

24<sup>th</sup> Annual AACRAO  
Strategic Enrollment  
Management Conference  
The Origin and  
Future of SEM

9<sup>th</sup> Annual  
AACRAO SEM  
Executive  
Symposium



October 26–29, 2014  
JW Marriott Los Angeles L.A. Live  
[www.aacrao.org](http://www.aacrao.org)

AACRAO  
**SEM**  
Strategic Enrollment Management

## Letter from SEM Conference Director

### SEM and Student Success: Is Your Institution Headed in the Right Direction?



Dear Colleague:

Strategic Enrollment Management (SEM) has become integral to enhancing student success at institutions of higher learning. Today's enrollment professional must take a holistic view, deploying coordinated activities that promote student persistence and graduation. Institutions are increasingly embracing SEM-related concepts and initiatives that align institutional mission, enrollment goals, targeted investments, and budget outcomes to increase both student attainment and institutional health.

For nearly 25 years, AACRAO's SEM Conference has been the leading venue for investigating the most pressing SEM issues affecting higher education. The sessions and the workshops at the meeting will help you anticipate challenges and implement forward-looking solutions.

We invite you to join us in October to continue the conversation about SEM's role on your campus.

William Serrata

SEM Conference Director  
President, El Paso Community College

## Conference Organizers

### Director, SEM Conference Coordinator, Two-Year Institutions



**William Serrata**

Dr. William Serrata assumed the presidency of El Paso Community College (EPCC) in August 2012. The previous 15 years he worked at South Texas College, where he was most recently the Vice President for Student Affairs and Enrollment Management. While at South Texas, he increased enrollment by 65% to 30,000 students, and increased the number of graduating students by 91%. In recognition of his work in enrollment management, Serrata was appointed to serve on the Strategic Enrollment Management Committee by the Commissioner of Texas Higher Education. Currently, he serves on the Workforce Education Leadership Committee and was previously a key contributor on the Executive Committee for the Texas Association of Collegiate Registrars and Admissions Officers.

### Senior Director, AACRAO Consulting and SEM Initiatives



**Bob Bontrager**

Bob Bontrager has 30 of experience as a SEM practitioner and consultant at all types of institutions. His expertise includes creating successful enrollment management organizations, institutional planning, student access and success initiatives, and net revenue strategies. Bontrager provides leadership to a cadre of 20 consultants as they partner with colleges and universities to develop SEM plans, improve student services, and achieve successful technology implementations. He also leads AACRAO's SEM initiatives as coordinator of the Executive Symposium and as author and keynote presenter in more than a dozen countries.

### Coordinator, Four-Year Institutions



**Jay Goff**

Jay Goff is Vice President of Enrollment and Retention Management at Saint Louis University. With over 20 years of experience in university enrollment, strategic planning, and communication programs, Goff believes in building a team-oriented and data-driven workplace that stresses service-focused student success plans. His mission-centric approach has achieved record enrollments, retention, and graduation rates.

### Coordinator, Canadian Institutions



**Susan Gottheil**

Susan Gottheil currently serves as Vice-Provost (Students) at the University of Manitoba, where she is involved in SEM planning and working with colleagues across the campus to enhance the student experience. Susan has over three decades of leadership experience in the Canadian postsecondary sector helping institutions to promote and expand academic programs, increase student recruitment and retention, enhance learning and development, improve student and academic support services, and promote collaborative partnerships. She has collaborated with Clayton Smith on the emergence and implementation of SEM in Canada, including co-editing the AACRAO book SEM IN CANADA: Promoting Student and Institutional Success in Canadian Colleges and Universities and organizing the annual Canadian SEM Summits.

## Reasons to Attend the SEM Conference

### What Does the SEM Conference Offer You?

#### The Origin and Future of SEM

Since the inception of AACRAO's first Strategic Enrollment Management (SEM) Conference nearly 25 years ago, the concept of enrollment management evolved from simply ramping up recruitment and marketing to coordinating campus-wide efforts to ensure the success of our students, from initial contact until they graduate. "The Origin and Future of SEM" is more than the conference theme; it is a way of reflecting on where the profession has been and the great opportunities and promise for the years ahead. The programmatic offerings at the SEM Conference showcase both the core concepts that are the foundation of SEM, as well as new and best practices that institutions around the world are implementing to take student and institutional success to a whole new level.

#### Face Challenges and Heed Opportunities

As your institution faces limited staff time and dwindling institutional resources, make the wise investment to attend the SEM Conference. The premier strategic enrollment management conference brings together a comprehensive lineup of experts, researchers, and practitioners to help you facilitate your institution's goals.

#### There is Something For Every Level of SEM Expertise

The conference covers all aspects of SEM—from core concepts to advanced practices—and puts you in direct contact with experts in the field. There is no better time to position your institution to maximize student success, improve operational efficiency, and enhance financial health.

#### Workshops and sessions will focus on the following areas:

- Creating effective enrollment management plans
- Leading campus strategic planning efforts
- Improving student access and success
- Delivering exemplary student service
- Implementing leading-edge technologies
- Building effective academic partnerships
- Utilizing financial aid more effectively
- Models for effective transfer programs
- Developing enrollment projections
- Price elasticity strategies
- Implementing data-driven decision making

#### Who Attends?

SEM participants create a global network that represents a range of professional roles, including:

- enrollment managers
- presidents
- provosts
- deans and faculty
- registrars
- academic advisors
- admissions professionals
- financial aid professionals
- student services professionals
- budget officers

## Special Events and Opportunities

### Bring a Team of Professionals to SEM

Success in implementing SEM depends on campus-wide involvement. To recognize the importance of team involvement, a team reception is offered to groups from a single institution:

- Reception for Institutional Teams (by invitation)

**Tuesday, October 28, 6:00 PM–7:00 PM**

Sponsored by College Scheduler LLC



### Utilize the Services of AACRAO Consulting



#### SEM Consultation

Through the resources of AACRAO Consulting, large institutional teams will have access to a seasoned SEM professional to help make the most of the SEM experience. Your customized SEM Consultation will include:

- Pre-conference review of institutional SEM plan
- Meeting with your SEM Team to discuss existing institutional SEM plans, and plan for making the most of the SEM Conference
- One or two appointments during the conference to process ideas generated from conference sessions and discuss next steps in developing a SEM plan.

For additional information, contact [consulting@aacrao.org](mailto:consulting@aacrao.org) or (202) 355-1049.

#### Complimentary SEM Institutional Plan Review

**Tuesday, October 28, 4:30 PM–5:30 PM**

Review your institution's SEM plan with a seasoned AACRAO Consulting professional. Whether you are working on a draft of a new SEM plan, or want a fresh perspective on your latest revision, take advantage of this complimentary service. For more information, e-mail [consulting@aacrao.org](mailto:consulting@aacrao.org) and a consultant will be in contact to arrange to meet with you at the SEM Conference. Additional information on AACRAO Consulting is available at <http://consulting.aacrao.org>

## NETWORKING AND ENTERTAINMENT

### Preconference Reception in the Exhibit Hall

**Sunday, October 26, 6:30 PM–8:00 PM**

Come enjoy light hors d'oeuvres while previewing the exhibit hall. Our vendors can discuss the latest technologies, help you improve on your current practices, and show you how to optimize your current resources.

Sponsored by Hobsons



# EXECUTIVE SYMPOSIUM

## 9th Annual AACRAO Executive Symposium

Held in conjunction with the SEM Conference, the Symposium is designed for cabinet-level (college and university chancellors, presidents, board members, provosts, chief enrollment management officers and their executive level team members) administrators.

## Balancing Student and Institutional Success

- Saturday, October 25 [Evening Networking Reception]
- Sunday, October 26 [Symposium Programming]

### About the Executive Symposium

Leading a higher education institution in the face of current challenges requires significant planning and foresight. Pressed by economic shifts, demographic changes, and increased accountability, colleges and universities must find new ways to achieve their goals. AACRAO's Executive Symposium will offer a solid foundation for implementing and sustaining effective SEM planning. Click [here](#) to learn more.

### Executive Symposium Faculty

**Bob Bontrager**, Senior Director, AACRAO Consulting & SEM Initiatives

**Susan Gottheil**, Vice-Provost (Students), University of Manitoba

**William Serrata**, President, El Paso Community College

### This year's program includes:

- Targeted input from thought leaders in strategic enrollment management
- An overview of the core concepts of SEM
- A discussion of SEM and student success
- Case study of how two institutions have implemented SEM
- How to move forward with SEM planning
- Networking discussions throughout the day

### Registration

Registrants have the option of attending the AACRAO SEM Conference at the conclusion of the Executive Symposium. A discounted registration fee is available to those who register for both meetings. See the following registration form for fees. [Online registration](#) is also available.

