



Summer Institute on College Admission & School Relations

Preliminary Program Schedule

(Subject to Change)

Monday, July 31, 2017

12:00 – 2:00 pm	Registration / Light Lunch
12:00 – 3:30 pm	Faculty-Student One on One
4:00 – 4:15 pm	Welcome
4:15 – 5:15 pm	Keynote Address
5:30 – 6:30 pm	Dinner with Small Group
6:30 – 8:30 pm	Dessert Reception/Getting to Know You

Tuesday, August 1, 2017

7:30 – 8:15 am	Breakfast
8:15 – 8:30 am	Housekeeping
8:30 – 9:45 am	Admissions in the 21 st Century
9:45 – 10:00 am	Break
10:00 – 11:15 am	Diversity Matters – Inclusive Admission Practices
11:15 – 12:30 pm	Marketing, Recruitment and Outreach
12:30 – 1:45 pm	Lunch
1:45 – 2:20 pm	Territory Management/Case Studies Introduction
2:20 – 2:30 pm	Break
2:30 – 3:45 pm	Principles of Good Practices & Ethical Dilemmas
3:45 – 4:00 pm	Break
4:00 – 5:00 pm	Small Groups
6:00 – 7:00 pm	Dinner

7:00 – 9:00 pm Evening with the Faculty

Wednesday, August 2, 2017

7:30 – 8:30 am Breakfast

8:30 – 8:45 am Housekeeping

8:45 – 10:00 am What the High School Expects

10:00 – 10:15 am Break

10:15 – 11:45 am What Admissions Officers Need to Know About Financial Aid

11:45 – 12:15 pm Small Groups

12:15 – 1:15 pm Lunch

1:15 – 2:30 pm Effective Oral Communication Skills

2:30 – 2:45 pm Break

2:45 – 3:45 pm Breakouts (Choose one):

1. Time Management
2. Travel Tips 101
3. Enrollment Management Basics
4. Dealing with Difficult People and Difficult Situations

4:00 – 5:00 pm Breakouts (Choose one):

1. Being Successful in Your Job
2. How to Stay at the Top of Your Game... Staying Healthy, Working Hard and Having Fun
3. Navigating the Politics of Your Campus Community
4. Working with non-traditional students

5:00 – 6:00 pm Territory Management Planning

6:00 – 7:00 pm BBQ

Thursday, August 3, 2017

7:30 – 8:30 am	Breakfast
8:30 – 8:45 am	Housekeeping
9:00 – 11:30 am	Oral Presentations (business casual attire)
11:30 – 12:00 pm	Small Groups
12:00 – 1:15 pm	Lunch
1:15 – 2:15 pm	Use of Standardized Testing
2:15 – 2:30 pm	Break
2:30 – 3:15 pm	Effective Written Communication Skills
3:15 – 3:30 pm	Break
3:30 – 5:00 pm	Selecting Students for Your Institution (Case Studies)
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5:00 – 6:00 pm	Territory Management Planning
6:00 – 7:00 pm	Dinner

Friday, August 4, 2017

7:00 – 8:00 am	Check Out
8:00 – 8:30 am	Breakfast
8:30 – 10:30 am	Group Presentations on Territory Management Plan
10:30 – 10:45 am	Break
10:45 – 11:30 am	Why We Do What We Do
11:30 – 12:30 pm	Commencement
12:30 pm	Closing and Box Lunches