

**THIRTY-FIRST ANNUAL
NATIONAL SMALL COLLEGE ENROLLMENT CONFERENCE**
July 22 – 24, 2019; Raleigh, NC

DAY	TIME	SESSION	TITLE	PRESENTER	
MONDAY JULY 22 nd	7:30 to 9:00 am	BUFFET BREAKFAST <i>Compliments of</i> Sponsor: TBD			
	9:00 to 11:00 a.m.	Optional Pre- Conference A	Creating a WOW Service Experience	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	An Enrollment Professional's Worst Nightmare	Dr. Brian Ralph President William Peace University	
	2:00 to 2:30 p.m.	REFRESHMENT BREAK <i>Compliments of</i> Sponsor: Underscore Branding			
	2:30 to 3:30 pm	1A	The 2018 Inquiry Response Project		Dr. Suzanne Sharp Jennifer Crump
		1B	From Ingredients to Gestalt: Why an Enrollment Communication Plan, Like Life, is a Combination of Magic and Pasta		Suzanne Petrusch
		1C	Your Students Don't Even Know What "Retention" Means		Dr. Paul Orscheln Darby Gough Carolina Recchi
	3:30 to 4:00 pm	Special Session I			Creative Sponsor Underscore Branding
		Special Session II			Diamond Sponsor EnrollmentFUEL
		Special Session III			Platinum Sponsor Liaison
	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> Sponsor: TBD			
5:30 to 8:00 p.m.	DINNER ON YOUR OWN				
8:00 to 10:30	"CALL OF THE WILD": NC Museum of Natural Sciences <i>Compliments of</i> Sponsor: TBD				
TUESDAY JULY 23 rd	7:00 to 9:00 am	BUFFET BREAKFAST <i>Compliments of</i> Sponsor: TBD			
	9:00 to 10:00 am	2A	How to Lose an Admissions Counselor in 10 Days	Neil Scott	
		2B	Tuition Reset: Focus on Small Colleges	Dennis Kelly,	
		2C	Five Keys to Improving Student Retention	Dr. Jim Black	
	10:00 to 10:30 am	COFFEE BREAK <i>Compliments of</i> Sponsor: Enrollment FUEL			

(continued)	10:30 to 11:30 am	3A	It Takes a Village	Julia Schatz
		3B	Breakpoint: An Interview with Jon McGee	Joseph Miller
		3C	New Challenges Bring New Strategies	Dr. Kathy Baugher
	11:30 to 12:00 noon	Bonus Session I		Gold Sponsor LRAP
		Bonus Session II		Spark 451
		Bonus Session III		Campus Sonar
	12:00 to 1:15 p.m.	CASUAL BOX LUNCH <i>Compliments of</i> Sponsor: TBD		
	1:15 to 2:15 pm	4A	Transforming Transfer Admissions: 5 Strategies To Accelerate Transfer Enrollment Growth On Your Campus	Scott Booth
		4B	The Power of a Compelling Value Proposition	Dr. Jim Black
		4C	Doing More for SophoMOREs	Rebecca McQueen Matthew Ruark
	2:15 to 3:00 pm	REFRESHMENT BREAK & PRIZE DRAWING <i>Compliments of</i> Sponsor: TBD		
	3:00 to 4:00 pm	5A	Working with Faculty in Accomplishing the Admission Process	Dr. Mondy Brewer
		5B	Fear of Student Loan Debt: Reframing College Worth to Regain Lost Prospects	Dr. Keith Mock Dr. Jonathan Shores
		5C	The Art of Success Coaching: Strategies For First-Year Student Success and Retention	Britt Carl Pamela Francisco
	JULY WEDNESDAY JULY 24 th	7:30 to 9:00 am	BUFFET BREAKFAST <i>Compliments of</i> Sponsor: TBD	
9:00 to 10:00 am		6A	The Other Retention: Building a High-Performance Admissions Team	Emily Carella
		6B	Who Moved My Silo? The Benefits of Merging Marketing and Enrollment Management	Kelly Statmore
		6C	Engage and CONNECT Your Faculty and Staff in Campus-Wide Engagement Efforts	Dawn Dillon
10:00 to 10:30 a.m.		Coffee Break Session I		
		Coffee Break Session II		
10:30 to 11:30 am		7A	Implementing an International Recruitment Strategy	Andrew Kupec
	7B	Running on Empty: Rebuilding the Adult Education Landscape (again)	Dr. Jim Brown	
	7C	Using Retention Modeling to Support Your Recruitment and Retention Efforts	Jim Schlimmer	