



**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: DJ Menifee, Bradley University



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**Thursday, August 1<sup>st</sup>**

- 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  
Facilitator: Becky Bowlby, The College Coaches