Structure Can Spark You and Your Enrollment Results!

The Belonging Organizational Structure is an adaptive and transformative approach to drive sustainable strategic enrollment results. Inside out thinking, innovation, advocacy, and a tireless dedication to inclusive creativity can actually render what is best for the prospective student, the university employee, and the key enrollment results to sustain your institution. Augsburg has titled this transformation, From Selecting to Belonging to Social Mobility: Changing the College Admissions System.

Learn about a powerful strategic collaboration, one that flips the script in the admissions process to remove systemic barriers to higher education. Learn how this collaboration helped transform vision into reality with the Augsburg Applies to You platform, a new direct admissions approach launched in fall 2022.

This session will discuss the importance of language, intention, and a DEIB (diversity, equity, inclusion, and belonging) posture for privileged higher education leaders. Participants will begin to consider the following:

How might we support our team members with tools and sustainable practices for systemic wins in belonging?

How might we help team members define inside out change for themselves and encourage their professional development journey?

How might we utilize the EDIFY methodology to support leadership development, team bonding and problem solving for DEIA needs on campus?

Understanding High School Students' Emotions During College Planning

This session aims to delve into the emotional rollercoaster that high school students experience during the college planning process. We will examine the common emotional challenges such as stress, anxiety, fear of failure, and the pressure to make life-altering decisions. The stress and anxiety of the college anticipation don't end with enrollment. We will also delve into the areas of college life that can overwhelm and stress high school students. By understanding the emotional impact of college planning and enrollment, higher education institutions can better support students in navigating this critical phase of their academic journey.

Creating a Recruitment Culture: Inspiring innovation and Engagement in Higher Ed Marketing

A new generation of students has brought a unique challenge in its viewpoint on the value of higher education. If nearly half of graduating high school students feel that the financial benefits of college no longer outweigh the costs, how do recruitment marketing professionals in higher education persuade them otherwise?

By creating a college culture that places priority on student recruitment. Learn how to build and align data-driven strategies between a college and its departments, how to build community among recruitment and academic professionals and how to maximize resources to place academic programs on a path for enrollment success.

Draft agenda— Sessions subject to change.
Note: Session room names will be listed on the conference app hour-by-hour agenda.

Unlocking Donor Insights: AI-Powered Behavioral Analytics for Higher Education

Discover how artificial intelligence revolutionizes donor engagement in higher education fundraising. This session explores practical applications of AI-driven behavioral analytics, irrespective of your CRM platform. Learn to extract actionable insights from donor data, predict giving likelihood, and optimize fundraising campaigns. With a tool-agnostic approach, you'll leave equipped to leverage AI for transformative results in donor relationships.

Preparing Your Campus for AI: Building Accessibility and Best Practices for Data Readiness

In this session, we delve into the crucial steps necessary to prepare your campus for the integration of artificial intelligence (AI). From ensuring data accessibility to implementing best practices, attendees will gain valuable insights into the foundational elements required for AI readiness. Learn strategies to make your institution's data accessible, standardized, and ready for AI applications. Discover key practices to cultivate a data-driven culture and streamline processes to maximize AI effectiveness. Whether you're just beginning your AI journey or seeking to enhance existing initiatives, this presentation equips higher education leaders with the knowledge and tools needed to navigate the complexities of AI readiness and unlock its transformative potential on campus. Suitable for all levels of AI expertise.

The Four F's of 2024 – The FAFSA Fiasco Fraught with Frustration

What went right, what went wrong with the implementation of the simplified FAFSA and the roll out of the Student Aid Index (SAI)? This session will provide an overview the challenges that enrollment management officers, their staff in admissions and financial aid, faced as they tried to serve students and families during this tumultuous season. We'll review how RNL adapted to the Student Aid Index within our financial aid leveraging and initial findings of how aid eligibility is changing for our campus partners. We'll also highlight best practices and practical guidance on where we go from here in implementing the SAI.

