



SAVE THE DATE

Strategy Summit for Community College Leaders

Adopting a Lifecycle Approach to Recruitment and Retention in 2023

Join a select group of community college leaders and experts in Washington, DC for EAB's first student success convening of 2023. This summit will dive into emerging strategies for engaging prospective and current students to protect and grow overall enrollment, while mitigating barriers that are preventing your highest-need students from succeeding. Attendees will hear from industry experts and connect with peers for a day of learning and networking designed to get ahead of key trends in 2023.

The summit will take place **immediately before the ACE 2023 conference on April 12** and will be followed by a reception and dinner in the evening. **Reserve your seat today as space is limited.**

▶ **April 12, 2023**

Washington, DC

Meeting Location

EAB
2445 M Street NW
Washington, DC 20037

Dinner Location

Bourbon Steak
2800 Pennsylvania Ave NW
Washington, DC 20007

▶ **RSVP**

Save your seat by clicking the button below or emailing Jake Meyer at jmeyer@eab.com.

RSVP HERE

AGENDA

- 12:00 p.m. **Arrival and Registration**
Light lunch provided
- 1:00 p.m. **Growing Your Community College Amidst the Great Opt-Out**
Pandemic-era disillusionment with the status quo has contributed to a "Great Opt-Out" of many conventional institutions, including community colleges. EAB expert Tara Zirkel, who brings 15 years of experience working in and alongside community colleges, will share insights from EAB's latest research on market threats and opportunities facing the two-year sector, as well as profiles of institutions that have deployed successful strategies to recruit and retain both their students and their employees.
- 2:00 p.m. **Moving the Dial on Persistence at Broward College**
Join student success leaders from Broward College, a community college in Fort Lauderdale, Florida, as they discuss their efforts to better support a large and diverse student population's evolving needs – part of a larger push to improve college access and completion. Presenters from Broward will share how they use technology to improve coordination across campus and deliver holistic, scalable advising that keeps students on track.
- 3:00 p.m. **Workshop: Break Down Barriers to Mental Health Access on Campus**
Join us for a guided discussion about the necessity of centering mental health as a core institutional and student success strategy. We'll discuss why mental health will continue to be a priority, both as a moral imperative and to meet the expectations prospective and current students bring. You'll have the opportunity to strategize with peers around ideal next steps for your campus and leave with a clear roadmap for advancing your mental health strategy.
- 4:00 p.m. **Preventing Attrition Before Students Set Foot on Campus**
To improve access to education and to rebound from pandemic-induced enrollment declines, community colleges must effectively engage potential applicants before they enroll. Join us to learn about essential steps for improving coordination, communication, and student engagement across the student lifecycle. We'll provide a demo of EAB's Student Success Management System, Navigate, with a special focus on our new module for recruiting and enrolling prospective students—designed specifically for community colleges.
- 5:00 p.m. **Adjournment**
- 5:30 p.m. **Dinner**

* Agenda subject to change.