



# PROGRAM-AT-A-GLANCE

We've upgraded your conference experience! This year, we're excited to bring you a new mobile app and online view of our programming that will let you reserve your seat in the breakout sessions you want to attend. Your personalized schedule syncs automatically, so you can view or modify it from anywhere before and during the conference.

Session selection and the final schedule will open with the launch of our new conference app in May. In the meantime, you can view the latest version of the agenda (which is still subject to change) below.

## THURSDAY, JUNE 27

8:00-9:00 AM ● Breakfast and Registration

9:00-9:45 AM ● Opening Keynote

### BREAKOUT SESSIONS: BLOCK 1

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

10:15-11:00 AM ● CAS/WebAdMIT Roadmap

● Managing Your Applicant Pool Using WebAdMIT's Core Features*	Reggie Ross, Liaison
● APTA and HOSA – Partnering to Increase the Applicant Pipeline	Ryan Bannister, APTA Karen Batchelor, HOSA
● Thought Leadership Session	
● Get to Know ALL of your Applicants	Adam Kenney, Liaison Mike Russo, Liaison
● How Data Drives BusinessCAS, GradCAS, EngineeringCAS	Judy Chappellear, Liaison
● An Introduction to Time2Track	Maggie Wilkerson, Time2Track, Liaison Rachel Sawyer, Liaison
● Case Study - Enrollment Success	
● HigherYield™ by ETS & Liaison	
● EMP Workflow Management - Knowledge Session	

## THURSDAY, JUNE 27 (continued)

## BREAKOUT SESSIONS: BLOCK 2

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

11:30-12:15 PM	● Technology Roadmap – The Future of Liaison's Marketing Services	
	● Living the Applicant Experience*	Katie Wedgewood, Liaison Stephen Naso, Liaison
	● Does it Make the Boat Go Faster	Tony Wynne, AAVMC
	● How I Maximized My Admission Process Using WebAdMIT	Lori Stout, Purdue University College of Veterinary Medicine
	● Introducing the CAS API: A New Real-Time Data Integration Product for Schools and Associations	Jimmy Henson, Liaison
	● Re-Engineering Your Admissions: Creating Efficiencies, Leaving Paper Behind, Gaining Applicants	Ron Hyman, Liaison David Poole, University of Miami Craig Downing, Rose-Hulman Institute of Technology Rhode Island
	● Measuring Your Program's Impact on Underserved Populations in the Community with Time2Track	Dr. Sonia Suri, William James College

12:15-1:15 PM ● Lunch

## BREAKOUT SESSIONS: BLOCK 3

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

1:15-2:00 PM	● Tools for Integrating CAS Data with your Campus Processes – A High Level Discussion	Mike Margitich, Liaison Jimmy Henson, Liaison
	● Application Processing: Behind the Scenes Services*	Katie Wedgewood, Liaison Stephen Naso, Liaison
	● Cultivating a CAS Culture on Campus	Jordan Wiehebrink, Bellarmine University Beth Ennis, Bellarmine University
	● Enrollment Challenges Our Nation Faces and How We'll Overcome Them	Brett DiMarzo, Simmons College Robert Ruiz, Liaison
	● What is SlideRoom? And Why Should We Use It?	Nicole Hunt, SlideRoom, Liaison Ron Hyman, Liaison
	● Sharing Best Practices for Onboarding	Ujjaini Sahasrabudhe, Liaison Kelly Holmes, Marist College Alycia Mosley Austin, University of Rhode Island
	● Time2Track Roadmap	Maggie Wilkerson, Time2Track, Liaison
	● Panel Session - Using Your Financial Aid Award to Increase Yield	
	● Integrated Marketing from First Interest to First Day	
	● EMP Data - Knowledge Session	

## THURSDAY, JUNE 27 (continued)

## BREAKOUT SESSIONS: BLOCK 4

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

2:30-3:15 PM	<span style="color: green;">●</span> <b>The Power of Simplicity: Admissions Doesn't Have to be Hard</b>	Adam Kenney, Liaison Jimmy Henson, Liaison
	<span style="color: lightgreen;">●</span> <b>Set Up Your Reviewers and Interviewers for WebAdMIT Success*</b>	Jennifer Raab, Liaison
	<span style="color: orange;">●</span> <b>The Use of Multiple Mini Interviews (MMI) in the Admissions Interview</b>	Rick Edwards, East Carolina University
	<span style="color: orange;">●</span> <b>Building The Equity Boxes</b>	Tony Wynne, AAVMC
	<span style="color: yellow;">●</span> <b>Understanding the CAS Rollover Process</b>	Danielle DiSilvestro, Liaison Stephanie Wurth, PAEA
	<span style="color: blue;">●</span> <b>Admissions Rankings: What Can We Learn from Schools of Business</b>	Toby McChesney, Santa Clara University
	<span style="color: lightblue;">●</span> <b>Predictive Modeling</b>	
	<span style="color: lightblue;">●</span> <b>Panel Session - Unique Marketing Stories</b>	
<span style="color: lightblue;">●</span> <b>EMP Groups - Knowledge Session</b>		

