



Webinar Series Registration Form

Recruiting Gen Z Students: How To Leverage Technology & Utilize Performance Measures

Once the live date has passed, these training's will be available on demand.

Part I: Friday, February 2 ~ 1:00-2:00pm (Eastern)

Creating and sustaining competitive advantage is the only way to yield optimal student recruitment results. Both webinars in this two-part series are designed with this in mind—providing you with insights to enhance your institution's competitiveness. In part 1, the webinar will focus on the collective experiences of recruitment professionals nationally as well as the research on what works with today's students along with a profile and related implications for recruiting Generation Z students. Part 1 also will include specific strategies for leveraging various technologies to support recruitment efforts.

Objectives:

- Learn from the experiences of seasoned recruitment professionals
- Gain an understanding of research in the field of student recruitment and the related implications for your recruitment efforts
- Leverage available technologies to support your recruitment initiatives
- See how emerging technologies may change the student recruitment landscape in the future

Part II: Friday, February 9 ~ 1:00-2:00pm (Eastern)

In part 2 of the webinar series, the focus will continue to be on enhancing your institution's competitive position. However, this webinar will describe recruitment strategies that are not technology-related, such as in-person encounters, recruitment events, campus visits, and yield activities. Following the review of strategies, the presenter will describe methods of analyzing performance with a view to continuously improving recruitment initiatives and new student enrollment outcomes.

Objectives:

- Differentiate your recruitment strategies from your competitors
- Maximize your time, effort, and resources to produce the best results
- Learn how to measure the performance of specific recruitment strategies
- Expand, morph, or eliminate strategies on the strength of performance measures



Speaker(s)



The president and CEO of SEM Works, **Dr. Jim Black**, is an internationally recognized expert in enrollment management as well as in change management. He has published a monograph titled, *Navigating Change in the New Millennium: Strategies for Enrollment Leaders*, and four books, *The Strategic Enrollment Management Revolution*, considered to be a groundbreaking publication for the enrollment management profession, *Gen Xers Return to College*, *Essentials of Enrollment Management: Cases in the Field*, and *Strategic Enrollment Intelligence*. Among his other published works are numerous articles and book chapters including a feature article in *College & University*, *Creating Customer Delight*; a chapter, *Creating a Student-Centered Culture*, for a book on best practices in student services published by SCUP and sponsored by IBM; a chapter on enrollment management in a Jossey-Bass book on student academic services; as well as a bimonthly feature in *The Greentree Gazette*.

Dr. Black is the founder of the Community College Enrollment Management and Student Marketing Symposium and the National Conference on Student Retention in Small Colleges as well as cofounder of the National Small College Admissions Conference and the National Small College Enrollment Conference. He formerly served as the director of AACRAO's Strategic Enrollment Management Conference.

Black was honored as the recipient of the 2005 AACRAO Distinguished Service Award and in 2012; he was selected as the Alumnus of the Year for the Higher Education and Student Affairs graduate program at the University of South Carolina. He has been interviewed by publications such as *The Chronicle of Higher Education*, *Converge Magazine*, *The Enrollment Management Report*, *The Lawlor Review*, and was interviewed for AACRAO's *Data Dispenser*. Black also was featured in an international teleconference on enrollment management sponsored by The Center for the Freshman Year Experience at the University of South Carolina, and a PBS broadcast on "Blending High Tech and High Touch Student Services." In 1999, Jim Black was named an IBM Best Practices Partner, one of only twenty-three in the world. He was invited by The College Board to Heidelberg, Germany, to evaluate the APIEL Exam and most recently was invited to lead conferences on enrollment management and student services in the United Kingdom and the Netherlands.

Dr. Black has served on the boards of several technology companies and has consulted with companies such as Microsoft, Blackboard, and the SAS Institute. Higher education consulting clients have included over 400 two-year, four-year, public, and private institutions.

Jim earned a B.A. in English education and M.A. in higher education administration from the University of South Carolina, as well as a Ph.D. in higher education curriculum and teaching from The University of North Carolina at Greensboro. His doctoral experience provides our clients with unique perspectives into innovative pedagogical, curricular, and program opportunities that impact enrollment outcomes. Leveraging his educational background along with his many years as an associate provost, dean, and faculty member in a higher education environment, Dr. Black will provide your institution with strategic insights that are grounded in theory and are actionable.

Newsletter



Registration Information

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

Payment Method *Registration Fee: \$645.00*

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one) Credit Card Check Purchase Order (if applicable) P.O.#: _____
 (If you select PO as your payment method, a PO number is required.)

Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		



Login Directions

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

Site Connections

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

Recording Information

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

Recording Benefits:

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

Technical Details

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

What equipment is required?

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

Cancellation Policy

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

Satisfaction Guaranteed

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email support@ieinfo.org or call 303.955.0415.