

March 27-29, 2018 | JW Marriott Hotel | 614 Canal Street, New Orleans Louisiana 70130

**DAY 1 MARCH 27, 8:00AM – 6:00PM**

**8:00 – 9:00 Registration and Continental Breakfast**

**9:00 - 10:00 Introduction and Welcome and Panel Discussion: How the Free College Movement Impacts Adult Student Enrollment Strategy**

Bruce Douglas, Chief Executive Officer, EducationDynamics; Martha Kanter, Executive Director, College Promise Campaign; Nancy Zimpher, Chancellor Emerita, State University of New York; Carol Aslanian, Aslanian Market Research

**10:00 - 11:00 Opening Keynote: Best Practices in Digital Marketing – How Usage Data Can Inform Strategy**

Ines Rueda, Google

**11:00 – 11:15 Coffee Break**

**11:15 – 12:15 Reimagining Marketing for Success**

*Concurrent Sessions*  
John Veilleux, Texas Wesleyan University

**Online College Students 2017**  
Scott Jeffe, Aslanian Market Research

**Post-traditional Learners Today**  
Carol Aslanian, Aslanian Market Research

**12:15 – 1:30 Lunch**

**1:30 – 2:30 Building Enrollment Through Corporate Partnerships**

*Concurrent Sessions*  
Karina Kogan, EducationDynamics

**Using Data to Assess, Measure, and Increase Recruitment Productivity**  
Christy Robison, Mount Vernon Nazarene University

**Assessing Tuition Pricing Strategies with Market Data**  
Todd Eckel, University of La Verne

**2:30 – 2:45 Break**

**2:45 – 3:45 Post-traditional Learners Today**

*Concurrent Sessions*  
Carol Aslanian, Aslanian Market Research

**Building and Growing Your New Graduate Programs: From Infancy to Year 3**  
Adam Connolly, Coker College

**Online College Students 2017**  
Scott Jeffe, Aslanian Market Research

**3:45 – 4:00 Break**

**4:00 – 5:00 Using Data to Assess, Measure, and Increase Recruitment Productivity**

*Concurrent Sessions*  
Christy Robison, Mount Vernon Nazarene University

**Reimagining Marketing for Success**  
John Veilleux, Texas Wesleyan University

**Calculating the ROI of your Marketing Dollars**  
Greg Clayton, EducationDynamics

**5:00 – 6:00 Opening Night Happy Hour** Sponsored by MediaAlpha

**DAY 2 MARCH 28, 8:00AM – 5:15PM**

**8:00 – 8:30 Continental Breakfast**

**8:30 – 9:45 Understanding the Demands and Preferences of Graduate Students Today - A New Report**

*General Session*  
Carol Aslanian, Aslanian Market Research

**9:45 – 10:00 Break**

**10:00 – 11:00 Calculating the ROI of your Marketing Dollars**

*Concurrent Sessions*  
Greg Clayton, EducationDynamics

**Data Driven Enrollment Projections: Putting Away Your Darts and Blindfold**

Kimbrea Browning, Union Institute and University

**Assessing Tuition Pricing Strategies with Market Data**  
Todd Eckel, University of La Verne

**11:00 – 11:15 Break**

**11:15 – 12:15 How do you Rate our Service?**

*Concurrent Sessions*  
Mitchell Farmer, Kayla Miller, Indiana University

**Enrollment Communications Planning**  
John Copeland, Demand Engine

**Enrollment Funnel Management Best Practices**  
Jodi Ashbrook, Ed.D, EducationDynamics

**12:15 – 1:45 Lunch** Sponsored by ActiveProspect

**1:45 – 2:45 Building and Growing Your New Graduate Programs: From Infancy to Year 3**

*Concurrent Sessions*  
Adam Connolly, Lacey Rice-Serafin, Coker College

**What's in the Secret Sauce: A Case Study in Finding the Secret Ingredient to Good Teams**  
Micky Baines, Kennedy and Company

**Building a Digital Marketing Strategy**  
Bruce Douglas, EducationDynamics

**2:45 – 3:00 Break**

**3:00 – 4:00 Data Driven Enrollment Projections: Putting Away Your Darts and Blindfold**

*Concurrent Sessions*  
Kimbrea Browning, Union Institute and University

**Building a Digital Marketing Strategy**  
Bruce Douglas, EducationDynamics

**How do you Rate our Service?**  
Mitchell Farmer, Kayla Miller, Indiana University

**4:15 – 5:15 Closing Keynote: Leveraging Social Media in Marketing and Outreach to Adults**

Jennifer Garrett, Head of Education Industry, Facebook

**DAY 3 MARCH 29, 8:30AM – 12:00PM**

**8:30 – 9:00 Continental Breakfast**

Our last day of CALEM will feature three-hour intensive sessions on topics of critical importance to maximizing enrollment performance. These sessions are designed to be interactive and will feature activities that will allow participants to learn from each other as well as the presenter/facilitator.

**9:00 – 12:00 Know Your Audience: Applying "Demand Theory" to Program Development, Marketing Methods, Outreach Tactics and Much More.**

Carol Aslanian, Scott Jeffe, Aslanian Market Research  
Paula Thornhill, University of Louisiana Monroe

**Applying Digital Marketing Strategies and Performance Metrics to Your Operations**  
Bruce Douglas, EducationDynamics

**Developing the Enrollment Professional: What Are the Key Components of an Enrollment Director's Job Today?**  
Mickey Baines, Kennedy and Company