

## Session One

Wednesday, June 3, 10:30–11:45 a.m.

### Let the Adventure Begin: How to Tackle the Job and Get in the Game (Part 1 of 2)

**Location:** BTS 103

**Description:** Learn more about the journey you have begun as an admissions counselor and what it takes to be successful in this exciting field of work.

**Presenters:** Gale Richmond, Indiana Wesleyan University; Joe Heltzel, Anderson University (IN)

**Audience:** New Admissions Counselors

### Data-Driven Strategies for Recruiting Adult Leaders

**Location:** BTS 101

**Description:** Presentation will include an overview of recently conducted market research with prospective adult students looking to continue their education. Topics will include the Christian faith factor, programmatic interests, preferred course instructional methods, and other important attributes that adults consider when deciding on which college or university to attend. “Best practice” recommendations for serving adult learners will also be discussed as part of the presentation.

**Presenter:** Ryan Morabito, Director of Marketing Solutions, Performa Higher Education

**Audience:** GAP: Graduate and Adult Professionals

### Behind Closed Doors!

**Location:** DMC 103

**Description:** Here’s your opportunity: everything you ever wanted to ask a college admissions representative! Once you have registered for the conference you will be asked to submit any burning questions you might have regarding the application/admission process.

**Moderator:** Daniel Townsley

**Panel:** Brad Camillari, Asbury College; Jessica Mireles, Vanguard University; Omar Rashed, Anderson University; James Townsend, LeTourneau University; Taylor Emanuelson, John Brown University

**Audience:** High School Counselors

### Megatrends for Christian Colleges

**Location:** BTS 115

**Description:** Christian colleges are struggling against a “perfect storm” of economic and cultural forces that threaten their very existence. This session focuses on six megatrends affecting every Christian college, posing both grave challenges and unique opportunities, depending on how well prepared the school is to face them. Charlie Dyer, provost and dean of education at Moody Bible Institute, has spent nearly three decades in academic administration focusing on how best to navigate these troubled waters. Charlie will help you understand the trends impacting Christian colleges.

**Presenter:** Dr. Charlie Dyer, Provost, Moody Bible Institute

**Audience:** Multiple Audiences

### Being Successful in Trying Times

**Location:** DMC 153

**Description:** There is an old adage that at least one definition of insanity is doing the same thing over and over but expecting different results. Given the magnitude of the economic downturn our institutions and families are experiencing, how should recruiters approach the fall 2009 travel season? What information (data) needs to be captured, analyzed, and used to redesign, and even reconstruct, a successful outreach plan? Some of the “moves” will be universal; others will be institutionally specific. This session will start you on this journey.

**Presenter:** Jim Scannell, President, Scannell & Kurz, Inc.

**Audience:** Experienced Admissions/Middle Managers

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## Students Speak Out: How the Economy Is Changing Our College Plans ... and New Strategies and Tactics You Can Use to Ensure Success

**Location:** BTS 104

**Description:** Come hear results from the latest national research on how the economy and its effects are influencing students' college-making decisions (research is continually updated to ensure up-to-the-minute insights into student behavior). Hear strategic and tactical responses to the changing economy that can help ensure enrollment success even in this uncertain time.

**Presenters:** Pam Kiecker, Ph.D., Head of Research and Issue Analysis, Royall & Company; Sharon Fuller, Group Leader, Royall & Company

**Audience:** Senior Management

## Teach Them to Fish: Helping Your Staff and Campus Get the Most Out of the Database

**Location:** DMC 102

**Description:** No matter what database or CRM software your admissions staff uses, it contains information that can help you recruit students more effectively and efficiently. While this might seem like common sense, many admissions professionals do not know how to extract the information they need to help them do their jobs better. This session is designed to help the admissions staff members responsible for their office's data assist those around them in accessing student information from their database. Information will also be shared regarding how to grant the appropriate faculty and staff members on your campus the ability to retrieve their own information, helping them become extensions of your office and freeing you up to work on other projects.

**Presenter:** Jared Christensen, Associate Director of Admissions, Anderson University (SC)

**Audience:** Multiple Audiences, Experienced Admissions Counselors, Senior Management, Middle Management, Information/Data Managers

# Session Two

Wednesday, June 3, 1:30–2:45 p.m.

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## Let the Adventure Continue: What Have You Gotten Yourself Into? (Part 2 of 2)

**Location:** BTS 103

**Description:** Learn more about the journey you have begun as an admissions counselor and what it takes to be successful in this exciting field of work.

**Presenters:** Gale Richmond, Indiana Wesleyan University; Joe Heltzel, Anderson University (IN)

**Audience:** New Admissions Counselors

## Effective Marketing Strategies for Adult Students: Roundtable

**Location:** BTS 101

**Description:** Discussion on developing effective marketing strategies targeted to prospective adult learners. Conversation will include budget allocation, print/online communication, and integrating marketing outreach for adults into the overall institutional brand.

