

**THIRTIETH ANNUAL  
NATIONAL SMALL COLLEGE ENROLLMENT CONFERENCE**  
July 16 – 18, 2018; Louisville, KY

DAY	TIME	SESSION	TITLE	PRESENTER	
MONDAY JULY 16 <sup>th</sup>	7:00 to 9:00 am	<b>BUFFET BREAKFAST</b>			
	9:00 to 11:00 a.m.	Optional Pre- Conference A	Fundamentals of Enrollment Management	Dr. Jim Black	
	9:00 to 11:00 a.m.	Optional Pre- Conference B	High School Counselor: Your Partners in Recruitment	Neil Clark	
	1:00 to 2:00 pm	Keynote Address	Small Fish in Rough Seas: How Smaller Institutions Can Survive and Thrive	Ken Steele	
	2:00 to 2:30 p.m.	<b>REFRESHMENT BREAK</b>			
	2:30 to 3:30 pm	1A	Navigating the 2%: Separating Your Institution in a Cookie Cutter College Environment.		Jeremy Bogan Mary Randers
		1B	The Innovation Mindset: Encouraging Your Team to Think Creatively		Ken Steele
		1C	Increasing Enrollment and Admission Success Through Academic Customer Service		Dr. Neal Raisman
	3:30 to 4:00 pm	Special Session I	Let's Get Personal: How to Grow your Class by Engaging Prospects at Each Stage of the Funnel		Heidi Robbe
		Special Session II	The Print Revolution: Getting Personal to Reach Today's Students and Parents		Dr. Suzanne Sharp Jason Davis
		Special Session III	The Student Search Revolution		Scott Novak Ted Magdzinski
	4:00 to 4:45 p.m.	Special Sessions IV	Small Group Discussions		Various Leaders
	4:45 to 5:30 pm	Wine & Cheese Reception <i>Compliments of</i> <b>Spark 451</b>			
	5:30 to 7:45 p.m.	<b>DINNER ON YOUR OWN</b>			
8:00 to 10:30	<i>"Call to Post":</i> Derby Museum and Dessert Party <i>Compliments of</i> <b>T W G P l u s</b>				
TUESDAY JULY 17 <sup>th</sup>	7:00 to 9:00 am	<b>BUFFET BREAKFAST</b>			
	9:00 to 10:00 am	2A	Strategic Planning: Developing, Executing, and Maintaining a Strategic Plan that Works	Fredel Thomas	
		2B	Who Moved My Enrollment Cheese?	Dr. Stuart Jones	
		2C	Student Success Strategies for the Small College	Kevin Crockett	
10:00 to 10:30 am	<b>COFFEE BREAK</b>				

TUESDAY JULY 17 <sup>th</sup>  (continued)	10:30 to 11:30 am	3A	Harnessing the Power of Social Media to Recruit and Retain Students	Kayla Lewis Rema Tavares
		3B	Using Data and Information to Drive Enrollment Planning and Decision-Making	Kevin Crockett
		3C	A Practical Guide for Implementing a Strengths-Based Faculty Mentoring Program	Dr. Richard J. Dittus
	11:30 to 12:00 noon	Bonus Session I	Leveraging Data-Driven Insights to Evolve Your Enrollment Operation	Karen Myhre
		Bonus Session II	Hot On the Trail of the Student Decision Journey	Ashley Alexander
		Bonus Session III	Addressing the Negative Impact of Loans on Enrollment Decisions	Dr. Jonathan Shores
	12:00 to 1:15 p.m.	CASUAL BOX LUNCH <i>Compliments of</i> <b>N S C E C</b>		
	1:15 to 2:15 pm	4A	'07 Britney to Beyoncé: Upgrade Your Campus Visit 2.0	Mark Fox
		4B	Recruiting and Retaining Gen Z Students	Dr. Jim Black
		4C	Victories and Lessons Learned through Academic Coaching	Anne Blevins Clara Mudd Kimberly Thomas
	2:15 to 3:00 pm	REFRESHMENT BREAK & PRIZE DRAWING <i>Compliments of</i> <b>X A P</b>		
	3:00 to 4:00 pm	5A	Communicating with Gen Z: How to Mitigate Summer Melt	Jennifer Fisher
		5B	Creative Marketing for Recruitment: Thinking Outside the Box to Turn Everything into a Recruiting Opportunity	Brian Emerson Beth Ford
		5C	Innovation in Retention: Critical Thinking and College Success as Essential Components in the Recruitment Process	Ndala M. G. Booker
	WEDNESDAY  JULY	7:00 to 9:00 am	<b>BUFFET BREAKFAST</b>	
9:00 to 10:00 am		6A	Becoming a Counselor/Employee who Exceeds Expectations	Andrew Smith
		6B	Going Solo in Strategic Enrollment Planning (or, When You Can't Afford a Consultant)	Dr. PJ Woolston
		6C	Using Communications to Impact Student Success and Retention	Dr. Jim Black
10:00 to 10:30 a.m.		Coffee Break Session I		Mike Sapienza
		Coffee Break Session II	How Social Listening Impacts Enrollment Outcomes	Dr. Liz Gross
10:30 to 11:30 am		7A	The Best Enrollment Marketing and Communications Ideas of 2017-2018	Ginger Hansen
		7B	Are You Buying Your Students?	Ernie Shepelsky Celso Alvarez
		7C	Making Data Work for You	Mark Rembacz