



The Enrollment Reset: Defining Your Strategy for the Year Ahead

A Strategy Summit for Undergraduate Enrollment Leaders

August 5-6

Chicago, IL

Meeting Location

InterContinental Chicago
Magnificent Mile
505 N Michigan Ave
Chicago, IL 60611

Dinner

RPM Italian
52 W Illinois St
Chicago, IL 60654

DAY ONE | Wednesday, August 5

- 12:00 p.m. **Guest Arrival, Registration, and Lunch**
- 1:00 p.m. **Welcome and Introductions**
Sam Moll
- 1:30 p.m. **State of the Union: Enrollment Trends, AI-Enabled College Search and the Strategic Path Forward**
Madeliene Rhyneer
- 3:00 p.m. **The New Path to Enrollment: Insights from EAB's 2026 First-Year Experience Survey**
Pam Royall, PhD
- 4:00 p.m. **The Evolving Role of Parents in the Enrollment Journey: Findings from EAB's 2026 National Parent Survey**
Erica Johnson
- 5:00 p.m. **Adjournment**
- 6:00 p.m. **Dinner Reception**

DAY TWO | Thursday, August 6

- 8:15 a.m. **Continental Breakfast**
- 8:45 a.m. **Meeting the Moment with Enroll360**
Hope Krutz
- 9:00 a.m. **Enroll360 in Action**
 - *Anika Olsen, Vice President of Strategic Enrollment and Marketing, Northern Arizona University*
 - *Jessica Morales Maust, Ed.D, Vice President of Enrollment, Marketing, and Communications, Marian University*
- 10:15 a.m. **Beyond the Traditional Funnel: Build a Recruitment Pipeline for Resilience and Growth**
Erin Preston and Brandy Palmer
- 11:00 a.m. **AI-Powered Enrollment Marketing: Insights and Best Practices for Delivering Hyper-personalized Marketing at Scale**
Michael Koppenheffer
- 12:00 p.m. **Adjournment**