## BREAKOUT SESSIONS: BLOCK 5

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

3:45-4:30 PM	<span style="color: green;">●</span> <b>Introducing Analytics by Liaison: Novel Dashboards and Visualizations to Help Schools Spot Trends and Shape Their Class</b>	Jimmy Henson, Liaison
	<span style="color: lightgreen;">●</span> <b>Using WebAdMIT to Correspond with Applicants*</b>	Jennifer Raab, Liaison
	<span style="color: lightgreen;">●</span> <b>Making the Most of the 4th Quadrant</b>	Mike Margitich, Liaison Ujjaini Sahasrabudhe, Liaison
	<span style="color: orange;">●</span> <b>Breaking Down Bias in Admission</b>	Molly McCracken, Kira Talent
	<span style="color: orange;">●</span> <b>Excellence and the Public Good: Questions the Rising Generation Will Ask About Colleges</b>	Maggie Grove, Campus Compact Dr. Andrew Seligsohn, Campus Compact
	<span style="color: yellow;">●</span> <b>Using Personas to Inform ADEA's Applicant Recruitment Strategy</b>	Carolyn Booker, ADEA
	<span style="color: purple;">●</span> <b>Time2Track Basic Training*</b>	Sara Kirby, Time2Track, Liaison Renee Miles, Time2Track, Liaison
	<span style="color: lightblue;">●</span> <b>CampusCapture - The Future of Video in Enrollment Marketing</b>	
	<span style="color: lightblue;">●</span> <b>The 2019 Inquiry Response Project and What it Means For Your Communication Strategy</b>	
	<span style="color: lightblue;">●</span> <b>EMP Events - Knowledge Session</b>	

5:30-7:00 PM

● **Reception**

# FRIDAY, JUNE 28

8:00-9:00 AM ● Breakfast

## BREAKOUT SESSIONS: BLOCK 1

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

9:00-9:45 AM

### Product AMA

Adam Kenney, Maggie Wilkerson, Mike Margitich, Scott Mallen and Ted Wehner

● Wrapping Up Your Cycle\*

Katie Wedgewood, Liaison

● Using WebAdMIT to Facilitate Holistic Review

Kerry Mandulak, Pacific University  
Megan Woods, CAPSCD  
Jennifer Taylor, University of Memphis

● Are you “Walking the Walk” of Holistic Admissions?

Nicole Hunt, SlideRoom, Liaison  
Casey Caronna, Saint Martin's University

● Thought Leadership Session

● Increasing ROI on Virtual Events: A Workshop

Emily Rhinberger, ADEA  
Jayme Bograd, AACOM  
Tracie Seward, ASPPH

● Time2Track Advanced Training\*

Sara Kirby, Time2Track, Liaison  
Renee Miles, Time2Track, Liaison

● The Future of Omnichannel Marketing

● EMP Introduction to Content Management - Knowledge Session

● EMP Outreach - Knowledge Session

## FRIDAY, JUNE 28 (continued)

### BREAKOUT SESSIONS: BLOCK 2

*\*Liaison Academy provides Continuing Education Units (CEUs) to participants in this session.*

10:15-11:00 AM	● <b>Winning with Automated Marketing</b>	Matt Baker, Liaison Joshua Monica, Liaison
	● <b>Best Practices for Configuring Your Programs in WebAdMIT*</b>	Reggie Ross, Liaison Stephen Naso, Liaison
	● <b>Identifying Candidates in WebAdMIT: Using the Scoring Feature to Segment Your Applicant Pool</b>	Emil Chuck, Case Western Reserve University
	● <b>Integrating Applicant Data to your ERP/SIS and CRM Solution: User Experiences</b>	Greg Martin, Liaison
	● <b>Using Data from LinkedIn to Develop Marketing Strategies</b>	Jonathan Coffman, Lake Erie College of Osteopathic Medicine
	● <b>Future Planning of Association Track at the Liaison User Conference</b>	
	● <b>Campus Compact</b>	
	● <b>Effective Outreach with EMP - Digital &amp; Print</b>	
	● <b>Enrollment Peer-to-Peer Consulting</b>	
● <b>EMP Advanced Content Management - Knowledge Session</b>		
11:30-12:15 PM	● <b>Panel</b>	
12:15-1:15 PM	● <b>Lunch</b>	
1:15-2:00 PM	● <b>Closing Keynote</b>	