**Please note registration cap:** Attendance is limited to the first 50 registered executives. Last year's Symposium reached full capacity weeks before the SEM Conference.

### Sponsored by Hobsons

Hobsons helps educators, administrators, students, and families maximize success through every stage of the learning lifecycle. Hobsons' personalized learning, academic planning, post-secondary enrollment, and student support solutions serve millions of students across more than 7,500 schools, colleges, and universities worldwide. To learn more, visit [www.hobsons.com](http://www.hobsons.com).

Saturday, October 25 –  
Sunday, October 26, 2014



Fax to: 301-694-5124  
Mail to: AACRAO - IV  
PO Box 37500  
Baltimore, MD 21297-3500  
Questions: 866-229-3691 or 301-694-5243  
Email: AACRAOSEM@experient-inc.com

JW Marriot Los Angeles LA Live

### Executive Forum

Key Code:

Please print clearly.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Badge Name \_\_\_\_\_  
Title \_\_\_\_\_ E-mail \_\_\_\_\_  
Institution/Company \_\_\_\_\_ Telephone\* \_\_\_\_\_ Fax\* \_\_\_\_\_  
Address \_\_\_\_\_ Twitter Handle \_\_\_\_\_  
City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_  
Emergency Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_  
Guest Name (Additional Fee) \_\_\_\_\_ Guest Badge Name \_\_\_\_\_

#### Registration Fees:

| Registration Category (Please indicate with an X)   | By Sept 19                             | After Sept 19                  | On Site                        |
|---|--|--------------------------------|--------------------------------|
| <b>ROSTER NAMED MEMBER Executive Symposium Only</b>   | <input type="checkbox"/> \$715         | <input type="checkbox"/> \$765 | <input type="checkbox"/> \$840 |
| <b>NONMEMBER Executive Symposium Only</b>   | <input type="checkbox"/> \$815         | <input type="checkbox"/> \$865 | <input type="checkbox"/> \$940 |
| <b>ROSTER NAMED MEMBER Executive Symposium &amp; SEM Conference</b><br>(requires separate SEM registration form & additional fee) | <input type="checkbox"/> \$645         | <input type="checkbox"/> \$695 | <input type="checkbox"/> \$770 |
| <b>NONMEMBER Executive Symposium &amp; SEM Conference</b><br>(requires separate SEM registration form & additional fee)           | <input type="checkbox"/> \$745         | <input type="checkbox"/> \$795 | <input type="checkbox"/> \$870 |
| <b>Executive Symposium Presenter</b>  | <input type="checkbox"/> Complimentary |                                |                                |

#### Special Interests (check all that apply)

- First Timer  Presenter
- Exhibitor  Sponsor

#### Organization Type (check only one)

- Educational Institution
- Non-Profit Organization
- Government Agency
- Corporation/Consultant

#### Institution Type (check only one)

- 4-Year Public  4-Year Private  2-Year
- Graduate or Professional  International
- For Profit  Other \_\_\_\_\_

#### FTE Enrollment (check only one)

- Under 1,000  1,000-2,499
- 2,500-4,999  5,000-9,999
- 10,000-19,999  20,000 +  N/A

#### Carnegie Classification (check only one)

- Doctoral/Research University
- Baccalaureate/Associate's College
- Master's College & University
- Associate's College
- Baccalaureate College-Liberal Arts
- Specialized Institution
- Baccalaureate College-General
- Tribal College and University  N/A

#### Area of Responsibility (check all that apply)

- Enrollment Management  Admissions
- Records/Registration  Financial Aid
- Academic Advising  Student Affairs
- International Admissions  Computer/IS
- Institutional Research
- Other \_\_\_\_\_

#### Title (check only one)

- President/Chancellor
- Provost/Chief Academic Officer
- Vice President
- Associate/Assistant Provost
- Assoc/Assist Vice President/Chancellor
- Director/Registrar
- Associate/Assistant Director
- Other \_\_\_\_\_

#### Meeting Attendance

- Attended SEM in '13?  Yes  No
- # of SEM Conferences attended \_\_\_\_\_
- Attended Annual Meeting in '14?  Yes  No
- # of Annual Meetings attended \_\_\_\_\_
- Attended Tech Conf in '14?  Yes  No
- # of Tech Conferences attended \_\_\_\_\_
- Attended Transfer in '14?  Yes  No
- # of Transfer Conferences attended \_\_\_\_\_

#### Special Meal Request

- Vegetarian  Vegan
- Food Allergy \_\_\_\_\_

#### Special Service

- Attach a description of requirements if you have special needs.

This form must be accompanied with payment for registration fees.

Payment Information (Please check one): Federal Tax ID: 52-2274900

- Check: # \_\_\_\_\_  VISA  MasterCard  American Express

Cardholder's Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Total Registration Fee \$ \_\_\_\_\_

Registration is limited to the first 50 applicants.

#### Questions?

- Registration: Call (301) 694-5243 or email AACRAOSEM@experient-inc.com.
- Program: Contact Saira Burki at (202) 293-9161, ext. 1047 or burkis@aacrao.org

#### Substitutions, Cancellations, and Refunds

Substitutions and cancellations must be made in writing. Fax to (301) 694-5124. Substitutions may be made without penalty.

Deadlines for refund of conference and workshop registration fees:

- By September 19: \$50 processing fee
- From September 20 – 26: \$150 processing fee
- After September 26: No refund

No shows will not receive refunds of any fees paid.

If the meeting is canceled, registrants will be notified in advance. AACRAO is not responsible for any charges or cancellation fees assessed by airlines, hotels, or travel agents. These terms and conditions will apply even if they are not printed on the registration form itself.

#### Confirmations

Confirmations will be e-mailed to registrants within one week of receipt. If an e-mail address is not provided or is invalid, you will receive a confirmation via fax or regular mail within 5-7 business days.

|                 |                     |                    |                   |
|-----------------|---------------------|--------------------|-------------------|
| Office Use Only | Date Received _____ | Check # _____      | Check Total _____ |
|                 | Sheet Total _____   | Date Entered _____ | Entered by _____  |

## Meeting at a Glance

### PRECONFERENCE EVENTS

#### SATURDAY AND SUNDAY PRECONFERENCE EVENTS

##### **AACRAO Executive Symposium**

**Saturday, October 25 and Sunday,  
October 26**

Separate registration is required to attend Executive Symposium events.

##### **Saturday, October 25**

##### **Executive Symposium Reception**

6:00 PM–7:00 PM

##### **Sunday, October 26**

##### **Continental Breakfast for Executive Symposium Registrants**

7:30 AM–8:30 AM

##### **Executive Symposium Program**

8:30 AM–4:00 PM

Sponsored by Hobsons



#### **Sunday, October 26**

##### **Registration**

7:00 AM–6:30 PM

##### **AACRAO Booth/Bookstore Open**

7:00 AM–5:00 PM (registration area)

6:30 PM–8:00 PM (exhibit hall)

##### **Exhibit Hall Open**

6:30 PM–8:00 PM

##### **Cyber Café Open**

7:00 AM–6:30 PM (registration area)

6:30 PM–8:00 PM (exhibit hall)

##### **Speaker Ready Room Open**

7:00 AM–5:30 PM

#### **STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE WORKSHOPS**

##### **Continental Breakfast for Preconference Workshop Registrants**

7:00 AM–8:00 AM

##### **Preconference Workshops**

##### *Additional Fee*

(S1) Full-Day

8:00 AM–4:00 PM

(S2) Half-Day

8:00 AM–11:30 AM

##### **Lunch on Your Own**

11:30 AM–12:30 PM

##### **Preconference Workshops**

##### *Additional Fee*

(S3) Half-Day

12:30 PM–4:00 PM

## Meeting at a Glance

### CONTINUED

#### STRATEGIC ENROLLMENT MANAGEMENT CONFERENCE BEGINS

##### (S4) Opening Plenary

5:00 PM–6:30 PM

**Presenter:**

**Anya Kamenetz**, *Educational Futurist and Senior Writer for Fast Company Magazine*

##### Welcome Reception in the Exhibit Hall

6:30 PM–8:00 PM

All registrants invited

Sponsored by Hobsons 

#### Monday, October 27

##### Registration

7:30 AM–6:30 PM

##### AACRAO Booth/Bookstore Open

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

##### Exhibit Hall Open

9:30 AM–12:00 PM and 1:00 PM–4:00 PM

##### Cyber Café Open

7:30 AM–6:30 PM (registration area)

9:30 AM–12:00 PM and 1:00 PM–4:00 PM (exhibit hall)

