

# NSCEC 2021 Conference Agenda

(Eastern Daylight Savings Time)

## Monday, July 26, 2021

| Time       | Admissions  | Enrollment Management  | Retention  | Additional Activities |
|------------|---|--|--|-----------------------|
| 12:00-1:15 | Opening Keynote Presentation<br>"Student Enrollment in the COVID Era"<br>PRESENTED BY Dr. Jim Black                               |  |  |                       |
| 1:15-1:30  |   |  |  | Virtual Exhibit Hall  |
| 1:30-2:30  | <b>1A</b><br>Thriving in the Post-COVID Recruitment World<br>PRESENTED BY: Dr. Tammy Fowler,                                      | <b>1B</b><br>Lesson in Adaptation in Enrollment Management: A Case Study<br>PRESENTED BY: Brad Poznanski | <b>1C</b><br>Retention Amid a Pandemic: Trends, Tensions, and Considerations<br>PRESENTED BY: Dr. Jamie Caridi & Dr. Scott Swail | Virtual Exhibit Hall  |
| 2:30-2:45  |   |  |  | Virtual Exhibit Hall  |
| 2:45-3:45  | <b>2A</b><br>Handshakes? Oh no! Travel? Oh no! Recruitment Redefined at the Drop of a Dime!<br>PRESENTED BY: Shani Lenore-Jenkins | <b>2B</b><br>Power of the Pilot<br>PRESENTED BY: Dr. PJ Woolston & Stephanie Chipman                     | <b>2C</b><br>College of Alameda CARES Call Center<br>PRESENTED BY: Dr. Tina Vaconcellos  | Virtual Exhibit Hall  |
| 3:45-4:00  |   |  |  | Virtual Exhibit Hall  |
| 4:00-5:00  | Roundtable: 4-Year Private Colleges<br>FACILITATED BY: Brad Poznanski   | Roundtable: 4-Year Public Colleges<br>FACILITATED BY: Dr. Jim Black                                      | Roundtable: 2-Year Colleges<br>FACILITATED BY: Dr. Tina Vaconcellos  | Virtual Exhibit Hall  |

## Tuesday, July 27, 2021

| Time       | Admissions   | Enrollment Management   | Retention   | Additional Activities  |
|------------|--|---|---|--|
| 12:00-1:00 | <b>3A</b><br>Leads, Leads, Leads: What to do with So Many Different Options?<br>PRESENTED BY: Brad Tomas                                       | <b>3B</b><br>Strategic Enrollment Management = Digitalization and Globalization... Absolutely<br>PRESENTED BY: Mark Petrie                                    | <b>3C</b><br>Overcoming Student Financial Barriers<br>PRESENTED BY: Dr. Jim Black   | Virtual Exhibit Hall   |
| 1:00-1:15  |  |   |   | Virtual Exhibit Hall   |
| 1:15-2:15  | <b>4A</b><br>Use and Evaluation of Effectiveness of Social Media for Undergraduate Admissions<br>PRESENTED BY Jean Swartz                      | <b>4B</b><br>Digital Futures: Equitably Serving Adult Learners in Online Environments<br>PRESENTED BY: Dr. Monique Snowden                                    | <b>4C</b><br>Please Don't Go: How to Use Financial Aid Effectively in Retention<br>PRESENTED BY: Nicole Buckner                         | Virtual Exhibit Hall   |
| 2:15-2:30  |  |   |   | Virtual Exhibit Hall   |
| 2:30-3:30  | <b>5A</b><br>High School Counselors: Your Partners in Recruitment<br>PRESENTED BY: Neil K. Clark   | <b>5B</b><br>Tell Your Story - Sell Your Story: Strategic Communication Plans for Prospective and Current Students<br>PRESENTED BY: Timothy Albers            | <b>5C</b><br>Retention 101: Implementing Foundational Critical Thinking in the First Year Experience<br>PRESENTED BY: Dr. Ndala Booker  | Virtual Exhibit Hall   |
| 3:30-3:45  |  |   |   | Virtual Exhibit Hall   |
| 3:45-4:15  | <b>Bonus Session # 1a</b><br>Work Smarter, Not Harder: Building a Custom Athletic Portal in Slate<br>PRESENTED BY: Chris Carl & Jeremiah Tudor | <b>Bonus Session # 1b</b><br>Digital Marketing on a Small Budget<br>PRESENTED BY Lisa Branson   | <b>Bonus Session # 1c</b><br>Not Your Normal Vendor Presentation: Communication Disrupted!<br>PRESENTED BY Dr. Suzanne Sharp            | <b>Bonus Session # 1d</b><br>Fear of Student Loan Debt: Reframing College Worth to Regain Lost Prospects<br>PRESENTED BY Dr. Jonathan Shores |
| 4:15-4:45  | <b>Bonus Session # 2a</b><br>Enrolling with Encoura® Data Lab<br>PRESENTED BY Patricia Plourde   | <b>Bonus Session # 2b</b><br>The Secret to Small College Success on Social Media: Insights from Campus Sonar's Latest Research<br>PRESENTED BY: Dr. Liz Gross | <b>Bonus Session # 2c</b><br>A New Paradigm for Identifying the Best Fit Vendor Partners for Your Campus<br>PRESENTED BY: Janene Panfil |  |

## Wednesday, July 28, 2021

| Time       | Admissions  | Enrollment Management  | Retention   | Additional Activities |
|------------|---|--|---|-----------------------|
| 12:00-1:00 | <b>6A</b><br>3 or 30: A Lifetime in Admissions<br>PRESENTED BY: Grant Henry, and Mary Catherine James   | <b>6B</b><br>Customer is Not a Dirty Word in Higher Education<br>PRESENTED BY: Dr. Janine Becker | <b>6C</b><br>Improving Student Retention through Learning Communities: A Sense of Belonging<br>PRESENTED BY: Dr. Richard Dittus | Virtual Exhibit Hall  |
| 1:00-1:15  |   |  |   | Virtual Exhibit Hall  |
| 1:15-2:15  | <b>7A</b><br>Personal Branding: Why a Personal Mission Statement can Benefit You in Your Current Job and Career Journey<br>PRESENTED BY: Amber Wilson   | <b>7B</b><br>Growing Happy Alumni<br>PRESENTED BY: Dr. Chris Epling                              | <b>7C</b><br>Is It Time for a Retention Audit?<br>PRESENTED BY: Brandon Stokes and Dr. Matthew Poslusny                         | Virtual Exhibit Hall  |
| 2:15-2:30  |   |  |   | Virtual Exhibit Hall  |
| 2:30-3:30  | Roundtable: Admissions<br>FACILITATED BY Jean Swartz  | Roundtable: Enrollment Management<br>FACILITATED BY: Dr. PJ Woolston & Stephanie Chipman         | Roundtable: Retention<br>FACILITATED BY: Dr. Jim Black  | Virtual Exhibit Hall  |
| 3:30-3:45  |   |  |   | Virtual Exhibit Hall  |
| 3:45-5:00  | Closing Keynote Presentation<br>"Parenting While Driving, and Other Failures of Strategic Planning in Times of Crisis"<br>PRESENTED BY Victoria Dutcher |  |   |                       |