



STEPHEN R. MERRITT ENROLLMENT MANAGEMENT INSTITUTE 2018

FACULTY:

Nicola DiFronzo-Heitzer, Director, Enrollment Management, Penn State Brandywine
Michael Konopski, Vice President for Enrollment Management, Lycoming College
Stefanie Niles, President-Elect, National Association for College Admission Counseling
Maureen Mathis, Assistant Provost, Undergraduate Enrollment, Saint Joseph's University
Andre Richburg, Executive Director, Enrollment Management, Northampton Community College
Guest Faculty: Korey Paul, Associate Director of Enrollment Research and Analytics, Dickinson College
Loren Gordon, Director of College Counseling, Central Catholic High School – EMI Coordinator
Erin Latimer, Director, Office of Admission, Carnegie Mellon University – EMI Coordinator

Saturday, June 23, 2018

Zambezi Room, Kalahari Resort & Convention Center

- 1:00pm Registration
- 1:15pm Welcome and Introductions
- 1:30pm History and Fundamentals of Enrollment Management – Stefanie
- 2:45pm Break
- 3:00pm Enrollment Planning and Decision-Making – Andre & Nicola
- 4:30pm Break
- 4:40pm Financial Aid and Its Role in Enrollment Management – Michael
- 6:00pm Break
- 6:30pm Dinner & Discussion – Current Hot Topics and Trends
- 8:30pm Adjourn

Sunday, June 24, 2018

- 9:00am Enrollment Management and Retention – Maureen
- 10:30am Break
- 10:45am EM Research Methods and Modeling – Korey
- 12:00pm Lunch – Discussion – Pursuing Professional Development in EM
- 1:00pm EM Leadership and Action – EMI Faculty
Putting the Pedagogy into Practice at Your Institution
- 2:00pm Closing Thoughts, Reflection, and Adjourn