

GACRAO Georgia Strategic Enrollment Management (Georgia SEM) Preconference Workshop Saturday, October 27, and Sunday, October 28, 2018 Desoto Hotel, Savannah, Georgia				
		GISEM EM Certification Track	GEM Track	
Saturday, October 27	11:30am- 12:30pm	Check-in and Registration: ALL GISEM & GEM Participants		
	12:30pm- 12:45pm	Welcome & Introductions: ALL GISEM & GEM Participants		
	12:45pm- 1:45pm	Opening Session: ALL GISEM & GEM Participants "Building a Student-Centered University through Data and Analytics" Speaker: Dr. Timothy Renick, Georgia State University		
	2:00pm- 3:00pm	GISEM Participants		GEM Participants
		GISEM Newcomers: Mr. Clint Hobbs, Wesleyan College	2 nd Year GISEM Participant Roundtable Discussion: Mr. Kelly Vickers, Toccoa Falls College	"The Evolution of Data Science as an Academic Discipline: How Universities are Rethinking Interdisciplinary Education" Speaker: Dr. Jennifer Priestley, Kennesaw State University
3:30pm- 5:00pm	Tailgate Party and Networking: ALL GISEM & GEM Participants			

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7:30am-8:00am	Check-in and Registration	
8:00am-9:15am	Sponsored Breakfast: ALL GISEM & GEM Participants “Brand Evolution or Big Bang? When to Extend or Restart Your Institutional Brand” Speakers: Mr. Randy Burge, Stamats and Dr. John Lester, Columbus State University	
	GISEM Participants	GEM Participants
9:30am-10:30am	“AACRAO’s Core Competencies for Registrars, Admissions Officers, and Enrollment Managers” Speaker: Mike Reilly, AACRAO	“Trends Across the Enrollment and Financial Aid Landscape” Speaker: Tom Williams, Williams & Company
10:45am-11:45am	“Effective Communications for Today’s Students: Attracting and Keeping Right Fit Students” Mr. Todd Abbott, Ruffalo Noel Levitz	“AACRAO’s Enrollment Manager’s Career Pathways Survey: Implications for the Profession” Speaker: Mike Reilly, AACRAO
Noon-1:15pm	Sponsored Luncheon: ALL GISEM & GEM Participants “From Database to Data Action - How to Achieve Enrollment Success with Data Transformation” Speaker: Scott Verzyl, University of South Carolina	
1:30pm-2:30pm	“Repairing Your Processing Potholes: Drive to Enrollment Success” Speaker: Ms. Jennifer Stenander, Middle Georgia State University	“Engagement Metrics for Retention” Speaker: Ingrid Hayes, Spelman
2:45pm-3:45pm	Enrollment Management Career Paths in Public and Private Institutions: A Panel Discussion Panelists: Selected Enrollment Managers from Private, USG, and TCSG Institutions	“Enrollment Metrics: Are You Tracking the Right Stuff?” Speaker: Mr. Todd Abbott, Ruffalo Noel Levitz
End of Pre-Conference Georgia SEM Workshops		