

Stephen R. Merritt Enrollment and Middle Management Institute: August 3-4, 2023

Thursday, August 3, 2023

1:00 – 1:45pm – Opening Joint Session

Current Trends in Enrollment Management and Higher Education

Angel Perez, NACAC, Jenny Rickard, Common App, and Jon Boeckenstedt, Oregon State University

1:45 – 2:00pm Break

2:00 – 3:00pm Split Sessions with Group Discussion

Middle Management (Associates)

History and Structures of Admissions and Upper Management: Krista Evans, Kutztown University

Enrollment Management (Deans and Directors)

History and Structures of Enrollment Management: David Kalsbeek, Human Capital Research

3:00 – 3:15pm Break

3:15 – 4:00pm Joint Session

Diversity, Equity, Inclusion, and Justice in Admissions

Adrienne Oddi, Queens University, Tony Sarda, College Admission Consultant, Ann Marano, Colleges that Change Lives

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

Friday, August 4, 2023

8:00 – 9:00am Optional Morning Coffee Hour Conversation

9:00 – 9:45am Split Sessions with Group Discussion

Middle Management (Associates)

Data 1.0, Territory Management, Yield Planning, and Budget Management: Sacha Thieme, Indiana University

Enrollment Management (Deans and Directors)

Data 2.0, Modeling, and Strategic Planning: David Burge, George Mason University

9:45 – 10:00am Break

10:00 – 11:00am Split Sessions with Group Discussion

Middle Management (Associates)

Transition Considerations: Upward Mobility, Graduate School, Institutional Positioning

Aimee Huffstetler, Gwynedd Mercy University

Enrollment Management (Deans and Directors)

Partner Relations both Internal and External

Jaqueline Trujillo, Chesnut Hill College, Anne Frehofer, Capture, Rob Franek, Princeton Review

11:00 – 11:15am Break

11:15 – 12:00pm Closing Joint Session

Leadership vs Management

Angelo Araimo, Wagner College, Jim Plunkett, Wagner College, Derek Kindle, University of Wisconsin-Madison, Lisa Keegan, Bucknell University