

# 2021 Conference Agenda

(Eastern Daylight Savings Time)

## Monday, July 26, 2021

Time	Admissions	Enrollment Management	Retention	Additional Activities
11:30-12:00	NSCEC Video			Virtual Exhibit Hall
12:00-1:15	Opening Keynote Presentation "Student Enrollment in the COVID Era" Dr. Jim Black			
1:15-1:30				Virtual Exhibit Hall
1:30-2:30	<b>1A</b> Thriving in the Post-COVID Recruitment World PRESENTED BY: Tammy Fowler,	<b>1B</b> Lesson in Adaptation in Enrollment Management: A Case Study PRESENTED BY: Brad Poznanski	<b>1C</b> Retention Amid a Pandemic – All Hands on Deck PRESENTED BY: Karen Naylor	
2:30-2:45				Virtual Exhibit Hall
2:45-3:45	<b>2A</b> Handshakes? Oh no! Travel? Oh no! Recruitment Redefined at the Drop of a Dime! PRESENTED BY: Shani Lenore-Jenkins	<b>2B</b> Power of the Pilot PRESENTED BY: PJ Woolston	<b>2C</b> College of Alameda CARES Call Center PRESENTED BY: Dr. Tina Vaconcellos	
3:45-4:00				Virtual Exhibit Hall
4:00-5:00	4-Year Private Roundtable	4-Year Public Roundtable	2-Year College Roundtable	
5:00-5:45	Networking and Happy Hour			Virtual Exhibit Hall

## Tuesday, July 27, 2021

Time	Admissions	Enrollment Management	Retention	Additional Activities
11:30-12:00	NSCEC Video			Virtual Exhibit Hall
12:00-1:00	<b>3A</b> Leads, Leads, Leads: What to do with So Many Different Options? PRESENTED BY: Brad Tomas,	<b>3B</b> Strategic Enrollment Management = Digitalization and Globalization... Absolutely PRESENTED BY: Mark Petrie	<b>3C</b> Overcoming Student Financial Barriers PRESENTED BY: Dr. Jim Black	
1:00-1:15				Virtual Exhibit Hall
1:15-2:15	<b>4A</b> Use and Evaluation of Effectiveness of Social Media for Undergraduate Admissions PRESENTED BY Jean Swartz	<b>4B</b> Digital Futures: Equitably Serving Adult Learners in Online Environments PRESENTED BY: Dr. Monique Snowden	<b>4C</b> Please Don't Go: How to Use Financial Aid Effectively in Retention PRESENTED BY: Nicole Buckner	
2:15-2:30				Virtual Exhibit Hall
2:30-3:30	<b>5A</b> Diversity, Inclusion, and College Admissions: It's a Marriage! PRESENTED BY: Dirk E. Whatley Jr., and Dr. Nakia Troutman	<b>5B</b> Tell Your Story – Sell Your Story: Strategic Communication Plans for Prospective and Current Students PRESENTED BY: Timothy Albers	<b>5C</b> Retention 101: Implementing Foundational Critical Thinking in the First Year Experience PRESENTED BY: Dr. Ndala Booker	
3:30-3:45				Virtual Exhibit Hall
3:45-4:15	Bonus Session # 1a	Bonus Session # 1b	Bonus Session # 1c	Bonus Session # 1d
4:15-4:45	Bonus Session # 2a	Bonus Session # 2b	Bonus Session # 2c	Bonus Session # 2d

## Wednesday, July 28, 2021

Time	Admissions	Enrollment Management	Retention	Additional Activities
11:30-12:00	NSCEC Video			Virtual Exhibit Hall
12:00-1:00	<b>6A</b> 3 or 30: A Lifetime in Admissions PRESENTED BY: Grant Henry, and Mary Catherine James,	<b>6B</b> Customer is Not a Dirty Word in Higher Education PRESENTED BY: Dr. Janine Becker	<b>6C</b> Improving Student Retention through Learning Communities: A Sense of Belonging PRESENTED BY: Dr. Richard Dittus	
1:00-1:15				Virtual Exhibit Hall
1:15-2:15	<b>7A</b> Personal Branding: Why a Personal Mission Statement can Benefit You in Your Current Job and Career Journey PRESENTED BY: Amber Wilson	<b>7B</b> Growing Happy Alumni PRESENTED BY: Dr. Chris Eppling	<b>7C</b> Is It Time for a Retention Audit? PRESENTED BY: Brandon Stokes and Dr. Matthew Poslusny	
2:15-2:30				Virtual Exhibit Hall
2:30-3:30	Admissions Roundtable	EM Roundtable	Retention Roundtable	
3:30-3:45				Virtual Exhibit Hall
3:45-5:00	Closing Keynote Presentation "Parenting While Driving, and Other Failures of Strategic Planning in Times of Crisis" Victoria Dutcher			