##### Speaker Ready Room Open

7:30 AM–5:30 PM

##### (M1) Continental Breakfast and Plenary Presentation

8:30 AM–9:45 AM

##### Refreshment Break in Exhibit Hall

9:45 AM–10:30 AM

##### (M2) Best Practice Sessions

10:30 AM–12:00 PM

##### Lunch on Your Own

12:00 PM–1:30 PM

##### (M3) Best Practice Sessions

1:30 PM–3:00 PM

##### Refreshment Break in Exhibit Hall

3:00 PM–3:30 PM

##### (M4) Best Practice Sessions

3:30 PM–5:00 PM

#### Tuesday, October 28

##### Registration

7:30 AM–5:00 PM

##### AACRAO Booth/Bookstore Open

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

##### Exhibit Hall Open

10:00 AM–1:00 PM and 2:00 PM–4:30 PM

##### Cyber Café Open

7:30 AM–5:00 PM (registration area)

10:00 AM–1:00 PM and 2:00 PM–4:30 PM (exhibit hall)

##### Speaker Ready Room Open

7:30 AM–5:30 PM

##### (T1) Continental Breakfast and Plenary Presentation

7:30 AM–8:45 AM

##### “Closing the Latino Male Achievement Gap: A National Imperative”

**Presenter:**

**Victor B. Sáenz**, *Associate Professor in the Department of Educational Administration, University of Texas at Austin*

##### (T2) Best Practice Sessions

9:00 AM–10:30 AM

##### Refreshment Break in Exhibit Hall

10:30 AM–11:00 AM

## Meeting at a Glance

### CONTINUED

#### (T3) Best Practice Sessions

11:00 AM–12:30 PM

#### (T4) Luncheon and Panel Plenary Presentation

12:30 PM–2:00 PM

#### “Measuring Success in Higher Education”

Moderator:

**Mike Reilly**, Executive Director, AACRAO

#### (T5) Best Practice Sessions

2:15 PM–3:45 PM

#### Refreshment Break in Exhibit Hall

3:45 PM–4:30 PM

#### Small Group Discussions by Institutional Type

4:30 PM–5:30 PM

#### Review of Institutional SEM Plans by AACRAO Consulting

4:30 PM–5:45 PM

For more information, e-mail [consulting@aacrao.org](mailto:consulting@aacrao.org) by October 15

#### Reception for Institutional Teams (By invitation)

6:00 PM–7:00 PM

Sponsored by College Scheduler LLC



### Wednesday, October 29

#### Registration

7:30 AM–12:00 PM

#### AACRAO Booth/Bookstore Open

7:30 AM–12:00 PM

#### Cyber Café Open

7:30 AM–12:00 PM

#### Speaker Ready Room Open

7:00 AM–10:00 AM

#### (W1) Best Practice Sessions

8:00 AM–9:30 AM

#### (W2) Best Practice Sessions

9:45 AM–11:15 AM

#### (W3) Closing Plenary Panel

11:30 AM–12:30 PM

#### “Current Realities and Future Possibilities for SEM Practice”

Presenter:

**Don Hossler**, Director of the Center for Postsecondary Research & Professor of Educational Leadership and Policy Studies, Indiana University Bloomington

Presenter:

**Jerome Lucido**, Professor of Research, Executive Director of the USC Center for Enrollment Research, Policy, and Practice, and Special Advisor to the Provost, University of Southern California

Presenter:

**Monique Snowden**, Associate Provost for Academic and Enrollment Services, Fielding Graduate University

Moderator:

**William Serrata**, President, El Paso Community College

#### Lunch on Your Own

12:30 PM–1:30 PM

#### Seminar for New SEM Professionals

1:30 PM–3:30 PM

#### Seminar for Experienced SEM Professionals

1:30 PM–3:30 PM

Note: Two-part Registrar 101/FERPA and Registrar 201 workshops are being held October 27 and 28 in Los Angeles. Although held at the same hotel, these are separate events from the SEM Conference. View the [registrar workshop page](#) for information and fees.

## Pre-Conference Workshops

### WORKSHOPS

An additional registration fee is required to attend the workshops. Please specify your workshop on the registration form or during the online registration process.

*Note: Two-part Registrar 101/FERPA and Registrar 201 workshops are being held October 27 and 28 in Los Angeles. Although held at the same hotel, these are separate events from the SEM Conference. View the [registrar workshop page](#) for information and fees.*

#### MORNING HALF-DAY WORKSHOPS

**Sunday, October 26, 2014**

8:00 AM–11:30 AM

##### **S2. 3472 Creating an Effective Financial Aid Office**

This workshop focuses on US financial aid practice in the areas of operational effectiveness, staff deployment, use of technology, and institutional aid analysis and maximization. Enrollment professionals who supervise aid offices and seek to know more about how they work and those who seek to learn effective institutional aid practices are encouraged to attend.

**Fee:** \$180 if attending SEM  
\$260 if only attending workshop

**Presenter:**

**Tom Green**, AACRAO Consulting (AC)

##### **S2.3480 Achieving Student Success Through Community Partnerships**

UMKC was founded during the depression by civic leaders who had a vision to develop a university for their city. UMKC continues this vision by partnering with community organizations in support of student success while at the same time furthering the missions of both organizations, increasing college access, and achieving enrollment management goals. Participants in this workshop will learn from leaders of community organizations how to develop these student-centered collaborations and how students are supported as a result of these partnerships.

**Fee:** \$180 if attending SEM  
\$260 if only attending workshop

**Presenters:**

**Melvin C Tyler**, University of Missouri—Kansas City

**Jennifer DeHaemers**, University of Missouri—Kansas City

#### AFTERNOON HALF-DAY WORKSHOPS

**Sunday, October 26, 2014**

12:30 PM–4:00 PM

##### **S3.3741 Fitting Success to Students: Retention, One Student at a Time**

The concept of “fitting success to students” in our retention efforts is determining what works for each individual student or groups of students rather than trying to shoehorn students into our preconceived success models. All students learn differently and they also respond to different means of support. In this workshop we will examine types of students (first-generation, transfer, mature, LGBTTTQ, Hispanic, Aboriginal/Native American, Veterans, to name a few) and the barriers they face.

**Fee:** \$180 if attending SEM  
\$260 if only attending workshop

**Presenters:**

**Jody Gordon**, University of the Fraser Valley

**Stanley Henderson**, University of Michigan—Dearborn

## Pre-Conference Workshops

### WORKSHOPS

#### **S3.3742 Building a SEM Based Data and Research Portfolio: Embracing Big Data and Business Intelligence Principles to Improve Reporting**

This introductory workshop is designed for enrollment leaders desiring to develop a formal enrollment reporting portfolio and a more data driven SEM environment. The session will focus on how and when to create reports to help campus leaders solve problems and make more data-informed decisions.

**Fee:** \$180 if attending SEM  
\$260 if only attending workshop

**Presenters:**

**Jay Goff**, *Saint Louis University*

**Wendy Kilgore**, *AACRAO Consulting (AC)*

**Brian Williams**, *John Carroll University*

**Chris Shaffer**, *Shawnee State University*

### FULL-DAY WORKSHOPS

**Sunday, October 26, 2014**

8:00 AM–4:00 PM

#### **S1.3508 Sustainable Models and Best Practices for Graduate and Professional SEM**

This dynamic workshop is focused on developing sustainable models and implementing best practices for graduate and professional SEM. Workshop presenters will lead dialogues on undergraduate-focused SEM similarities and connections, but also emphasize differences and fissions in how graduate-focused recruitment, retention and student success goals and outcomes are decided and achieved, respectively. Workshop participants will engage in graduate and professional SEM discussions and activities.

**Fee:** \$325 if attending SEM  
\$450 if only attending workshop

**Presenters:**

**Monique L. Snowden**, *Fielding Graduate University*

**Thomas P Rock, Ed.D.**, *Teachers College at Columbia University*

**Joshua LaFave**, *State University of New York College at Potsdam*

#### **S1.3740 The Core Concepts of SEM**

This introductory workshop will provide an overview of the concepts and strategies that define successful SEM organizations. Participants will expand their understanding of SEM and take away action plans for achieving enrollment goals upon their return to campus. Whether you are new to SEM or seeking a refresher course, this workshop is the ideal preparation for an outstanding conference.

**Fee:** \$325 if attending SEM  
\$450 if only attending workshop

**Presenters:**

**Alicia K Moore**, *Central Oregon Community College*

**Brent Gage**, *University of Alabama at Birmingham*

#### **S1.3760 Admissions Forum @ SEM**

The Admissions Forum @ SEM will provide an environment to discuss the principles, issues, foundations, trends, and future directions of enrollment management from the perspective of an admissions leader. The forum format provides a full day opportunity to learn from seasoned professionals and engage in discussions with emerging leadership in the field on current topics and issues targeted to meeting enrollment goals.

