Chief Enrollment Officers’ Forum
Sept. 25–26
Audience: Senior-most enrollment and admission leaders
Theme: Senior-most enrollment and admission leaders
Wednesday, Sept. 25
7:30 a.m. – 8:15 a.m.
Registration and Breakfast
8:15 a.m. – 8:35 a.m.
Welcome, Introductions, and Program Overview
Co-Directors:
Rachelle Hernandez, Senior Vice Provost for Enrollment Management, The University of Texas at Austin
Keyana Scales, Vice President for Enrollment Management, Xavier University of Louisiana
8:35 a.m. – 8:55 a.m.
Student Financial Success Has Been Neglected
Gregg Scoresby, CEO, CampusLogic
Billions are spent on innovating academic and career resources to drive student success—but financial success has been left behind. Nearly 3 million students drop out of higher education every year for reasons related to finances. The process is hard, comprehension of the gravity of financial commitment is low, and debt without a degree is on the rise. Schools will never fully solve the student success problem until they make a long-term commitment to Student Financial Success. Intentional sustained investment in automation, advising, and analytics are essential to solving this problem and maximizing the life-changing potential of higher education.

9 a.m. – 10:30 a.m.
Leadership Competencies for Success as the Chief Enrollment Management Officer
Jerome Lucido, Associate Dean of Strategic Enrollment Services, University of Southern California Rossier School of Education
Rodney Morrison, Associate Provost for Enrollment and Retention Management, SUNY at Stony Brook
Chief enrollment officers wear a great many hats these days and learning and skill development in the professional setting is increasingly challenging to manage and achieve. This session will outline the role of a chief enrollment office today and provide attendees with a robust understanding of what competencies are necessary to meet today’s challenges and be prepared for continued success in these ever-changing roles. This session will engage attendees in key learning and insight into what senior administrators and employers expect in their chief enrollment management officer. In considering how chief EMs can be effective in their roles and positioned for growth or promotion in the field, this session will also provide practical information on ways CEMOs can continue to build the knowledge and expertise necessary to meet the challenges of the future.

10:30 a.m. – 10:45 a.m.
Break
10:45 a.m. – 12 p.m.
What’s on the Horizon for Chief Enrollment Officers? – Part I
Adele C. Brumfeld, Associate Vice Chancellor of Enrollment Management, University of California San Diego
Stacey Kostell, Vice President for Enrollment Management at University of Vermont
J. Carey Thompson, Vice President of Enrollment and Communications, Rhodes College (TN)
Our student populations are changing and institutions, both public and private, are experiencing shifts and changes in student behavior. Chief enrollment management officers need to be proactive and responsive to changes to ensure enrollment success for our institutions. This panel of experienced CEMOs will share key components of the College Board’s monograph, The Future of Enrollment Leadership, and discuss with attendees how to develop, demonstrate, and leverage enrollment landscape expertise. Panelists will share information and strategies for leveraging key sources of information, understanding relevant and reliable information to support your enrollment planning, and serving as the campus expert on the K-12/higher education landscape to lead enrollment change on your campus.

12 p.m. – 1 p.m.
Lunch
1 p.m. – 1:30 p.m.
What’s on the Horizon for Chief Enrollment Officers? – Part II
1:30 p.m. – 2:45 p.m.
Managing Up and Out: Effective Leadership Communication
Rachelle Hernandez, Senior Vice Provost for Enrollment Management, The University of Texas at Austin
Keyana Scales, Vice President for Enrollment Management, Xavier University of Louisiana
Kristina Wong Davis, Vice Provost for Enrollment Management, Purdue University (IN)
You are the CEMO, but you still report to others and the final decisions regarding your work doesn’t rest with you. Especially as CEMO, your job relies on collaboration with campus partners and a strong and positive working relationship with your provost, president, and often the board. Effective communication skills are necessary for successful collaboration, partnership, and working relationships. And, as a frequent media contact or public spokesperson on campus enrollment, ensuring you are delivering key messages about your university’s goals, strategies, and enrollment outcomes is increasingly important. How can building your communication skills to enhance your leadership effectiveness? How can you better focus your delivery of key information and limit extraneous information, to make it easier for decision-makers to move quickly? How can you more effectively communicate with your staff members, colleagues, campus leadership, and the public? Learn how to enhance your leadership skills through some key leadership communication tips so that your desired messages are well-received, understood, and remembered. In addition, participants will learn key tips on how to provide information to get a quick decision.
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2:45 p.m. – 3 p.m.
Break

3 p.m. – 4:15 p.m.
Navigating Enrollment Management in a Tuition-Dependent Environment
Monica Leach, Senior Associate Vice Chancellor for Enrollment Management and Academic Affairs, North Carolina Central University
Dwight Sanchez, Associate Vice President for Enrollment Management, University of the District of Columbia
Scott Schulz, Vice President for Enrollment Management, Baldwin Wallace University (OH)

Institutions of higher education, private or public institutions alike, rely on tuition to meet college and university needs. Whether you are private or public college or university, tuition dependency is increasingly a central factor in enrollment planning and vitality. This means that expertise in recruitment and predictive enrollment modeling alone isn’t enough to achieve institutional goals. CEMOs need effective tuition setting, financial aid, and admission strategies and also need to engage a broader set of campus partners in enrollment planning to ensure the vitality of institutions. A panel of experienced CEMOs will address the challenges and opportunities that stem from institutional tuition dependency and share effective planning models to support institutional planning and meet enrollment needs and goals.

4:15 p.m. – 4:30 p.m.
Day One Recap

Thursday, Sept. 26

7 a.m. – 8 a.m.
Breakfast

8 a.m. – 8:15 a.m.
Day Two Overview

8:15 a.m. – 9:45 a.m.
Achieving the Educational Benefits of Diversity—What CEMOs Need to Understand
Art Coleman, Managing Partner, Education Counsel
David Dixon, Senior Policy Advisor, Education Counsel
Wendell Hall, Senior Director-Higher Education Outreach and Partnerships, The College Board

A successful enrollment management effort isn’t just meeting first-year enrollment needs. CEMOs must ensure that practices and efforts in new student enrollment align with university practices and goals. But what does this mean in the changing legal landscape? All CEMOs at institutions with students who rely on federal financial aid need to keep abreast of legal challenges in higher education and know and apply the law in their enrollment efforts. Experts from the Access and Diversity Collaborative will share an update on the higher education legal landscape and walk attendees through the expectations that come with the CEMO role as a campus leader.

9:45 a.m. – 10 a.m.
Break

10 a.m. – 10:45 a.m.
Working with the Media in Times of Celebration and Crisis: Best Practices for Enrollment Leaders
Eric Hoover, Senior Writer, The 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. Investigate case studies demonstrating effective media engagement during times of crisis. Learn 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.

10:45 a.m. – 11:30 a.m.
Workshop Recap: Your Network, Experience, and the Readiness for What’s Next
Rachelle Hernandez, Senior Vice Provost for Enrollment Management, The University of Texas at Austin
Keyana Scales, Vice President for Enrollment Management, Xavier University of Louisiana

No one succeeds on their own—especially in enrollment management. CEMOs must be effective leaders, managers, chief campus collaborators, data experts, and budget managers. How do you continue to develop and gain new areas of expertise when you are in a role where you already are supposed to be the expert? From understanding the landscape, to developing and implementing best practices, to gathering information to support change on your campus, our professional networks are invaluable to our success. This discussion will provide an opportunity for attendees to learn from experts in the field about how they have built and leveraged their professional networks to support their work, learning, and success in the field. The session will also help attendees create a plan for enhancing their network outside their current professional circle.