

## Are you losing students because your value proposition to prospective students and parents simply communicates price?

The Student Affairs Professional Development Committee presents a webcast on...

### Helping Prospective Students Understand Value Beyond Cost

January 30, 2013

1:00 – 3:00 PM

Memorial Union Building – Ballroom A-1

As the economy continues to limp along and media reports about student loan default persist, you must help prospective students understand that a college degree from your institution is worth the investment. This important conversation needs to move beyond accurately sharing tuition pricing information to demonstrating how your campus can deliver the outcomes students need – strong professional skills, employability, and earning potential.

Join us to learn how you and your team can move your campus' value discussion beyond affordability by presenting data and telling success stories that accurately communicate institutional outcomes. Our expert instructors will showcase effective online, email, and direct mail marketing pieces used in conjunction with events like open houses and information sessions.

#### Which components of value effectively communicate your institution's outcomes?

This core of the webcast will offer 10 components of value you should consider communicating to prospective students and their families.

#### How can you exemplify the key components of value?

Before concluding, the presenters will showcase multiple examples of how meaningful data and stories can be shared to prospective students and can help you achieve desired outcomes. The examples will stem from students, alumni, and employers, and they will range from online to direct mail pieces. By the end of the session, you will be able to distinguish between more effective and less effective marketing samples.

#### Presenters



##### **W. Kent Barnds, VP for Enrollment, Communications and Planning, Augustana College**

Over the past seven years, W. Kent Barnds has gained national visibility as a thought leader in admissions, enrollment, and higher education through publications and quotes in *Inside Higher Ed*, *University Business Magazine*, *The Daily Beast*, *Huffington Post*, *The Chronicle of Higher Education*, *Washington Post*, *College & University*, etc. Kent began his work at Augustana College in 2005 and now leads a division of more than 40 professionals in the areas of admissions, financial assistance, media and public relations, brand advancement, web and print communications, and strategic and institutional planning. Some of Barnds' significant achievements in enrollment at Augustana include expanding the applicant pool by more than 70 percent, increasing multicultural enrollment by 250 percent and out-of-state enrollment by 46 percent, and improving selectivity.



##### **Robert J. Massa, Vice President for Communications, Lafayette College**

Bob is responsible for electronic and print publications, college positioning, and marketing and public relations at Lafayette College. Prior to assuming his position at Lafayette, Massa served as vice president for enrollment management and college relations at Dickinson College and dean of enrollment at Johns Hopkins University. He has published widely in books and journals in the field of college admissions and enrollment management and is active as an instructor and journal editor in national organizations for admissions and financial aid professionals.