**Presenter:** Ryan Morabito, Director of Marketing Solutions, Performa Higher Education

**Audience:** GAP: Graduate and Adult Professionals

## The Real Cedarville

**Location:** DMC 103

**Description:** Join us for an "up close and personal" look at Cedarville University, where students receive a "Christ-centered education for the real world." This session will include an admissions presentation and tour of the Cedarville campus along with informative panel discussions.

**Moderator and Tour Coordinator:** Diane Whitman, Wesleyan Christian Academy

**Audience:** High School Counselors

## Hosting vs. Housing

**Location:** DMC 160

**Description:** Student hosts can be an admissions office's greatest asset or worst nightmare. How do we make sure the best of the best are hired? How do we compensate these students without breaking our budget? In this session, we will look at various recruiting, hiring, and retention strategies for freshman hosts. In addition, we will also look at training, payment, and follow-up with these students.

**Presenter:** Becky Murdock, Campus Experience and Events Manager, Azusa Pacific University

**Audience:** Campus Visit Coordinators

## You're Coordinating a College Fair! (repeated session)

**Location:** DMC 161

**Description:** All local fair coordinators for the National Christian College Fairs (NCCF) are STRONGLY ENCOURAGED to attend one of the two sessions available during the conference. This workshop will be a key avenue by which the Local Fair Coordinators (LFCs) will be able to gain information on the changes taking place this fall that will affect their role of managing the fair. This time will also benefit LFCs and fair staff alike as we share with each other what we have found to work in administering a strong fair, what we would like to see happen in the future of the NCCFs, and how we can work together to advance the cause of Christian higher education.

**Presenter:** Bev Zarges, National Fairs Coordinator, NACCAP

**Audience:** Multiple Audiences

## Marketing Ministry Majors in a Post-Christian Culture

**Location:** BTS 115

**Description:** This session will explore the cultural realities that are impacting the Church and raising questions about what “ministry” looks like now and into the future. So, how can colleges best position themselves for such a time as this? A number of approaches will be offered with an emphasis on practical ways to market your college to those passionate about ministry.

**Presenter:** Dr. Tom Shaw, Vice President of Student Services, Moody Bible Institute

**Audience:** ABHE

## Is It Really an Option for Me? How the Classes of 2009 and 2010 Perceive the Cost and Availability of a Christian College Education

**Location:** DMC 153

**Description:** Because discounting is not publicly disclosed, many in the media use the published price to write doomsday articles about the cost of a college education. This session will discuss the results of a national research project conducted during the spring of 2008 and repeated during the spring of 2009. Students in the graduating classes of 2009 and 2010 were asked to provide estimates of the cost of an education at various types of higher education institutions. The survey measured price sensitivity and looked for the point at which students would switch to an alternative type of institution or abandon their post-secondary plans entirely. The effects of the economic challenges of the past year will be examined. Leave with specific information that can combat student misconceptions and keep your institution on the potential choices list.

**Presenter:** Dwayne Smith, Enrollment Consultant, National Research Center for College & University Admissions™ (NRCCUA@)

**Audience:** Experienced Admissions/Middle Managers. This presentation is appropriate for anyone who is involved in the admissions process. New counselors and experienced directors will find something of value.

## Optimizing Net Tuition Revenue in a Down Economy

**Location:** BTS 104

**Description:** Re-Charting the Waters. The fall 2009 recruitment cycle was a journey through uncharted waters, which found most colleges and universities wondering how to respond to increases in aid applications, changes in family circumstances, urgent appeals for more assistance, and heightened sensitivity to sticker price. So, now is the time to think about re-charting the waters for the fall 2010 cycle. This session will discuss how institutions can analyze the ways in which the economy and current financial aid strategies interacted to impact fall 2009 recruitment and retention results with an eye toward making adjustments that will enhance net tuition revenue for fall 2010.

**Presenter:** Kathy Kurz, Vice President, Scannell & Kurz, Inc.

**Audience:** Senior Management

## New Technology Increases Student Enrollment

**Location:** DMC 101

**Description:** Higher education institutions face increasing challenges in today's competitive market for qualified student enrollment and retention. Leading postsecondary education experts at i3results have developed an innovative approach focused on increasing qualified lead conversion to address the intensified competition within a rapidly expanding arena of educational opportunities. Outlined in full at [www.i3results.com](http://www.i3results.com), this Lead Management Platform is an intelligent suite of electronic tools and services that were designed to attract, identify, convert, and retain a higher quality of prospective students with a greater probability of enrolling and graduating.

**Presenters:** Jeff Swinhart, President, i3results; Greg Swinhart, Executive Vice President, i3results

**Audience:** Professional Services

# Session Two

Wednesday, June 3, 1:30–2:45 p.m.

