

1:00-1:30pm	Keynote Address - Dr. Alicia B. Harvey-Smith (Star of Texas Ballroom I)
1:40-2:15pm	Best Practice Sharing Session 1
Data & Technology (Flag Room I & II)	Connecting with Students One Precise Nudge at a Time - A brief presentation on how to design and implement data-inspired student outreach efforts: Have you heard about Civitas? Have you wondered what it is? Do you want to know more about how to use predictive data to inform recruitment and retention strategies? This session will introduce Civitas and provide insight into the ways two LSC campuses are using different ways to affect retention and enrollment. Presenters: Derrick Manns, Juan Lebron, Kevin Hodge, Sr., & Ernesto Valenzuela
Faculty (Texas Rm I & II)	Student Collaboration = Marketing Win: Collaborated with our video production classes to create 30-second videos promoting early registration. Students wrote the script, identified the cast, recorded and edited clips. Presenters: Ashlie Resendez & Michelle Tran
Student Services (Star of Texas Ballroom II)	Retention Strategy for Non-Enrolled Students on Academic Probation and Suspension: Learn how to strategically maintain contact with non-enrolled students on Academic Probation and Suspension by utilizing internal data, surveys, and AIR enrollment reports to increase enrollment. See a preview of our Fast Track Enrollment Days to increase early registration. Presenters: Mylea Johnson & Monique Wiltz
2:25-3:00pm	Best Practice Sharing Session 2
Data & Technology (Flag Room I & II)	Targeting Almost Graduation Ready Students to Increase Enrollment & Graduation Rates: In this session, you will learn how to use an existing AIR query and intrusive advising to implement precise enrollment campaigns towards students who are within a certain number of credit hours from completing their active program. Presenters: Ramon Saavedra, Alisha Lyon, & Valerie Sinha
Faculty (Texas Rm I & II)	SEM Chat: Why cross-functional collaboration is key? This presentation will illustrate the importance of collaboration in the role of SEM. Through a conversational approach, we will highlight some of the unique SEM initiatives we have undertaken, as well as discuss specific strategies for integrating faculty into SEM work. Presenters: Kirk Bennett & Cami Keitel
Student Services (Star of Texas Ballroom II)	CAT5 Preview Day: Strategies for Planning a Large Recruitment Event: Presenters will deep dive into Student Outreach and Recruitment's (SOAR) signature high school event, called CAT5 Preview Day. The session will include planning details of idea to implementation, fresh new strategies for recruitment, and successful cross-campus collaborations. Presenters: Pat Lindsay Catalla, Brenda Duran, & Cathleen Tyson-Ferrol
3:00-3:15pm	Snack Break (Community Building Outside of Star of Texas Ballroom)
3:15-3:50pm	Best Practice Sharing Session 3
Data & Technology (Flag Room I & II)	Where's the Data? AIR's Guide to Data Sources: Learn about where data lives! AIR will provide an overview of data sources, both internal and external, available data tools, cloud-based reports, how to make a custom data request, and request access to workspaces and reports. Presenters: Deseree Probasco, Cathy Hooper, & Cortni Haralson
Faculty (Texas Rm I & II)	Faculty Development to Increase Student Engagement: This professional development initiative is multi-pronged. Some programs have been in play, others just getting off the ground as part of a Title V grant. The focus is on improving instruction to increase student engagement. Presenters: Michael McFarland, Laura Yannuzzi, Sandra Velazquez, & Angela Gant
Student Services (Star of Texas Ballroom II)	Enrollment Services Leading the "Pack" to Increase Student Engagement: Over the past year, we have embraced resources that evolved from the SEM Council, to maximize recruitment efforts locally. Hear ways LSC-Tomball utilized tools provided for calling/texting campaigns and Fast Past initiatives with a joint effort of Enrollment Services. Presenters: Raymond Craft, Jr. & Amy Griffin
4:00-4:35pm	Best Practice Sharing Session 4
Data & Technology (Flag Room I & II)	Predictive Social Media Analytics: Learn how to drive a commonsense, effective digital marketing campaign. This session will explore the method of data implementation in social media marketing, and provide a step-by-step tutorial. Presenters: Brandy Beucler & Samuel Negrete
Faculty (Texas Rm I & II)	Faculty, Advisor and Counselor Collaboration for Student Success: Learn how to develop faculty, advisor and counselor collaborations to retain students. Presenters: Melissa Rosson, Hilary Harris, Pam Reed, Angelica Sutton, & Jennifer Bourgeois
Student Services (Star of Texas Ballroom II)	Recruiting Transient Students: Enrollment is not just about FTIC, DC, and Transfers. What about transient students? This session will explore ways to do target recruitment and outreach on transient student populations. Presenters: Zack Coapland & Kathy Cecil-Sanchez
4:45-5:00pm	Closing Remarks (Star of Texas Ballroom I)