**Fee:** \$325 if attending SEM  
\$450 if only attending workshop

**Presenters:**

**Melanie Gottlieb**, *Cottey College*

**Luke Schultheis**, *University of Richmond*

**Jacqui Elliot**, *Marion Military Institute*

## Featured Speakers

## Sunday, October 26

## Opening Plenary Presenter

5:00 PM–6:30 PM

## Anya Kamenetz

*Educational Futurist and Senior Writer for Fast Company Magazine*

Anya Kamenetz is an expert on learning and technology with a passion for the complexities of how we will learn, work, and live in the new Millennium.

An educational futurist and speaker on issues facing the Millennial generation, she delivers audiences core insights into change, technology, and talent. Kamenetz's highly regarded debut book *Generation Debt*, published when she was just

24, landed her everywhere from *Larry King Live* to *The View*, stoking online debate on the unique and unprecedented economic challenges young people face. Her message is increasingly relevant today as student loan debt continues to soar to record levels.

Named an "Educational Gamechanger" by *The Huffington Post*, and a two-time winner of the national Education Writers of America prize, Kamenetz is a senior writer for *Fast Company* magazine and a nationally syndicated columnist for Tribune Media. In 2013-2014 Kamenetz will be a Schwartz Fellow at the New America Foundation, working on her next book. *The Test*, to be published by Public Affairs in 2015, is an account of the past, present, and future of testing in public schools and a guide for parents.

## Tuesday, October 28

### Tuesday Morning Plenary Presenter

7:30 AM–8:45 AM

#### Victor Sáenz

*Associate Professor in the Department of Educational Administration, University of Texas at Austin*



Victor B. Sáenz, Ph.D. is an associate professor in the Department of Educational Administration at the University of Texas at Austin, and he is a Fellow in the Sid W. Richardson Regents Chair in Community College Leadership (2013–14). He also holds a faculty appointment with the UT

Center for Mexican American Studies, and since 2008 he has been a Faculty Fellow with the UT Division of Diversity and Community Engagement (DDCE). Dr. Sáenz has published in numerous peer-reviewed journals and also has three book projects underway, including one on Latino males in higher education (Stylus Publishing). His current research on this topic examines their experiences at both two-year and four-year institutions as they navigate their college pathways.

In fall 2010 Dr. Saenz began an award-winning initiative called Project MALES (Mentoring to Achieve Latino Educational Success), a research and mentoring effort based within DDCE at the University of Texas at Austin. Project MALES has received state and national acclaim due to its innovative intergenerational approach to mentoring young Latino males. In June 2013 the project launched a new statewide initiative called the Texas Education Consortium for Male Students of Color. Funded by two new grant awards from the Greater Texas Foundation (GTF) and TG, this new collaborative focuses on improving Hispanic and African American male student success across the state of Texas.

#### Session Description:

#### **“Closing the Latino Male Achievement Gap: A National Imperative”**

Latino males are not keeping pace with peers on key educational outcomes at all levels of Education. With demographic shifts pointing towards an increase in Latino students for years to come, this reality lends even greater urgency to the growing gender gap in educational attainment. President Obama recently issued a call to action focused on men of color in our communities, a key signal that this issue is reaching an even greater level of resonance. In this session I will present my ongoing research on the issue of Latino males in Education and I will share strategies for addressing this growing state and national imperative.

## Luncheon Panel Moderator

12:30 PM–2:00 PM

### Michael Reilly

*Executive Director, AACRAO*



Mike Reilly joined AACRAO as Executive Director on June 1, 2012. Prior to coming to AACRAO he served as the Executive Director for the Council of Presidents, an association of the six public baccalaureate degree granting institutions in Washington state. He has 20 years of experience in

university admissions and enrollment management, including having served as the Associate Vice President for Enrollment Management at both Central Washington University and Humboldt State University.

#### Session Description:

#### “Measuring Success in Higher Education”

Higher Education is in the spotlight with a growing number of efforts seeking to measure the value of a college degree and the quality and effectiveness of institutions in delivering those degrees. From the President’s proposed college rating system to new initiatives aimed at assessing student learning outcomes, higher education is increasingly focused on measurement and evaluation. But what is the measure of a quality higher education experience? Isn’t the value of a higher education degree determined by more than cost and career earnings and how quickly that degree was earned? What other facets should be considered as we attempt to pass judgment on whether higher education has delivered on what it sets out to do?

This session will explore how higher education is being (or should be) measured and evaluated and what the implications are for Strategic Enrollment Managers and their institutions.

## Wednesday, October 29

### Closing Panel Presenter

11:30 AM–12:30 PM



### Don Hossler

*Director of the Center for Postsecondary Research & Professor of Educational Leadership and Policy Studies, Indiana University Bloomington*

Don Hossler is director of the Center for Postsecondary Research at Indiana

University Bloomington (IUB) and a professor of educational leadership and policy studies at IUB. Hossler has also served as vice chancellor for student enrollment services at IUB, associate vice president for enrollment services for the seven IU campuses, executive associate dean of the School of Education, and chair of the Department of Educational Leadership and Policy Studies. He was executive director of the National Student Clearinghouse Research Center from 2010 to 2012. He recently served as an expert on a panel organized by the National Center for Educational Statistics to provide the U.S. Department of Education information and perspective on the potential development of the Postsecondary Institution Ratings System.

Hossler’s areas of specialization include college choice, student persistence, student financial aid policy, and enrollment management. He has presented more than 130 scholarly papers and invited lectures and is author, co-author, or editor of more than 20 books and reports as well as more than 80 articles and book chapters. He has served as editor of *Enrollment Management Review* and is founding editor of the *International Journal of Educational Advancement*.

**Closing Panel Presenter**

11:30 AM–12:30 PM



**Jerome Lucido**

Professor of Research  
Executive Director, USC Center for  
Enrollment Research, Policy, and Practice,  
University of Southern California

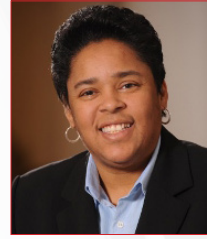
Jerome A. (Jerry) Lucido is professor  
of research and executive director and

founder of the USC Center for Enrollment Research, Policy, and Practice at the University of Southern California. Among his activities as professor and center director, Dr. Lucido designed and teaches in the USC Leadership in Enrollment Management certificate program, initiated the Southern California College Advising Corps, conducts research in the areas of admission and enrollment management, and hosts an annual conference for admission and enrollment professionals.

Prior to joining the faculty, he served as USC's Vice Provost for Enrollment Policy and Management, responsible for undergraduate and graduate admission, academic records and registration, graduation rates initiatives, and overall enrollment policy and planning. He is a recent past trustee of the College Board, served as chair of the College Board's Task Force on College Admission in the 21st Century, and as vice chair of the Commission on Access, Admission, and Success in Higher Education. He has played a leading role at the national level in initiatives to improve access for low-income and underrepresented students and to design and execute effective and principled college admission and enrollment management practices.

**Closing Panel Presenter**

11:30 AM–12:30 PM



**Monique Snowden**

Vice President for Academic and Enrollment  
Services, Fielding Graduate University

Monique L. Snowden, PhD, is the vice  
president for academic and enrollment  
services at Fielding Graduate University,  
where she also serves as accreditation

liaison officer and faculty in the School of Human and Organizational Development.

Dr. Snowden currently serves as vice president for access and equity on the AACRAO board of directors and is a board trustee for the Santa Barbara and Ventura Colleges of Law. She is the former chair of the AACRAO Graduate and Professional Schools Issues Committee, Distinct Program and Populations Committee, and Committee for Standardization of Postsecondary Education Electronic Data Exchange (SPEEDE). In addition, she recently completed a three-year appointment on the AACRAO Public Policy Advisory Committee. Dr. Snowden has authored several publications on strategic enrollment management, with notable focus on learner-centered SEM and the enrollment logics that guide SEM practice. She is a frequent speaker and presenter on strategic enrollment management; enrollment technologies and data resources; academic and enrollment analytics; and the connections between institutional missions, accreditation and enrollment.

**Session Description:**

**“Current Realities and Future Possibilities for SEM Practice”**

Bringing the SEM Program to a dynamic close, three seasoned SEM professionals will share their perspectives on the latest trends and future directions. Members of the audience should come prepared with questions and engage the panel in dialogue.

