Collaborative Conference Agenda

8:15 a.m. - 9:00 a.m.  Registration, Networking Breakfast & Vendor Fair // Event Forum

9:00 a.m. - 9:10 a.m.  Welcome // Event Forum
C. Todd Jones, President and General Counsel I AICUO
Michael McGreevey, Vice President for Institutional Advancement | Otterbein University

9:10 a.m. - 10:15 a.m.  Presidential Panel Discussion // Event Forum
Dr. Melanie Corn, President I Columbus College of Art and Design
Dr. Todd Ambrosia, President | Mount Carmel College of Nursing
Dr. Tim Collins, President | Walsh University
Moderator: Melissa Raymond, Association Relationship Manager I Constellation

10:25 a.m. - 11:15 a.m.  Session 1
- Best Practices in Faculty and Staff Compensation Studies (1 CPE Credit Available) - FORVIS // Rm. 164
- From Noise to ROI: Unleashing the Power of Performance Streaming TV (CTV) in Higher Ed Enrollment and Marketing- AmbioEdu // Rm. 165
- Micro-Surveys: A Strengths-Based Tool to Impact Retention (CE Credit Pending) - University of Findlay // Rm. 140
- Leveraging Sports & Recreation To Drive Revenue & Enrollment - McCullers Group // Rm. 139

11:25 a.m. - 12:15 p.m.  Session 2
- Navigating Rough Waters in Higher Education (1 CPE Credit Available) - Bricker Graydon // Rm. 164
- Fast-Track Innovation Fund: Shaping Otterbein's Community Growth - Otterbein University // Rm. 165
- Managing Campus Emergencies (CE Credit Pending) - Steptoe & Johnson // Rm. 140
- Creating Career-Ready Students: A New Model for Student Success - Kaplan // Rm. 139

12:15 p.m. - 1:30 p.m.  Networking Lunch & Vendor Fair // Event Forum

1:40 p.m. - 2:30 p.m.  Session 3
- Financing Infrastructure for Sustainable Energy Savings (1 CPE Credit Available) - Constellation // Rm. 164
- Innovative Strategies for Enrollment Success Panel Discussion - Defiance College, University of Findlay, Tiffin University, Liaison // Rm. 165
- A Holistic Approach to Well-Being (CE Credit Pending) - The Christ College of Nursing and Health Sciences // Rm. 140
- Partnering with a For-Profit Company to Address Program Shortages - Ursuline College // Rm. 139

2:40 p.m. - 3:30 p.m.  Closing Session // Event Forum
Impacting Financial Success Through Proven AI Strategies (1 CPE Credit Available) - Liaison, Ashland University

Track Session Legend:
- Business & Finance
- Admissions & Enrollment
- Student Support & Retention
- Strategic Partnerships & Collaborations
Session Descriptions

Session 1

- **Best Practices in Faculty and Staff Compensation Studies** *(CPE Credit Available)*
  Rachel Pauletti, Director | FORVIS

  This session will explore best practices in conducting faculty and staff compensation studies. Following a brief review of recent trends in higher education employee recruiting and retention, the focus will shift to successful tactics for completing a compensation study. Special attention will be given to stakeholder involvement and communication, types of data sources to explore, and examples of standard compensation models at private nonprofit institutions. Learning objectives will be to describe trends in higher education workforce development and retention, identify data sources to use in a compensation study, and distinguish between two different approaches to conducting the study.

- **From Noise to ROI: Unleashing the Power of Performance Streaming TV (CTV) in Higher Ed Enrollment and Marketing**
  Jennifer Lonchar, Co-Founder | AmbioEdu

  In the rapidly evolving landscape of higher education marketing, staying ahead of the curve is essential for success. Amidst the saturation of digital channels, there's one untapped frontier that promises to revolutionize enrollment and marketing strategies: Performance Streaming TV (CTV). This session will unveil the transformative power of CTV and its role as a secret weapon for enrollment and marketing success in higher education. In this dynamic presentation, we'll dive deep into the realm of Performance CTV, exploring how it transcends traditional advertising mediums to offer unparalleled targeting, engagement, and measurement capabilities. Unlike conventional TV campaigns, which often operate in the dark with minimal insights into effectiveness, Performance CTV provides a groundbreaking opportunity to target with the precision of digital, and measure ROI and enrollment attribution for the first time ever.