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## Flying Below the Radar: Messages Your Prospects Believe

**Location:** DMC 102

**Description:** Your prospective students question traditional methods of marketing. Print materials and the college website are important, yet your audience is skeptical of words and photos. This session will share examples of how real-world guerrilla marketing concepts are enhancing traditional admission marketing communications.

**Presenter:** Robert Glass, Glass & Gold, Inc.

**Audience:** Professional Services

## High Stakes Conversations: An Outline for Successfully Navigating Those Conversations That We Tend to Avoid (Part 1)

**Location:** BTS 116

**Description:** This workshop is designed primarily for middle managers and those who have supervisory responsibilities. The content is based on the book *Crucial Conversations: Tools for Talking When Stakes Are High*. A central premise of the book and this presentation is that one mark of highly successful leaders and managers is the ability to talk about very difficult topics. Examples would include performance evaluations, discussions of potential layoffs, or perhaps most difficult, interpersonal problems. This workshop will introduce a model for having these kinds of conversations and will provide participants with a template that they can use to prepare for this kind of conversation. Participants will learn to identify common defensive behaviors, strategies for making these kinds of conversations safer for all participants, and techniques for achieving consensus.

**Presenter:** Dr. Carl Ruby, Vice President for Student Life, Cedarville University

**Audience:** Middle Managers

## Enrollment Research – The Basics

**Location:** BTS 102

**Description:** There is no limit to the number of factors an enrollment manager can study – how do you decide which ones are most critical to watch weekly? Monthly? Annually? Which data points are most critical to share with faculty, board members, or other key constituents?

**Presenters:** This session will be a combination of presentation and discussion led by Tim Fuller, Performa Higher Education Senior Consultant and a 27-year veteran enrollment leader, and David Mee, Director of Enrollment Solutions and a 20-year veteran enrollment leader.

**Audience:** Multiple Audiences

# Session Three

Wednesday, June 3, 3–4:15 p.m.

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## The Real Cedarville (continued)

**Location:** DMC 103

**Description:** Join us for an “up close and personal” look at Cedarville University, where students receive a “Christ-centered education for the real world.” This session will include an admissions presentation and tour of the Cedarville campus along with informative panel discussions.

**Moderator and Tour Coordinator:** Diane Whitman, Wesleyan Christian Academy

**Audience:** High School Counselors

## Parent Recruitment

**Location:** DMC 160

**Description:** Within admissions circles, the term “helicopter parent” seems to be as common as “SAT scores.” As admissions professionals, how can we use parent involvement to our advantage? This session will look at admissions events and how to incorporate “parent friendly” programming into these events. We will share specific examples as well as learn what parents are looking for in higher education.

**Presenter:** Becky Murdock, Campus Experience and Events Manager, Azusa Pacific University

**Audience:** Campus Visit Coordinators

## Predictive Modeling in Recruitment and Retention

**Location:** BTS 115

**Description:** There is no doubt that 2009 will be remembered as an interesting and challenging year for Christian colleges and universities. The institutions that succeed beyond 2009 will be the ones who can leverage the opportunities that uncertainty brings to evolve into a more competitive position going forward. During this session, we will consider how predictive modeling can help you strategize in these uncertain times and realize better student recruitment results by making the most of existing resources. Understand: What is predictive modeling and how does it work? Learn how routine data comes together in predictive modeling to produce measurable results. Knowing where to invest staff energies and resources is critical, and many colleges need to transition from instinctive to data-driven decision-making. The timing of this informative session will allow you to gather the information and insights you need to make decisions that will impact the retention of fall 2009 freshmen and recruitment success for fall 2010.

**Presenter:** David Mee, Director of Enrollment Solutions and Senior Consultant, Performa Higher Education.

**Audience:** Multiple Audiences

## First-Generation Christian College Students: Their Plans, Interests, and Needs

**Location:** DMC 153

**Description:** Come and learn about the college plans of first-generation college students who are interested in Christian colleges. See what these students have to say about the types of colleges they want to attend, the majors and activities that interest them, and their achievements while in high school. Learn if the common wisdom about demographic indicators for first-generation students is grounded in fact. Discover how ethnic and socio-economic factors relate to first-generation status. Examine how Christian colleges should address the needs of first-generation students.

**Presenter:** Don Munce, President, National Research Center for College & University Admissions™ (NRCCUA®)

**Audience:** Experienced Admissions/Middle Managers. This presentation is appropriate for anyone who is involved in the admissions process. New counselors and experienced directors will find something of value.

## The NACCAP Statement of Principles of Good Practice: Mortal Sin, Law of the Land, or Handy Suggestion?

**Location:** BTS 104

**Description:** The Governance Committee of the NACCAP Board of Directors will navigate a panel discussion of the industry regulations of admissions, financial aid, and recruitment that as an organization we have all agreed to hold as our flag standard. While we seek to re-educate and continue the discussion of these principles, we will focus some attention on two of the hot topics in admissions practices today: the significance of the May 1 national notification date and the fair practice issues surrounding repackaging financial aid awards to be competitive with other schools.

