



# Unlocking Every Advantage in a New Age of Student Recruitment

## Strategy Summit for Undergraduate Enrollment Leaders

### ▶ DETAILS

**February 8-9, 2023**

Washington, DC

#### Meeting Location

EAB  
2445 M Street NW  
Washington, DC 20037  
202-747-1000

#### Dinner

Marcel's  
2401 Pennsylvania  
Avenue NW  
Washington, DC 20037  
202-296-1166

### Summit Agenda

- 1:00 p.m. **Guest Arrival and Registration**
- 1:30 p.m. **Welcome and Introductions**  
Al Newell
- 2:00 p.m. **State of the Union: How New Rules of Competition Are Shaping Undergraduate Enrollment and What It Means for Your Recruitment Strategy**  
Madeleine Rhyneer
- 3:15 p.m. **Small Group Breakouts with Peer Institutions**  
Facilitated by Al Newell
- 4:15 p.m. **Secrets of a Winning Audience Strategy: Innovative Approaches for Finding More Right-Fit Students**  
Michael Koppenheffer and Caroline Painter
- 5:15 p.m. **Adjournment**
- 6:00 p.m. **Dinner**  
*Marcel's*

**Day One**

- 8:30 a.m. **Continental Breakfast**
- 9:00 a.m. **Opening Remarks**
- 9:15 a.m. **Breaking Through the Noise: How EAB's Behavior-Based Marketing Campaigns Unlock Deeper Student and Parent Engagement**  
Benton Brown and Tom Taylor
- 10:15 a.m. **A Framework for Diversity Strategy: Strategies for Success and Considerations for the Supreme Court Affirmative Action Rulings**  
Wenie Lado and Lori Mapps
- 11:30 a.m. **Preparing for the New FAFSA: Modeling Institutional Aid Using SAI and Communication Best Practices**  
Brett Schraeder
- 12:15 p.m. **Lunch**
- 12:45 p.m. **A Panel Discussion with Chief Enrollment Officers**  
Facilitated by Shanelle DeLorenzo
- 1:30 p.m. **Adjournment**

**Day Two**