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Executive Director, Enrollment
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Madeleine Rhyneer

Vice President of Consulting
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Enrollment Management



As higher education continues to navigate an era of unprecedented complexity, today's enrollment leaders are at the intersection of converging forces that bring both significant challenges and tremendous opportunities. With economic pressures, evolving admissions practices, and an increased emphasis on equity and student success, you are stepping into this role at a pivotal moment.

It is with great pleasure that we invite you to join **EAB's 2025 New Enrollment Leaders Intensive**. This program is designed to support your successful transition with data-rich insights, research-informed strategies, and a close-knit community of peers who understand the unique demands of enrollment leadership.

We will kick off with an in-person session at the end of January, followed by four virtual sessions in February.

There is no fee to participate, though we ask that you commit to attending at least three of the five sessions to help preserve the integrity and value of the cohort experience for all.

We look forward to welcoming you in January.

Until then, our very best regards,

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New Enrollment Leaders Intensive 2025

Host: Ian Watt & Madeleine Rhyneer

**Topics may change based upon availability of speakers.*

IN-PERSON SESSION

HOTEL INFORMATION | PARK HYATT DC

1201 24th St NW, Washington, DC 20037

SESSION ONE DAY ONE • Tuesday, January 28, 2025

6:00 p.m. ET | TBD, Washington, DC

6:00 p.m. **Welcome Dinner**

SESSION ONE DAY TWO • Wednesday, January 29, 2025

8:30 a.m. to 1:00 p.m. ET | EAB Headquarters, Washington, DC

8:30 a.m. **Breakfast**

9:00 a.m. **Learning from Seasoned VPEMs: What You Need to Know to Be Successful in Your Role**

Facilitated discussion with 3 tenured enrollment leaders:

- Candace Boeninger from Ohio University
- Edward Lamm from College of Saint Benedict & Saint John's University
- Dr. Joffrey Gaymon from Auburn University

10:00 a.m. **Key Trends in the Enrollment Landscape**

11:00 a.m. **Peer Learning**

Facilitated discussion on best practice and strategy in today's enrollment market

12:00 p.m. **Lunch & Adjournment**

You are also invited to join our upcoming **Enrollment Strategy Summit**. This is a quarterly event designed for all VPEMs, regardless of tenure, and will serve as a great compliment to the intensive.

We will explore several timely topics, including navigating year two of the New FAFSA and leveraging AI for more student-centric recruitment. You can learn more and register [here](#).

VIRTUAL SESSIONS

SESSION TWO • Tuesday, February 4, 2025 • 1:00–3:00 p.m. ET **Pricing and Financial Strategy**

- How to Use Modeling and Analytics to Set Price and Monitor Results
- Making the Case for Net Tuition Revenue and an Investment Approach to Aid
- Explore the Benefits and Drawbacks to New Alternative Pricing Strategies

SESSION THREE • Tuesday, February 11, 2025 • 1:00–3:00 p.m. ET **Evaluating Your Team**

- How Will Organizational Structure and Campus Culture Help or Hinder Your Efforts?
- Are the Right People on the Bus, and is the Bus Headed in the Right Direction?
- Promoting a Culture of Expectations, Responsibility and Accountability

SESSION FOUR • Tuesday, February 18, 2025 • 1:00–3:00 p.m. ET **Managing the Enrollment Budget**

- How to Calculate the ROI of Investments Essential to Recruiting New Students
- How to Make a Case for Additional Investments in Student Recruitment
- Weathering Resistance to Tough Budget Decisions

SESSION FIVE • Tuesday, February 25, 2025 • 1:00–3:00 p.m. ET **Measuring Your Institution's ROI**

- Measuring and Assessing ROI
- Using ROI framework to build your case and measure outcomes

For assistance and questions, please contact
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