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SPECIAL GUEST NEAL BOYD

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**ENROLLMENT
PLANNERS
CONFERENCE**

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July 15–17, 2009, Chicago
Marriott Downtown

The best value enrollment management conference available.

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SPECIAL INVITATION

Please plan to join your colleagues at ACT's Enrollment Planners Conference in Chicago this summer—a professional development opportunity that has earned a reputation of being the “**best value**” enrollment management conference available!

Realizing that budget constraints in higher education have impacted travel and professional development options, ACT will underwrite a significant portion of the costs for this conference. Although the costs of sponsoring a conference are increasing, the registration fee is a modest \$235 per person. Because we value your participation, every attempt has been

made to accommodate your budget and keep costs at a minimum:

- The registration fee of \$235 covers meals, breaks, reception, and materials.
- Pre-conference workshop fees are very affordable—\$50 or no fee!

Recruitment Opportunity for YOU

This conference traditionally provides participants with a template for solutions to enrollment planning challenges. It is an ideal environment for a productive staff retreat to refine your institutional market plan and improve potential for success. You will experience dynamic speakers with a

wealth of innovative ideas, as well as practical applications of recruitment and retention programs.

Bring a team and cover all the sessions! Conference topics appeal to staff at all levels—from admission recruiters to VPs for Enrollment. This conference provides the perfect opportunity for Enrollment Service professionals to learn, share ideas, network, and experience great camaraderie.

DON'T MISS OUT!

A premier professional development program!

Over 575 participants attended the conference in 2008

Who Should Attend . . .

For educators involved in planning, managing, and enhancing enrollment services:

- Vice President, Dean, or Director of Enrollment Management
- Dean or Director of Admission
- Multicultural Recruitment Coordinator/Staff
- Other Admission Professionals—all levels
- Enrollment Management Committee Members
- Student Recruitment Task Force Members
- Director of Student Retention
- Director of Academic Advising
- Director of Institutional Research
- Market Researcher



Keep Your Enrollment On Target

- 58 Program Sessions
- Small Discussion Groups
- Consultation and Demonstrations

CONFERENCE AT A GLANCE

Wednesday, July 15, 2009

Conference Registration (8:30 a.m.–3:00 p.m.)

Pre-Conference Workshops

- 5 Workshops (10:00 a.m.–12:00 noon)
- 5 Workshops (1:00–3:00 p.m.)

Thursday, July 16, 2009

- Conference Registration and Continental Breakfast (7:30–8:30 a.m.)
- Opening Keynote: Cynthia B. Schmeiser (8:30–9:30 a.m.)

- Concurrent Sessions: 8 Workshops (9:45–10:45 a.m.)
- Concurrent Sessions: 8 Workshops (11:00 a.m.–12:00 p.m.)
- Luncheon (12:00–1:30 p.m.)
- Concurrent Sessions: 8 Workshops (1:45–2:45 p.m.)
- Concurrent Sessions: 8 Workshops (3:00–4:00 p.m.)
- Reception and Networking (4:00–5:00 p.m.)
- Evening on Your Own

Friday, July 17, 2009

- Continental Breakfast (8:00–8:30 a.m.)
- Concurrent Sessions: 8 Workshops (8:30–9:30 a.m.)
- Concurrent Sessions: 8 Workshops (9:45–10:45 a.m.)
- Closing Keynote: Bob Sevier (11:00 a.m.–12:00 noon)
- Adjourn (noon)

Conference sessions address critical topics:

- Strategic enrollment management
- Successful marketing and recruitment practices
- Unique outreach activities
- Competitive direct mail, e-mail, and Internet techniques
- Leadership and staff development concepts
- The use of current technology in enrollment services

Conference Location

Chicago Marriott Downtown

The Chicago Marriott Downtown is again the site of ACT's Enrollment Planners Conference. The Marriott is located in the heart of Chicago's Magnificent Mile at 540 N. Michigan Avenue.

For Hotel Reservations:

Register online at www.act.org/epc

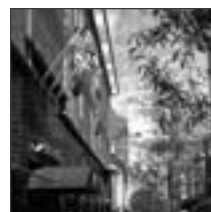
Reservation Deadline: June 10, 2009

(Reservations received after June 10 accepted on a space available basis at the group rate.)

- Request the **ACT group rate of \$179*** single/double.
(Note: The conference rate of \$179 is available July 15–17 for a limited number of rooms. Stay and enjoy Chicago through the weekend!)
- Reservations must be guaranteed by major credit card or accompanied by first-night room deposit.
- Reservations may be cancelled without penalty up to 72 hours prior to arrival.
- Check-in: 4:00 p.m.
Check-out: 12:00 noon

About the Marriott Downtown

- World-famous shops, boutiques, and restaurants nearby; Nordstrom and ESPN Zone adjacent
- Fitness center on site: weight room, indoor pool, whirlpool, saunas
- Internet access, hair dryer, iron, and ironing board in each guest room
- Restaurants, lounge, and business center on site
- Hotel valet parking and self-parking nearby
- Chicago Loop just minutes away
- 30 minutes from O'Hare; 20 minutes from Midway—Airport Express every 30 minutes
- Family members 18 and under stay free with parents



PRE-CONFERENCE: WEDNESDAY, JULY 15, 2009

8:30 a.m. – 3:00 p.m.

Registration

10:00 a.m. – 12:00 noon

Concurrent Session 1

Building a Strategic Enrollment Management Organization: A New Approach to SEM Success (\$50)

Effectively positioning the role of enrollment management among the entire campus community can be difficult, but is widely rewarding. Through a case study and data-focused discussion, participants will learn effective ways to boost an institution's willingness to integrate Strategic Enrollment Management (SEM) into many campus activities and planning efforts. The parallels between successful SEM practitioners and enrollment consultants are many. The presenters will explore the idea of positioning the enrollment management leadership and service units as "in-house consultants" (IHC). Participants will learn how the IHC model can be used to build an organizational culture that better motivates staff and faculty collaboration, demonstrates a dedication to intelligent planning and strategy execution, promotes a stronger passion for academic and student success, and embraces the regular use of solid analytical and data-driven skill-sets to move an institution in a desired direction.

