

# ENROLLMENT MANAGEMENT SYMPOSIUM

Friday, November 14 • 8:30 AM to 4:15 PM • Georgia International Convention Center • Atlanta, GA

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## AGENDA

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**8:30 AM – 9:00 AM**

*North Ballroom Pre-Function Area*

**Registration and Coffee**

**9:00 AM – 9:15 AM**

*Salon 3*

**Welcome**

Houston Davis, Executive Vice Chancellor and Chief Academic Officer  
University System of Georgia

**9:15 AM – 10:00 AM**

*Salon 3*

**University System of Georgia Enrollment Update and Trends**

Angela Bell, Senior Executive Director of Research, Policy, and Analysis  
University System of Georgia

**10:00 AM – 10:45 AM**

*Salon 3*

**Demographics, Projections, and College Readiness**

Mathew Hauer, Applied Demographer, Carl Vinson Institute of Government  
University of Georgia

**10:45 AM – 11:00 AM**

*North Ballroom Pre-Function Area*

**Break**

**11:00 AM – 11:50 AM**

*Italian, Kenyan, German, and  
Spanish Suites*

**Concurrent Breakout Sessions**

(See attached handout for breakout session topics and room locations)

**12:00 PM – 1:00 PM**

*Salons 1 and 2*

**Lunch – University System of Georgia Goals and Enrollment Management Efforts**

Rob Anderson, Vice Chancellor for Educational Access and Success  
University System of Georgia

**1:00 PM – 1:50 PM**

*Italian, Kenyan, German, and  
Spanish Suites*

**Concurrent Breakout Sessions**

(See attached handout for breakout session topics and room locations)

**1:50 PM – 2:00 PM**

**Break**

**2:00 PM – 2:50 PM**

*Italian, Kenyan, German, and  
Spanish Suites*

**Concurrent Breakout Sessions**

(See attached handout for breakout session topics and room locations)

**2:50 PM – 3:00 PM**

**Break**

**3:00 PM – 4:00 PM**

*Salon 3*

**Creating a Culture of Enrollment Management with Collaboration and Data**

Teresa Thompson, Vice President of Student Affairs and Enrollment Management  
Georgia Southern University

**4:00 PM – 4:10 PM**

*Salon 3*

**Thank You and Closing Remarks**

Houston Davis, Executive Vice Chancellor and Chief Academic Officer  
University System of Georgia

# ENROLLMENT MANAGEMENT SYMPOSIUM

CONCURRENT BREAKOUT SESSIONS • 11:00 AM – 11:50 AM

LOCATION	TOPIC AND SPEAKERS
<b>ITALIAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i>	<b>Programs Supporting College Access and Success for Underserved Youth</b> Dawn Cooper, Director of College Readiness University System of Georgia
<b>ITALIAN SUITES 3 and 4</b> <i>Retention/Progression</i>	<b>Proven Strategies for Success: 15 to Finish and Guided Pathways</b> Elizabeth Thornton, Interim Director of Faculty Advisement and Associate Department Chair of English, Clarkston Campus Matthew Robison, Dean of Students, Clarkston Campus Georgia Perimeter College
<b>KENYAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i>	<b>GCollege411: Outreach and Website Development</b> Robyn Crittenden, Executive Vice President and COO, Executive Operations Georgia Student Finance Commission
<b>KENYAN SUITES 3 and 4</b> <i>Retention/Progression</i>	<b>Simplifying Enrollment Services Information for Students</b> Shari Piotrowski Schwartz, University Registrar Elisha Jarrett, Associate Director of the University Advisement Center Georgia State University
<b>GERMAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i>	<b>Go Back. Move Ahead. Adult College Completion Campaign Overview</b> Rosalind Barnes-Fowler, Director of Public Awareness and Outreach University System of Georgia
<b>GERMAN SUITES 3 and 4</b> <i>Retention/Progression</i>	<b>The Murky Middle Project: A New Perspective on Elevating Student Success</b> Ed Venit, Senior Director Education Advisory Board
<b>SPANISH SUITES 1 and 2</b> <i>Enrollment/Outreach</i>	<b>Georgia Efforts to Support Homeless and Foster Youth in Their Pursuit of a Post-Secondary Education</b> David Meyers, Public Service Assistant, Youth and Family Development Lori Tiller, Nonprofit and Youth Leadership Development University of Georgia  Jacqueline Awe, Director, Department of Student Development Savannah State University  Marcy Stidum, CARE Center Coordinator Kennesaw State University