The NACCAP STATEMENT OF PRINCIPLES OF GOOD PRACTICE Preamble: As Christians, we are called to serve Christ and His Church. Christ's example of servanthood establishes a model that we should seek to achieve as Christians and as members of NACCAP. Accordingly, all of our admissions activities should be characterized by integrity, honesty, and fairness as we deal with students, parents, and others.

**Moderator:** Jay Fedje, Vice President of Governance, NACCAP

**Panel:** Steve Mortland, Howard Wilson, and Dan Crabtree, NACCAP Governance Committee

**Audience:** Senior Management

## Storey Strategic Marketing

**Location:** DMC 101

**Description:** This seminar will address customer profiling from demographic, geographic, and psycho-demographic (where we will spend the majority of our time) approaches. This includes selling to a student who becomes a donor and providing a case study of a customer's perspective of their buyer and the reality of their buyer. We will concentrate on generational marketing communication and buying habits, including the integration of social media and developing a 1:1 relationship. This seminar will address integrated marketing solutions and include our philosophy as a partner and extension of the marketing department.

**Presenter:** Jan Paul Storey, Storey Strategic Marketing

**Audience:** Professional Services

## Building Relationships: Authentic Recruitment in an Age of Social Media

**Location:** DMC 102

**Description:** This session will explore the impact of social media on recruitment. From the initial Student Search to enrollment, we'll examine how successful admissions professionals are integrating blogs, social networks, message boards, podcasts, and other forms of social media into their recruiting efforts. In particular, we'll discuss how social media can facilitate authentic communication and allow you to build better relationships with your prospects.

**Presenter:** Kevin Corr, Coordinator of Social Media, TargetX

**Audience:** Multiple Audiences

# Session Three

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## High Stakes Conversations: An Outline for Successfully Navigating Those Conversations That We Tend to Avoid (Part 2)

**Location:** BTS 116

**Description:** This workshop is designed primarily for middle managers and those who have supervisory responsibilities. The content is based on the book *Crucial Conversations: Tools for Talking When Stakes Are High*. A central premise of the book and this presentation is that one mark of highly successful leaders and managers is the ability to talk about very difficult topics. Examples would include performance evaluations, discussions of potential layoffs, or perhaps most difficult, interpersonal problems. This workshop will introduce a model for having these kinds of conversations and will provide participants with a template that they can use to prepare for this kind of conversation. Participants will learn to identify common defensive behaviors, strategies for making these kinds of conversations safer for all participants, and techniques for achieving consensus.

**Presenter:** Dr. Carl Ruby, Vice President for Student Life, Cedarville University

**Audience:** Middle Managers

## PLAY BALL! (5–6 pm): Special Session for Guidance Counselors

**Location:** DMC 103

**Description:** Play by the rules! Play smart! Prepare your high school athlete for college recruitment. This session will focus on the ballet of helping your student athletes get noticed, recruited, and signed by college athletic programs.

**Presenter:** Tami Peterson, Covenant Christian Academy

**Moderator:** Janet Miranda, Prestonwood Christian Academy

**Audience:** High School Counselors

# Session Four

Thursday, June 4, 10:30–11:45 a.m.

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## Recruiting and Marketing to Graduate and Adult Students: Roundtable

**Location:** BTS 101

**Description:** Recruiting and marketing to students who are over the age of 25 and are already attempting to balance professional and family life can be challenging. What sets us apart from other graduate and adult programs? What do we have to offer non-traditional students? How can we better our services to these prospects? We propose a roundtable discussion gently guided by our presenters but targeted at sharing what has worked, what has not worked, and what has potential to work in this specific niche of the Christian admissions field.

**Presenters:** Amy Mattox, Director of Graduate Admissions and Marketing, Huntington University; Dr. Steve Holtrop, Associate Dean for Adult and Graduate Studies, Huntington University

**Audience:** GAP: Graduate and Adult Professionals

## Letters of Recommendation

**Location:** DMC 103

**Description:** "It is with enthusiasm...; I am pleased...; This letter is to serve..." Some letters of recommendation are easy to write, and then there are those tricky little letters that say much with very few words. Come enjoy a fresh professional approach for writing all letters of recommendation for your college-bound student.