Jay W. Goff, Dean of Enrollment Management, Missouri University of Science and Technology

Dr. Jason Lane, Assistant Professor of Higher Education Policy, SUNY-Albany

Dr. Larry Gragg, Professor and Chair, History and Political Science Department, Missouri University of Science and Technology

Concurrent Session 2

Student Recruitment in an Online World: Creating a Recruitment Communications Plan in a World without Paper, 2009 Update (\$50)

The economic plague of 2009 is creating new pressure to reduce costs. Print publications for student recruitment are a prime area for review and reduction. Creating or strengthening a strong online communications plan can help reduce costs while preventing conversion losses in the recruitment cycle. What would you do if you had no funds at all for print publications? This update to a popular 2008 workshop will cover these points and more, using examples from colleges and universities to craft a communications plan that builds on the "best of the best" practices in use now. And, of course, the discussion will speculate about the impact of future technology changes. The goal is to answer this question: How can we maintain and even increase conversion levels from time of first interest to decision to enroll if we have no budget for publications?

Bob Johnson, President, Bob Johnson Consulting, LLC

Concurrent Session 3

Achieving Campus Buy-In for CRM and Web 2.0 High-Touch, Campus-Wide Communication Strategies (\$50)

This session will help you to identify ways to support a campus-wide, student-centered approach to communications. Cal Poly has capitalized on its CRM Hub and other media toolsets including streaming e-mail messages, knowledge-based Virtual Advisor, podcasts, chat rooms, telemarketing, broadcast phone messages, text messages, and, if necessary, direct mail messages to communicate with its varied audiences throughout the enrollment cycle. This includes messages sent to students from the president, provost, college deans, department chairs, student affairs directors, student clubs, and the admissions, recruitment, and financial aid department. Cal Poly has automated

90–95 percent of its communication between the campus and prospective students. Through this targeted e-marketing effort, they touch more than 100,000 prospective students each year.

James Maraviglia, Assistant Vice President, Cal Poly, San Luis Obispo

Concurrent Session 4

How to Help Borderline Admits Succeed in College (Free)

Students with borderline ACT® or COMPASS® scores are at greater risk of encountering academic failure or dropping out of college. What can you do to help these students? ACT offers several instruments to help you identify these students' areas of vulnerability, suggest appropriate interventions, and connect them to the support services they need. You will learn how to use diagnostic testing via the COMPASS system to pinpoint students' cognitive developmental needs and the new Student Readiness Inventory from ACT to evaluate students' risk based on their psychosocial and study skill attributes. You will also learn how to use the COMPASS Underprepared Student Follow-Up Report to evaluate how well your students perform after receiving developmental interventions.

John Roth, Principal Consultant, Placement Programs, ACT

David Chadima, Senior Consultant, Placement Programs, ACT

Concurrent Session 5

Increasing Transfer Enrollment Growth from Two-Year Colleges (\$50)

Community college enrollment is growing dramatically, and colleges and universities around the country are paying closer attention to transfer issues. This session focuses on two important aspects of increasing the number of transfer students from two-year colleges: (1) developing effective strategic enrollment marketing plans for transfer populations, and (2) developing partnerships with key feeder schools. In this joint session, staff from DePaul will discuss their Community College Market Matrix and how it is used in undergraduate admissions. Staff from the University of Illinois at Urbana-Champaign will discuss their dual admission partnership with Parkland College, a local community college. The goal of this collaborative program is to promote a seamless transition between institutions with a particular aim of reaching students who have been underrepresented at Illinois. This presentation will illustrate strategies and processes for the development of a dual admission partnership.

Keith Marshall, Associate Provost for Enrollment Management, University of Illinois at Urbana-Champaign

Ruth Watkins, Dean of Liberal Arts and Sciences, University of Illinois at Urbana-Champaign

Kris Young, Vice President for Academic Affairs, Parkland College

Linda Moore, Vice President for Student Services, Parkland College

Rina Bongsu-Petersen, Research Associate, Enrollment and Marketing Research, DePaul University

Pamela Lee, Associate Director of Transfer Admission, DePaul University

12:00 – 1:00 p.m.

Lunch on your own

1:00 – 3:00 p.m.

Concurrent Session 1

What's Your Strategic Plan for Dealing with Challenging Demographic Projections? (\$50)

No doubt admissions staffs are working harder than ever to meet recruitment goals. And while so much energy and focus is directed to navigating the annual rapids of change, we're increasingly distracted

from the waterfall that lies ahead. Profound demographic change is just beginning to make a ripple effect across higher education, and if you think the waters are rough now—you ain't see nothin' yet. Recent research has found that most campuses are unprepared. Does your campus have a strategic plan to increase your market share of recent high school graduates and/or to increase student retention? If not, are you ready for resulting declines in enrollment and/or class profile? How can you utilize the principles of Strategic Enrollment Planning so that rather than fearing the future, you embrace it? This session provides a forum for outlining the challenges we face, and reveals the silver lining that cuts through the dark clouds ahead. In addition, the presenters will also share their experiences in strategic enrollment planning—what works well and what pitfalls to avoid.

Jim Mager, Associate Vice President, Noel-Levitz

Brian Dalton, Senior Vice President for Enrollment Management, Mercer University

Concurrent Session 2

Putting Theory into Practice: The Use of ACT Data and Enrollment Services at Missouri University of Science and Technology (Free)

Need help starting a new enrollment management plan or updating your current SEM plan? ACT provides many sources of research and information for environmental scans, benchmarking, goal setting, market assessments, recruitment and retention planning, and new student advising and placement. This session is designed for professionals and faculty interested in putting the data to work on their campus. Through this interactive workshop, presenters will demonstrate ways to personalize and enhance your current strategies and reporting techniques using ACT data and enrollment management services. Topics include: (1) setting realistic goals and vision-based market trends, (2) building competition lists, (3) assessing current market position and penetration, (4) developing enrollment projections, (5) determining recruitment regions and optimizing travel, (6) developing a strategy for prospect list purchases and direct mail budget control, (7) developing and promoting pre-college camps, (8) assessing appropriate student activities, support services, and financial aid need, and (9) using student profile data to improve advising and first-year success.