How to Personalize Your Web Experience When Your Visitor is Stealth

This session will cover:
- The challenges of stealth visitors on the admissions process
- The reason to give the web visitor choice in the content – by choosing their adventure they can have unique experiences
- The power of content to persuade the visitor to 'raise their hands'
- The move from "pull marketing" to push marketing
- AI's role in personalization
- The improved data that providing personalized experiences can provide

10:45-11:15 a.m.	Break
11:15 a.m.-12:00 p.m.	**Keynote Session: Introducing RNL Edge AI Solutions to Power Your Success**
12:00-1:45 p.m.	Hosted Lunch
2:00-3:00 p.m.	Choose from AI Fireside Chat or Breakout Sessions

Responsible AI in Higher Education: A Fireside Chat
Session description coming soon

Promoting Collaboration Across Campus to Advance Your Strategic Enrollment Management Plan
Development of a strategic enrollment management plan (SEMP) is a crucial landmark in your institution's ability to direct resources and efforts to reach its enrollment goals. Successful execution of that plan requires development of relationships and cooperative action plans with multiple operational units across the university, but that can be challenging. In this conversation-style presentation, a Vice President of Student Affairs and Enrollment Management and an academic Dean of Health and Human Services will share their journey and lessons learned about engagement, communication, and coordination across campus.

Harnessing Personalization: Elevating Your Fundraising Efforts with Data-Driven Video
It's all about the personal relationship between your benefactors and your institution. What truly matters to your alumni and donors? The information lies within your data. That CRM data and your existing visual assets are used to build dynamic content that creates personalized fundraising videos for your institution. Data-driven videos are available on-demand or in batch format and most importantly scalable. Personalized fundraising videos drive engagement, connection, and conversion by using multiple data points on your alumni and benefactors. Elevate your fundraising efforts and develop deeper relationships through personalized video.

#NOSILOS - A Unified Strategy for Enrollment Management and Student Success
At IU Online we have reimagined the culture and infrastructure of enrollment management and student services by creating a culture of unity, a silo-free environment, and a singular focus on holistic student success.

Turning the Lights On: Using Your CRM to Promote Data Transparency Across Departments
Semester after semester, Palm Beach Atlantic University's student registration process was a mess in which the deadlines didn't matter, and it was never quite clear whether the spreadsheets (shudder) being shared across departments were accurate. In 2022, PBA partnered with RNL to solve these issues using their CRM to create the Enrollment Checklist, an onboarding process for all students that is accurate, up-to-date, and transparent for students and university staff. More than just a checklist for incoming students, the Enrollment Checklist served as a vehicle

for significant data delivery that involved Student Accounts, Financial Aid, Information Technologies, Student Development, Health and Wellness, Academics, and Athletics. Most significantly, this enabled the university to not only successfully onboard two record-breaking classes but resulted in an organizational shift that transformed several isolated departments into an Enrollment Management Team.

Recruiting Inside: Strategies to Improve Enrollment by Recruiting the Students You Already Have

How can student success offices create strategic partnerships to improve enrollment and retention outcomes for students exploring majors? Students who declare a major persist at a higher rate than students who are undecided. The Executive Directors of Career Design and Exploratory Advising will share how our Career Design Center and Exploratory Advising Office created shared programming to support students in developing meaning, purpose, and confidence in their academic and career goals so that they are prepared to declare a major. We will share the strategies we have implemented through aligning programming efforts, sharing initiatives, and collaborative assessment plans.

Increasing Enrollment by Targeting Strategic Student Populations

Discover how Manchester University saw a 12% enrollment increase among first-year students in Fall 2023 by focusing their efforts on strategic student populations. Along with their ongoing recruitment travel, campus visit program, and marketing and promotion efforts, Manchester offered Ardeo's loan repayment assistance program (LRAP) financial safety net to prospective students in these targeted populations. These efforts combined to grow enrollments in academic programs and local communities that align with Manchester's goal of preparing students for successful lives and careers in an ever-changing world.

Unlocking Success: A Blueprint for Family-Integrated Enrollment Communications

Families are becoming increasingly more involved and important in the admissions process. In 2023, 88% of prospective parents preferred receiving communication weekly and 97% said how well a school communicates is the second most important experience in determining where their student attends. Join Lamar University in how to effectively build families into your enrollment communication strategy, how to have a uniform student & family communication plan, and how to tailor your communications to various family populations throughout the country.

