

DAY 1 WEDNESDAY, MAY 31, 2023



Location Key

City Hall Lobby, Osceola Ballroom AB
Osceola Ballroom CD, and Miami 1:
Convention Center, Level 2

Florida Hall A:
Convention Center, Lower Level

Emerald Plaza:
Hotel Atrium

Mangrove Lawn:
Adjacent to Convention Center

Arrival, Registration, and Check-In

9am–1pm, City Hall Lobby

JAM Welcome and Keynote Address

1pm–3pm, Osceola Ballroom CD

JAM Hub & Breaks

3pm–5pm, Osceola Ballroom AB

High School Counselor Focus Group

High school counselors from both public and private schools in the Orlando area will share their perspectives on what they see as the most important issues facing their students when it comes to the college search and selection process. Includes Q&A.
3:10pm–4pm, Miami 1

Session 1

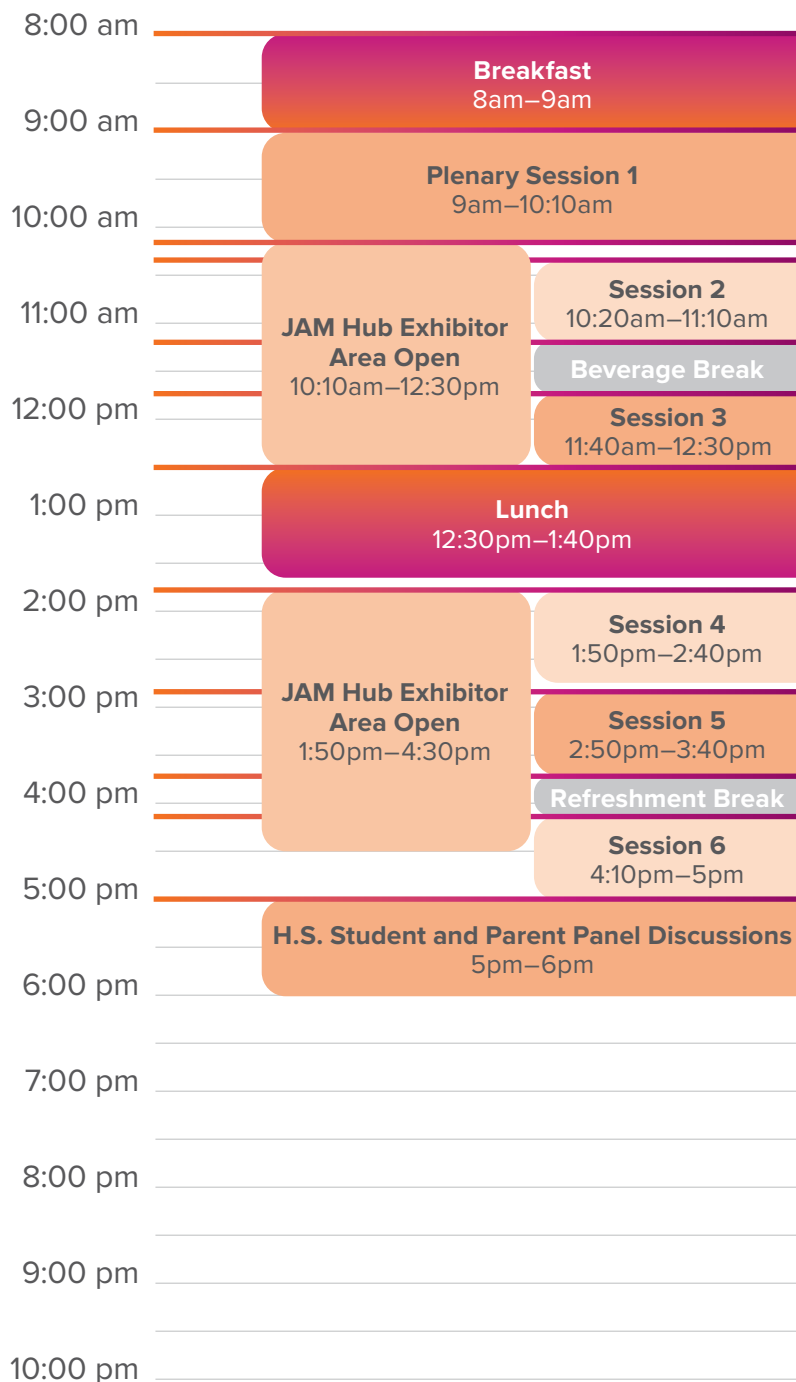
Maximizing Engagement of Admits and Parents With Personalized Portals and Microsites