Jay W. Goff, Dean of Enrollment Management, Missouri University of Science and Technology

Rachel Morris, Data and Technology Coordinator, Missouri University of Science and Technology

Brad Starbuck, Enrollment E-Communications Specialist, Missouri University of Science and Technology

Concurrent Session 3

Enrollment Planning at the Community College: Transforming Your Recruitment and Marketing Strategies (\$50)

"Build it, and they will come" used to be the recruitment strategy for many community colleges. Today, if they want to compete for the direct-from-high school student, community colleges have to be more competitive with four-year colleges in their efforts to engage prospective students. To stay ahead of the curve in marketing, the Community College of Baltimore County has taken creative steps to deliver the best mix of marketing and recruitment messages to prospective and current students. Join CCBC's presenters for a visual overview of how they moved from unit-generated communications to a comprehensive landscape of communication strategies using podcasts, vehicle wraps, Web advertising, networking, kiosks, on-line info sessions, targeted outreach and direct mail publications, and event management. The session will also highlight CCBC's enrollment plan, service plan, and back-office redevelopment.

Theresa Carr, Dean of Enrollment Management, Community College of Baltimore County

Marcia Amaimo, Director of Outreach Communications, Community College of Baltimore County

Jodi Ceglia, Director of Publications, Community College of Baltimore County

Jenni Dagostin, Coordinator of Admissions, Community College of Baltimore County

Concurrent Session 4

Taking Stock in Your Profession and Yourself

Part I: Beef Stew for the Brain (\$50)

Nearly 30 years in the world of education and this presenter still doesn't have the right recipe for success—only sanity. Paul Weeks starts with a sense of humor, adds the enthusiasm of a child, blends the experiences of an educator with the anxieties of a parent—and shakes them well. So prepare to sit back and take a motivational, inspirational, and humorous look at life and the important work that educators do. Whether one prefers cartoons, quotes, anecdotes, or simply tips on maintaining sanity in the chaotic world of education, there will be something to please in this unusual presentation.

Part II: There Are No Problems BUT Personnel Problems

Even a great strategic enrollment plan can be derailed by uncooperative or ineffective staff. Managing an enrollment team means dealing with people in good times and bad. This session will explore aspects of leadership essential to success—interviewing and hiring, providing initial and on-going training, conducting effective performance reviews—all of which are often ignored in favor of operational topics.

Paul Weeks, Assistant Vice President, ACT

Concurrent Session 5

Student Ambassador Program Extravaganza! (\$50)

Is your student ambassador program in need of an overhaul? Combining the best approaches from four institutions, this session will discuss how to develop effective student ambassador programs in cost-effective ways. Topics include: (1) ways to improve your campus visit experience by strengthening your student volunteer program, (2) using student employees as college ambassadors for enrollment and retention initiatives, while training, developing, and coaching student ambassadors into future leaders, and (3) how to manage a successful ambassador program on a shoestring budget. Emerging student leaders are great resources to promote student success and create seamless transitions for first-year students. This session will send you home with some great ideas to help make that happen at very different types of institutions. The session includes time to hear from the audience about their own ambassador programs.

Angela Johnson, Assistant Dean, Student Affairs, Cuyahoga Community College

Karen Miller, Dean, Student Affairs, Cuyahoga Community College

Megan Radke, Admission Counselor, Saint Mary's University of Minnesota

Aubrey Hollnagel, Visit Coordinator, Saint Mary's University of Minnesota

Shawn Smee, Director, Office of Recruitment, Murray State University

Roslyn White, Associate Director, Office of Recruitment, Murray State University

Amanda Carter, Senior Admission Counselor, Murray State University

Tricia Williamson, Associate Director for Visitor Center and Special Recruitment Programs, Northeastern University

Kurt Heissenbuttel, Senior Assistant Director for Visitor Center, Northeastern University

CONFERENCE: THURSDAY, JULY 16, 2009

7:30 a.m. – 8:30 a.m.

Registration and Continental Breakfast

8:30 a.m. – 9:30 a.m.

Welcome

Galen Johnson, Assistant Vice President, ACT

Michael Hovland, Senior Consultant, Enrollment Management, ACT

Opening Keynote

What *Really* Matters in College Readiness and Success?



In this session, we will take a new journey through ACT's research on college readiness and success, examining the primary findings and recommendations of ACT's major policy reports on college and career readiness. Through this journey, we will examine common themes in the reports and the implications of the results on policy and practice. And along the way, we will highlight what really matters in college readiness and success for all students.

Cynthia B. Schmeiser, President and Chief Operations Officer, Education Division, ACT

9:45 – 10:45 a.m.

Concurrent Session 1

Conversations with Cyndie Schmeiser

This is a conversation, not a presentation, and you will have an opportunity to ask questions about the keynote address, about college readiness and success, and about ACT.

Concurrent Session 2

Students Speak Out: How the Economy Is Changing College Plans and New Strategies to Ensure Success

Pam Kiecker presents results from the latest national research among college-bound high school students on how the economy and its effects are influencing students' college-making decisions. The research is continuously updated to ensure up-to-the-minute insights into student behavior. Elizabeth Clark shares proven strategic and tactical responses to the changing economy that can help ensure enrollment success, even in these uncertain times.

Pamela Kiecker, PhD, Head of Research and Issue Analysis, Royall and Company

Elizabeth Clark, Chief Strategic Officer, Royall and Company

Concurrent Session 3

Yes, Every Senior CAN Go to College!

Every senior going to college is the goal of North Carolina's evolving and expanding college access initiative. Building on its national model one-stop access portal, new programs, including College Application Week and fully developed College Access Curriculum modules, are changing the college-going culture in the state. This best practices presentation will show how college access became a state priority and the partnerships and collaborations across K–16 that have made it happen. The data will amaze you and make you a believer!

George R. Dixon, EdD, Senior Fellow, The Institute for College and Career Success; Vice Provost Emeritus, North Carolina State University

Joe Watts, Senior Fellow, The Institute for College and Career Success, North Carolina State University

Concurrent Session 4

Suffolk University's 30-Month Re-Recruitment Program

This session will outline Suffolk University's re-recruitment program from the time a student is accepted to the end of sophomore year and the impact of these activities on student retention and student success. The presentation will outline the synergy and activities of the Offices of Enrollment Management, Retention Services, Student Affairs, and Web Communications. The presenters will discuss the administrative and academic functions of the program, as well as traditional and electronic outreach activities. Session participants will learn one school's approach to re-recruiting students during the freshman and sophomore years and the necessity of multiple offices working together for retention and student success purposes.