## Tentative Track and Session Lists

### TWO-YEAR INSTITUTIONS

- Change IS the New Normal
- Coming Together: Student Success and the Community College
- Communication Planning Without a CRM
- Developing a Community College Advising Model Focused on Tracking and Retention
- Fighting for Students Without Fighting Amongst Ourselves: Lessons from the Fray
- Making an Infographic Impact: The Tale of an Academic Plan
- Recruiting and Retaining Students in Today's Competitive Market
- Reinventing the Student Entry Process Through Distributed Leadership
- Two-Year Institutions Round Table

### FOUR-YEAR INSTITUTIONS

- Clearing the Way for Progress to Degree: Streamlining the Curriculum and Pinpointing the Course Demand
- Collaborate, Integrate, Celebrate: Holistic Enrollment Approaches at a Small Campus
- Four-Year Private Institutions Round Table
- Four-Year Public Institutions Round Table
- Layered Need and Merit-based Matrices to Help Determine and Implement Efficient Enrollment Management Strategies
- Leveraging Financial Aid for Recruitment Management in a Quasi Non-transparent Environment
- Small Schools Round Table
- The Importance of the Campus Visit for Strategically Enrolling Your Class: A Case Study & Discussion of Best Practices
- Using a Portal College Structure to Meet the Unique Needs of Different Types of Learners

### CANADIAN INSTITUTIONS

Many SEM concepts are universal and extend across institutional sectors and national boundaries, but there are unique enrolment dynamics that warrant special attention. All attendees will benefit from breakout sessions focused on the SEM circumstances at play in Canada. American colleagues will learn of innovative strategies implemented north of the border that can be applied to leverage student success.

- Breaking Grad: The Changing Role of the Graduate School in SEM at Memorial University of Newfoundland
- Canadian Institutions Round Table
- Change Management and Organizational Transformation for Enrollment Services at Wilfrid Laurier University
- Engaging Faculty: An Essential Part of SEM
- SEM and Integrated University Planning: A Model at the University of Ontario Institute of Technology
- Strategic Alignment: Recruiting Students in a Highly Decentralized University

### CHIEF ENROLLMENT MANAGEMENT OFFICERS

Leverage innovative strategies to improve student success on your campus and develop sustainable student enrollment programs. Lead your SEM team: encourage collaboration among departments on campus and create accountability to reach your enrollment goals.

- An Opportune Moment for Recruitment, Enrollment, and Retention
- Breaking Down Campus Silos: A Case Study
- Change Management and Organizational Transformation for Enrollment Services at Wilfrid Laurier University
- Chief Enrollment Officers: Who They Are and What They Do
- Current Realities and Future Possibilities for SEM Practice (Plenary)
- Collaborate, Integrate, Celebrate: Holistic Enrollment Approaches at a Small Campus



## Tentative Track and Session Lists

### CONTINUED

- Creating a Strategic Enrollment Management Plan for Dummies
- Creating an Effective Financial Aid Office (Workshop—Half Day)
- Design, Implementation and Assessment of Comprehensive Early Alert/Student Success Programs, Part 1 and 2
- How Western Connecticut State University Embraced SEM
- Enrollment Projections: The Pig in the Python
- I Can See for Miles and Miles: The Value of Environmental Scanning
- Measuring Success in Higher Education (Plenary)
- Re-Recruiting: Strategies Employed by the University of West Georgia to Reduce Student Attrition
- Retention: Understanding Student Characteristics, Persistence, and Connections to the Institution, Part 1 and 2
- SEM and Integrated University Planning: A Model at the University of Ontario Institute of Technology
- Service Matters: A Study of the Relationship Between Enrollment Services and Student Satisfaction as an Indicator of Institutional Effectiveness
- Slowing Down for SEM: Managing Expectations and Change in a Fast-paced Institutional Culture
- Sorting Through the Chaos: Strategies for Prioritizing Student Success Initiatives
- Take the Guess Work out of Enrollment Projections: Data-driven Approaches to Successfully Predicting Your Entering Class
- The Basics of Strategic Planning
- The Path to Enrollment: Choose, Influence, and Enroll the Students You Want Most
- Using a Portal College Structure to Meet the Unique Needs of Different Types of Learners
- Using Your Brand to Drive Recruitment and Retention
- What Motivates and Retains Millennials? Key Research Findings to Help Attract and Retain Millennial Employees

### CORPORATE (VENDOR)

- Building Strong Business Relationships for a Healthier Office Environment
- Predicting Academic Success: Using Evidence-based Research and Analytics to Select Best-fit Applicants
- Round Table Discussion: Best Practices in Strategic Enrollment Management
- SEM Success Through Student-Centered Scheduling
- Student Planning Plays an Important Role in Graduation Initiatives and Student Success
- The Imperative of Strategic Enrollment Management Planning: Why Today's Environment Requires More Planning, and Why It's Risky to Delay

### DIVERSITY/MULTICULTURAL

Globalization is removing borders and our institutions need to be prepared for a much more diverse population of students. Is your campus prepared to support these new multicultural students and faculty?

- Closing the Latino Male Achievement Gap: A National Imperative (Plenary)
- Creating our SEM Plan with a Focus on Indigenous Achievement
- The Diversity Pyramid: An Organizational Model to Structure Diversity Recruitment and Retention in Nursing Programs

## Tentative Track and Session Lists

### CONTINUED

#### EMERGING ISSUES

Explore emerging issues like using data and analytics to predict your enrollments and optimize your institution.

- AACRAO's 9th Annual Executive Symposium (Workshop—Full Day)
- Admissions Forum @ SEM (Workshop—Full Day)
- Anya Kamenetz Opening (Plenary)
- Building a SEM-based Data and Research Portfolio: Embracing Big Data and Business Intelligence Principles to Improve Reporting (Workshop—Half Day)
- Canadian Institutions Round Table
- Current Realities and Future Possibilities for SEM Practice (Plenary)
- Closing the Latino Male Achievement Gap: A National Imperative (Plenary)
- Don't Call Me a Leader and I Might Just Lead
- Fitting Success to Students: Retention, One Student at a time (Workshop—Half Day)
- Four-Year Private Institutions Round Table
- Four-Year Public Institutions Round Table
- Graduate & Professional Institutions Round Table
- Implementing Data-informed SEM principles for Graduate and Professional Programs Improving Transfer Student Satisfaction: Creating a Transfer Student Services Center
- Measuring Success in Higher Education (Plenary)
- Miner Money Management (M3): Tackling Financial Literacy & Default Prevention
- Redefining the Enrollment Management Continuum: Delivering Student-focused Competency-based Educational Programming in the University of Wisconsin System
- Service Matters: A Study of the Relationship Between Enrollment Services and Student Satisfaction as an Indicator of Institutional Effectiveness
- Small Schools Round Table
- Sustainable Models and Best Practices for Graduate and Professional SEM (Workshop—Full Day)

- Two-Year Institutions Round Table
- What Motivates and Retains Millennials? Key Research Findings to Help Attract and Retain Millennial Employees

#### FINANCIAL AID & COST STRUCTURES

The rising costs associated with higher education continue to challenge both institutions and students. These sessions will explore some innovative solutions.

- Creating an Effective Financial Aid Office (Workshop—Half Day)
- Increasing Opportunity and Success: A Nimble and Nuanced Response to the White House College Pipeline Summit
- Miner Money Management (M3): Tackling Financial Literacy & Default Prevention
- Now You See it, Now You Don't: Transitioning Away from an Automatic Scholarship Model
- Graduate SEM
- Breaking Grad: The Changing Role of the Graduate School in SEM at Memorial University of Newfoundland

#### GRADUATE SEM

Not just for undergraduate students, Graduate SEM strategies can help to build enrollments in both Graduate and Professional programs on your campus.

- Graduate & Professional Institutions Round Table
- Implementing Data-informed SEM principles for Graduate and Professional Programs
- Selection and Implementation of a New Enrollment Management System
- SMART Graduate Student Recruitment: Strategic Management of Admissions and Recruitment Tools to Use Technology to Work Smarter
- Sustainable Models and Best Practices for Graduate and Professional SEM (Workshop—Full Day)
- The True Cost of Processing an Application: Creating a Paperless Office to Delight Your Applicants (and Your Staff)

## Tentative Track and Session Lists

### CONTINUED

#### INTERNATIONAL SEM

Institutions around the world are increasingly looking to SEM as a conceptual framework for addressing a range of enrollment and operational issues. These sessions will bring together different SEM perspectives.

- Enrollment Management: Access for Success in a South African University

#### MARKETING & BRAND LOYALTY

Let's face it, attracting potential students now includes marketing your "Brand" and building loyalty to your institution. Help students find and keep interest in your programs and school through new and exciting marketing methods.