**Presenter:** Kathy Griffin, The Stony Brook School

**Moderator:** Pat Murray, Trinity Christian Academy

**Audience:** High School Counselors

## High School Counselors/College Admissions Counselors: Let's Talk!!!

**Location:** DMC 161

**Description:** One of the things I felt from the last NACCAP conference was that the secondary education counselors or career guidance people did not have much of an opportunity to mix “professionally” with the admissions reps. Here is your chance to have a roundtable discussion about:

1. What are the real expectations in admissions?
2. What assistance is available for students working for scholarships, financial aid, etc., that are not necessarily merit-based or severe financial need, i.e. sports, music, leadership?
3. What pieces of the puzzle are most vital? Resume, SAT/ACT scores? How is GPA calculated? What classes are accepted, etc.?
4. How can we get kids on campus? Our students have to travel to visit ANY Christian schools.

We hear such conflicting information, and now we can hear it “straight from the horses’ mouths” and from a wide variety of sources at the same time. We will provide the reps that attend a list of questions and then allow them the chance to share in a panel format and also open it up for other questions.

**Moderator:** Teri Rohne, Pusch Ridge Christian Academy

**Audience:** Multiple Audiences

## Comparing Enrollment Data – The Cost to Recruit and Admission Funnel Study

**Location:** BTS 115

**Description:** In this challenging economy, colleges and universities are working to be as efficient and effective as possible, stretching budget dollars strategically and evaluating the return on investment. Evaluating the cost to recruit a student and yield rates in the traditional admission “funnel” given the competition for traditional students is critical; comparing individual college results against like schools adds great value to this analysis. This session is geared toward the smaller schools or those accredited through ABHE.

**Presenter:** Tim Fuller, Senior Consultant for Performa Higher Education, has been studying enrollment benchmarks for Christian colleges since 1992. In this session, he will present results from the 2007 and 2008 studies and lead a discussion on the implications for enrollment managers.

**Audience:** ABHE

## Burned Out, Stressed Out, or Moving Out?

**Location:** DMC 153

**Description:** Often admissions counselors with two or more years of experience face a number of issues pertaining to their career. Many counselors originally take the position for a variety of different reasons, not intending to stay in the job for more than a few years. After they finish their second full recruiting cycle, they may begin to wonder what's next. It's also around this time they may face a number of issues including:

- Burn out
- Decline in motivation
- Lack of career advancement without a master's degree
- Lack of a challenge in their career

Those attending this session will gain new insight in identifying potential issues that may affect them or their co-workers. There will be examples of current and former experienced admissions counselors and how they have dealt with these issues and ways they have overcome them. I intend to survey a number of admissions counselors with at least two years of experience to see what issues are more prevalent than others. Out of those surveyed, I will also conduct interviews and present my findings during this session.

**Presenter:** Breana Losey, Admissions Counselor, Anderson University (IN)

**Audience:** Experienced Admissions/Middle Managers

## Are We There Yet? During These Uncertain Economic Times, Can We Achieve Enrollment Goals While Spending Less? The Answer Is Yes!

**Location:** BTS 104

**Description:** We've all heard it before ... more with less. Truthfully, there is a lot of waste in how many institutions recruit. Our strategic and practical approach to recruitment was built by enrollment managers for enrollment managers. Our approach has survived the scrutiny of more than 60 members on our advisory board and is approved by hundreds of clients (many from NACCAP institutions) from coast to coast.

**Presenter:** John Baird, Senior Vice President, Ruffalo CODY

**Audience:** Senior Management

# Session Four

Thursday, June 4, 10:30–11:45 a.m.

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## Getting It Done in Tough Economic Times

**Location:** DMC 101

**Description:** Economic uncertainty has led many to cut back on recruitment. Spring Arbor refined and enhanced its strategy and made alterations to adapt for the changing economy. Matt Osborne will reveal his strategies, from targeting and marketing to staffing and processes, and reveal the University's ROI. Participants will leave with strategies and ideas they can put to work to achieve enrollment goals in the next year's entering class and to plan within the reality of changing times.

**Presenters:** Fitz Totten, Strategic Leader, Royall & Company; Matt Osborne, Vice President for Enrollment Services, Spring Arbor University

**Audience:** Professional Services

## Online Interaction: Making Your School More Accessible Through Social Media Platforms

**Location:** DMC 102

**Description:** The way in which teenagers engage with each other has changed significantly. Recent trends indicate a near ubiquitous acceptance and use of the Internet as the communication medium of choice. Consequently, the way colleges connect with students is changing as well. Several online mediums offer unique ways to communicate to today's high school student, and we will show examples of colleges that have embraced the Web in their recruitment and are seeing success. An understanding of the tools available and the online approach can give colleges the edge to reach students.

**Presenter:** Nathaniel Hancock, Vice President of College Relations, Zinch

**Audience:** Multiple Audiences, College Admission Counselors, Undergraduate Directors of Admissions

## Diversity Outreach Is a Lot Like Surfing!

**Location:** BTS 116

**Description:** Look for an awesome wave, paddle out, stand up, and enjoy the ride. This presentation will help participants gain insights on how to partner with underrepresented populations. Subject matter includes trends, correct terminology, cultural sensitivity, funding for undocumented students, accessing value to the type of outreach, and "fishing for the whales."