Marguerite Dennis, Vice President, Suffolk University

Midge Wilcke, Chief Communications Officer, Suffolk University

Concurrent Session 5

In-House Student Search, Year 2: Results and What We Learned

After years of conducting student search with the help of an outside vendor, the University of Rochester decided to take its student search operation in-house last year, which saved a considerable amount of money. In a reprise and refresh of last year's session, the presenters will discuss their pre-planning process and original strategy. They will also talk about mistakes made along the way with planning and execution and what they learned from these mistakes. More importantly, they will talk about outcomes and results from last year's student search and what was done differently this year to produce even better results.

Costas Solomou, Director of Recruitment, University of Rochester

Brendon Troy, Senior Assistant Director of Admissions, University of Rochester

Concurrent Session 6

An Enrollment Services Research Recipe: Five Cups Data, Three Cups Analysis, Add Collaboration, and Mix Well

Effectively recruiting and retaining students is a continual challenge for higher education institutions. Unfortunately, organizational structures and data systems can make it difficult to collect and analyze data in a manner that can produce practical results. This presentation will discuss the development of the Enrollment Research Team at Iowa State University and its ability to produce results that had practical implications for its strategic enrollment initiatives. Participants will gain practical tips on how this type of collaborative research can be applied at their institutions.

Ann M. Gansemer-Topf, PhD, Associate Director of Research, Office of Admissions, Iowa State University

Darin R. Wohlgenuth, PhD, Director of Budget Research and Analysis, Office of the Executive Vice President and Provost, Director of Research for Enrollment, Enrollment Services, Iowa State University

Concurrent Session 7

Successful Orientation in the Community College: The First Step to Improving Retention

Community colleges are putting increased emphasis on orientation and retention for both resident students and online students. This session features two institutions that are working to help their students get started right so that they have a better chance of being successful in the first year. Madisonville Community College implemented sweeping changes in its orientation and advising process for new students, which included leadership from all units in the college. At the City Colleges of Chicago, the Center for Distance Learning has developed new approaches to increase online student enrollment and retention.

Jay Parrent, Dean of Student Affairs, Madisonville Community College

Aimee Wilkerson, Director of Enrollment Management, Madisonville Community College

Selom Assignon, Assistant Dean, City Colleges of Chicago—Center for Distance Learning

Dr. Darryl Todd, Dean, City Colleges of Chicago—Center for Distance Learning

Concurrent Session 8

Uniting Efforts for an Enrollment Explosion: Increasing the Recruitment of Latino/Hispanic Students to Private Four-Year Liberal Arts Schools

The session will showcase the development of recruitment efforts for Latino/Hispanic students through theory-driven strategies. Latinos are well represented in community colleges and/or public institutions. Goshen College, a private four-year liberal arts college located in the Midwest, seeks to increase educational access to the growing Latino community in its region. Through partnerships across departments and community organizations, the college maximizes limited resources to increase the number of Latino students applying and enrolling. Participants will learn strategies, tactics, and best practices utilized to create an effective enrollment model for both admissions and financial aid. The presenters will also discuss the long-term vision and planning for the continued success of this initiative.

Liliana Ballge, MA, Enrollment Counselor, Goshen College

Lynn Jackson, MEd, Vice President for Enrollment Management, Goshen College

10:45 a.m. – 11:00 a.m.

Break

11:00 a.m. – 12:00 p.m.

Concurrent Session 1

Rating Higher Education Websites: The Student Experience

What do prospective and current students love and hate about their experience at college and university websites? Do ratings change after people enroll? Where should you be focusing your attention to build a more engaging website? In the past six months, several thousand students completed a Customer Centric Index (CCI) survey and identified the top three positive or negative factors from 13 possible choices about their website experience visiting a variety of schools. This session will review and discuss the experiences reported by students during the college exploration process and as actual students.

Responses identify strengths and weaknesses in three groups: information architecture, content, and social. Return to your campus prepared to focus scarce resources on the key areas most likely to improve student recruitment and increase student satisfaction with your services.

Bob Johnson, President, Bob Johnson Consulting, LLC

Concurrent Session 2

Enrollment Managers—On the Move!

Today's admissions and enrollment professionals are literally and figuratively "on the move!" Colleges and universities have high expectations for the new admissions professional hired from the outside. New professionals are expected to make a positive and immediate impact. This session will explore what factors contribute to making a successful move from one college/university to another, as well as what tools are needed to make the transition as smooth and successful as possible.

Marc Harding, Director of Admissions, Iowa State University

Jim McCoy, Vice Provost Enrollment Management, Planning, and Policy, Louisiana State University

Lisa Harris, Associate Vice President, Vice President for Student Affairs, Mississippi State University

Concurrent Session 3

What Works in Promoting Student Success

The goal of this session is to engage participants in a discussion of several important questions, including what research tells us about factors that promote student success, the role of intrusive advising, making difficult resource allocation decisions, and demonstrating alternative models for intervening within both targeted classes (e.g., developmental) and broader institutional contexts. This workshop highlights a four-part model for success, including: (1) creating a network of academic and social resources; (2) assessing entering student risk factors; (3) reaching out and intervening; and (4) evaluating the effects of resource use on both academic and persistence outcomes.

Steven Robbins, Assistant Vice President, Research, ACT

Concurrent Session 4

Out of Site/Sight But Not Out of Mind: Managing Regional Recruiters

Many colleges are adding regional employees as a way to expand their recruiting reach. The University of Alabama started a regional recruiting program in 2003 with two part-time individuals in Texas, and five years later, it has 16 full-time employees in ten states. Learn about the program and the hiccups experienced along the way.

Cali Davis, Associate Director of Data Analysis and Specialized Recruitment, The University of Alabama

Rick Funk, Senior Associate Director, Office of Undergraduate Admissions, The University of Alabama

Concurrent Session 5

No Budget Increase but Bring in the Class: How to Stay Afloat in Times of Economic Challenge

Find out how Augsburg College, a small, private liberal arts college in Minnesota, went from 325 new first-year students to 429 in just three years without an increase in budget or staff. Faced with having to cut traditional recruitment strategies due to budget limitations, Augsburg Admissions has become a leader in innovative methods of recruitment. Senior staff from Augsburg will share their proven strategies for enrollment including outreach tactics, on-campus event planning, staff development and motivation, and the use of student workers. Come prepared to take notes and to share ideas!