# ENROLLMENT MANAGEMENT SYMPOSIUM

CONCURRENT BREAKOUT SESSIONS • 1:00 PM – 1:50 PM

<p><b>ITALIAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i></p>	<p><b>Future Students, Future Revenues</b> David Attis, Senior Director of Academic Research Education Advisory Board</p>
<p><b>ITALIAN SUITES 3 and 4</b> <i>Retention/Progression</i></p>	<p><b>How Transforming Remediation will Help Institutions Increase Retention, Progression, and Graduation Rates</b> Barbara Brown, Assistant Vice Chancellor for Transitional and General Education University System of Georgia German Vargas, Chair, Department of Mathematics College of Coastal Georgia</p>
<p><b>KENYAN SUITES 1 and 2</b> <i>Retention/Progression</i></p>	<p><b>eCore: Cultivating a Culture of Success</b> Karen Lingrell, Assistant Director of Collaborative Programs Jason Huett, Associate Dean of eCore Julili Fowler, Outbound Student Engagement Manager Brett Miles, Student Success Manager University of West Georgia</p>
<p><b>KENYAN SUITES 3 and 4</b> <i>Enrollment/Outreach</i></p>	<p><b>Serving Our Military and Veteran Students &amp; Campus Best Practices</b> David Snow, Director of Military Affairs University System of Georgia</p>
<p><b>GERMAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i></p>	<p><b>Go Back. Move Ahead. Adult College Completion Campaign Overview</b> Rosalind Barnes-Fowler, Director of Public Awareness and Outreach University System of Georgia</p>
<p><b>GERMAN SUITES 3 and 4</b> <i>Retention/Progression</i></p>	<p><b>The Murky Middle Project: A New Perspective on Elevating Student Success</b> Ed Venit, Senior Director Education Advisory Board</p>
<p><b>SPANISH SUITES 1 and 2</b> <i>Enrollment/Outreach</i></p>	<p><b>Georgia Efforts to Support Homeless and Foster Youth in Their Pursuit of a Post-Secondary Education</b> David Meyers, Public Service Assistant, Youth and Family Development Lori Tiller, Nonprofit and Youth Leadership Development University of Georgia</p> <p>Jacqueline Awe, Director, Department of Student Development Savannah State University</p> <p>Marcy Stidum, CARE Center Coordinator Kennesaw State University</p>
<p><b>SPANISH SUITES 3 and 4</b> <i>Enrollment/Outreach</i></p>	<p><b>Dual Enrollment and Early College Programs at the USG and Georgia Perimeter College</b> Gina Gavin, Director of Early College Programs Kathryn Hall, Program Coordinator, DECA Georgia Perimeter College</p> <p>Dawn Cooper, Director of College Readiness University System of Georgia</p>

# ENROLLMENT MANAGEMENT SYMPOSIUM

CONCURRENT BREAKOUT SESSIONS • 2:00 PM – 2:50 PM

LOCATION	TOPIC AND SPEAKERS
<b>ITALIAN SUITES 1 and 2</b> <i>Enrollment/Outreach</i>	<b>Future Students, Future Revenues</b> David Attis, Senior Director of Academic Research Education Advisory Board
<b>ITALIAN SUITES 3 and 4</b> <i>Retention/Progression</i>	<b>How Transforming Remediation will Help Institutions Increase Retention, Progression, and Graduation Rates</b> Barbara Brown, Assistant Vice Chancellor for Transitional and General Education University System of Georgia German Vargas, Chair, Department of Mathematics College of Coastal Georgia
<b>KENYAN SUITES 1 and 2</b> <i>Retention/Progression</i>	<b>eCore: Cultivating a Culture of Success</b> Karen Lingrell, Assistant Director of Collaborative Programs Jason Huett, Associate Dean of eCore Julili Fowler, Outbound Student Engagement Manager Brett Miles, Student Success Manager University of West Georgia
<b>KENYAN SUITES 3 and 4</b> <i>Enrollment/Outreach</i>	<b>Serving Our Military and Veteran Students &amp; Campus Best Practices</b> David Snow, Director of Military Affairs University System of Georgia
<b>GERMAN SUITES 1 and 2</b> <i>Retention/Progression</i>	<b>Data for Retention, Progression, and Student Support</b> Dustin Worsley, Assistant Director/ Square One: Adult Re-Entry Coordinator Russ Romandini, Director of Financial Aid & Enrollment Information Janice Canedo, Manager, Business Intelligence Columbus State University
<b>GERMAN SUITES 3 and 4</b> <i>Enrollment/Outreach</i>	<b>Adult Learner Friendly Institutions: The New Normal</b> Ashley Layne, Adult College Completion Coordinator University System of Georgia
<b>SPANISH SUITES 1 and 2</b> <i>Retention/Progression</i>	<b>Teaching for the 21st Century: How OER Course Redesigns Impact Affordability and Deeper Learning at UGA</b> Denise Domizi, Coordinator of the Scholarship of Teaching and Learning Chase Hagood, Assistant Director of Faculty Development and Recognition University of Georgia