Annual Giving Top to Bottom Panel Discussion

Recreating an annual giving program, or being asked to create one from scratch, is a daunting task regardless of your level of experience. From evaluating pipeline health to launching omnichannel solicitation strategies through stewardship of gifts received, it can be a time of great excitement and momentum mixed with a fair amount of uncertainty. Join us as we discuss annual giving in both healthcare and higher education and what it means to create, or recreate, an annual giving program for 2025.

3:00-3:30 p.m.	Refreshment Break
3:30-4:30 p.m.	Breakout Sessions (Choose from up to 15 sessions)

Optimizing the New Student Enrollment Cycle: A Collective Student-Centric Integrative Approach
Enrolling new students at four-year institutions is a multifaceted endeavor involving various stakeholders and requires a holistic approach. This session will focus on how personalization in higher education, from admissions to new student orientation, can enhance student engagement, satisfaction, and overall student success. Learn how one university has shifted to the all hands in culture and implemented a collective integrative strategy that enhanced the new student enrollment cycle where all faculty and staff support the enrollment process and overall transition.

The Social Influencer Trend: How to Enhance Engagement Using Social Media Celebrities
Social media influencers are this generation's professional athlete on a Wheaties box. In this session, explore how to engage the unengaged via the use of Social Media Influencers and find pockets of opportunity to tap in to both engagement and fundraising success.

Managing Misalignment: Tools for Better Cross-Departmental Collaboration
Successful enrollment in the graduate and online space requires collaboration between many campus groups. In order to provide the best student experience, it's important that all groups are in alignment on program logistics, marketing budgets, and many other factors. This presentation will review tools used at the University of Mississippi to confirm responsibilities among departments, bring stakeholders to common agreement, and define marketing goals and plans. By using these tools, leaders can cut through many common pitfalls of cross-campus collaboration and set expectations for program and student success.

KPI-Driven Success: Enhancing Graduate Program Marketing and Recruitment with the Right Insights
RNL surveyed graduate marketing and enrollment leaders at more than 200 institutions to gain insights on which strategies are working most effectively to meet today's enrollment goals. This presentation offers enrollment leaders an opportunity for comparative analysis of their current practices against requisites for enrollment success, the strategic use of KPIs for adaptive planning, and the application of dynamic budgeting to maximize resource allocation. Attend this session to uncover the blueprint for synchronizing marketing and recruitment to evolve new student enrollment strategies.

Maximizing Enrollments through the Synergy of Digital Strategy and Creative Excellence

Join us as we unpack the strategies and creative insights that empower your enrollment marketing endeavors. In the ever-evolving landscape of digital marketing, the synergy between digital strategy and creative excellence is the key to unlocking unparalleled marketing impact. In this session, we'll delve into the strategic alignment between these crucial elements, from the inception of inspired creative elements to the precision of digital strategy, result measurement, optimization, and refresh all guided by the pulse of data.

Collaboration, Communication, & Capital: The Trifecta Approach to Student Success

The key to successful programming is collaboration, communication, and capital. It's difficult to operate a program without the support of various departments on campus. Our success has been built upon collaboration of multiple departments on campus. Join us to learn how collaborative partnerships (internal and external) have helped us generate capital to support student engagement and retention.

Charge On! Strategies for Improving Retention and Graduation Student Success

In 2022, the University of Central Florida established a Persistence Committee to enhance student success. This committee is a cross-functional team that aims to deliver the right support to the right students at the right time. The team uses predictive analytics, newly created dashboards, data insights, technology, and the identification of barriers that impede student success to develop tactics for the university-wide strategy of coordinated care. The goal is to track student performance and deliver timely and appropriate interventions to improve FTIC and transfer retention and completion rates. The presenters will discuss the conceptualization, strategies, implementation, outcomes, and application of this approach on other campuses.

Women in Higher Ed: Panel Discussion

Back by popular demand, this year's session will bring together a panel of professional women in higher education for an interactive discussion on strategies for negotiation, communication, and networking, plus managing the tides of change to effectively develop a successful career in higher education. In this session, the panel will explore practical strategies to create opportunities for career enhancement and advancement, along with ways to incorporate professional development into our busy lives.