Carrie Carroll, Director of Admission, Augsburg College

Carola Thorson, Associate Director of Admission, Augsburg College

Concurrent Session 6

The IPEDS Data Center: Your New Source for Institutional and Competitor Data

Whether you are looking up an institution, doing peer comparisons, or creating your own dataset, the IPEDS Data Center is the single access point for retrieving IPEDS data. The Data Center makes data retrieval easy, while retaining the powerful components of the Peer Analysis System. This session will present an overview of the Data Center and show you how to jump right in and access data. You will learn how to produce reports on admissions, financial aid, and retention data.

Michael Duggan, EdD, Director of Enrollment Research and Planning, Suffolk University

Concurrent Session 7

Walking the Strategic Enrollment Tightrope: Do You Have a Net?

Arizona Western College has structured a strategic enrollment model that incorporates teams throughout the institution. Learn how diverse teams including learning services, student services, public relations, and business work together in a matrix design to achieve sustainable planned growth district-wide. This model helps identify strategies and practices that allow the college to carefully identify different funding streams and expenses and match the needs with mission. The college uses its data to influence planned growth. Come hear how this can work for your institution and begin to weave your net!

Leslie R. McClellon, MEd, Dean of Student Retention and Support Services, Arizona Western College

Leticia Martinez, MS, Interim Dean of Enrollment Services, Arizona Western College

Concurrent Session 8

Sowing Student Success Seeds from Middle School to High School

What college-based programs are successful in preparing students for success in middle school, high school, college, and beyond? Come share your own ideas and learn about highly successful programs at several levels, as well as how Rutgers University coordinates marketing pre-college programs to prospective students via integration between a pre-college program clearinghouse website, prospective student portal, and CRM application. Data-based approaches and tools for measuring pre-college program success will also be presented.

Megan Schramm-Possinger, Researcher, Rutgers Future Scholars Program, Rutgers University

Dr. Paul M. Johnson, Assistant Vice President, Research and Enrollment Information Services/Enrollment Management, Rutgers University

12:00 – 1:30 p.m.

Luncheon

My American Dream



Neal E. Boyd is an African American opera singer who is the 2008 winner of *America's Got Talent*. He writes on his website: "Despite being raised on Motown, I fell in love with the great tenors (Luciano Pavarotti and Placido Domingo) when I was only 13 years old. There in my little room, in my little white house, in my little Missouri town of Sikeston, a lifelong dream began to take root. Of course, growing up I was told over and over that I shouldn't aspire to be a

great singer...that I shouldn't dream so big. Thankfully, that is advice I never took. My hope is that my music can be an inspiration to anyone who dares to dream bigger than what they are 'supposed' to." During the hosted lunch, Neal will share his inspirational story and talk about the educators who believed in him and made a difference in his life.

Neal E. Boyd, operatic tenor and winner of 2008 "America's Got Talent."

1:45 – 2:45 p.m.

Concurrent Session 1

Evaluating the Perceived Capacity of High School Seniors to Value, Pursue, and Complete a Four-Year Degree: The College Capital Index

The College Capital Index comprehensively measures students' perceived college capital and will provide scholars, enrollment professionals, policymakers, and the general public with a tool to annually gauge the perceived capacity of students to pursue and complete a four-year college degree. The index also assesses the effectiveness of federal and state educational initiatives intended to assist with these efforts. This presentation will provide a detailed overview of the index's purpose, outline its theoretical foundation, specify its methodology, and provide and interpret initial findings.

Jerry Lucido, PhD, Executive Director and Vice Provost for Enrollment Policy and Management, Center for Enrollment Research, Policy, and Practice, University of Southern California

Scott Andrew Schulz, PhD, Program Director, Center for Enrollment Research, Policy, and Practice, University of Southern California

Concurrent Session 2

Managing Enrollments in the Current Economic Environment

[Two-hour session]

What has been the impact of the country's economic downturn on your institution's recruitment, enrollment, and retention planning for 2009 and beyond? What have been the challenges to interpreting the data in your predictive models this year? What have we learned this year that we can apply to our strategies for reaching our 2010 recruitment and retention goals? Join us for an active discussion among presenters and session participants as we look at enrollment management challenges and strategies for both public and private institutions during these uncertain economic times.

Mabel G. Freeman, PhD, Assistant Vice President, Undergraduate Admissions and First Year Experience, The Ohio State University

Jim Mager, Associate Vice President, Noel-Levitz

Brian Dalton, Senior Vice President for Enrollment Management, Mercer University

Concurrent Session 3

Building College Success among At-Risk Students

The Life Impact Program at University Wisconsin–Milwaukee breaks the cycle of poverty among low-income students by removing financial barriers to college access and influencing policymakers. This program offers individualized support that meets the diverse needs of at-risk college-goers. Students receive a scholarship, Life Coach team, tutors, liaisons, and emergency funds. Explore this successful program and the impact it has had on the retention of high-risk students facing multiple barriers to graduation. Learn strategies to build or expand services for at-risk students at your own institutions.

Jane Hojan-Clark, Executive Director, Financial Aid, Student Employment and Military Education Benefits, University Wisconsin–Milwaukee

Natalie Reinbold, Life Coach/Coordinator, Life Impact Program, Financial Aid, Student Employment and Military Education Benefits, University Wisconsin–Milwaukee

Concurrent Session 4

Moving Beyond Gutenberg: Successful Online Recruitment Strategies

With the growing popularity of social networking websites like Facebook and Myspace, many universities have modernized their communication strategies by using similar “Web 2.0” applications. Not only are these media cost-effective, but they are also environmentally friendly and provide students with a more interactive, personalized admissions experience. This workshop will present an overview of these newer Web applications and discuss how they are transforming our profession.

Stefan Hyman, Web and Electronic Information Coordinator, Stony Brook University

Chris D’Orso, Assistant Director of Admissions, Stony Brook University

Concurrent Session 5

Ensuring the Educational Benefit of Diversity: Examining Factors that Foster Success

The educational benefit of diversity on college campuses is well documented. So, too, are the difficulties experienced by underrepresented students—frequently students of color—on college campuses. Too often, the result is disparately low completion rates. Participants will learn how to support students through the initial transition period and foster those behaviors likely to result in postsecondary completion. Participants will also share their own successes and challenges relating to this important work.

Douglas Zander, EdD, Director of Admissions, Millersville University of Pennsylvania

Jose Aviles, EdD, Associate Director of Admissions, Millersville University of Pennsylvania

Nakia Mack, Assistant Director of Admissions and Coordinator of Multicultural Recruitment, Millersville University of Pennsylvania

Concurrent Session 6

Student Choice and Persistence: What Matters?

