



Pennsylvania Association for College Admission Counseling

Stephen R. Merritt Enrollment and Middle Management Institute Summer 2023 Agenda

Thursday, August 3

1:00-1:45pm Opening Keynote – Joint Session

1:45-2:00pm Break

2:00-3:00pm – Split sessions with group discussion

3:00-3:15pm Break

3:15-4:00pm – Joint Session

7:00-8:00pm – Optional Evening Happy Hour Conversation

Friday, August 4

8:00-9:00am – Optional Coffee Conversation

9:00-9:45am – Split sessions with group discussion

9:45-10:00am Break

10:00-11:00am – Split sessions with group discussion

11:00-11:15am Break

11:15-12:00pm – Closing Joint Session

Joint Sessions

- Current Trends in Enrollment Management and Higher Education – Leadership Panel
- Diversity, Equity, Inclusion, and Justice in Admissions
- Leadership vs Management

Enrollment Management Track (for current deans and directors)

- History and Structures of Enrollment Management
- Data 2.0, Modeling, and Strategic Planning
- Partner Relations both Internal and External

Middle Management Track (for associates)

- History and Structures of Admissions and Upper Management
- Data 1.0, Territory Management, Yield Planning, and Budget Management
- Transition Considerations: Upward Mobility, Graduate School, Institutional Positioning