- **Micro-Surveys: A Strengths-Based Tool to Impact Retention** *(CE Credit Pending)*
  Kristen Renee Lindsay, Director of Institutional Research & Assessment | University of Findlay
  Liz Sabel, Associate Vice President for Student Success | University of Findlay

  As professionals dedicated to improving student success, we endeavor to better understand retention by building a more accurate, authentic picture of the student experience. Instead of focusing on the negative (why students leave), we want to dig into the positive (what keeps first year students engaged and satisfied through program completion). However, we can't sit down with each student to explore their personal level of satisfaction, and we cannot send out weekly surveys asking them to describe their experience in detail. Thus, our micro-survey concept was born. Although brief, these targeted pulse surveys pack a serious data-rich punch. The presentation will provide an overview of survey development, targeted timing, and question selection. Several examples of data use will also be shared.

- **Leveraging Sports & Recreation To Drive Revenue & Enrollment**
  Mark McCullers, President | McCullers Group

  Several recent studies show that quality of life is one of the most important factors to students when it comes to choosing a college or university to attend. Among the quality-of-life factors most frequently cited are athletics and extracurriculars, which more than half of students say are appealing or important. That means that having appealing recreational and athletic facilities and engaging experiences are essential to revenue and enrollment. In his presentation, Mark McCullers will discuss these trends and how to leverage your sports and recreational real estate assets to better attract and engage your campus community while also driving revenue.
Session 2

**Navigating Rough Waters in Higher Education (CPE Credit Available)**
Joshua Nolan, Partner & Higher Ed Co-Chair | Bricker Graydon

As more Ohio-based colleges and universities are faced with financial challenges and contemplate closure, there are a number of considerations regarding the board's fiduciary responsibilities, accreditation issues, developing collaborative budgeting practices, and drafting effective communications. This session will provide an overview of this process and some practical examples to illustrate the need for effective collaboration.

**Fast Track Innovation Fund Lets Community Shape Otterbein's Growth**
Otterbein University

Join this session exploring Otterbein University's innovative approach to growth and revenue generation through the Fast Track Innovation Fund initiative. Discover how the university is harnessing the collective wisdom of its community to drive change and investment, with $1 million approved by the Board of Trustees. Learn how seven selected projects are already making an impact on campus, and delve into the process that led to their selection. Explore how this initiative is not only shaping the university's future but also fostering a culture of inclusion and collaboration.

**Managing Campus Emergencies (CE Credit Pending)**
Jim Newberry, Member | Steptoe & Johnson
Susan Deniker, Member | Steptoe & Johnson

Join Steptoe & Johnson for a discussion of managing life-threatening campus emergencies in situations where minutes matter. They will focus on how to effectively prepare for and manage the most serious emergencies that threaten the lives of students and staff and which can arise at any hour of the day or night. We will address the critical steps that must be taken rapidly and efficiently, especially in the first two hours following the incident. The session will also identify a list of legal, public relations, and operational issues to consider as events unfold. This session is vitally important to Presidents, Deans of Students, Chief Financial Officers, Campus Security Directors or Campus Police Chiefs, campus communication officials, campus chaplains, campus counselors, local emergency management officials, and local law enforcement agencies serving college campuses.