- The Challenges Posed to the SEM Profession by the Consumer Protection Movement in Higher Education
- Using Your Brand to Drive Recruitment and Retention

#### PUBLIC POLICY & LEGISLATION

Let's face it, attracting potential students now includes marketing your "Brand" and building loyalty to your institution. Help students find and keep interest in your programs and school through new and exciting marketing methods.

- The Challenges Posed to the SEM Profession by the Consumer Protection Movement in Higher Education
- The Impact of Statewide Articulation Agreement Policy Implementation Through the Lens of University Admission Counselors

#### RECRUITMENT & COLLEGE READINESS

Discover enrollment techniques and strategies to help attract well-prepared applicants. These sessions will cover best practices to shape your applicant pool.

- Achieving Student Success Through Community Partnerships (Workshop—Half Day)
- Admissions Forum @ SEM (Workshop—Full Day)
- An Opportune Moment for Recruitment, Enrollment, and Retention

- Conditional Admission for Non-English Speaking International Students: UTM's Academic Culture and English Program
- How NOT to Implement Test -optional Admission
- Layered Need and Merit-based Matrices to Help Determine and Implement Efficient Enrollment Management Strategies
- Leveraging Financial Aid for Recruitment Management in a Quasi Non-transparent Environment
- MISSION: TRANSITION
- Now You See it, Now You Don't: Transitioning Away from an Automatic Scholarship Model
- Redefining the Enrollment Management Continuum: Delivering Student-focused Competency-based Educational Programming in the University of Wisconsin System
- Selection and Implementation of a New Enrollment Management System
- SEM and the Transfer Student: Enabling Student Swirl
- Strategic Alignment: Recruiting Students in a Highly Decentralized University
- The Core Concepts of SEM (Workshop—Full Day)
- The Diversity Pyramid: An Organizational Model to Structure Diversity Recruitment and Retention in Nursing Programs
- The Impact of Statewide Articulation Agreement Policy Implementation Through the Lens of University Admission Counselors
- The Importance of the Campus Visit for Strategically Enrolling Your Class: A Case Study & Discussion of Best Practices
- The Path to Enrollment: Choose, Influence, and Enroll the Students You Want Most
- The Tertiary Admission Rubric: Predicting Academic Eligibility and Graduation Rates of Students Admitted "on the Bubble"
- Who Are These People?!?!?!? Recruitment Strategies and Expectations of Millennial Students (and their Parents!)

## Tentative Track and Session Lists

### CONTINUED

#### RESEARCH, ASSESSMENT & PUBLICATIONS

The National Student Clearinghouse Research Center is sponsoring the Research, Assessment and Publications Track. Presentations use data to show how different SEM approaches can build enrollment.

##### NATIONAL STUDENT CLEARINGHOUSE RESEARCH CENTER

- Beating the Projection: Understanding Attributes and Behaviors of At-Risk Students Who Outperform Predicted GPA
- Building a SEM-based Data and Research Portfolio: Embracing Big Data and Business Intelligence Principles to Improve Reporting (Workshop—Half Day)
- Chief Enrollment Officers: Who They Are and What They Do
- Connecting Institutional Data with Student Survey Information to Drive Research and Retention Efforts
- Creating a Strategic Enrollment Management Plan for Dummies
- Estimating First-Year Retention: Tools for Enrollment Management
- Holistic Admissions/Predictive Retention: Effectively Applying Non-cognitive Variables
- I Can See for Miles and Miles: The Value of Environmental Scanning
- Making an Infographic Impact: The Tale of an Academic Plan
- Reinventing the Student Entry Process Through Distributed Leadership
- Take the Guess Work out of Enrollment Projections: Data-driven Approaches to Successfully Predicting Your Entering Class
- The Basics of Strategic Planning

#### RETENTION & STUDENT SUCCESS

Learn how to support your students, keep them enrolled and achieve academic success through graduation.

- Achieving Student Success Through Community Partnerships (Workshop—Half Day)
- Beating the Projection: Understanding Attributes and Behaviors of At-Risk Students Who Outperform Predicted GPA
- Breaking Down Campus Silos: A Case Study
- Change IS the New Normal
- Clearing the Way for Progress to Degree: Streamlining the Curriculum and Pinpointing the Course Demand
- Coming Together: Student Success and the Community College
- Communication Planning Without a CRM
- Conditional Admission for Non-English Speaking International Students: UTM's Academic Culture and English Program
- Connecting Institutional Data with Student Survey Information to Drive Research and Retention Efforts
- Creating our SEM Plan with a Focus on Indigenous Achievement
- Design, Implementation and Assessment of Comprehensive Early Alert/Student Success Programs, Part 1 and 2
- Developing a Community College Advising Model Focused on Tracking and Retention
- Don't Call Me a Leader and I Might Just Lead
- Engaging Faculty: An Essential Part of SEM
- Enrollment Projections: The Pig in the Python
- Estimating First-Year Retention: Tools for Enrollment Management



## Tentative Track and Session Lists

### CONTINUED

- Fighting for Students Without Fighting Amongst Ourselves: Lessons from the Fray
- Fitting Success to Students: Retention, One Student at a Time (Workshop—Half Day)
- Helicopter Parents and Freshmen Retention
- Holistic Admissions/Predictive Retention: Effectively Applying Non-cognitive Variables
- How NOT to Implement Test-optional Admission
- Improving Transfer Student Satisfaction: Creating a Transfer Student Services Center
- Increasing Opportunity and Success: A Nimble and Nuanced Response to the White House College Pipeline Summit
- MISSION: TRANSITION
- Recruiting and Retaining Students in Today's Competitive Market
- Re-Recruiting: Strategies Employed by the University of West Georgia to Reduce Student Attrition
- Retention: Understanding Student Characteristics, Persistence, and Connections to the Institution, Part 1 and 2
- SEM and the Transfer Student: Enabling Student Swirl
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- Sorting Through the Chaos: Strategies for Prioritizing Student Success Initiatives
- The Tertiary Admission Rubric: Predicting Academic Eligibility and Graduation Rates of Students Admitted "on the Bubble"
- Thomas Edison State College: Utilizing Emerging Technologies at the Learner Support (One-Stop) Center Round Table

### TECHNOLOGY & DATA SYSTEMS

Concentrate on the use of data and technology in order to achieve your enrollment goals.

- Helicopter Parents and Freshmen Retention
- Mine Your Own Business: Using Predictive Modeling & Data Mining in Recruitment, Enrollment, Retention and Your SEM Plan
- SMART Graduate Student Recruitment: Strategic Management of Admissions and Recruitment Tools to Use Technology to Work Smarter
- The Core Concepts of SEM (Workshop—Full Day)
- The True Cost of Processing an Application: Creating a Paperless Office to Delight Your Applicants (and Your Staff)
- Thomas Edison State College: Utilizing Emerging Technologies at the Learner Support (One-Stop) Center

## SEM Registration Information

The registration pricing below is for SEM Conference attendance. Online registration is available at <http://registration.experientevent.com/ShowCRO143>.

If you would like to enroll in a preconference workshop, descriptions and pricing are available [online](#).

**AACRAO considers anyone not affiliated with a college or university to be a Corporate Participant.** If you are a Corporate Participant, you can view the corporate fee structure [online](#).

**SAVE when registering multiple persons from your institution. Bring your team and take advantage of reduced registration fees!**

### Registration Fees

| Registration Category  | By Sept 19 | After Sept 19 | On Site |
|--|------------|---------------|---------|
| FIRST named roster member registrant                           | \$990      | \$1140        | \$1190  |
| SECOND named roster member registrant                          | \$890      | \$1040        | \$1090  |
| THIRD and additional named roster member registrant            | \$790      | \$940         | \$990   |
| Student Member   | \$495      | \$570         | \$595   |
| FIRST non-roster registrant                                    | \$1090     | \$1240        | \$1290  |
| SECOND non-roster registrant                                   | \$990      | \$1140        | \$1190  |
| THIRD and each additional non-roster registrant                | \$890      | \$1040        | \$1090  |
| CORPORATE MEMBER (not exhibiting, presenting or sponsoring)    | \$1400     | \$1550        | \$1600  |
| CORPORATE NONMEMBER (not exhibiting, presenting or sponsoring) | \$1700     | \$1850        | \$1900  |
| PRESENTER Paid Full Meeting                                    | \$790      |               |         |
| GUEST registration for Spouses, Partners, Children 12 and over | \$150      |               |         |
| GUEST registration for Children under 12                       | \$75       |               |         |

## SEM Registration Information

### 3 Easy Ways to Register

1. Online at <http://registration.experientevent.com/ShowCRO143>
2. Fax the completed form to: (301) 694-5124
3. Mail the completed form to:  
AACRAO-IV  
PO Box 37500  
Baltimore, MD 21297-3500

### Your AACRAO SEM Conference registration fee includes:

- Three days of plenaries, breakout sessions, small group discussions and seminars for new and experienced SEM professionals
- Review of your institution's SEM plan
- Consulting with SEM faculty
- Session handouts
- Luncheon, breakfasts, breaks and welcome reception

Guest tickets are available for spouses, companions, and children of registrants. A discounted guest registration fee is offered to children under 12. Registered guests may attend the welcome reception on Sunday. Preconference workshops require an additional fee. Preconference workshop participants will receive a breakfast.

