



6th Annual CampusESP Summit Agenda

May 19-20th, 2024

Sunday, May 19th

Time (EST)	CampusESP Office Tour + Happy Hour 30 S. 15th Street, Graham Building, 14th floor, Philadelphia, PA, 19102	
5-7 pm		

Monday, May 20th

Time (EST)	Track 1	Track 2	Track 3
8:30 am	Check-in and Breakfast		
9:00 am	Welcome to The Summit! Dave Becker , CEO and Co-Founder & Leslie Gale , Vice President of Customer Success, CampusESP Sullivan Hub		
9:10 am	Opening Keynote - "Hopes & Fears: The Truth About College Admission" by Brennan Barnard and Rick Clark Sullivan Hub		
9:50 am	Using Parent Promoter Score to Move the Needle Forward <i>Liam Dailey, Senior Associate Director of Admissions, Beloit College</i> Annenburg Hub	Comprehensive Communication Planning: Setting Yourself Up for Future Success <i>Jen Smith, Assistant Director Parent Relations, Duquesne University</i> Boyer Hub	1-on-1 Appointments Available! Meet with your CampusESP reps to discuss what's most important to you and get help on things like... <ul style="list-style-type: none"> Getting the most out of your data Setting up an event with registration Expanding your platform Using Parent Promoter Score Conwell Gallery
10:25 am	Designing a Hands-on Parent Orientation: How to Engage New College Parents through Role Play and Discussion <i>Andrea Malkin Brenner, PhD, Talking College & Kayla Hubbard, Assistant Director, Orientation and Recruitment, University of Memphis</i> Annenburg Hub	Personalizing Messages & Communities Through Advanced Settings <i>Tess Jenkins, Vice President of Account Management, CampusESP</i> Boyer Hub	
11:00 am	Morning Break & Networking		
11:10 am	Strategizing Your Orientation Program and Placing it into Your Platform <i>Deanne DeCrescenzo, EdD, Associate Dean of Student, & Brandy Jericho-Beach, Parent and Families Coordinator, Temple University</i> Annenburg Hub	Recruit a Diverse Student Population With Parent Engagement <i>Mary Beth Marks, Exec. Director Enrollment Marketing and Events & Mario Fuentes, Director, Center for Identity and Inclusion, University of the Pacific</i> Boyer Hub	





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11:45 am	Panel Discussion Sullivan Hub		
12:30 pm	Lunch + Roundtable Discussions Conwell Gallery		
1:30 pm	Mini-session: Harness the Power of CampusESP Annenburg Hub	Mini-session: Former Power User Pro Tips Boyer Hub	1-on-1 Appointments Available! Meet with your CampusESP reps to discuss what's most important to you and get help on things like... <ul style="list-style-type: none"> Getting the most out of your data Setting up an event with registration Expanding your platform Using Parent Promoter Score Conwell Gallery
1:45 pm	How Families Support Student Retention <i>Dr. Leslie Gale, Vice President of Customer Success, CampusESP</i> Annenburg Hub	Coordinating Family Engagement during the Transition to Campus <i>Edwidge Turenne, Associate Director New Student Transitions and Family Engagement & Maura Flaschner, Executive Director of Undergraduate Admissions, Florida Atlantic University</i> Boyer Hub	
2:20 pm	Top Tips in Parent Giving Strategies <i>Amy Swank, Senior Director of Parent/Family Engagement & Philanthropy, University of Oregon</i> Annenburg Hub	Program Like a Pro <i>Jerrell Sherman, Associate Dean of Students, University of Houston</i> Boyer Hub	
2:55 pm	Segmenting Your Communications for Prospective vs. Current Families <i>Ryan Jensen, Director of Enrollment Marketing & Sierra Law, Assistant Director Student Orientation and Transition Services, Utah State University</i> Annenburg Hub	Creating Regional Family Communities <i>Leena Holt, Director of Parent and Family Programs & Blair Layman, Engagement Coordinator, University of South Carolina</i> Boyer Hub	
3:30 pm	Afternoon Break & Networking		
3:45 pm	Roundtable Discussion - Putting Today into Action Sullivan Hub		
4:20 pm	Closing Session - CampusESP Product Roadmap Preview James Bright , CTO and Co-Founder & Brooke Sterneck , VP of Product, CampusESP Sullivan Hub		
5:00 pm	Summit Wrap-up - Dave Becker , CEO and Co-Founder, CampusESP Sullivan Hub		
5:30 pm	Happy Hour @ Victory Brewing Company		