Meaningfully Measuring the Progress and Impact of Your SEP Strategy

Once you develop a strategic enrollment plan, the next question is - are you meeting your goals?Key performance indicators are critical; however, they often are abstract, evasive concepts that spark debate. At The University of Texas at El Paso an R1 HSI of 25,000 students â€" Enrollment and Student Success partnered to develop meaningful KPIs to evaluate our co-authored SEP strategies. Join us to discuss lessons learned and best practices for developing effective KPIs.

Turning Annual Giving into the High Octane Engine that Accelerates Your Donor Pipeline

Annual giving is no longer the bottom of the fundraising pyramid. Rather, it is the central hub of your dynamic and fast moving fundraising engine. During this session, faculty will dive into the practical ways that annual giving can and should be influencing every aspect of your fundraising enterprise. We'll share specific tactics and strategies for:

· Identifying and accelerating major gift prospects pre-portfolio   assignment

· Use of students in qualification and engagement

· How to use Giving Days to open up major gift conversations

· Emerging vehicles for annual giving (DAFs, giving circles)

· Today's KPIs for identifying major and planned giving prospects

· And more...

Through real world examples and RNL's deep library of research, this session will provide a data driven approach to optimize your annual giving program and pour jet fuel into this crucial fundraising engine.

Managing Ethical Dilemmas in AI: Ensuring Fairness and Diversity in Higher Education

Dive into the ethical considerations surrounding the integration of artificial intelligence (AI) in higher education. As institutions embrace AI technologies to enhance efficiency and decision-making, it becomes imperative to critically examine ethical implications. Attendees will explore strategies to assess the ethical dimensions of AI implementations, leveraging insights from Diversity, Equity, and Inclusion (DEI) experts on campus. We'll address crucial questions: How do we ensure fairness and mitigate bias in AI models? How can institutions proactively counteract bias and uphold ethical standards in AI applications? Join us to uncover practical approaches for navigating ethical challenges in AI, fostering inclusivity, and promoting transparency at your university. Suitable for all levels of AI expertise.

Online Champions: Overcoming Resistance to Online Learning

Rolin Moe is a leader of the University of California online learning initiative. He is at the center of one of the most public debates over online learning, scholarship and access across the University of California system.

Scott Jeffe is a foremost researcher of online learning trends, pace and scale of adoption and management of online and graduate learning, He has conducted market research for hundreds of institutions seeking to better serve these students, and leads RNL's graduate and online thought leadership. He is the principal researcher for eight RNL national reports.

This session will be a moderated discussion focused on the most critical issues in building the case for and reducing internal resistance to online learning, and how these factors are playing out on the biggest stage. Join us as Rolin and Scott discuss the academic and structural challenges to adopting an online modality, navigating federal and state regulatory policies and how they have become champions for online learning. This session will draw from the annual research conducted by RNL and will be illustrated by the case study of the University of California.

Amplify Your Access Initiatives with College Board Search & Connections
Students who opt-in to College Board Search are more likely to enroll in four-year colleges and graduate in four years than similar students who aren't identified through Search. Over time, research shows these outcomes are even greater for historically underrepresented students. College Board's Search tool is designed to help schools build a diverse and vibrant class leveraging features like Interest in My College and Landscape Context. This insightful data is available to all Search users, and RNL consultants can utilize the information to help partner colleges better identify and promote access to all qualified students.Launched in Fall 2023, Connections, College Board's unique privacy-forward companion to Search, is the next innovation in access and recruitment. Connections allows schools to reach students using a mobile app, with messaging that is aligned with your RNL search marketing campaign. Join our conversation to learn more about how College Board Search, Connections, and RNL can work together to amplify your access initiatives in the next recruitment cycle.

