



ANNUAL CONFERENCE



Agenda

- 8:00 AM Registration & Breakfast
- 9:00 AM Conference Welcome & Business Meeting
- 9:15 AM Concurrent Session Block I
- 10:45 AM Concurrent Session Block II
- 12:00 PM Lunch
- 12:20 PM Keynote Speakers



**FRIDAY, OCTOBER 28, 2022
GALLOPING HILL GOLF COURSE
KENILWORTH, NJ**

**MORE INFORMATION & REGISTRATION AT
WWW.PCSANJ.COM/EVENTS OR CONTACT US AT
NJCONFERENCE@CAREER.ORG OR 571-800-6521.**

DETAILED AGENDA

8:00 AM Registration & Breakfast

9:00 AM Conference Welcome & Business Meeting

9:15 AM Concurrent Session Block I

Admissions Track: Effective Probing = More Starts

Presented by: Nancy Rogers and Daniel Lapan, Source for Training

Description: Information about your school is just a small reason why students enroll. Probing is the big reason. How effectively are you probing on the phone or during the interview? Do you give more information than you gather? What questions are you asking? What questions are you not asking? Why? We've listened to hundreds of calls and interviews, and it is evident that probing is our most significant area of opportunity. Effective probing has the greatest impact on enrollment and retention. We will discuss why and how you can incorporate more probing into your conversations.

Education Track: Beyond Benchmarks - Continue to Adapt to Today's Student

Presented by: David Bayley, EducationDynamics

Description: In this presentation you will learn about the ever-changing behavior of the modern-day student and how to leverage data and technology to ensure lasting success in your enrollment efforts. We will review current search trends, marketing and enrollment benchmarks. You will walk away with actionable insights to improve your results.

10:15 AM Break with Exhibitors

10:45 AM Concurrent Session Block II

Admissions Track: Student Success - Driving Institutional Outcomes

Presented by: Jennifer Bate, Eastwick Colleges; Elizabeth Keifer Herron, Collegiate Admission and Retention Solutions; Will Moya, Berkeley College

Description: Students are the common thread that bind us together. Regardless of the size or type of post-secondary institution, we are all "in it" for the students, and their success is how we evaluate our performance. There are many points in the student lifecycle where your team must deploy proactive and reactive communication strategies to keep students engaged and working toward their goals. This panel will share some strategies, methods and metrics they use to support students from pre-admissions through to graduation, passing licensure exams and employment in the field. Remember that it is five to twenty-five times more cost-effective (and rewarding) to retain an existing student than to recruit a new one!

Education Track: The Transition to Hybrid Learning and Our New Normal

Moderated by: Dan Knoble, Campus Cloud Services

Panelists: Pat DeLucia, American Institute; Dennis Mascali, Lincoln Technical Institute; Rafael Castilla, MD, MBA, Eastwick College

Description: The COVID-19 pandemic affected all sectors of the American workforce, and seemingly changed education delivery overnight. Like many others, our campuses rose to the challenge to transition into virtual and hybrid training methods to accommodate both current and future students. Join us for this session as a panel of experts showcases some of the lessons learned and strategies used to accommodate that transition as well as some key takeaways we are still using on campus today.

11:45 AM Break with Exhibitors

12:00 PM Lunch

12:20 PM Lunch Keynote Speakers

Dr. Jason Altmire, President and CEO, CECU
Assemblywoman Mila M. Jasey (D)