4:30pm–5:20pm, Miami 1

Welcome Reception

5:30pm–6:30pm, Emerald Plaza

DAY 2 THURSDAY, JUNE 1, 2023



Breakfast

8am–9am, Florida Hall A

Plenary Session 1

Navigating the Post-Pandemic, Pre-Cliff Enrollment Landscape
9am–10:10am, Miami 1

JAM Hub & Breaks

10:10am–12:30pm / 1:50pm–4:30pm
Osceola Ballroom AB

Session 2

Zoom, Discord, or In-Person? Deciding the Best Medium For Your Message.
10:20am–11:10am, Miami 1

Session 3

Workforce Development Programs' Need for a Social Media Strategy
11:40am–12:30pm, Miami 1

Lunch

12:30pm–1:40pm, Florida Hall A

Session 4

Unlocking the Key to Diversity Marketing
1:50pm–2:40pm, Miami 1

Session 5

TAKE2: A 21st Century Curriculum With a Focus on Student Health, Wellness, and Success
2:50pm–3:40pm, Miami 1

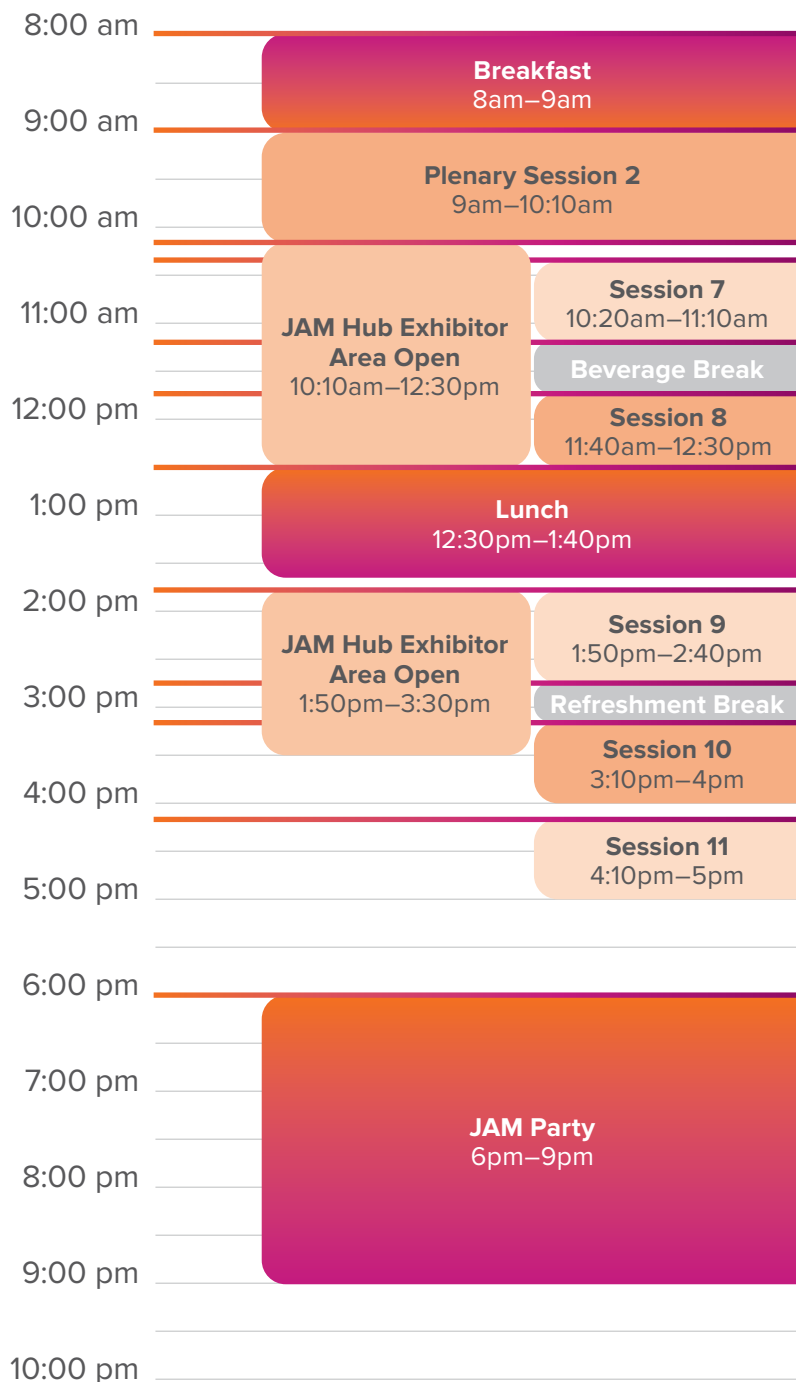
Session 6

Finding Students Where They Are: Building Brand Awareness & Fueling Enrollment Using Digital Media
4:10pm–5pm, Miami 1

High School Student and Parent Panel Discussions

Current high school seniors and their parents discuss their college search preferences across a wide range of topics. Includes Q&A.
5pm–6pm, Miami 1

DAY 3 FRIDAY, JUNE 2, 2023



Breakfast

8am–9am, Florida Hall A

Plenary Session 2

Leading and Being Led: Why People Still Matter

9am–10:10am, Miami 1

JAM Hub & Breaks

10:10am–12:30pm / 1:50pm–3:30pm
Osceola Ballroom AB

Session 7

Rural Recruitment: Serving Students and High Schools in Rural and Small Towns

10:20am–11:10am, Miami 1

Session 8

Bring Your A Game and Prepare for Plan B: Empower Everyone on Campus to Have a Positive Impact on THE VISIT

11:40am–12:30pm, Miami 1

Lunch

12:30pm–1:40pm, Florida Hall A

Session 9

Communicating on Their Level: An Inside Look at What Gen Z and Their Families Want to Know

1:50pm–2:40pm, Miami 1

Session 10

