

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

DAY	TIME	SESSION	TITLE	PRESENTER	
MONDAY JULY 16 th	7:00 to 9:00 am	<i>BUFFET BREAKFAST</i>			
	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.	REFRESHMENT BREAK			
	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			Platinum Sponsor Liaison
		Special Session III	The Student Search Revolution		Scott Novak Ted Magdzinski
	4:00 to 4:45 p.m.	Special Sessions	Small Group Discussions		Various Leaders
	4:45 to 5:30 pm	Wine & Cheese Reception <i>Compliments of</i> Spark 451			
5:30 to 7:45 p.m.	DINNER ON YOUR OWN				
8:00 to 10:30	<i>"Call to Post"</i> : Derby Museum and Dessert Party <i>Compliments of</i> TWG Plus				
TUESDAY JULY 17 th	7:00 to 9:00 am	<i>BUFFET BREAKFAST</i>			
	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	COFFEE BREAK				

TUESDAY JULY 17 th (continued)	10:30 to 11:30 am	3A	Harnessing the Power of Social Media to Recruit and Retain Students	Kayla Lewis
		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		NRCCUA
		Bonus Session II		Capture Higher Ed
		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		
	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	Success Coaching: A Holistic Approach for At-Risk Students	Dr. Derek Moore
	2:15 to 3:00 pm	REFRESHMENT BREAK & PRIZE DRAWING <i>Compliments of</i> X A P		
	3:00 to 4:00 pm	5A	Communicating with Gen Z: Keeping Your Communication Flow Engaging to Prevent 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 18 th	7:00 to 9:00 am	<i>BUFFET BREAKFAST</i>	
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 10:15 pm		COFFEE BREAK		
10:15 to 11:15 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	