

# TWENTY-SECOND NATIONAL SMALL COLLEGE ENROLLMENT CONFERENCE

July 12 – 14, 2010  
Orlando, Florida

DAY	TIME	SESSION	TITLE	PRESENTER
SUNDAY JULY 11th	6:00 to 8:00 p.m.	Pre- Conference	SEM: A Framework for Integrating Your Institution's Enrollment Efforts	Jim Black
MONDAY  JULY  12 <sup>th</sup>	9:00 a.m. to 12:00 noon	Pre- Conference	Delivering on Your Institution's Promise	Jim Black
	9:00 a.m. to 11:00 a.m.	Pre- Conference	High School Counselors: Your Partners in Recruitment	Neil K. Clark
	1:00 to 2:00 pm	Keynote Address	We Are All in This Together	Deborah Ford
	2:00 to 2:30	REFRESHMENT BREAK		
	2:30 to 3:30 pm	1A	The Making of a Student Tour Guide	Joe Cristy
		1B	Admissions & Financial Aid: A Winning Collaboration in Today's Competitive Environment	Mary Grohdal Jeremy Bogan Steve Dwire
		1C	Foundations of Excellence: Building Retention Strategies from the First Year Forward	Tara Winter
	3:45 to 4:30 p.m.	Special Sessions	Small Group Discussions	Various Leaders
4:30 to 5:30 pm	WINE & CHEESE RECEPTION <i>Compliments of</i> <b>To be Announced</b>			
5:30 pm Until	Free Time			
TUESDAY  JULY  13 <sup>th</sup>	9:00 to 10:00 am	2A	Recruiting for Diversity Without Breaking the Bank	Marc Williar
		2B	Meeting Enrollment Goals in an Increasingly Competitive and Rapidly Changing Marketplace	Peter S. Bryant
		2C	Student Retention through an Academic Lens	Jim Black
	10:00 to 10:30 am	REFRESHMENT BREAK <i>Compliments of</i> <b>GOLD SPONSOR: NRCCUA</b>		
	10:30 to 11:30 am	3A	Integrating Print and Online for an Effective, yet Economical, Student Search	Chad Holt & Craig Jenkins,

	10:30 to 11:30 am	3B	Responding to the “New Normal”—Re-setting Enrollment Strategies and Financial Aid Initiatives in a Period of Demographic Change and Economic Uncertainty	Peter S. Bryant
		3C	Leveraging Technology to Support Student Success	Brandon Conner Tej Ravindra
TUESDAY  13 <sup>th</sup>  (continued)	11:30 a.m. to 12 noon	Special Session I	To be Announced	NRCCUA
		Special Session II	To be Announced!	Blackbaud
		Special Session III	To be Announced!	TBA
	12:00 to 1:00	<b>LUNCH ON YOUR OWN</b>		
	1:00 to 2:00 pm	4A	10 Mistakes Sales People Make & How to Avoid Them	Mark Griffin & Jarret Smith
		4B	Enrollment ‘Strategy’ in a Tactical World	George Wolf
		4C	Focus on Retention: The 1st Semester Orientation & Advising Experience	Cathy Vaughn
	2:00 to 2:30 pm	REFRESHMENT BREAK <i>Compliments of</i> <b>SILVER SPONSOR: Blackbaud</b>		
	2:30 to 3:30 pm	5A	Sowing the Seeds: Middle School Recruitment Success	Andrew Sulgit & Allen Smith
		5B	Leveraging Data to Inform Enrollment Management	Kelli Rainey
5C		Solving Your Student Retention Challenges	Brad Parish	
3:45 pm Until	Social Event: Evening at Disney			

WEDNESDAY  JULY  14 <sup>th</sup>	9:00 to 10:00 am	6A	The Student Ambassador: Your Best Ally or Worst Enemy in the Recruiting Process Admissions Track	Kimberly Hodges
		6B	Developing an Integrated Marketing Plan from Scratch: A Case Study	Brad Poznanski
		6C	Early Intervention for At-Risk Students	Stuart Jones
	10:15 to 11:15 am	7A	How Community Colleges Can Use New Technology to Recruit and Retain the Masses	Marc Payne
		7B	Starting from Scratch: Building a Relationship Management Model from Nothing	Joe Szejc
		7C	Strengths-Based Academic Advising and College Student Retention	Bryant Hutson