**Presenter:** Dale Hudson, Associate Director for Admissions Outreach, Point Loma Nazarene University

**Audience:** Diversity Recruitment

## You're Coordinating a College Fair! (repeated session)

**Location:** BTS 102

**Description:** All local fair coordinators for the National Christian College Fairs (NCCF) are STRONGLY ENCOURAGED to attend one of the two sessions available during the conference. This workshop will be a key avenue by which the Local Fair Coordinators (LFCs) will be able to gain information on the changes taking place this fall that will affect their role of managing the fair. This time will also benefit LFCs and fair staff alike as we share with each other what we have found to work in administering a strong fair, what we would like to see happen in the future of the NCCFs, and how we can work together to advance the cause of Christian higher education.

**Presenter:** Bev Zarges, National Fairs Coordinator, NACCAP

**Audience:** Multiple Audiences

# Session Five

Thursday, June 4, 1:45–3 p.m.

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## Calling All GAP People! (roundtable discussion)

**Location:** BTS 101

**Description:** This session will provide an opportunity to develop professional relationships and will promote active discussion regarding shared concerns. This session is open to admissions professionals for graduate, seminary, degree completion, and adult learner programs.

**Moderators:** GAP Council: Gail Ronveaux, California Baptist University; Mike Price, Bethel University; Tara Kram, Grand Rapids Theological Seminary; Michelle MacGregor, Columbia International University

**Audience:** Graduate and Adult Learners

## Aren't We All on the Same Team? (roundtable discussion)

**Location:** DMC 160

**Description:** Prospective students are becoming more and more “shopper savvy” when it comes to choosing colleges. As a result, it becomes necessary to collaborate with other departments (academics, student life, athletics) to provide the best event possible for our students. However, these departments may not always understand the importance of admissions-related events, resulting in an “us vs. them” mentality. In this roundtable discussion, we will hear about some great strategies for generating relationships with various departments on campus. Be prepared to share what your institution is doing, as well as hear from other colleges and universities.

**Presenter:** Becky Murdock, Campus Experience and Events Manager, Azusa Pacific University

**Audience:** Campus Visit Coordinators

## The “Greening” of Our New Student Population

**Location:** DMC 161

**Description:** LETU is NOT a university that is doing much to lower the carbon footprint of the campus, but I am doing some research on the topic. I have told my administration that future students at our Christian colleges are going to expect (if not insist) that we be ecologically conscious and find ways to incorporate sustainability into our campuses. My premise for the presentation would be what admissions offices are doing to help make their campuses more “green” and helping administrations realize that this issue will impact recruiting.

**Presenter:** James Townsend, Director of Admissions, Le Tourneau University

**Audience:** Multiple Audiences

## How to be Taken Seriously by Constituent Churches

**Location:** BTS 115

**Description:** With more and more churches looking at alternative credentialing of church leaders/pastors, the value of a Bible college education has been questioned by some. The discussion of the ABHE-Student Satisfaction Inventory results and the surprisingly high values from a student’s perspective will be a starting point for this discussion. Come and share your thoughts and experiences as we seek to underscore the unique place of Bible colleges among higher education options.

**Presenter:** Steve Henderson, Ed. D., President, Christian Consulting for Colleges and Ministries

**Audience:** ABHE

## Third and Long – Overcoming the Gap Between Admissions and Athletics

**Location:** DMC 153

**Description:** Exploring the relationships between athletics and admissions. The NCAA estimates that championship sports sponsorship at member institutions at all levels have risen to a new all-time high, and in 2006-2007 there were 17,491 sponsored programs in the entire NCAA. How are you reaching these prospective student athletes? As an admissions representative, working and dealing with student athletes, their parents, their high school coaches, and your institution’s coaching staff can be quite a task. However, there is a great deal your office can do to bridge and overcome gaps in inter-departmental communication, data sharing, and standardized recruitment. This session will offer ideas, pointers, and suggestions, regardless of division or association (NCAA vs. NAIA), on how to organize and utilize resources to smooth out wrinkles in communication and open doors to more effective recruitment.

**Presenter:** James Patterson, Assistant Director of Admissions/Athletics Liaison, Waynesburg University

**Audience:** Experienced Admissions/Middle Managers

## Comparing Enrollment Data – The Cost to Recruit and Admission Funnel Study

**Location:** BTS 104

**Description:** In this challenging economy, colleges and universities are working to be as efficient and effective as possible, stretching budget dollars strategically and evaluating the return on investment. Evaluating the cost to recruit a student and yield rates in the traditional admission “funnel” given the competition for traditional students is critical; comparing individual college results against like schools adds great value to this analysis.

**Presenter:** Tim Fuller, Senior Consultant for Performa Higher Education, has been studying enrollment benchmarks for Christian colleges since 1992. In this session, he will present results from the 2007 and 2008 studies and lead a discussion on the implications for enrollment managers.