Survival Tactics for the Enrollment-Driven College in the Higher Ed Jungle

3:10pm–4pm, Miami 1

Session 11

The AI Advantage: Powering Up Your Enrollment Strategy

4:10pm–5pm, Miami 1

JAM Party

6pm–9pm, Mangrove Lawn

SESSION DETAILS

All sessions are held in Miami 1: Convention Center, Level 2

Plenary Session 1 • Thursday, June 1, 9am–10:10am

Navigating the Post-Pandemic, Pre-Cliff Enrollment Landscape

Doug Lederman, Editor and Founder

Inside Higher Ed

All but a relative few wealthy and highly selective colleges and universities are deeply dependent on how successfully they recruit, enroll and retain students. Their ability to do so is as influenced by changes in the external environment for learning and work as by the success of their institutions' own strategies and policies. In this interactive session, *Inside Higher Ed's* editor, Doug Lederman, discusses the latest developments in the postsecondary education and training ecosystem in which enrollment managers and other campus leaders operate, and some of the approaches colleges and universities are embracing to thrive in it.

Plenary Session 2 • Friday, June 2, 9am–10:10am

Leading and Being Led: Why People Still Matter

Terry Cowdrey, Interim VP for Enrollment

Ohio Wesleyan University

At the heart of any institution lie the people who work there. The most talented students and the most brilliant faculty will not succeed without the work of all the others that make a college or university run. In recent years, both the work experience and the expectations of the higher ed workforce have changed. Given these changes, how can leadership, mentoring, and collaboration effectively improve outcomes and contribute to professional satisfaction? In this session, Terry Cowdrey, a veteran enrollment professional, will share insights about leadership during times of change.