**To qualify for the member rate**, the registrant must be a paid member on an active AACRAO membership roster (institutional, affiliate, corporate, organizational, or individual).

### Early bird registration deadline is September 19.

Registrations must be faxed or postmarked by that date to qualify for the early bird registration rate.

Presenters registering for complimentary or discounted registrations require preapproval from the Conference Director and AACRAO Office.

### Payment

Registrations MUST be accompanied by check, money order, or credit card charging authorization. Funds must be in US dollars. Checks or money orders should be made payable to AACRAO. (For accounting purposes, the AACRAO Federal Tax ID number is 52-2274900). Forms received without payment will not be processed. No shows will not receive refunds of any fees paid.

### Substitutions, Cancellations, and Refunds

Substitutions and cancellations must be made in writing. Fax to (330) 963-0319. Substitutions may be made without penalty.

### Deadlines for refund of conference and workshop registration fees:

By September 19: \$50 processing fee  
From September 20-26: \$150 processing fee  
After September 26: No refund

If a meeting is canceled, registrants will be notified in advance. AACRAO is not responsible for any charges or cancellation fees assessed by airlines, hotels, or travel agents. These terms and conditions will apply even if they are not printed on the registration form itself.

### Confirmations

Confirmations will be sent via e-mail to registrants within one week of receipt. If an e-mail address is not provided, or if an e-mail sent to you is returned as undeliverable, you will receive a confirmation via fax or regular mail within 5-7 business days. Please allow seven business days for processing of form before calling to confirm receipt of form and/or changes submitted.

### Questions?

Registration only: Call (866) 229-3691 or (301) 694-5124 or e-mail [aacraosem@experient-inc.com](mailto:aacraosem@experient-inc.com)

### General questions:

Call (202) 293-9161 or e-mail [meetings@aacrao.org](mailto:meetings@aacrao.org)



# 2014 AACRAO SEM Conference Registration Form

26 - 29 October • Los Angeles, CA

Fax to: 301-694-5124

Mail to: AACRAO - IV

PO Box 37500

Baltimore, MD 21297-3500

Questions: 866-229-3691 or 301-694-5243

Email: AACRAOSEM@experient-inc.com

Key Code: \_\_\_\_\_

Please print clearly.

First Name \_\_\_\_\_ Last Name \_\_\_\_\_ Badge Name \_\_\_\_\_

Title \_\_\_\_\_ E-mail \_\_\_\_\_

Institution/Company \_\_\_\_\_ Telephone\* \_\_\_\_\_ Fax\* \_\_\_\_\_

Address \_\_\_\_\_ Twitter Handle \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ ZIP/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Emergency Contact Name \_\_\_\_\_ Phone \_\_\_\_\_ Alternate Phone \_\_\_\_\_

Guest Name (Additional Fee) \_\_\_\_\_ Guest Badge Name \_\_\_\_\_

\*International registrants should list their country and city codes.

AACRAO considers anyone not affiliated with a college or university to fall into the Corporate Participant category and will review registrations and reclassify if necessary.

### Registration Fees:

| Registration Category (Please indicate with an X)              | By Sept 19                      | After Sept 19                   | On Site                         |
|--|---------------------------------|---------------------------------|---------------------------------|
| FIRST Named Roster Member registrant                           | <input type="checkbox"/> \$990  | <input type="checkbox"/> \$1140 | <input type="checkbox"/> \$1190 |
| SECOND Named Roster Member registrant                          | <input type="checkbox"/> \$890  | <input type="checkbox"/> \$1040 | <input type="checkbox"/> \$1090 |
| THIRD & each additional Named Roster Member registrant         | <input type="checkbox"/> \$790  | <input type="checkbox"/> \$940  | <input type="checkbox"/> \$990  |
| STUDENT MEMBER   | <input type="checkbox"/> \$495  | <input type="checkbox"/> \$570  | <input type="checkbox"/> \$595  |
| FIRST NON-Roster registrant                                    | <input type="checkbox"/> \$1090 | <input type="checkbox"/> \$1240 | <input type="checkbox"/> \$1290 |
| SECOND NON-Roster registrant                                   | <input type="checkbox"/> \$990  | <input type="checkbox"/> \$1140 | <input type="checkbox"/> \$1190 |
| THIRD & each additional NON-Roster registrant                  | <input type="checkbox"/> \$890  | <input type="checkbox"/> \$1040 | <input type="checkbox"/> \$1090 |
| CORPORATE MEMBER (not exhibiting, presenting or sponsoring)    | <input type="checkbox"/> \$1400 | <input type="checkbox"/> \$1550 | <input type="checkbox"/> \$1600 |
| CORPORATE NONMEMBER (not exhibiting, presenting or sponsoring) | <input type="checkbox"/> \$1700 | <input type="checkbox"/> \$1850 | <input type="checkbox"/> \$1900 |
| PRESENTER Paid Full Meeting (Submission ID: _____)             |                                 | <input type="checkbox"/> \$790  |                                 |
| GUEST registration for Spouses, Partners, Children 12 and over |                                 | <input type="checkbox"/> \$150  |                                 |
| GUEST registration for Children under 12                       |                                 | <input type="checkbox"/> \$75   |                                 |

### Pre-conference Workshops (additional fee)

| Workshop Title(s) | Workshop No. | Start Time | Fee |
|-------------------|--------------|------------|-----|
|                   |              |            |     |
|                   |              |            |     |

### Ticketed Events (included in registration fee, for planning purposes, indicate intention)

- \*Indicates events only available to full meeting participants.
- Welcome Reception in Exhibit Hall Sun 6:30pm  Yes, I'd like to attend.  No, thanks.
- \*Continental Breakfast and Plenary Presentation Mon 8:30am  Yes, I'd like to attend.  No, thanks.
- \*Continental Breakfast and Panel Presentation Tues 7:30am  Yes, I'd like to attend.  No, thanks.
- \*Luncheon and Plenary Presentation Tues 12:30pm  Yes, I'd like to attend.  No, thanks.

### Optional Seminars (included in registration fee, for planning purposes, indicate intention)

- Seminar for New SEM Professionals Wed 1:30pm  Yes, I'd like to attend.  No, thanks.
- Seminar for Experienced SEM Professionals Wed 1:30pm  Yes, I'd like to attend.  No, thanks.

### Payment Information (Please check one): Federal Tax ID: 52-2274900

Check: # \_\_\_\_\_  VISA  MasterCard  American Express

Cardholder's Name: \_\_\_\_\_

Credit Card Number: \_\_\_\_\_ Exp. Date \_\_\_\_\_

Total Registration Fee \$ \_\_\_\_\_

Total Workshop Fee \$ \_\_\_\_\_

Total Amount to be Charged \$ \_\_\_\_\_

|                 |                     |                    |                   |
|-----------------|---------------------|--------------------|-------------------|
| Office Use Only | Date Received _____ | Check # _____      | Check Total _____ |
|                 | Sheet Total _____   | Date Entered _____ | Entered by _____  |

### Special Interests (check all that apply)

- First Timer  Presenter
- Exhibitor  Sponsor

### Organization Type (check only one)

- Educational Institution
- Non-Profit Organization
- Government Agency
- Corporation/Consultant

### Institution Type (check only one)

- 4-Year Public  4-Year Private  2-Year
- Graduate or Professional  International
- For Profit  Other \_\_\_\_\_

### FTE Enrollment (check only one)

- Under 1,000  1,000-2,499
- 2,500-4,999  5,000-9,999
- 10,000-19,999  20,000 +  N/A

### Carnegie Classification (check only one)

- Doctoral/Research University
- Baccalaureate/Associate's College
- Master's College & University
- Associate's College
- Baccalaureate College-Liberal Arts
- Specialized Institution
- Baccalaureate College-General
- Tribal College and University  N/A

### Area of Responsibility (check all that apply)

- Enrollment Management  Admissions
- Records/Registration  Financial Aid
- Academic Advising  Student Affairs
- International Admissions  Computer/IS
- Institutional Research
- Other \_\_\_\_\_

### Title (check only one)

- President/Chancellor
- Provost/Chief Academic Officer
- Vice President
- Associate/Assistant Provost
- Assoc/Assist Vice President/Chancellor
- Director/Registrar
- Associate/Assistant Director
- Other \_\_\_\_\_

I'd like to learn more about joining an AACRAO committee.  Yes  No

### Meeting Attendance

- Attended SEM in '13?  Yes  No
- # of SEM Conferences attended \_\_\_\_\_
- Attended Annual Meeting in '14?  Yes  No
- # of Annual Meetings attended \_\_\_\_\_
- Attended Tech Conf in '14?  Yes  No
- # of Tech Conferences attended \_\_\_\_\_
- Attended Transfer in '14?  Yes  No
- # of Transfer Conferences attended \_\_\_\_\_

### Special Meal Request

- Vegetarian  Vegan
- Food Allergy \_\_\_\_\_

### Special Service

- Attach a description of requirements if you have special needs.

