



**Agenda for Enrollment Resources' 3rd Bi-Annual  
Enrollment Builder Best-Practice Virtual Conference December 16th 2021**

*\* all times in Pacific Standard Time*

<b>10:00am</b>	Welcome, instructions, and introductions
<b>10:15am</b>	<p><b>Insights Track</b></p> <p><u>Why Transformation Is Required for Much of Higher Education</u> - Dr. Wallace Pond, Gregg Meiklejohn</p> <p>For most colleges and universities in the U.S., the incrementalism of the past, and even the short-term crisis management changes of the pandemic, will not be nearly sufficient to maintain relevance and sustainability over time in the market as it exists now. Transformation is possible, but it requires a deep, long-term, purposeful commitment. It also requires courage on the part of leadership and constituents. The fact is many institutions are neither capable of nor willing to reinvent themselves, but for those who are willing, even if not capable solely with internal resources, there is still a way forward.</p>
<b>10:55am</b>	Regroup in Lobby, small break

11:00am

### Marketing Track

No-Cost Marketing Tactics For Higher Edu - Gregg Meiklejohn

Let's look at things from a Contribution to Margin/Operational Surplus perspective for a moment. Every marketing dollar saved represents \$5-7 in revenue you do not have to generate. If one can save marketing dollars and increase interest for your school, that is important work, that's a home run! Over the last 16 years, Enrollment Resources has found low-cost and low-effort tactics that can help your school drive enrollments while cutting costs along the way. These grassroots tactics work for small schools, multi-unit systems, individual campuses, programs and individual Reps. It's time to take control of your marketing, people!

We guarantee you will walk away with a handful of thought-starters.

- Free tactics for Schools (macro)
- Free tactics for Reps (micro)
- How to simplify complex marketing. For example: how to simplify and leverage your social media efforts
- Out-of-the-box Guerrilla tactics
- Take control of spend-happy Marketing Agencies

### Admissions Track

Admissions Tactics - Sterling Simposn, Tash Uray, John Thomas

Current challenges? Tash, Sterling, and John will unpack schools' specific admissions challenges and share sector best practices as they relate to admission. Bring your questions! Send an email ahead of time to [sterling@enrollmentresources.com](mailto:sterling@enrollmentresources.com) - emailed questions will get priority.

- Process
- Staffing
- Training
- Compliance
- Consistency

### Insights Track

Ways Your Google Ads Account is Draining Your ROI - Tammy Miles, Chris Cunningham, Trenton Crawford

Google has a strong mandate for advertisers to adopt machine learning automation in their ad interface, allowing marketers to be more hands-free of the day-to-day bidding strategies. As more levers to refine better ROI or being removed or restricted, there are hidden settings lurking in automation strategies to help mitigate against draining ROI. We'll talk about where to look for these settings, how they impact your results, and the importance of clean measurement to ensure your machine is optimizing to the right metrics.

11:45am

**Marketing Track**

Your Baby is Ugly: A Website Only a Mother Could Love - Sterling Simpson and John Thomas

Your website is probably worse than you think. Many decisions for websites are based upon personal preferences, not scientific data. Sure, it might look pretty to you, but is it “pretty” to those who visit? Is it USEFUL to those who visit; pretty as it is, does it convert traffic into inquiries? Come see Sterling and John rip a website apart - maybe it will be yours...

**Admissions Track**

Framing a Student’s Perspective: Good Debt vs. Bad Debt - Tash Uray

How to minimize chasing students - and their buying committees - while maximizing their follow-through on financing their education.

Students come to us and they have many limiting beliefs. They may not have had academic or professional success modeled for them, and often their inner circles of influence really aren't dream champions, but more like their dream stealers - and this is often unintentional.

- Obstacles and frustrations of Financing Follow Up.
- Big Ticket Items - where does education rank in terms of Lifetime Purchases?
- Who is deserving of Quality Education?
- Good Debt vs. Bad Debt.

Behavior Never Lies.

**Insights Track**

How to Identify Personality Traits & Motivations to improve Admissions and Marketing Performance - Shane Sparks

Shane Sparks, our Co-founder and COO will go through the Social Styles, as well as share research from the Enrollment Resources team that digs deeper into prospect motivation.

<b>12:25pm</b>	Meal Break - social lunch over Zoom
<b>12:55pm</b>	<p><b>Marketing Track</b>  <u>Where Marketing Meets Admissions</u> - Tash Uray  This is an area of massive leakage (costs and millions in lost revenue). We will explore: What are we measuring and how frequently? How are we trending? Is that information easy to access and already organized in a systematic way? How do you work different types of leads? How does length of program and level of credential change things? And more! Bring questions and ideas (all ideas are good ideas).</p> <p><b>Admissions Track</b>  <u>Which Test Won?</u> - Gregg Meiklejohn  Your best enrollment gains are typically made through tiny process improvement victories. These small tweaks can generate significant revenue lifts for your school by simply improving conversion rates on your website. Enrollment Resources will walk you through a series of recent website optimization tests, showing you how these tiny innovations can generate significant revenue lifts for your school.</p> <p>Takeaways</p> <ul style="list-style-type: none"> <li>● Learn how to create a culture of innovation in the enrollment management work they do</li> <li>● Lead conversion tips that can be applied to their website immediately</li> </ul> <p><b>Insights Track</b>  <u>How A/B Testing Failures Reveal Bigger Opportunities</u> - Tammy Miles, Katie-Ellen Humphries  As marketers, we are always pushing to grow, break new ground, and stay ahead of our competition. We may test a new advertising approach, a different angle on a value proposition, build channel partnerships or realign our marketing for performance and growth. An area perhaps less explored is when bright ideas fail to live up to expectations. Testing is a science but mostly it's trial and error where breakthroughs come by being curious around the-why-of-things, especially when results flop.</p>
<b>1:40pm</b>	Lobby - Wrap Up: Lessons Learned, Demo for those who want to stay