Digital Giving Events as Pipeline Builders - A Panel Discussion
Giving Days. Crowdfunding Campaigns. Athletic Priority Funds. Digital Giving events are the currency of modern philanthropy, and they provide a unique opportunity for you to meet donors where they are and ask them for a first (or first in a while) gift to engage them in different ways. Join RNL ScaleFunder consultants and an RNL client expert for this high-energy discussion on the myriad of ways you can incorporate major and planned giving strategy into your digital giving event, working to build and bolster your pipeline for generations to come.

4:30 p.m.	Free evening to enjoy Dallas

Thursday, July 25

7:00-8:00 a.m.	Breakfast
7:00 a.m.-1:30 p.m.	Registration open/Exhibit area open
8:15-9:15 a.m.	Breakout Sessions (Choose from up to 15 sessions)

Sustaining and Supporting Diverse Students from Inquiry through Graduation
With the many changes in diversity, equity and inclusion, campuses are challenged to identify pathways beyond recruitment. Finding ways to meaningfully support diverse students and increase persistence through graduation requires our attention. This session will focus on how to recruit and successfully retain diverse students within established boundaries while meeting student needs and institutional goals.

Tell Me A Story: The Indispensability of Storytelling in Effective Fundraising
Fundraising professionals and academics studying non-profit organizational leadership often emphasize the development of business acumen, adept data science analysis, and a focus on management process execution to become an effective fundraiser. Storytelling and narrative crafting are emerging as equally powerful and pivotal skills for successful university advancement work.

In this session, I will discuss how storytelling helps us build better campaigns, close major gifts, develop institutional identities, and develop talented early career professionals with storytelling skill. Using case study examples, I will extrapolate and discuss how, when, and why we need to emphasize fundraising storytelling.

Reconsidering Leadership in Annual Giving for your Donor Pipeline and your Development Team
Leadership annual giving positions are often seen as stepping stones to major gift positions, just as LAG is considered as a step toward major giving. However, this presentation's thesis is that leadership annual giving should be valued as a career path in itself, and a LAG program is a vital component of your fundraising strategy. The presentation discusses the importance of leadership annual giving positions, way to invest in the professional growth of LAG officers and provides tips for improving leadership annual giving programs.

But First, Build the Engine
Recruitment and Retention teams are expected to perform at high levels to meet enrollment goals set by organizations. So as leaders, how do we ensure our teams have the right resources, support, and determination to be high performers? Well just like a racecar, the engine is the source of power, but it is the driver and the pit crew that determines the performance. Learn how LSU Online built their in-house recruitment and retention engines to maintain speed and ensure high performing teams every lap of the race.

Building Graduate Pathways with Liberal Arts Colleges through Bachelor-to-Masters Agreements

Western Michigan University is a midwestern comprehensive high-research activity institution. To attract a broader range of graduate students from neighboring communities, we developed several formal partnerships with regional liberal arts colleges. Through these partnerships we created bachelor-to-masters degree 4+1 pathways that allow undergraduate students from a liberal arts college to transfer 12 credit hours toward their WMU masters degree in specific academic programs. This session will discuss how the Graduate College worked with WMU administration and the liberal arts college leadership to formalize cooperative agreements with three liberal arts institutions that outline 10 different academic pathways for transfer credit.

Effectively Gauge Performance - Fostering a Campaign-Focused Approach to EM Marketing

Only recently have many colleges and universities, especially small privates, begun to understand the importance of marketing in building awareness, reputation and class sizes. Despite expanded marketing teams, budgets and technologies, many grapple with reporting marketing SUCCESS. Berry College invested significantly in marketing over the past five years, resulting in record enrollment years and a continued positive trend. How do they determine what's working, where to adjust and at what point users make decisions? This session explores Berry's use of focused campaigns that record all marketing activities and how business analytics tools help answer these questions.

Trying, Testing, and Transforming: Executing a Persistence Model to Improve Student Retention

This session will provide an overview of a persistence model developed by a college-led work team for Tarrant To and Through (T3) Scholars at Tarrant County College. Participants will learn how a working definition of persistence was informed by internal and external stakeholders, developed by a district-wide team of faculty and staff, and executed across all six college campuses. Retention data show T3 Scholars outperforming the cohort group on one-year and two-year retention, with retention rates 6-10% higher for students in the persistence program. The dialogue will be contextualized by reviewing relevant research and the national discourse on student persistence.