**Audience:** Senior Management

## Increase Yield Now: Using Loan Repayment Assistance to Reduce the Impact of Student Debt on Enrollment Decisions

**Location:** DMC 101

**Description:** LRAP is a tool for enrollment managers to address one of the fastest growing concerns of students and their families, student loan debt. Matt Osborne will share his experiences in using LRAP at Spring Arbor University to increase enrollment, increase yield with targeted sub-groups, reduce discount rate, and increase retention.

**Presenters:** Matt Osborne, Vice President for Enrollment, Spring Arbor University; Peter Samuelson, President, LRAP Association

**Audience:** Professional Services

# Session Five

Thursday, June 4, 1:45–3 p.m.

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## **Christian College Students and the Internet: How They Are Using New Technology to Manage Their College Search, Gather Information, and Interact With Colleges**

**Location:** DMC 102

**Description:** This session will address all of the new technology-driven communications tools that have emerged over the past 15 years. Tools such as e-mail, online social media, text messaging, instant messaging, blogging, micro-blogging, Facebook, social bookmarking, and others will be defined and examined. The limitations, benefits, and current usage patterns by each age group will be presented, and a panel of experts will discuss the impact on admissions offices. Attendees will learn how to evaluate new technology and the associated costs and benefits.

**Presenter:** Ron Morris, Director, Admissions Research and Training, National Research Center for College & University Admissions™ (NRCCUA®)

**Audience:** Multiple Audiences

## **Meeting and Exceeding Your Customers' Expectations: A Model for Service Quality and Customer Satisfaction for Admissions Offices**

**Location:** BTS 116

**Description:** This workshop is designed for anyone who works with prospective students and has influence over front-line service providers. The workshop will introduce a research-based model of service quality that can be used to assess the quality of services provided by admissions and financial aid offices. Drawing on research conducted at Duke and Texas A & M, this workshop will introduce participants to the five major dimensions that customers use to make judgments about the quality of the services they receive. Understanding these dimensions of service quality will contribute to higher levels of customer satisfaction. Learning outcomes include an understanding of the unique nature of service-based organizations, challenges to the delivery of good service, and a model for identifying potential areas for improvement.

**Presenter:** Dr. Carl Ruby, Vice President for Student Life, Cedarville University

**Audience:** Multiple Audiences

## **Finding Your Place: Too Small to Market Your Institution as a Mid-Major, But Too Large to Market Your Institution as a Small Private Institution? What Challenges Does This Create?**

**Location:** BTS 102

**Description:** This session will be a roundtable discussion that addresses the unique challenges many of the larger NACCAP institutions deal with on a yearly basis. Those attending are encouraged to actively participate with the group. Topics of discussion will include marketing/advertising challenges, how to avoid the silo mentality that occurs at larger organizations, athletic recruitment, campus events and visit days, and alumni and other constituent expectations

**Presenters:** Chad Peters, Assistant Vice President for Admissions, Indiana Wesleyan University; Daniel Solms, Director of Admissions, Indiana Wesleyan University

**Audience:** Multiple Audiences, Enrollment Managers working at institutions with traditional enrollment of 2,000 students or greater

## **2 + 2 Does Not Always = 4**

**Location:** DMC 103

**Description:** Some numbers matter and some don't in the college admission process and in finding a good college match. Remember, there is a statistical analysis that basically will prove a pig is a dog. Discover what numbers are really important, for the student and for the admissions office, in seeking a fit.

**Presenter:** Dan Crabtree, Wheaton Academy

**Moderator:** Daniel Townsley, Legacy Christian Academy

**Audience:** High School Counselors

## **Guidance Counselor Survey Results (3–4 p.m.): *Special Session for Guidance Counselors***

**Location:** DMC 103

**Description:** Performa Higher Education conducted a survey of ACSI guidance counselors from around the world. Senior Consultant Tim Fuller will review the results and discuss the implications for NACCAP and for guidance counselors at Christian schools.

**Presenter:** Tim Fuller, Senior Consultant for Performa Higher Education, has been studying enrollment benchmarks for Christian colleges since 1992. In this session, he will present results from the 2007 and 2008 studies and lead a discussion on the implications for enrollment managers.

**Audience:** High School Counselors

## Notes From a Yearlong Road Trip

**Location:** DMC 103

**Description:** While we work hard to launch our students into their college careers, isn't it also important to know about the spiritual climate they will find once they've landed there? Benson Hines has spent the last decade in college ministry, but he recently took a yearlong road trip to explore college ministry throughout the U.S. He ended up on 180 campuses, in 44 states, and in interviews with around 300 ministers in church-based, campus-based, and Christian college settings. He will share what he has learned that can help us prepare our students to thrive spiritually in their college years.