Why do some students enroll and persist at your institution and others do not? We have examined ACT, application, and college academic performance data to help us determine which students will enroll and persist. Specifically, we analyzed in-state and out-of-state students to determine the factors that impact student choice. The results of this study provide implications for future targeted recruitment, event programming, and strategic enrollment planning. Come learn about our findings, observations, and applicability for your institution.

Dr. David B. Johnson, Associate Vice Provost for Enrollment Management, Indiana University

Dr. Douglas K. Anderson, Director of Enrollment Planning and Research, Indiana University

Dr. Linda L. Shepard, Senior Associate Registrar, Indiana University

Concurrent Session 7

Student Retention: Institutional Fit, Commitment, and Intentions

Student retention in an open enrollment environment is extremely challenging. Factors seldom considered are institutional fit, commitment, and intentions, all of which seriously impact student retention and successful matriculation. This session explains how and why the Community College of Allegheny County data-mined its admittance information and enrollment processes in order to develop more learner-centered retention practices. The session will include discussion of pre-matriculation and success indicators, data from admittance documents, academic advising, and metacognition. Participants will learn how to identify and use important student data in order to design retention strategies based on such data.

Renee Smith Clark, PhD, Dean of Student Development, Community College of Allegheny County

Concurrent Session 8

Can You Hear Me Now? Telecounseling That Works

Youngstown State University has been using a telecounseling program for the past 14 years. Through those years, the program has gone through many changes, including the development of a general plan for use as an effective recruitment and marketing tool. This session will illustrate how telecounseling can assist your university/college in the recruitment arena. We will be looking at call tracking, which calls are effective, and who is the most efficient for this purpose when hiring telecounselors. There will also be a focus on the use of the EMAS system for effective telecounseling programs.

Monica L. Mastran-Czopor, Assistant Director of Admission, Youngstown State University

Sue Davis, Director of Admission, Youngstown State University

2:45 – 3:00 p.m.

Break

THURSDAY, JULY 16, 2009

3:00 – 4:00 p.m.

Concurrent Session 1

Extending Your Brand

This session will begin with a brief review of brand marketing for colleges and universities. With that foundation in place, we will explore how to extend or leverage your brand, beginning with a look at successful internal brand launch strategies. We will then look at how to effectively communicate your brand and will pay particular attention to communication strategies that do not require significant marketing budgets. Finally, we will explore options for living out your brand promise. Lots of great examples from higher education and other sources will be shown.

Bob Sevier, Senior Vice President, Strategy, Stamats, Inc.

Concurrent Session 2

Managing Enrollments in the Current Economic Environment

[Continuation of two-hour session]

Concurrent Session 3

Mentor Your Staff to Improve Retention

Your work-study program can be a key element in your institution's efforts to improve retention. This workshop explores how your work-study program can be transformed to do more than provide students with financial assistance. Implementing small changes can create an institutional culture that contributes to higher retention through an environment that supports personal growth and professional development for students who work on your campus. Learn how a well-designed student staff program offers benefits for students, improves efficiency for administrative offices, and improves the institution's overall retention rate.

Debra Walling, Senior Associate Director of Admissions, St. Joseph's College

Kathleen Magistro, Assistant Director of Admissions, St. Joseph's College

Concurrent Session 4

From Character to Campaign—A Unique Marketing Opportunity

For all its popularity at Saint Louis University, the "Billiken" is an icon that has meant more to the SLU community than it has to the outside world. Learn how Saint Louis University used its mascot to raise prospective students' curiosity. Major facets of the campaign included a launch of a new recruitment microsite, videos, advertising, virtual tours, redesign of publications, and much more. To "Be a Billiken" is an example of how you can use your university's unique qualities to ignite your recruitment efforts. Be inspired and join us for this session.

Dr. Boyd A. Bradshaw, Vice Provost for Enrollment Management, Saint Louis University

Jean Marie Gilman, Dean of Undergraduate Admission, Saint Louis University

Concurrent Session 5

Providing Helicopter Parents with a Place to Land: Partnering with Families to Deliver a Better Student Experience

Learn how DePaul University is improving its customer service by leveraging social networking to build stronger relationships with parents and families of prospective and current students. Since its launch in August 2007, the DePaul Quad, DePaul's online community for DePaul parents and families, has grown to more than 2,000 members and begun to change the framework for customer service from a one-way model to a model built on a multidimensional conversation. This session will outline what it takes to develop and run an online community for parents and families, review the

results on the DePaul Quad, and show how the conversations in an online community can change the overall way a university does business.

Dara Crowfoot, Director of Marketing Strategy, DePaul University

Paula Hanley, Director of DePaul Central, DePaul University

Ellen Steichen, Assistant Director of Admission, DePaul University

Concurrent Session 6

Got Data?

Is enrollment management a low priority on the institutional research agenda at your campus? Are you envious of those enrollment managers who have their own researcher or research division? Wondering how your program can meet increasing expectations to be more data-driven when pulling data from the mainframe takes weeks? You are not alone. Learn how one university utilizes existing internal staff resources and low-cost market research and data mining tools to enlighten enrollment-related issues (both recruitment and retention), challenge assumptions, and help frame policy discussions. This session is best suited for those without their own EM research units and who are interested in adopting a more data-driven approach to EM.

Matt Melvin, Assistant Provost for Enrollment Management, University of Central Missouri

Concurrent Session 7

Calling All Skunks! Ways to Integrate Innovation into Everyday Work

Like many institutions, Sinclair Community College struggled with putting an innovative process improvement or idea into practice. Based on the skunk works concept in industry, the session focuses on how SCC brought together a cross section of employees to solve some of the college's most pressing issues. Participants will learn how the group was formed, its philosophy, how it identifies and addresses issues, and how ideas move from concept to action!

Rebecca Butler, Senior Director of Marketing, Sinclair Community College

Allison Rhea, Senior Director of Enrollment Management, Sinclair Community College

Concurrent Session 8

On Campus Partnerships: Using Alumni to Expand Your Recruitment Outreach

With financial and time constraints, it is impossible for your admissions staff to recruit in every location across the globe. Learn how Indiana University Bloomington, a large public institution, and Oklahoma City University, a small private institution, are utilizing their alumni to help recruit students both nationally and internationally. Discover strategies for helping alumni connect with families on a more personal level, partnering in regional events, and more. Utilizing alumni to effectively recruit students from underrepresented populations will also be addressed.

