

# The Enrollment Management Division And the Education Advisory Board

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RSVP's should be sent to  
[joan.bernstein@wright.edu](mailto:joan.bernstein@wright.edu)

*Invite you to Attend the Following Information Sessions on Tuesday, November 14,  
in the Student Union Apollo Room:*

## **Session 1 (Enrollment State of the Union + Higher Level/Strategic Best Practices)**

### **1-2:00 p.m. Enrollment Leadership at a Time of Turbulence**

Al Newell, Senior Consultant & Principal, EAB | Royal & Company

Between FAFSA changes, immigrant bans, and uncertainty about what new changes the Trump administration will bring, it is a fraught time for higher education in general and enrollment management in particular. This presentation will frame opportunities and challenges, with a special focus on the latest enrollment data from the market.

### **2-2:30 p.m. Evidence Based Student Recruitment**

Alex White, Managing Director, Client Development, EAB | Royal & Company

This session offers seven key imperative and best practices for impact in strategic enrollment management and student recruitment. Included is a brief survey of relevant marketing challenges and an overview of the latest learning on student recruitment from EAB | Royall's ongoing research and testing.

### **2:30-3 p.m. Break**

## **Session 2 (Enrollment State of the Union + More Tactical/Operational Best Practices Discussed)**

### **3-4:00 p.m. Enrollment Leadership at a Time of Turbulence**

Al Newell, Senior Consultant & Principal, EAB | Royall & Company

Between FAFSA changes, immigration bans, and uncertainty about what new changes the Trump administration will bring, it is a fraught time for higher education in general and enrollment management in particular. This presentation will frame opportunities and challenges, with a special focus on the latest enrollment data from the market.

### **4-4:30 p.m. Evidence Based Student Recruitment**

Alex White, Managing Direction, Client Development, EAB | Royall & Company

This session offers seven key imperatives and best practices for impact in strategic enrollment management and student recruitment. Included is a brief survey of relevant market challenges an overview of the latest learning on student recruitment from EAB | Royall's ongoing research and testing.