

# Recruiting to Support Your Mission

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*Tuesday, February 14*

**9 a.m.      Session 1 — Finding Mission Fit Students**

**Part 1: Mission and Recruitment**

Participant presentation: School case—changing markets and challenges

**Break**

*A missional approach to recruiting*

**Part 2: Understanding Potential Students**

**11:30      Lunch**

**12:30      Session 2 — The Enrollment Funnel**

**Part 1: The Enrollment Funnel Explored**

Participant presentation: School case—Marketing and enrollment together

All: How are roles and responsibilities divided at your school?

**Break**

*One school's approach to structuring a team*

**Part 2: Stages and Messages in Enrollment**

**3 p.m.      Adjourn**

*Evening available for networking.*



## ***Wednesday, February 15***

### **9 a.m. Session 3 — Retention**

#### **Part 1: Recruiting to Retain**

Participant presentation: School case—challenges of retention

All: Your school's experience with retention

#### **Break**

*Offerings and retention—One school's experience*

#### **Part 2: Strategies and Impact of Retention**

### **11:30 Lunch**

### **12:30 Session 4 — Putting it All Together**

#### **Part 1: Research and Decision-Making**

Participant presentation: What don't we know? How are we studying our families?

#### **Break**

*One school's approach to using research*

#### **Part 2: Delivering on our Promise and Recruitment**

### **3 p.m. Adjourn**

*Depart or evening available for networking.*