

# Balancing Market and Mission: Enrollment Management Strategies in Catholic Higher Education

DePaul University, Chicago, IL - October 1 and 2, 2009

## Symposium Agenda

**Thurs., October 1, 2009—University Club of Chicago, Room A/B, 76 East Monroe Street, Chicago, IL 60603**

5:30 – 6:30 p.m.	<b>Opening reception</b>
6:30 – 6:45 p.m.	<b>Welcome and introductions</b> Brian Spittle, Assistant Vice President, Center for Access and Attainment, DePaul University
6:45 – 7:00 p.m.	<b>Welcome message</b> Fr. Dennis Holtschneider, President, DePaul University
7:00 – 8:00 p.m.	<b>Dinner</b>
8:00 – 8:45 p.m.	<b>Symposium kick-off</b> David Kalsbeek, Senior Vice President, Enrollment Management & Marketing, DePaul University

**Fri., October 2, 2009—University Center, Lake Room, 525 South State Street, Chicago, IL 60605**

8:30 – 9:00 a.m.	<b>Event registration and continental breakfast</b>	
9:00 – 9:30 a.m.	<b>Setting the Stage</b>	
9:30 – 10:15 a.m.	<b>State of Enrollment in Catholic Universities</b> Jon Boeckenstedt, Associate Vice President, Enrollment Policy & Planning, DePaul University	
10:15 – 10:25 a.m.	<b>Break</b>	
10:25 – 11:10 a.m.	<b>The Intersections of Market and Mission</b> David Kalsbeek, Senior Vice President, Enrollment Management & Marketing, DePaul University	
11:10 – 11:15 a.m.	<b>Break</b>	
11:15 a.m. – 12:45 p.m.	<b>Round table speaker sessions—Identifying the Tensions in Mission-Centered Marketing</b> Jeffrey Carlson, Dean of Arts and Sciences, Dominican University Beth Evans, Vice President, Enrollment Management, St. John’s University Sundar Kumarasamy, Vice President, Enrollment Management, University of Dayton	
	<b>Session 1</b>	11:15 – 11:35 a.m.
	<b>Session 2</b>	11:35 – 11:55 a.m.
	<b>Lunch &amp; Session 3</b>	12:05 – 12:45 p.m.
12:50 – 1:30 p.m.	<b>Keynote address—Catholic Colleges and the National Agenda for Student Access</b> <i>Introduction</i> Brian Spittle, Assistant Vice President, Center for Access & Attainment, DePaul Univ. <i>Keynote</i> Arnold Mitchem, President, Council for Opportunity in Education	
1:30 – 2:00 p.m.	<b>Break</b>	
2:00 – 4:30 p.m.	<b>Facilitated small group discussion</b>	
4:30 – 5:00 p.m.	<b>Concluding discussion and remarks</b> Brian Spittle, Assistant Vice President, Center for Access & Attainment, DePaul University	
5:00 – 5:30 p.m.	<b>Break</b>	
5:30 – 7:30 p.m.	<b>Informal post-symposium dinner, 55 E. Jackson Blvd., 22<sup>nd</sup> floor, Chicago, IL 60604</b>	