Session 1 • Wednesday, May 31, 4:30pm–5:20pm

Maximizing Engagement of Admits and Parents With Personalized Portals and Microsites

Michael Moran, M.Ed., Associate VP of Admissions and Retention

Brewton-Parker College

Ed Flaherty, Senior CRM Strategist

Spark451

Join us as we discuss how to maximize your yield efforts by leveraging CRM portals and microsites to offer personalized engagement to admitted students and their parents. Over this hour-long session, we'll cover communication tactics, microsite/portal development, and show examples of engaging campaigns for both students and families—while sharing some tips and tricks along the way.

SESSION DETAILS

All sessions are held in Miami 1: Convention Center, Level 2

Session 2 • Thursday, June 1, 10:20am–11:10am

Zoom, Discord, or In-Person? Deciding the Best Medium For Your Message.

Bryce Weinert, Director of Experiential Marketing and Events

New York University

Our industry is currently blessed with an abundance of ways to connect with prospective and admitted students—Zoom, TikTok, Discord, face-to-face events, etc. But what medium is the best choice for your message? This session will offer guidelines and best practices for determining the best platform for delivering impactful and engaging events and making sure that you are making decisions that support your messaging.

Session 3 • Thursday, June 1, 11:40am–12:30pm

Workforce Development Programs' Need for a Social Media Strategy

Jean Leandre, Ed.D., Dean of Career and Professional Development

Rockland Community College

Higher education is at a critical crossroads. Learner attitudes have changed, and colleges are experiencing a shift in enrollment demographics and new competitors in the marketplace. Institutions need to find innovative ways of connecting with their audiences. Part of this innovation is finding new ways to connect with consumers, who have become more demanding and harder to please than ever before. Rockland Community College's Division of Economic Mobility and Workforce Innovation has experienced recruitment success by integrating Spark451 into its enrollment strategy. Using social media to engage the right audience to generate leads and raise awareness of your programs is vital in this new marketplace.

Session 4 • Thursday, June 1, 1:50pm–2:40pm

Unlocking the Key to Diversity Marketing

Alma Young, Systemic Change Coordinator

United Farm Workers Foundation

Jonathan Valerio, Account Executive

Spark451

In a society emphasizing the importance of diversity, equity, and inclusion, stop by this session to learn more about how to market the diversity initiatives your school has taken in order to tell a compelling story.

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Session 5 • Thursday, June 1, 2:50pm–3:40pm

TAKE2: A 21st Century Curriculum With a Focus on Student Health, Wellness, and Success

Travis Carter, *Dean of Admission*

Randolph College

This session will center around the groundbreaking new curriculum introduced at Randolph College, TAKE2. We will dive into the nuts and bolts of the curriculum and how the design is beneficial to student success and wellness. The presentation will offer specific examples of achievement, its growing popularity on campus, and an improvement in the mental health of our students.

Session 6 • Thursday, June 1, 4:10pm–5pm

Finding Students Where They Are: Building Brand Awareness & Fueling Enrollment Using Digital Media

Megan Brammer, *Senior Client Strategist*

Spark451

Ann Levy, *Director of Digital Marketing*

Spark451

Spark451 has partnered with colleges and universities in recent years to expand their market presence and drive increased interest through a variety of digital media marketing campaign tactics. Utilizing industry best practices and diversifying campaigns across a variety of digital platforms, we've been able to target the right audiences, at the right times, using the right channels, resulting in increased leads, apps, and eventual enrollments year-over-year. Join us to learn how!

Session 7 • Friday, June 2, 10:20am–11:10am

Rural Recruitment: Serving Students and High Schools in Rural and Small Towns

James Pennix, *Senior Associate Director of Recruitment*

Virginia Tech

Learn how Potomac and Chesapeake Association of College Admission Counseling used SIG's (Special Interest Groups) as a way to connect and engage members, and provide programming that served a broader group of counselors in our region (Delaware, DC, Maryland, Virginia, and West Virginia). James Pennix will share how colleges & universities partnered to design, promote, and implement programming during the pandemic, and beyond, to best reach and serve students and high school counselors in the rural and small town areas of the PCACAC region. He will also share how these outreach programming opportunities can be used to increase access and a college-going culture.

