



# 3rd Annual Summit Agenda

December 8, 2021

Time (EST)	Option 1	Option 2	Option 3
9:00 am	Welcome to The Summit!		
9:30 am	<p>Case Study - Design and Promote a Virtual Orientation Experience Families Will Love + Training on the Virtual Orientation Hub</p> <p><i>Presented by Deanne DeCrescenzo, Director for Orientation, New Student &amp; Family Programs, Temple University</i></p>	<p>Case Study - Drive Memberships for Your Parent Association + Demo of the Membership Module</p> <p><i>Presented by Nassim Nozartash, Interim Associate Director of New Student &amp; Family Services, UNC Charlotte</i></p>	Networking lounges open
10:15 am	Roundtables (by institution type/size/region)		
11:00 am	<p>Case Study - Engage Parents Sooner to Increase Student Yield</p> <p><i>Presented by Jane Groseclose, Enrollment Management Communications Manager, University of Alaska, Fairbanks</i></p>	<p>Case Study - Build a Comprehensive Family Program Across Campus</p> <p><i>Presented by Jen Smith, Coordinator for Parent Relations and Involvement, Duquesne University</i></p>	West Coast Welcome
11:30 am	Keynote: Fireside Chat with Admissions Expert Brennan Barnard		
12:00	Lunch Break		
1:00 pm	Keynote: Trends in Family Involvement & Parent Engagement with Dave Becker, CampusESP		
1:30 pm	<p>Case Study - Manage Events with E-com and Registration Capabilities + Training on Events with Registration</p> <p><i>Presented by Sharon Brownlow, Director, Parent and Family Programs, Kennesaw State University</i></p>	<p>Case Study - Affinity Groups: Connecting (with) Families + Training on how to create a personalized experience with forms and communities</p> <p><i>Presented by Kim Sterritt, Director, and Alison Beasley, Coordinator, Parent &amp; Family Programs, The University of Alabama</i></p>	Networking lounges open

2:15 pm	Demo - CampusESP for FERPA Management	Demo - CampusESP for Student Enrollment	Case Study - Building Communities with CampusESP Events  <i>Presented by Kellyn Johnson, Director, Family Programs, and Alexa Kirkpatrick, Coordinator, Family Programs, Arizona State University</i>
2:45 pm	Case Study - Creating Click-worthy Content by Leveraging Campus Partners  <i>Presented by Nathan Cheesman, Associate Director of Admissions, Orientation &amp; Aggie Experience, and Elizabeth Vigil, Family Outreach Specialist, New Mexico State University</i>	Case Study - How Multi-campus Institutions Can Collaborate on a Parent Communication Plan  <i>Presented by Bridget Riordan, Assistant VP, Alumni Relations, Parent &amp; Family Programs, Emory University</i>	Case Study - What it was like for an Admissions team to implement CampusESP  <i>Presented by Melody Ferguson, Associate Dean of Admission, and Hillary Powell, Director of Recruitment, Pacific Lutheran University</i>
3:15 pm	Keynote: The Changing Landscape of Higher Education: How to Establish Partnerships with Families to Ensure the Holistic Development of Today's College Student with Subir Sahu, Senior Vice President for Student Success, Drexel University		
4:00 pm	Roundtables (by department/office)		
4:30 pm	Keynote: First Look at the CampusESP Product Roadmap for 2022		
5:15 pm	Summit Wrap-up & Takeaways		
5:30 pm	Happy Hour & Virtual Networking		