Michelle Lockhart, Director of Undergraduate Admission, Oklahoma City University

Sarah Gallagher Dvorak, Associate Director of Recruitment Outreach and Coordinator of Alumni Student Recruitment, Indiana University Bloomington

Eduardo Prieto, Vice President of Enrollment Services, Oklahoma City University

Kelsey Keag, Assistant Director of Alumni Student Recruitment, Indiana University Bloomington

4:00 – 5:00 p.m.

Reception and Networking

CONFERENCE: FRIDAY, JULY 17, 2009

8:00 – 8:30 a.m.

Continental Breakfast

8:30 – 9:30 a.m.

Concurrent Session 1

Communication to Prospects within Budget!

The presentation will discuss effective and creative ways to communicate to prospects while staying within budget. The highlighted solutions will demonstrate how to streamline communications and personalize recruitment efforts while working within tighter budgets due to the economy. This session will also touch on some of the new marketing tools being utilized by colleges and universities to reach out to prospects. These tools have helped increase response and also drive tuition deposits. If you are looking for ways in which to cut through the clutter, be unique, and learn about new trends in higher education marketing, attend this session.

Scott Novak, Executive Vice President, The Whelan Group

Ross Clurman, Director of Marketing and Interactive Technology, The Whelan Group

Concurrent Session 2

Why Students Add or Remove Colleges from Their Choice Set

Learn when and why students modify their college choice list. Almost 13,000 students participated in this study on college choice. Hear why students add or remove colleges from their lists and when they stop adding colleges and only reduce their list. Once they have a short list, does it ever change? At what point does it stop changing? Why do students add a college to their list? Are there differences in the way boys manage their list versus girls? What about minority groups? This session will answer all of those questions and more.

Mary Worland Napier, Enrollment Consultant, NRCCUA

John Sullivan, Dean of Admissions, Eckerd College

Concurrent Session 3

Ambassadors 101: More Calls, More Tours, More Ambassadors—Oh My! Managing the Millennials to Develop Your Ambassador Program

Last year, Western Michigan University made more than 66,000 phone calls and gave tours to more than 15,000 people. We will discuss how we manage this outreach and more than 100 student employees. Topics will include effective management strategies including employee policies, training procedures, recognition programs, and communication techniques. Special attention is given to how to coordinate a self-sufficient program by effectively working with the Millennial Generation. We will cover ways that we give growth to our new ambassadors and major responsibilities to our veterans. By grooming leaders, you can continue program success year after year.

Scott Hennessy, Student Outreach Coordinator, Western Michigan University

Jill Hamilton, Assistant Director of Admissions, Western Michigan University

Alicia Hamilton, Student Ambassador Program Graduate Assistant, Western Michigan University

Jennifer Milewski, Assistant Director of Admissions, Western Michigan University

Concurrent Session 4

Recruiting Today's Homeschooled Student: Harnessing New Trends and Information to Reach a Growing Population

Today's homeschooled students are a very different group from the home-educated students of previous generations. These savvy, creative, well-connected families (who never stay home!) offer enrollment planners a recruitment challenge that can reap enormous rewards. But how do you find them, and what are they looking for in a college experience? This session will explore how you identify the right homeschooled population for your college, and how you can tailor the enrollment process for this growing population by examining creative, adaptable strategies that are a fit for your institution.

Erin Guyer Schreiber, Assistant Director of Admissions, Maryville University

Terry Dale Cruse, Dean of Enrollment Services, Missouri Baptist University

Concurrent Session 5

Swing Dean: A Model for Student Retention

Many predominantly white institutions struggle to retain their under-represented students. While some private colleges have experienced some success in recruiting a more diverse student body, retaining these underrepresented groups through graduation has proven to be equally, if not more, challenging. This workshop will examine the issues that lead to a disproportionate attrition rate for this population and discuss ways to improve graduation rates of at-risk students. Specifically, we will examine the role of the "Swing Dean," one college's model designed to improve student retention.

Marylyn Scott, Director of Multicultural Recruitment and Associate Dean for Student Transition, Bates College

Carmita McCoy, Director of Multicultural Recruitment and Associate Dean for Student Transition, Bates College

Concurrent Session 6

Studying Student Success Characteristics Using Various Statistical Techniques

This presentation summarizes results of a variety of statistical techniques applied to ten years' worth of student data to determine academic success characteristics. The data describe students at the University of Cincinnati's College of Applied Science, all of whom are enrolled in technical programs. Objectives of the study were to refine recruiting efforts by identifying students most closely demonstrating characteristics of successful technology-oriented students and to initiate early retention interventions.

Denis D. Marketos, Assistant Professor of Mathematics and Physics, University of Cincinnati

John C. Spille, Professor Emeritus of Chemical Technology, College of Applied Science, University of Cincinnati

Concurrent Session 7

Early Identification + Intensive and Continuous Intervention = Retention

In 2006, Ivy Tech Community College created the Lamkin Student Success Center, staffed by two part-time advisors, to focus on improving student success and retention. The Center has evolved into a full-service academic center, which has resulted in increased persistence rates. Participants will learn how to develop student-focused systems, policies, and procedures that support recruitment, retention, and completion. Participants will also receive samples of best practice policies and procedures and hear how they have been adapted for use in the community college setting.

Ann S. Webster, Assistant Director of Student Success and Retention, Ivy Tech Community College

Concurrent Session 8

A Purpose for Every Dollar: Using Financial Aid as a Tool in Managing Enrollment

Financial aid is a critical tool for successful enrollment management strategies. This session will discuss the development and implementation of a new financial aid strategy at Northern Illinois University that targeted a specific segment of students. The presenters will discuss ways to leverage institutional aid in conjunction with federal aid dollars as part of a larger enrollment management strategy, how to effectively market an aid-related program in a way that students and families can understand, and how to analyze your institutional data to determine where you can impact enrollments by leveraging financial aid.

Brent A. Gage, PhD, Assistant Vice Provost, Enrollment Services, Northern Illinois University

Kathleen Brunson, Director of Financial Aid, Northern Illinois University

9:30 – 9:45 a.m.

Break

9:45 – 10:45 a.m.