**Presenter:** Benson Hines, graduate of Southwestern Seminary and author/blogger

**Moderator:** Mark Hines, First Baptist Academy

**Audience:** High School Counselors

## In Search of Shalom: White People in Reconciliation

**Location:** DMC 161

**Description:** In this session, we will focus on the role white people in America play in the process of reconciliation. A variety of topics will be addressed, including white identity, confronting white privilege, seeking to understand white culture, and ultimately building the Kingdom of God. We will watch the film *In Search of Shalom* by Glen Kinoshita addressing these various topics and then have a time of discussion. This session is for people of all ethnic backgrounds who desire to grow in their understanding and commitment to reconciliation in the Body of Christ.

**Presenter:** Andrea Helmuth, Associate Director of Undergraduate Admissions, Biola University

**Audience:** Multiple Audiences

## 10 Commandments of Student Recruitment for a Smaller College

**Location:** BTS 115

**Description:** The 10 critical areas of small college recruitment are the focus of this session, from setting realistic goals and developing an effective strategy and plan to implementing the incremental nudge approach for communicating with prospective students. Based on up-to-date research and the responses from the C3M-ABHE Consulting Cluster participants, this session will give you and your team the tools for success. A complete marketing research agenda will be provided to give a basis for evaluating strategies and options. Understanding what works to reach prospective students is the key to a successful recruitment effort. Using more than 20 years of consultation experience, Steve will show you the process he uses to assist small colleges in developing and implementing their plan.

**Presenter:** Steve Henderson, Ed. D., President, Christian Consulting for Colleges and Ministries

**Audience:** ABHE

## UNDELIVERABLE: Your Message Did Not Reach Some or All of the Intended Recipients

**Location:** DMC 102

**Description:** Despite amassed research and time-tested practices, many enrollment professionals continue to rely on instinct and innovation to shape their communication with prospective students and families, leaving much to chance. This presentation explores the development of messages that deliver. Participants will assess "best practices" for both interpersonal and mass forms of communications in the marketing of higher education.

- Learn tips for constructing message-driven rhetoric for oration and print
- Gain knowledge in nursing yield and response
- Obtain strategies for building integrated campaigns that promote trust
- Reflect on lessons learned in Web 2.0
- Discuss implications for Web 3.0

**Presenter:** Creighton Dent, Senior Admissions Counselor and Marketing Manager, Azusa Pacific University

**Audience:** Multiple Audiences, anyone responsible for crafting, distributing, and/or communicating to university constituents, from the new admissions counselor to the experienced communications director

## Hazards and Highlights of Creating and Implementing an Institutional Diversity Statement

**Location:** BTS 116

**Description:** This session will outline one institution's story of the ups and downs of creating and implementing a diversity statement in the context of a conservative evangelical university located in the rural Midwest. We will discuss the process of meeting accreditation standards, getting faculty and trustee buy-in, using external consultants, and finally beginning the process of implementation. Participants will leave with a copy of Cedarville University's diversity statement which includes a theological statement about the importance of diversity, specific learning outcomes for evangelical students, directions for growth, and programming ideas for serving a diverse student body.

**Presenters:** Dr. Carl A. Ruby, Vice President for Student Life, Cedarville University; Jon Purple, Dean for Student Life Programs, Cedarville University; Carmille Akande, Associate Dean for Multicultural and Special Programs, Cedarville University

**Audience:** Multiple Audiences

# Session Six

Friday, June 5, 8:30–9:30 a.m.

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## Changing Marketing Stories Into “My” Story

**Location:** BTS 102

**Description:** It is important that organizations that use mass media to transmit their organizational stories retain an understanding of storytelling interactions and how they work within the lives of consumers to influence attitudes, beliefs, and purchase intents of products and brands. This experimental research seeks to determine how retellings of an organizational story impacts perceived truthfulness and how the source of a story impacts perceived truth, and employs a “telephone” methodology along with conversation analysis to determine what interactional tools were used to create and handle these sources. Key findings include a relationship between number of participants and story truthfulness, the use of “and” and “so” to claim, reclaim, or retain the floor, how speakers handle uncertainty when retelling a newly heard story, and that whole blocks and contextual clues can appear most verbatim in retellings. Admissions professionals involved in the creation or distribution of messages in print or in interaction, including but not limited to new admissions counselors, campus visits/events, experienced admissions counselors, middle-management employees, should find this session informative as they proceed in their handling of university stories.

**Presenter:** Jeff Birdsell, Assistant Director of Undergraduate Admissions, Point Loma Nazarene University

**Audience:** Multiple Audiences

## Annual Business Meeting

**Location:** SSC Theater

**Description:** Open to all conference attendees. The attendance of at least one representative from each member school is requested at this meeting.

**Presenters:** NACCAP Board of Directors Executive Committee

**Audience:** All NACCAP Members