



**Stephen R. Merritt Enrollment and Middle Management Institute
July 31-August 1, 2024**

Wednesday, July 31

1:00 – 1:45pm

Opening Joint Session

Current Trends in Enrollment Management and Higher Education

Crystal Newby, College Board; Jenny Rickard, Common App;

Jon Boeckenstedt, Oregon State University

Facilitator: Rob Springall, Wittkiewer

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, Lafayette College

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;

Joni Klopp, Millersville University

Facilitator: Aimee Huffstetler, Gwynedd Mercy University



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Thursday, August 1st

- 8:00 – 9:00am** **Morning Coffee Hour Conversation (Optional)**
- 9:00 – 10:00am** **Joint Session**
Strategic Planning: Aligning Vision, Mission, and Values
Debbie Little, Penn State World Campus; Kim Chaffer Schroeder, KAS Consulting, LLC,
Clark Community Foundation Scholars
- 10:00 – 10:15am** **Break**
- 10:15 – 11:00am** **Roundtable Break-Out Discussions – Current State of Affairs**
- Middle Management (Associates)**
Transition Considerations: Upward Mobility, Graduate School, Institutional Positioning
Conversation Facilitator: Aimee Huffstetler, Gwynedd Mercy University
- Enrollment Management (Deans and Directors)**
A Conversation About the Big Picture of Enrollment Management
Conversation Facilitator: Johnnie Johnson, Washington College
- 11:00 – 11:15am** **Break**
- 11:15 – 12:00pm** **Closing Joint Session**
Leadership vs Management
Lisa Keegan, Bucknell University; Jim Plunkett, Wagner College