**Creating Career-Ready Students: A New Model for Student Success**
Kim Canning, Vice President of University Partnerships | Kaplan
Melanie Murphy, Director, Career Exploration and Campus Engagement | Denison University

Defining student success includes achievement in the classroom along with a fulfilling college experience that equips students to reach their career aspirations. For many students, realizing their career goals requires steps beyond earning their degree. Students wanting to be a doctor, lawyer, or business leader may need to matriculate to graduate school and score higher on admissions tests like the MCAT®, GMAT®, or LSAT® to get into their preferred college and/or earn scholarships. Students going into careers in nursing, engineering, or education are required to pass licensure exams like the NCLEX®, FE, or Praxis® to begin practicing in their field. All of these career outcomes lead back to test prep helping set students up for success. This session will highlight a new strategy, Kaplan's All Access License, which enables institutions to broaden access to educational tools, creating pathways to help students along their career journey, while dramatically reducing costs.
Session Descriptions

Session 3

Financing Infrastructure for Sustainable Energy Savings *(CPE Credit Available)*
Tim Kane, Principal Technical Sales Manager | Constellation
Tom Bugg, Senior Business Development Manager | Constellation
Nick Wallace, Director | FORVIS
Lauren Denton, Director | FORVIS

Colleges and Universities recognize the critical role that sustainable infrastructure plays in enhancing operational efficiency and reducing environmental impact for educational institutions. However, navigating the financial landscape and associated risks of deferred equipment and energy savings can be challenging. This panel discussion brings together experts from the Energy Service, finance, and tax sectors to provide insights and strategies for effectively financing infrastructure upgrades while mitigating risks.

Enrollment Best Practices Panel Discussion
Jeremy Taylor, Vice President of Enrollment Management | Defiance College
Anne Kenworthy, Vice President for Enrollment Marketing, & Strategic Initiatives | University of Findlay
Pete Holbrook, Provost & Chief Operating Officer | Tiffin University
Moderator: Kelsi Harris, AVP, Enrollment Management Solutions | Liaison

Join us for a dynamic discussion panel featuring experts from diverse backgrounds in higher education as they share insights and strategies on enrollment best practices. From attracting prospective students to optimizing retention, this panel will delve into the key challenges and opportunities facing colleges and universities today.

A Holistic Approach to Well-Being *(CE Credit Pending)*
Meghan Hollowell, Dean of Student Affairs | The Christ College of Nursing and Health Sciences
Evangelina Figueroa, Director of Student Success | The Christ College of Nursing and Health Sciences

Join The Christ College to learn about one institution's approach to crafting and implementing a holistic framework for campus-wide mental well-being. This presentation will delve into the institution's strategic initiatives, including mandatory training programs for faculty and staff, as well as peer support platforms tailored for students. Baseline data and institutional goals will be shared, offering a roadmap for building a culture of mental well-being on college campuses.

Partnering With a For-Profit Company to Address Program Shortages
Kathryn M. LaFontana, Provost and Vice President for Academic Affairs | Ursuline College

Ursuline College is partnering with Somnia Nurse Anesthesia Program (or SNAP, a privately owned nurse anesthesia educational company) to offer a Certified Registered Nurse Anesthetist (CRNA) Doctor of Nursing Practice degree program. There is a severe shortage of CRNAs nationwide, yet preparatory programs are prohibitively expensive for higher education institutions to launch and maintain. Private corporations, while they may have the financial resources to launch such a program, face challenges due to the ever-tightening rules from the U.S. Department of Education regarding third-party servicers. Launching this first-of-its-kind partnership has required navigation through multiple rules and regulations associated with various accreditors, and the establishment of a legal operating agreement between two very different entities. They will describe both the rewards and challenges of this venture and the lessons learned along the way.
Closing Session

**Impacting Financial Success Through Proven AI Strategies (CPE Credit Available)**
Clay Bond, RVP, Enrollment Solutions | Liaison
Marc Pasteris, Chief Financial Officer | Ashland University

The transformative potential of AI is assisting financial leaders address some of the biggest challenges in higher education today. Focusing on key priorities, such as enrollment growth, student retention, financial aid distribution, and net tuition revenue, this session explores how Ashland University is using AI successfully. Discussion will focus on how predictive analytics and machine learning can forecast enrollment trends, identify at-risk students, and optimize financial aid allocation. By harnessing the power of AI, leaders can make data-informed decisions, enhance operational efficiency, and ultimately achieve their financial goals while fostering student success and institutional growth.