Wednesday, Sept. 25

7:30 a.m. – 8:30 a.m.
Registration and Breakfast

8:30 a.m. – 9 a.m.
Welcome, Introductions, and Program Overview
Kirk Kluver, Director of Admissions and Assistant Provost, University of Iowa

9 a.m. – 10:15 a.m.
Smarter. Faster. Stronger. Business Intelligence and Analytics in Enrollment
Matt Ellis, Executive Director for Enrollment Services, University of Nebraska–Lincoln
A data-empowered admission operation can be a huge competitive advantage for any college or university. But, it takes more than weekly reports and wicked pivot table skills. Discuss some of the evolutionary paths analytics may take in an admission office, share good practices and valuable tools, and outline the organizational capabilities and professional skills needed in our field now and into the future.

10:15 a.m. – 10:30 a.m.
Break

10:30 a.m. – 11:45 a.m.
Leading from the Middle
Candace Boeninger, Associate Vice Provost for Enrollment Management and Director of Undergraduate Admissions, Ohio University
Reflect on your own development as an emerging admission professional and identify the most valuable traits of an effective leader in the field. Learn how the demands and pressures of leadership and management can sometimes differ and gain a deeper understanding of the opportunities and challenges that are unique to your middle management role. Identify the skills, talents, efforts, and energies that are necessary to engage and manage your team toward success.

11:45 a.m. – 12:45 p.m.
Lunch

12:45 p.m. – 2 p.m.
Working with the Media
Eric Hoover, Senior Writer, Chronicle of Higher Education
Dealing with the press can be awkward and difficult, but it doesn’t have to be. In this session you will hear a longtime education reporter’s perspective on how admission and enrollment leaders can communicate more effectively with journalists on a regular basis—even during a crisis. Learn more about the kind of information reporters often seek, key trends shaping media coverage, and the importance of maintaining working relationships with those who cover your institutions.

2 p.m. – 2:15 p.m.
Break

2:15 p.m. – 3:30 p.m.
Strategic Planning
Adele C. Brumfield, Associate Vice Chancellor of Enrollment Management, University of California San Diego
The higher education landscape has changed significantly over the past 15 years and will continue to evolve even more rapidly in the future. As admission professionals and enrollment managers, we must look beyond the immediate and focus on building partnerships and strategies to create success years into the future. Review of how enrollment management has evolved into a comprehensive, campus-wide enterprise and learn about strategic planning elements to help you achieve enrollment objectives. Discover how to move from tactical implementation to big picture, strategic thinking.

3:30 p.m. – 4:30 p.m.
Leadership and Career Panel #1
David B. Johnson, Vice Provost for Enrollment Management, Indiana University Bloomington
Craig Grooms, Vice President for Enrollment and Student Life, Union College (KY)
Kasey Urquidez, EdD, Vice President, Enrollment Management and Dean, Undergraduate Admissions, University of Arizona
Unwind by asking confidential questions to a distinguished panel of vice presidents of enrollment management. Panelists draw from their personal experiences to answer questions about the profession.
Admission Middle Management Institute
Sept. 25–26
*Audience: Senior-most enrollment and admission leaders*

**Thursday, Sept. 26**

7 a.m. – 8 a.m.
**Breakfast**

8 a.m. – 8:15 a.m.
**Cambridge Assessment International Education Program Growing in the US**
Chantel Reynolds, Recognitions Manager, Cambridge Assessment International Education
Adina Chapman, Recognitions Manager, Cambridge Assessment International Education

Cambridge International, a part of the University of Cambridge in UK, is seeing double digit growth every year in the number of US. students receiving college credits for their Cambridge courses. Cambridge International students enter postsecondary education with critical thinking skills and the capability to understand complex arguments. Further, Cambridge students are confident, responsible, innovative, engaged, and reflective, and research shows they are more than ready for the challenges of postsecondary education. Learn more about Cambridge students, what they bring to the college and university environment, and why these students are successfully progressing to college completion.

8:15 a.m. – 9:15 a.m.
**Salary Negotiation**
Kirk Kluver, Director of Admissions and Assistant Provost, University of Iowa

Many professionals accept new employment without fully understanding how compensation affects quality of life. Others may find it a challenge to gain formal recognition of professional contributions through promotions and/or salary increase at their current institutions. Explore methods to help you make strategic and thoughtful decisions, whether you are moving out to move up or simply improving your situation with your current employer. As a point of reference, attendees are encouraged to review their institution’s salary chart and benefits websites.

9:15 a.m. – 9:45 a.m.
**Admission Management Exercise**
Jessica A. Quintana Hess, Director of Admissions, Lycoming College (PA)
Tony Sarda, Director of Recruitment, Lamar University (TX)
Dr. Mary Wagner, Assistant Vice President for Enrollment Management, Executive Director of Undergraduate Admissions, University of South Carolina

Guided by a group of admission directors and grouped by institutions of similar size/mission, apply lessons from the previous sessions to tackle contemporary (and very real) admission challenges. Teams use their creativity to accurately describe the scope of the problem presented, identify multiple solutions, and consider all unintended consequences when presenting their findings to the group.

9:45 a.m. – 10 a.m.
**Break**

10 a.m. – 11 a.m.
**Admission Management Exercise (cont.)**

11 a.m. – 11:30 a.m.
**Leadership and Career Panel #2**
Jessica A. Quintana Hess, Director of Admissions, Lycoming College (PA)
Tony Sarda, Director of Recruitment, Lamar University (TX)
Dr. Mary Wagner, Assistant Vice President for Enrollment Management, Executive Director of Undergraduate Admissions, University of South Carolina

Unwind by asking confidential questions to a distinguished panel of directors of admission and vice presidents for enrollment management. Each panelist will draw from their personal experiences to answer questions about the profession.

11:30 a.m.
**Final Thoughts and Evaluations**
Kirk Kluver, Director of Admissions, University of Iowa