

**THIRTY-SECOND ANNUAL
NATIONAL SMALL COLLEGE ENROLLMENT CONFERENCE**

July 12 – 15, 2020, Orlando, FL

| DAY | TIME | SESSION | TITLE | PRESENTER |
|----------------------------------|--------------------------------------------------------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------|-------------------------------------------------------|
| SUNDAY JULY 12 th | 6:00 to 8:00 p.m. | Admissions Boot Camp | Admissions 101 – Let's Learn the Basics! | Gretchen Foster |
| | 8:00 to 8:30 pm | Admissions Boot Camp | Small Group Discussions | Dr. Jim Black Neil Clark Gretchen Foster |
| MONDAY JULY 13 th | 7:30 to 9:00 am | <i>BUFFET BREAKFAST</i> | | |
| | 9:00 to 11:00 a.m. | Optional Pre- Conference A | Surviving and Thriving: Small Colleges in a Time of Industry Disruption | Dr. Jim Black |
| | 9:00 to 11:00 a.m. | Optional Pre- Conference B | High School Counselors: Your Partners in Recruitment | Neil Clark |
| | 1:00 to 2:00 pm | Keynote Address | Parenting While Driving, and Other Failures of Strategic Planning in Times of Crisis | Victoria J. Dutcher |
| | 2:00 to 2:30 p.m. | <i>REFRESHMENT BREAK</i> | | |
| | 2:30 to 3:30 pm | 1A | Creative Enrollment Strategies When The Budget Is Tough | Matthew Ruark |
| | | 1B | Small School, Rural Campus, Enrollment Success | Dr. Janine M. Becker |
| | | 1C | Can the Development of Students' Metacognitive Critical Thinking Skills have a Positive Impact on Retention? | Dr. Ndala Booker |
| | 3:30 to 4:00 pm | Special Session I | Leveraging Slate for Territory Management | Scott Novak Underscore Branding |
| | | Special Session II | Five Enrollment Leaders for the Future | Dr. Jacquelyn Elliott EnrollmentFUEL |
| | | Special Session III | TBD | TBD Liaison |
| | 4:00 to 4:45 pm | Focused Topic | Panel Discussion: Small College Challenges and Opportunities | Facilitators: Victoria J. Dutcher Dr. Jim Black |
| | | Focused Topic | Panel Discussion: Career Advancement | Facilitator: Neil Clark |
| | | Focused Topic | Enhancing the Campus Culture: The Journey to Becoming an Hispanic Serving Institution | Troy Muldenhauer |
| | 4:45 to 5:30 pm | <i>WINE & CHEESE RECEPTION</i> | | |
| | 5:30 to 6:00 pm | Bus Transportation Disney Springs | | |
| 5:30 to 8:00 p.m. | DINNER ON YOUR OWN | | | |
| 8:00 to 10:30 | <i>That's How We Roll</i> Splitsville Dessert & Games Party | | | |
| TUESDAY JULY 14 th | 7:30 to 9:00 am | <i>BUFFET BREAKFAST</i> | | |
| | | 2A | Keeping Your Head Up When the Numbers Are Down | Dr. Tammy Fowler |
| | 9:00 to 10:00 am | 2B | Strategic Enrollment Management = Digitalization and Globalization... Absolutely | Mark J. Petrie |

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| | | 2C | Retention Practices you Reported and the Outcomes you Achieved | Dr. Tim Culver |
| | 10:00 to 10:30 am | COFFEE BREAK | | |
| | 10:30 to 11:30 am | 3A | Use & Evaluation of Effectiveness of ‘ Social Media for Undergraduate Recruitment | Jean Swartz Lauren Haan |
| | | 3B | Tell Your Story – Sell Your Story: Strategic Communication Plans for Prospective and Current Students | Timothy Albers |
| | | 3C | Overcoming Student Financial Barriers | Dr. Jim Black |
| TUESDAY JULY 14 th | 11:30 am to 12:00 noon | Bonus Session I | Fear of Student Loan Debt: Reframing College Worth to Regain Lost Prospects | Dr. Jonathan Shores Ardeo Education Solutions |
| | | Bonus Session II | TBD | TBD ACT NRCCUA |
| | | Bonus Session III | 5 Ways Small Colleges Are Improving Enrollment and Reputation Using Social Media | Dr. Liz Gross Campus Sonar |
| | 12:00 to 1:15 p.m. | CASUAL BOX LUNCH | | |
| (continued) | 1:15 to 2:15 pm | 4A | Exceeding Campus Tour Expectations | Kristie Cross |
| | | 4B | Lessons in Adaptation in Enrollment Management: A Case Study | Brad Poznanski |
| | | 4C | Please Don't Go: How To Use Financial Aid Effectively in Retention Efforts | Nicole Buckner |
| | 2:15 to 3:00 pm | REFRESHMENT BREAK & PRIZE DRAWING | | |
| | 3:00 to 4:00 pm | 5A | The Role of Student Leaders in the Recruit Process | Kurtis Wilkinson Dr. Dustin Conover |
| | | 5B | Resetting Tuition: Determining the Best Choice for Your Institution | George Wolf |
| | | 5C | Predicting Retention Using Both Advanced and Simple Methods | Brandon Stokes Dr. Matthew Poslusny |
| | 4:00 pm – Until. . . | OPTIONAL DISNEY EVENING * Theme Park of Your Choice * “Drawn to Life” Cirque du Soleil Additional Fees Apply | | |
| WEDNESDAY JULY 15 th | 7:30 to 9:00 am | BUFFET BREAKFAST | | |
| | 9:00 to 10:00 am | 6A | 3 or 30: A Lifetime in Admissions | Grant Henry Mary Catherine James |
| | | 6B | Collaboration: Creating Dream Partnerships | Kristina Klemens |
| | | 6C | Living in the 10% Range | Edwina Rozelle Dr. Carmen Butler |
| | 10:00 to 10:30 a.m. | Coffee Break Session I | TBD | TBD |
| | | Coffee Break Session I | TBD | TBD |
| 10:30 to 11:30 am | 7A | Personal Branding Workshop: Why a Personal Mission Statement can Benefit You in Your Current Job and Future Career Journey | Amber Wilson | |
| | 7B | Weathering the Storm: How do We Cope with the Changing Demographics in Higher Education as Enrollment Managers? | Dirk Whatley Justin Lopez | |

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| | | 7C | Wind in our SAIL (Start, Achieve, Impact, Lead): A Piedmont College Summer Bridge Program | Cindy Peterson |
| | | OPTIONAL DISNEY AFTERNOON * Theme Park of Your Choice Additional Fee Applies | | |