

## **2019 Collaborative Conference Track Session Descriptions**

### **Communications & Marketing**

#### **Human Connection and Your Prospective Students' Online Journey- *Carnegie Dartlet***

We no longer just go online—we live online. In fact, your prospective students have never known life without the internet or smartphones. As a higher education enrollment marketer, it's essential to not only reach your market across all online channels available but truly understand who your ideal student is on the most personal level. In this session, we will deep dive into how to reach your audience through digital marketing while exploring the important interplay of psychographics and demographics. You will walk away with new ideas and best practices for your digital efforts for Search Engine Marketing, social media, video, and mobile as well as gain a new understanding of how to connect with prospects in the most personal ways possible.

#### **Product Solutions to Enhance Your Brand and Build Engagement- *Outreach Promotional Solutions***

Promotional products, print and custom apparel provide tangible ways for colleges and universities to build their brand, stay connected with alumni and improve engagement of students and faculty. New products and innovative technologies allow organizations to be creative and consistent in the use of their brand. We will go over:

1. Using an online platform for branded product management (print, promo, apparel) – one that engages students, alumni, staff and the community while at the same time improves brand integrity and creates a better experience
2. Innovative product ideas - unique products that can be fully customized or tailored to a specific college/university
3. Programs – ideas on programs that leverage branded products to attract alumni donations, reward staff and provide resources for students and departments

#### **Website Compliance and Other Legal Updates - *Steptoe & Johnson, PLLC***

Higher Education has been hit with lawsuits dealing with website compliance. This session will provide legal updates of the latest cases impacting higher education and discuss how members can protect their member institutions.

### **Energy & Facilities**

#### **Strategies to Fund Energy Projects and Reduce Energy Consumption- *Bricker & Eckler, and Air Force One***

This session will focus on various energy related opportunities for colleges and universities that can provide significant cost-savings. Because of the significant amount of money spent on energy costs it is critical that colleges and universities understand their various options for controlling these costs. In addition, recent developments in energy technology and financing options allow customers to install on-site renewable generation projects that not only save customers money, but also reduce customers' carbon-foot print. This session will explore ways colleges and universities can take advantage of these

technologies, specifically via Property Assessed Clean Energy (PACE), distributed generation (DG), and other energy procurement opportunities, and strategies to reduce energy consumption.

### **Offsite Renewables Without the Complexity and Risk- *Constellation***

Sustainability and environmental impact are critical topics for colleges and universities. A major focus area has been obtaining energy supply from renewable sources. Renewable Energy Certificates (RECs) have been a common tool used to claim renewable sourcing. However, RECs represent renewable attributes stripped away from the actual physical renewable power source which is often geographically distant. In a desire to tie to a specific physical source and offset more of their load, many users have attempted to negotiate purchase power agreements (PPAs) directly with renewable project developers. But, due to realities of electric grid operations, the agreements are ‘virtual’ in that users still must buy power from the grid to meet their energy demand and then financially settle with the renewable source. Not surprisingly, these arrangements are extremely complex. Include the fact that hourly renewable energy production typically does not correlate with hourly user demand and it becomes clear that what begins as a desire to source clean power can easily create unforeseen financial risks. Is it possible to procure clean renewable power from a specific generation source while still guaranteeing a fixed supply price at the user’s meter? And, if desired, be able to support the construction of a new renewable project? Yes, there is a way. Ben Chadwick, Executive Director, Constellation Offsite Renewables, will explain how sustainability minded customers, including colleges, can take advantage of Constellation’s suite of risk managed offsite renewable products.

### **Maximize Student Housing Revenue with Design and Utilize Technology to Manage Inventories- *Design Collaborative***

Attendees will gain a detailed understanding of the impact of design and construction choices on the cost and potential revenue generation of various models of student housing. The presentation will cover a variety of topics including community space, construction type, building envelope, building systems, cost, maintenance, construction, unit layout and design, and student housing trends.

