

# NSCEC 2021 Conference Agenda

Monday, July 25, 2022

(Eastern Daylight Savings Time)

Time	Admissions	Enrollment Management	Retention
12:00-1:15	Opening Keynote Presentation <b>A Superhero's Guide to Enrollment Management</b> PRESENTED BY Rick Clark		
1:15-1:30	NSCEC LOBBY: Individual Chats & Appointments		
1:30-2:30	<b>1A</b> <b>Building a Campus Culture of Enrollment Management</b> PRESENTED BY: Dr. Neil Scott	<b>1B</b> <b>Developing Agility in a V.U.C.A. World</b> PRESENTED BY: Joe Miller	<b>1C</b> <b>Creating a Culture of CARE on Campus</b> PRESENTED BY: Dr. Brittany Potter
2:30-2:45	NSCEC LOBBY: Individual Chats & Appointments		
2:45-3:45	<b>2A</b> <b>Why Transparent Tuition Pricing Matters</b> PRESENTED BY: Chevy Freiburger & Denise Lamphier	<b>2B</b> <b>Faculty: A Key to Successful Enrollment Management</b> PRESENTED BY: Laurel Rea & Saichi Oba	<b>2C</b> <b>Approaches that Build Bridges between Retention and Academic Success Interventions</b> PRESENTED BY: Randall Clarke
3:45-4:00	NSCEC LOBBY: Individual Chats & Appointments		
4:00 - 5:00 Optional & Bonus Sessions	<b>BONUS TRACK</b>		
	<b>Developing and Executing an Effective Enrollment Management Plan: Part 1</b> PRESENTED BY: Dr. Jim Black <small>* Additional Fee Applies; Enrollment Limited to 50 attendees</small>	<b>Is College Worth It? Data and Proof Points as to Why the Answer is Still YES!</b> PRESENTED BY: Dr. Jonathan Shores	

Tuesday, July 26, 2022

(Eastern Daylight Savings Time)

Time	Admissions	Enrollment Management	Retention
12:00-1:00	<b>3A</b> <b>The Chicken or the Egg? Strategy without Execution or Execution without a Strategy, Your Choice</b> PRESENTED BY: Robert Andrews	<b>3B</b> <b>Marketing at Small Universities: A Data-Driven Approach to Enrollment and Marketing Strategy</b> PRESENTED BY: Greg Hoye & Ana Rios Salgado	<b>3C</b> <b>Using Communications to Impact Student Success and Retention</b> PRESENTED BY: Dr. Jim Black
1:00-1:15	NSCEC LOBBY: Individual Chats & Appointments		
1:15-2:15	<b>4A</b> <b>Harnessing Technology and Data to Improve Graduate Student Outreach and Communications</b> PRESENTED BY: Scott Booth & Erin Griffiths	<b>4B</b> <b>It Takes the Whole Village: Successfully Recruiting to Traditional Programs and Beyond</b> PRESENTED BY: Fredel Thomas	<b>4C</b> <b>Supporting the Non-Believing Students on Campus</b> PRESENTED BY: John Mayo
2:15-2:30	NSCEC LOBBY: Individual Chats & Appointments		
2:30-3:30	<b>5A</b> <b>Re-Thinking New Student Registration: A Case Study on Collaboration</b> PRESENTED BY: Jess Savage & Allison Flores	<b>5B</b> <b>Leveraging External Resources to Achieve Enrollment Goals</b> PRESENTED BY: Paul Orschein	<b>5C</b> <b>Fixing the Leaky Pipeline: How Increasing the Mental Bandwidth of Marginalized Students can Positively Impact their Retention</b> PRESENTED BY: Dr. Slandie Dieujuste
3:30 - 3:45	NSCEC LOBBY: Individual Chats & Appointments		
3:45 - 4:45 Optional & Bonus Sessions	<b>BONUS TRACK</b>		
	<b>Developing and Executing an Effective Enrollment Management Plan: Part 2</b> PRESENTED BY: Dr. Jim Black <small>* Additional Fee Applies; Enrollment Limited to 50 attendees</small>	<b>Big Campus Visit Thinking for Your Small College</b> PRESENTED BY: Jarrett Smith & Jeff Kallay	

Wednesday, July 27, 2022

(Eastern Daylight Savings Time)

Time	Admissions	Enrollment Management	Retention
12:00-1:00	<b>6A</b> <b>Reimagining Retention Through an Admissions Lens: Why the Best Defense is a Good Offense</b> PRESENTED BY: Mark Fox	<b>6B</b> <b>Learning Communities: A Strategy for Engaging Learning and Fostering Inclusion</b> PRESENTED BY: Dr. Adrianna Guram & Dr. Stacy Onks	<b>6C</b> <b>Effective &amp; Intentional Retention Work</b> PRESENTED BY: Dawn Dillon
1:00-1:15	NSCEC LOBBY: Individual Chats & Appointments		
1:15-2:15	<b>7A</b> <b>Fixing a Fractured Office: Teambuilding Tips &amp; Tricks</b> PRESENTED BY: Jolene Martin & Susan Stephenson	<b>7B</b> <b>Tearing Down Walls &amp; Becoming a New Team: Removing Apprehension, Building New Cohesive Units, and Creating Access &amp; Engagement for Students</b> PRESENTED BY: Tammy McGuckin & Kristina Klemens	<b>7C</b> <b>Build Relationships and They will Stay</b> PRESENTED BY: Stacy Hunter & Elise Kruthof
2:15-2:30	NSCEC LOBBY: Individual Chats & Appointments		
2:30 - 3:30 Optional & Bonus Sessions	<b>BONUS TRACK</b>		
	<b>Developing and Executing an Effective Enrollment Management Plan: Part 3</b> PRESENTED BY: Dr. Jim Black <small>* Additional Fee Applies; Enrollment Limited to 50 attendees</small>	<b>Sub-Optimal Enrollment Management is Costing Institutions Over \$1300 per Enrolled Student   MIT Engineers Have a Solution!</b> PRESENTED BY Vikas Mehrotra	
3:30 - 3:45	NSCEC LOBBY: Individual Chats & Appointments		
3:45 - 5:00	Closing Keynote Presentation <b>Our Time to Lead is Now!</b> PRESENTED BY Dr. Debbie Ford		