



New Partner Intensive

Adult Learner Recruitment

Session One

January 24, 2022
1:00 p.m. – 2:30 p.m.
Eastern Time

Recommended attendees include executive sponsors, such as provosts, deans, and VPEDs*

TO REGISTER

Please contact your Strategic Leader or visit:

<https://eab.com/event/alr-2022-roundtable-new-partner-intensive/>

Creating a Strategic Roadmap for Adult Learner Growth

High-Level Strategy Session

1:00 p.m.

Welcome and Opening Remarks

1:10 p.m.

State of the Union

The Future of Graduate and Adult Education

Amy Luitjens and TJ Reid

1:35 p.m.

Peer Breakout Groups

Small Group Networking with Cohort Peers and EAB Experts

1:55 p.m.

Proven Paths to Early Wins

5 Best Practices for a Successful Partnership

Sam Moll and Lori Murphy

2:25 p.m.

Closing Remarks

2:30 p.m.

Adjournment

Session Two

January 25, 2022
1:00 p.m. – 2:30 p.m.
Eastern Time

Recommended attendees include VPEDs and marketing leaders*

TO REGISTER

Please contact your Strategic Leader or visit:

<https://eab.com/event/alr-2022-roundtable-new-partner-intensive/>

Marketing and Recruitment Best Practices to Fuel Enrollment

In-Depth Session on Marketing Tactics

1:00 p.m.

Welcome and Opening Remarks

1:05 p.m.

Maximizing the Value of Partnership

Stakeholders and Processes Integral to Success

Louis Rossi, Ph.D., Dean of the Graduate College and Vice Provost for Graduate and Professional Education, University of Delaware

1:35 p.m.

Peer Breakout Groups

Small Group Networking and Reflections

1:55 p.m.

Leveraging Data Science to Drive Applications

The Marketing Metrics that Matter Most

Lendora Alston and Janek Nikicic

2:25 p.m.

Closing Remarks

2:30 p.m.

Adjournment

*While each day's agenda is tailored to a recommended set of participants, we welcome any interested attendees to join both sessions. Agenda subject to change.