



STEPHEN R. MERRITT ENROLLMENT MANAGEMENT INSTITUTE 2020
Seven Springs Mountain Resort

Saturday, June 20, 2020

1:00pm	Welcome & Introductions
1:15pm	Introduction of Case Study Files
1:30pm	Session 1: History, Fundamentals & Organization of Enrollment Management
2:20pm	Break
2:30pm	Session 2: Enrollment Planning & Decision-Making
3:45pm	Break
3:50pm	Session 3: Financial Planning & Its Role in Enrollment Management
5:15pm	Case Study Discussion
6:00pm	Break
6:30pm	Dinner & Discussion
8:00pm	Adjourn & Optional Social Time

Sunday, June 21, 2020

8:00am	Breakfast (optional)
9:00am	Session 4: Marketing & Enrollment Management
10:30am	Break
10:45am	Session 5: Retention & Enrollment Management
12:00pm	Lunch & Learn: Pursuing Professional Development in EM
1:00pm	Case Study Discussion: Final Directions
2:00pm	Closing Thoughts & Adjournment