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Session 8 • Friday, June 2, 11:40am–12:30pm

Bring Your A Game and Prepare for Plan B: Empower Everyone on Campus to Have a Positive Impact on THE VISIT

Rosemary Thomas, Executive Vice President

Davis & Elkins College

Ryann Moore, Director of Marketing, Communications & Events

Davis & Elkins College

How can you prepare and position people in every office and on every corner of the campus to have a positive impact on the experience of visiting families and prospective students? We cannot just hope it happens; we have to plan and “arm them” with information and clear expectations. Knowing the intended outcome is the easy part...ENROLLMENT. Getting to that point is a bit more tricky. Working together and being consistent is the key to making this happen. We must always bring our “A Game” but we have to be prepared to engage “Plan B” at a moment’s notice. That means we have to be quick to pivot and information proves to be the critical element that makes it possible.

Session 9 • Friday, June 2, 1:50pm–2:40pm

Communicating on Their Level: An Inside Look at What Gen Z and Their Families Want to Know

Amy Vecchione, Director, Admissions Communications

Northeastern University

Liz Davis, College Counselor

Collegewise

Meryl McDonough, Director of Client Strategy

Spark451

The past few years have brought a substantial amount of change to what sophomores and juniors in high school are interested in hearing about from colleges and universities. Join three higher ed professionals from different sides of the table to learn how to effectively communicate with this new generation and their families. We’ll dive into research backed findings as well as direct anecdotes from students and their parents.

Session 10 • Friday, June 2, 3:10pm–4pm

Survival Tactics for the Enrollment-Driven College in the Higher Ed Jungle

Jonathan Wexler, Ed.D., Vice President for Enrollment Management

Rensselaer Polytechnic Institute

As the subject of my doctoral dissertation, I studied successful and unsuccessful mergers of small private four-year colleges over the past decade. The more I learned, the more I felt empathy for the many enrollment leaders and staff who had to endure them, and ride out the end days of their institutions. But the upside of this study was that I observed many patterns leading up to these colleges’ unfortunate ends, and I was able to make what can best be described as a survival guide for sensing danger and avoiding disaster in an institution’s lifecycle.

The strategies cover the many functional areas of the university enterprise, but are ultimately enrollment-based. With the declining enrollments of graduating high school students over the next

SESSION DETAILS

All sessions are held in Miami 1: Convention Center, Level 2

decade and at the same time the increased competition for these students from flagship state universities attracting more out-of-state students, these are perilous times for those leading enrollment management operations at private colleges and universities.

I hope to share these strategies with you in an interactive and thought-provoking session, leaving you with ideas and inspiration to bring back to your campus.

Session 11 • Friday, June 2, 4:10pm–5pm

The AI Advantage: Powering Up Your Enrollment Strategy

Ardis Kadiu, Founder and CEO

Element451

Imagine a world where your higher education institution's enrollment strategy is supercharged with artificial intelligence, enabling you to attract and engage students like never before. In this session we'll explore the game-changing impact of AI on higher education enrollment and marketing, revealing how cutting-edge tools like ChatGPT, conversational chatbots, and generative AI are revolutionizing the way institutions communicate with prospective students. We'll delve into the innovative ways AI can optimize your enrollment marketing campaigns, targeting and engaging students with precision and personalization. See how conversational chatbots can create authentic, real-time interactions that deepen connections with prospective students and increase conversion rates. Witness the power of generative AI, as it helps you craft hyper-targeted messaging and content that resonates with your audience.

But this session goes beyond showcasing AI's transformative potential. We'll share practical, actionable insights that you can implement right away to level up your enrollment strategy. Learn how to seamlessly integrate AI-driven tools into your existing systems and processes, ensuring a smooth transition into the AI-driven future. We'll also address the ethical considerations of using AI in higher education, empowering you to navigate potential challenges with confidence. Join Ardis Kadiu, Element451's Founder and CEO, for this captivating session, and walk away with the knowledge and inspiration to harness the AI advantage in your enrollment strategy. Experience firsthand how embracing AI-driven innovations can give your institution the competitive edge it needs to thrive in the ever-evolving world of higher education.

The future is now—don't miss your chance to be a part of it.