## Hotel and Travel Information

### CONFERENCE HOTEL

#### Headquarters Hotel

(All sessions and events will be held here unless otherwise noted)

JW Marriott Los Angeles L.A. LIVE  
900 West Olympic Boulevard  
Los Angeles, CA 90015 USA  
213-765-8600

In the heart of Downtown Los Angeles, just steps from STAPLES Center, JW Marriott Los Angeles L.A. LIVE Hotel fashions a new standard for luxury. Our stunning 54-story masterpiece hotel is the focal point of L.A. LIVE, offering guests a front-row seat to this emerging entertainment, sports, and dining epicenter. With convenience to the LA Convention Center, guests at our hotel also enjoy an unmatched location for attending events at STAPLES Center, Nokia Theatre, Club Nokia, the GRAMMY Museum, Conga Room, Regal Cinemas, and much more. Entertainment events at L.A. LIVE are complemented by the hotel's lavish Ritz Carlton Spa®, a rooftop pool, dining options such as LA Market Restaurant and Wolfgang Puck's WP24. We invite you to entertain your senses at JW Marriott Los Angeles.

#### Reservations Phone:

Call (888) 832-9136 and mention that you are attending the AACRAO 2014 SEM Conference.

#### Reservation Link:

<https://resweb.passkey.com/go/AACRAO2014SEM>

#### Conference Rate:

The special conference rate is \$239 + tax single/double, \$259 + tax triple, \$279 + tax quadruple occupancy.

#### Cut-off Date: Wednesday, October 1.

This is a limited block of rooms and early reservations are recommended. We cannot guarantee room availability or pricing after the deadline.

#### Parking:

Valet parking: \$43.00 (overnight)

### TRAVEL

#### Airport:

Los Angeles International Airport (LAX)

**Distance:** 17.2 miles NE

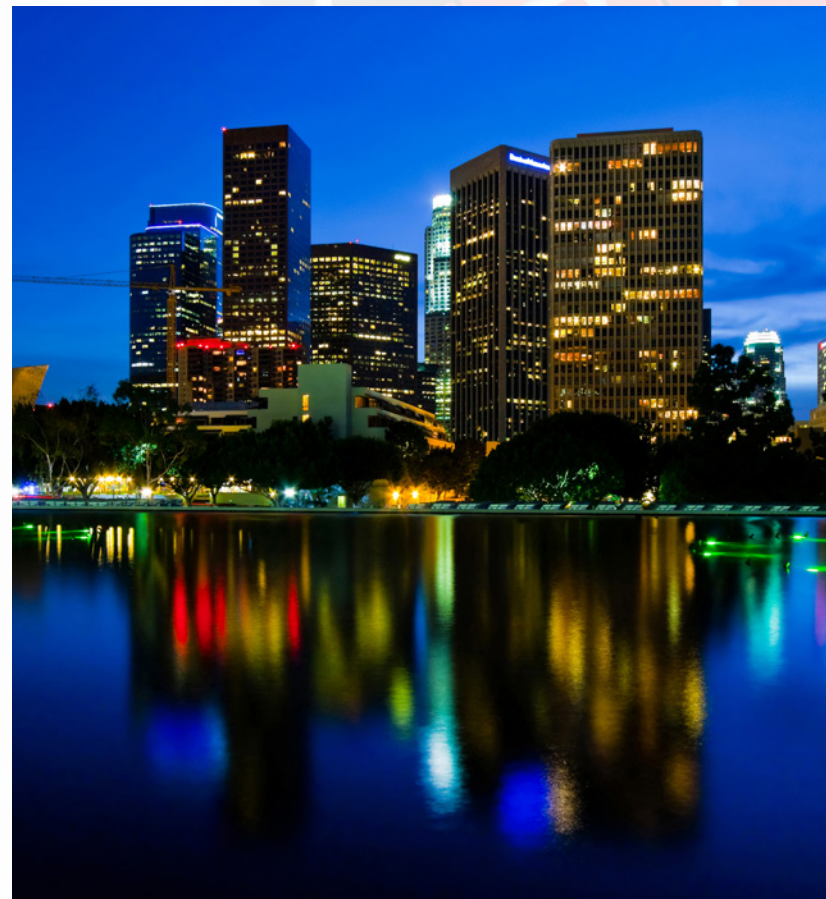
**Drive time:** approx. 45 minutes depending on traffic

**Airport transportation:** Taxi approx. \$50

**SuperShuttle:** \$16 (one way, reservation required for discounted fare)

**Bus Service:** \$8 (one way)

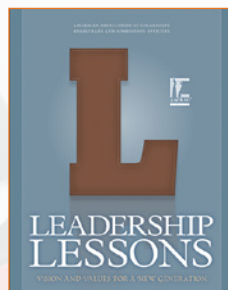
For additional details on traveling to Los Angeles, including information on AACRAO's travel agency and available travel discounts, visit the SEM Conference travel web page.



## AACRAO SEM Publications

### Leadership Lessons: Vision and Values for a New Generation (2013)

Member \$50 / Non-member \$70



This compilation of 22 articles on the topic of leadership was written by today's leaders in higher education. Filled with unique kernels of wisdom, each chapter shares the authors' visions and values in ways that inspire, motivate, and illustrate how to be an exceptional leader.

### Strategic Enrollment Management: Transforming Higher Education (2012)

Member \$70 / Non-member \$95

Sponsored by **EMAS<sup>TM</sup> PRO**



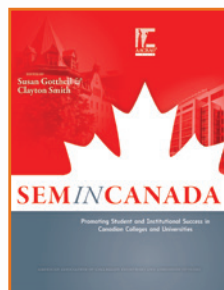
As external forces demand change in the delivery of postsecondary education and institutions seek to take advantage of new opportunities, the potential for achieving higher levels of student and institutional success is vast. This publication brings practitioners up to the present and into new territory by addressing the latest SEM emphases.

This book provides a roadmap for the required paradigm shift, building on the solid foundation of prior SEM practice and offering insights to new approaches that will lead to sustainable SEM efforts into the future.

Browse more SEM publications at [www.aacrao.org/bookstore/sem](http://www.aacrao.org/bookstore/sem)

### SEM in Canada: Promoting Student and Institutional Success in Canadian Colleges and Universities (2011)

Member \$55 / Non-member \$77

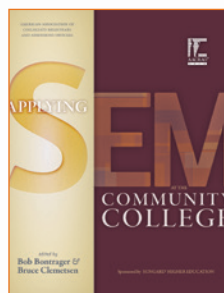


*SEM in Canada* describes how Canadian colleges and universities are using SEM to improve student and institutional outcomes and to face challenges in financial environments, demographic shifts, competitive forces, and public policy decisions. It gives evidence that Canadian institutions have created

not just their own version of SEM, but one that furthers the profession in the U.S. and abroad.

### Applying SEM at the Community College (2009)

Member \$60 / Non-member \$80

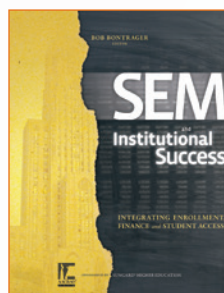


*Applying SEM at the Community College* identifies the vital and unique enrollment issues confronting two-year colleges and suggests effective strategies for resolving them. This resource helps administrators set enrollment goals for their diverse student populations, redefine and improve student

academic success, and achieve institutional success through financial planning.

### SEM and Institutional Success: Integrating Enrollment, Finance and Student Access (2008)

Member \$50 / Non-member \$70



This publication proposes an innovative student-centric SEM planning model aimed at helping institutions improve enrollment and financial outcomes while at the same time advancing student access and success.

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