Concurrent Session 1

Strategic Enrollment Management: Building and Using Data in Decision Making

This session will focus on the important role data plays in making management decisions related to enrollment management. Specifically, we will present the efforts of Indiana University Bloomington to shape the entering class through the use of data and prediction models. The session will highlight data initiatives at IU which support the recruitment and enrollment patterns of a large research university. We will share how we use data to help balance our four recruitment goals through strategic planning.

Dr. Roger J. Thompson, Vice Provost for Enrollment Management, Indiana University

Dr. David B. Johnson, Associate Vice Provost for Enrollment Management, Indiana University

Concurrent Session 2

Big Returns, Small Investments: Understanding and Exploiting Transition Point Theory in Enrollment Management

Careful management of the transition points in the college choice process can yield significant improvements in an institution's enrollment picture. Understanding when and where to make investments is key. Many colleges and universities fail to grasp the importance of investing early in their student recruitment activities. This presentation demonstrates, through modeling and case studies, the economic wisdom of making timely recruitment investments. ROI analyses, focusing on qualitative goals, and financial performance are presented and discussed. Participants will understand key transition points in the college choice process, how to make changes at each point, and the relative cost of dramatically influencing prospective students' enrollment behavior.

Richard Whiteside, PhD, Dean, Strategic Enrollment Management, Royall and Company

Concurrent Session 3

Budget Management 101: What Do We Do in a Time of Escalating Needs and Shrinking Budgets?

This session will focus on a series of events at a small, private college that occurred during a time of budget adjustment that may be similar to budget adjustments happening at institutions across the country. We will discuss why the budget issues occurred, how those issues affected staff and students, and most importantly, what measures were taken to move from a potentially devastating event to one that helped the college move into a positive and steady position. Participants will be invited to share insights about similar events on their own campuses.

Eddie Pawlawski, Executive Vice President and Dean of Students, Cumberland University

Concurrent Session 4

Rethinking Process: Enhancing Your Communications with the Help of Students

University communication offices are often asked to do a lot with little staff, time, and budget. Under these constraints, the strength and ingenuity of the creative process can make or break the outcome. At the University of Illinois, a communications office of four has found an efficient method to maximize quality output by tapping into the skills of undergraduate students. Find out how the team relies on collaboration to create publications, produce videos, manage blogs, design websites, and build photo libraries—all while keeping its sanity.

Doug Burgett, Creative Director, Office of Communications for Enrollment Shared Services, University of Illinois

Michelle Rice, Editor, Office of Communications for Enrollment Shared Services, University of Illinois

Stacey Kostell, Director, Office of Undergraduate Admissions, University of Illinois

Concurrent Session 5

Ready, AIM, Recruit!

Find out how The University of Toledo uses student-level data in the AIM ACT Information Manager® software, combined with admission data, to drive the targeted recruitment of direct-from-high-school students. This session will allow you to see the integration of the AIM product into the enrollment management process and how it can assist your school in its recruitment efforts. If your campus is not already using AIM for recruitment and retention, this session will show you what you're missing. If you are already an AIM user, you will learn tips, tricks, and best practices for how best to use AIM on your campus.

William L. Pierce, Director of Admissions Technology, The University of Toledo

Concurrent Session 6

A Simulation Tool for Projecting Enrollments and Graduates at the State Level: Building a Statewide Strategic Plan to Increase Degree Productivity

A primary state higher education policy goal in Tennessee is to increase the degree productivity of the state's colleges and universities. To build consensus around a goal for increased degree production in Tennessee, the presenters developed a simulation tool that projects enrollments and degree production at the state level. This tool simulates enrollment and completion projections, by system, for the next eight years by allowing users to manipulate up to 15 variables such as high school graduation rates, college participation rates, and college retention rates. This session will describe derivation of the model, discuss its use in policy development, and demonstrate the user interface.

David L. Wright, Associate Executive Director for Policy, Planning, and Research, Tennessee Higher Education Commission

Takeshi Yanagiura, Research Director, Tennessee Higher Education Commission

Concurrent Session 7

What Do ACT Data Tell Us about College Success?

For the past several years, ACT has focused its research efforts on the development of College Readiness Standards™ and Benchmarks. ACT's research agenda has now turned to using the Standards and Benchmarks to study college success. This session will review the latest ACT data on retention and persistence to degree rates, retention practices, and—utilizing a large longitudinal sample—the effect of the College Readiness Benchmarks on course performance, grade point average, progression, and degree completion.

Wes Habley, Coordinator, State Organizations, ACT

Concurrent Session 8

Strategic Partnering with High Schools to Produce a More College Ready Student: An Innovative Enrollment Strategy Using the COMPASS System.

The Texas Success Initiative requires that students be assessed in reading, writing, and math skills prior to enrolling in college to ensure they are ready for college level courses. The Texas Higher Education Coordinating Board has approved ACT's COMPASS placement and diagnostic system as a valid assessment to determine readiness. Come see how University of Texas at Brownsville has successfully partnered with area high schools to administer the COMPASS Internet-delivered assessments directly in the high schools. The early use of COMPASS in the high schools has resulted in high schools graduating a more college-ready student and has also increased participation in the UT-Brownsville dual/concurrent enrollment program.

Patrick McGehee, Director of Testing, University of Texas at Brownsville

Ricardo Leal, Testing Specialist, University of Texas at Brownsville

Raquel Pace, Testing Specialist, University of Texas at Brownsville

10:45 – 11:00 a.m.

Break

11:00 a.m. – 12:00 noon

Closing Keynote

Wise Moves in Tough Times

By any measure, these are tough times. Adding to the angst is increasing uncertainty about how students and their families will respond to a struggling economy. Institutions are scrambling to adjust, and many are uncertain about the moves they need to make to positively impact 2009 enrollments and beyond. This session will explore a series of marketing, recruiting, and financial aid strategies that will help your institution maintain traction in today's ever-changing marketplace.

Bob Sevier, Senior Vice President, Strategy, Stamats, Inc.

THINGS TO SEE AND DO IN CHICAGO

Chicago Websites:

Free travel kit, visitors guide, and maps—
Chicago Convention & Tourism Bureau—
www.choosechicago.com

Exploring Chicago—www.explorechicago.org

Live Theater in Chicago—www.chicagoplays.com

Navy Pier—www.navy pier.com

Shedd Aquarium—www.shedd.org

The Field Museum—www.fieldmuseum.org

Museum of Science and Industry—www.msichicago.org

Chicago Cubs—www.cubs.com

Chicago White Sox—www.whitesox.com

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