Harnessing External Influences for Strategic Advantage

This session will focus on reviewing key external influences such as demographic change, student and labor market demand, and market perception that impacts and effects colleges and universities. We will discuss how to identify these influences and other influences, assess potential impact, and develop strategies to use various emerging influences to your strategic advantage. Participants will explore key questions surrounding academic and enrollment planning and gain insight into how to apply macro and regional data into strategy development.

Breaking Barriers: How Forsyth Tech Is Redefining Support for Hispanic Students and Their Families

Forsyth Technical Community College, recognized as an emerging Hispanic-Serving Institution (HSI), has pioneered several groundbreaking initiatives to support and empower its Hispanic student body. This presentation will explore Forsyth Tech's multifaceted approach, which includes a comprehensive website redesign with a powerful translation plugin, a collaborative community project to identify and overcome educational barriers, and the establishment of a Plaza Comunitaria to aid Spanish-speaking individuals in achieving their educational aspirations.

Recruit, Rapport, Retain, Repeat

Being an effective college recruiter requires adaptability, people skills, consistency, and more, but most importantly, being an effective college recruiter involves passion, fortitude, and energy. After meeting, identifying, attracting, and ultimately enhancing the knowledge of prospective students about the requirements to attend their institution, the only thing that is guaranteed is that the recruiting season will end and begin once again. Recruit, Rapport, Retain, Repeat will encourage recruiters to focus on personal health while recruiting, and highlight the importance of relinquishing field recruiting responsibilities if they are no longer willing or unable to give their best efforts.

The 2023 RNL Discounting Report and 7 Factors That Influence Your Tuition Discount Rate

This session will highlight the data available in the 2024 RNL Discounting Report, and then using that underlying data, we will take a deep dive into the factors that influence discount rates. The discounting report covers data for both private and public institutions as well as data for transfer students.

9:15-9:45 a.m.	Refreshment Break
9:45-10:45 a.m.	Choose from Super Session or Breakout Sessions

Super Session: Top Trends in Graduate & Online, including AI with Phil Hill

Phil Hill, publisher of the widely circulated [PhilOnEdTech](#) blog, will lead a wide ranging conversation with "up to the minute" updates focused on the meeting point of AI, OPMs, Third Party Servicers (TPS), and other online education issues, institutions, and today's regulatory environment. In "*The Hottest Topics in Higher Ed: A Conversation with Phil Hill*", we will talk through the impact of proposed new rules on: state authorization; the use of third party servicers (OPMs particularly); and AI on higher education in general, and online education specifically. Phil will also focus on how the increasingly competitive and complicated higher education landscape makes the case for increasingly centralized operations in which institutions can have the greatest impact in the online education space.

RNL National Alumni Survey: A Review of Market Research Results and Key Findings

In collaboration with a diverse mix of institutions, RNL invited alumni to share more about their volunteer activity, what inspires them to give, satisfaction with and sense of current connection to their alma mater, communication preferences, and what is likely to motivate future engagement.

Draft agenda— Sessions subject to change.
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What emerged as most notable? During this session, Howard Heevner and Sarah Kleeberger will share insights drawn from the direct feedback of more than 20,000 alumni who participated in the national research project, including a closer look at gender, race, and generational differences.

Reengineering Your Admissions Methodology: A Case Study in Change Management
This session explores a transformative approach to decreasing the admission rate through strategic change management for the Fall 2023 first-time freshmen cohort. This initiative advocated for a comprehensive revamping of admission strategies, emphasized transparency, strategic enrollment initiatives, and heightened engagement. By redefining the application process and fostering a more collaborative environment, the goal was to attract and retain a diverse pool of qualified first-time freshmen applicants. This project initiated an admissions revolution that not only streamlined process efficiency but also enhanced our academic excellence.

Direct Admission: How to Make This Enrollment Strategy Work for You
Direct admission is catching on rapidly! Institutions willing to adopt this strategy are beginning to experience encouraging results and enrolling students who would not have applied or enrolled otherwise. But it raises questions: Where do I start?; how will this impact my recruitment funnel?; where and when should I implement this strategy? These enrollment leaders jumped in early and have used very different models to achieve meaningful enrollment success. This session will explore their various approaches, including some tips and pitfalls, so that you can walk away with the foundation for how you might implement this on your own campus.