### **Student Recruitment and Retention**

#### **Revenue-Growth Management: The Key to Surviving a Competitive Higher Ed Landscape- *Collegis Education and Vemo Education***

Higher education continues to persevere through a period of transformation. Market forces are driving colleges and universities to think differently about their approach to long-term, sustainable growth. In this session, presenters will share the lay of the land – from education demand to tuition discounting trends – and how yesterday’s tactics won’t work in today’s world. Participants will learn how implementing a revenue-growth management strategy can grow not just enrollments, but real institutional revenue.

#### **Sustained Engagement from the point of Inquiry- *InsideTrack***

Come learn how Franklin University is providing sustained engagement from the point of inquiry through a partnership with InsideTrack, a coaching solutions company. Coached students are more likely to enroll, select the best fit program, persist and graduate. As a

result of coaching, they also seek out support resources more frequently and express greater satisfaction about their experience. We'll share the program design of the solution and share the results gained through coaching. These insights can help institutions continually enhance the student experience, while informing operational decision-making now and into the future.

### **Retain and Graduate More Students Faster Through Course Schedule Refinement- *Ad Astra***

This session explores how improvements in course scheduling can retain more students and improve time-to-completion and graduation rates. Utilizing data from the Higher Education Scheduling Index (n= 220 institutions), we find that net of prior student achievement, institutions that improve their course enrollment can see an average of a half percent increase in retention and can significantly improve six-year graduation rates. Specifically, by refining the course schedule to align courses on-grid and more effectively allocate student demand, institutions can improve their enrollment, reduce course bottlenecks, and ultimately improve time-to-completion and graduation rates. To tie general findings to specific institutions, this research highlights institutional case studies that have improved their course scheduling and, in the process, improved instructional quality, resulting in financial savings for the institution. Findings have implications for programs related to first-year retention, adult learners, 15-to-Finish and metrics that incorporate graduation rates.

### **Student Support**

#### **International Travel & Study Abroad Liability- *Gallagher Student Health & Special Risk***

An International Travel expert present on the opportunities and challenges faced by colleges and universities across the US when they send their travelers abroad for business and/or education. He'll talk about all of the resources available through conferences and online, walk you through the many types of insurance policies and 24/7 travel assistance programs in the market and what to look out for, and finish up with a few stories from real life evacuations, repatriations, and complicated medical emergencies he's seen and managed for his clients. This will be an educational and interactive presentation and questions are welcomed before, during, and after.

#### **Students and Mental Health Issues on Campus- *Steptoe & Johnson***

There are many issues that arise when students are faced with a mental health situation. This session will discuss the ways that an institution can help students in those situations and communication skills that will help administrators to work those situations.

#### **#MeToo Movement Updates and How to Deal with No Contact Orders- Steptoe & Johnson**

The #MeToo Movement has been around for over a year now; however, what is involved in that movement keeps changing. Students view the movement differently as the students involved a year ago. In light of changes with Title IX and changing definitions of sexual harassment, institutions should be aware of how they can change in this environment.

## **Technology**

### **GDPR and Privacy Updates- *Bricker and Eckler, LLP***

GDPR went into effect almost a year ago. This session will provide practical steps for coming into compliance, whether you have yet to start or your efforts are well underway while also discussing key privacy issues affecting higher education.

### **Technology and AI's Impact on Higher Education- *Marsh & McLennan***

Higher education is facing a growing number of complex and interconnected challenges – from slowing global growth and persistent economic inequality to climate change, geopolitical tensions and the accelerating pace of the Fourth Industrial Revolution in AI and Technology. This session will review how technology and AI have contributed to concerns around cyber, privacy, government/company influence on social media and how this complicates the changing business model in the higher education industry.

### **Aligning Technology with Strategic Plans- *Apogee***

Aligning technology investments to meet the needs of today's "connected" generation is fundamental to fulfilling our strategic plans. But implementing key parts of the plan can be challenging. How do we innovate to meet student demand, enhance the learning-living experience, and create a sustainable business model—all at the same time? This panel will address the inescapable transformations technology have required of public institutions large and small. It will also shed light on how technology can help drive the future of teaching, learning, research and the entire university experience to achieve our strategic plans. Panel Participants:

- Dena Speranza - CIO, Denison University
- Tina Stuchell - Executive Director of IT, Mount Union College
- Rajiv Shenoy (Moderator) - Chief Technology Officer, Apogee