

# CALEM 2017

## THE CONFERENCE ON ADULT LEARNER ENROLLMENT MANAGEMENT

*COMPETING IN A DATA-DRIVEN WORLD:  
STRATEGIES AND TACTICS TO GROW ENROLLMENTS*

**April 5-7 • The Brown Palace Hotel • Denver, CO**

Learn, network and grow with hundreds of higher education marketing, admissions, and enrollment professionals.

**Visit:** [www.calemconference.org](http://www.calemconference.org) to review the agenda or register.

### LEARN

Over the last five years, the Conference on Adult Learner Enrollment Management (CALEM) has grown into a national event with over 100 institutions sending marketing, admissions, enrollment, and program leaders and staff with one goal in common: enrolling more adult students.

### NETWORK

CALEM is designed to be as interactive as possible. Through a combination of general sessions, breakout sessions, roundtable discussions, workshops, and panel presentations, the event facilitates the type of networking that results in professional relationships that can prove to be valuable for years to come.

### GROW

You will leave picturesque Denver, Colorado inspired and equipped with strategies and tactics that you can put into action immediately. We believe that the “learn” and “network” opportunities CALEM offers are the keys to your “growth” in the highly-competitive marketplace of higher education.

### FEATURED SPEAKERS



**CAROL ASLANIAN**  
Founder and President  
Aslanian Market Research



**SEAN GALLAGHER**  
Chief Strategy Officer  
Northeastern University



**SUSAN ALDRIDGE**  
Sr. V.P. and President  
Drexel University Online



**PAUL MARTHERS**  
Associate Vice Chancellor  
State University of New York

**TO LEARN MORE** about CALEM 2017, review the agenda, or to register please visit: [www.calemconference.org](http://www.calemconference.org)

**Anthony Levato**  
Director of Marketing  
**P:** (201) 630-6211  
**E:** [alevato@educationdynamics.com](mailto:alevato@educationdynamics.com)