It Takes a Village: Recruit the Family, Recruit the Student
It has long been said that if you can recruit the family you can recruit the student. Saying it and knowing just how to do that is no easy task. 2020 was a time when knowing how to recruit students and their families was crucial to aiding in the overall recruitment efforts. Join us as we cover the tried and true strategies that will help you become a household name and yield more students.

Cutting Through the Noise and the Hype: How to Use AI Effectively and Responsibly at Your Institution
The subject of AI and its many facets have been in the media for quite a while. Many institutions are rushing to implement different use cases without much understanding of their effectiveness or the inherent risks. During this important session, we'll discuss tactical uses for AI to improve the educational experience and impact student retention and success. We'll also dive into the ethical underpinings of AI, frameworks for governance and oversigh and help leaders better understand how to maximize the introduction of AI into your institution while minimizing the pitfalls.

As we continue to partner and collaborate with our clients, we share four principles when implementing AI. They are called the F.E.A.T principles:

1. Fairness

2. Empathy

Draft agenda— Sessions subject to change.
Note: Session room names will be listed on the conference app hour-by-hour agenda.

3. Accountability

4. Transparency

You will learn how to apply F.E.A.T within your educational institution along with practical and actionable tips to start to implement an AI strategic framework. As part of the F.E.A.T. principles, we will also discuss the use of AI solutions within the university and expectations on allowing students to use AI solutions.

Creating a Strategic Enrollment Culture
The second half of this decade is projected to be marked by continued growth of online courses and programs, a post-pandemic "normal," demographic shifts, economic instability, and consumerism. These changes are often in direct conflict with institutional tradition. As Colleges and Universities seek to stabilize enrollment with "STRATEGIC" enrollment plans, they must unpack their institutional cultures and determine how to become agile, to innovate, to transform, and to think differently. Achieving balance between tradition and strategy is critical to an effective strategic enrollment plan. This panel session will offer lessons learned and effective approaches to foster a strategic enrollment culture.

Overcoming Financing Fears: How to Communicate with Students and Families
This session aims to address the concerns surrounding college financing and explore innovative communication strategies to empower students and their families in navigating the complex financial decisions. As the cost of higher education continues to rise, anxiety about financing education has become a significant barrier for many prospective students and their families. This session will delve into their financial fears, examining the impact on decision-making processes.

The session will provide insights into effective communication approaches that educational institutions can employ to alleviate financial anxieties among students and their families. Topics covered will include transparent financial information dissemination, fostering a supportive financial counseling environment, and understand both students' and families' communication preferences, college planning/financing information needs, and their perceptions of debt, plans for borrowing, and financing difficulty.

Participants will be equipped with actionable strategies to create a more transparent and supportive financial communication environment, fostering a positive relationship between educational institutions, students, and their families.

Participants will gain practical tools and techniques for fostering open and constructive dialogue about educational financing.

Participants will understand the differences between students' and their parents' perceptions and preferences for communication and information gathering.

Drawing on real-world case studies and success stories, attendees will gain practical tools and techniques for fostering open and constructive dialogue about educational financing.

11:00 a.m.-12:00 pm.	**Closing Keynote Session: The Future Is Now: Technology and Trends That Will Revolutionize Higher Education** Crystal Washington, Futurist and Best-Selling Author Are you ready for what lies ahead? Stop shaking the Magic 8-Ball and get 'Crystal' clear on the future of higher education enrollment and fundraising. In this high-energy session, technology futurist Crystal Washington will show you exciting, practical ways that technology will rock your world over the next ten years. Best of all, she'll deliver her discussion in PLAIN English. Hey Alexa and Siri, no need to translate!
12:00-1:30 p.m.	Lunch Experience
1:30 p.m.	Adjournment

Draft agenda— Sessions subject to change.
Note: Session room names will be listed on the conference app hour-by-hour agenda.