

Enrollment Leaders Roundtable

Invest in Next-Generation Enrollment
Strategies to Thrive in Today's Enrollment Environment

July 30–31 Boston, MA	Hotel & Meeting Location	Dinner Location
	Boston Marriott Copley Place 110 Huntington Avenue 4 th Floor in Salons B–D of the Grand Ballroom Boston, Massachusetts 02116 P 617-236-5800	Top of the Hub Restaurant & Lounge Prudential Center 52 nd floor 800 Boylston Street Boston, Massachusetts 02199 P 617-536-1775

AGENDA

Day 1—Tuesday, July 30

- 12:00–1:00 p.m. **Welcome Lunch**
 Enjoy a networking lunch with your peers.
- 1:00–2:00 p.m. **Current and Future Market Forces Redefining the Enrollment Challenge**
 While the main market forces affecting student recruitment are well known, the full extent of their impact remains uncertain—as does the correct course of action in the face of these pressures. This presentation offers an analysis of these trends and serves to enable the first steps in developing a response.
Presented by AI Newell, Senior Consultant & Principal, EAB
- 2:00–2:45 p.m. **How to Harness the Power of Big Data to Enhance Enrollment Outcomes**
 The unprecedented wealth of data available to enrollment leaders today poses a conundrum. On the one hand, it makes it possible to know more than ever about every aspect of the enrollment process; on the other, it presents a complex data-infrastructure and analytics challenge. This session focuses on best practices for translating data into action.
Presented by Mohammad Abdullah, Managing Director, Data Strategy & Analytics, EAB
- 2:45–3:10 p.m. **Client Case Study Presentation**
Presented by Greg Eichhorn, Vice President of Operations & Student Success, University of New Haven
- 3:10–3:20 p.m. **Break**
- 3:20–4:05 p.m. **How to Capture the 8-Second Attention Span of Gen Z—and Leave a Lasting Impression**
 Digital-marketing channels are an essential component of any well-designed recruitment marketing campaign. But they also carry the risk of costly missteps. This session will explore how college-bound students engage with digital media and highlight the most successful network combinations, ad variants, and advanced techniques tested by our R&D teams.
Presented by Dana Jones, Digital Marketing Strategist, EAB
- 4:05–6:15 p.m. **Break**
- 6:30–9:00 p.m. **Cocktails & Dinner**

AGENDA**Day 2—Wednesday, July 31**

- 8:00–8:30 a.m. **Breakfast**
- 8:30–9:15 a.m. **A Parent Engagement Strategy to Make Allies of Students' Top Influencers**
This session will describe how EAB uses advanced data science to identify parents of college-bound students and the innovative recruitment marketing approaches that this capability enables. The presentation also will include key insights from a large survey of parents undertaken by EAB, examining questions such as what really matters to them about schools their students might attend.
Presented by Tom Taylor, Senior Consultant & Principal, EAB
- 9:15–9:40 a.m. **Client Case Study Presentation**
Presented by Dr. Keiko Broomhead, Vice President of Enrollment, Wentworth Institute of Technology
- 9:40–9:50 a.m. **Break**
- 9:50–10:35 a.m. **A “Think Bold” Recruitment Strategy to Guide High-Potential Enrollment Investments**
Delivering consistent enrollment success in today’s increasingly competitive marketplace requires a strategy driven by efficiency AND productivity. In this presentation, Ian will discuss the transformative impact that a goals-first approach to recruitment-marketing investments can have on enrollment outcomes.
Presented by Ian Watt, Managing Director, Client Success, EAB
- 10:35–11:00 a.m. **Client Case Study Presentation**
Presented by Mai Nhia Xiong-Chan, Vice President of Enrollment, Hamline University
- 11:00–11:10 a.m. **Break**
- 11:10–11:45 a.m. **Pipeline Analytics Demo**
Presented by Ian Watt, Managing Director, Client Success, EAB
- 11:45–12:15 p.m. **Turn Enrollment Intelligence into Action for Outsize Results**
The approach taken by EAB Enrollment Services to recruit students is, first and foremost, evidence-based. This presentation will summarize some of the latest insights that have emerged from our relentless research, testing at scale, and sophisticated data analysis.
Presented by Kate Ragsdale, Managing Director, Client Development, EAB
- 12:15–1:00 p.m. **Networking Lunch & Closing Remarks**
Enjoy a networking lunch with your peers.