

- Academic and Career Advising at a distance.
- Admission Criteria (Evaluation, Bias, etc.).
- Admissions & Student Services: how to bridge the gap.
- Admissions/Student Affairs engagement.
- Advanced marketing strategy.
- AI/digitalization and how it can practically relate to us.
- Alumni and Student Ambassadors.
- Analytics (and include the admissions perspective).
- Anything about using technology in recruiting.
- Best practices for recruitment and recruitment processes.
- Building a strategic recruitment plan.
- Building Effective Admissions/ Recruiting Teams.
- Career Management Engagement in the process.
- Creative admissions - alternative ways to evaluate applicants.
- CRM: how to take your CRM to the next level; do's and don'ts now that you're up and running.
- Data analytics.
- Data and Admissions.
- Design thinking workshops.
- Digital Learning and Innovation.
- Diversity and Inclusion. LGBTQ, URM, Women.
- Diversity Training of Admissions/Students.
- Diving deeper into how to effectively use specific social media platforms to engage the global community.
- Effective yield strategies.
- Effectively using scholarship.
- EMBA programs.
- Email marketing best practices.
- Employability.
- Enhancing Emotional Intelligence in students.
- Enrollment best practices to overcome challenges.
- Events - attrition, correspondence, engagement, international stressors.
- Financial Aid.
- Finding careers for international students in the US.
- Finding domestic candidates for specialized masters programs.
- Flash Session on Conditional Admits: Who does it and why?
- Full Funnel Management, from Top to Bottom: Best Practices.
- Future of international recruiting.
- Generation Z.
- How second tier schools improve their FT MBA pipeline.
- How to bridge the relationship between Marketing and Admissions.
- How to engage admitted students who cannot attend on-campus events (such as Admitted Students Weekend).
- Increasing matriculant stickiness / reducing melt.

- Innovation: in everything. New ideas to do things differently.
- Inroads into International Markets.
- International recruitment challenges.
- Organizational structures.
- Life after Admissions.
- LinkedIn/Online recruitment.
- Marketing on a tight Budget.
- Matriculation process after admissions.
- Mentoring program with no budget.
- Online program relevant information. Student engagement ideas (online, not in-person events).
- Part-time MBA programs.
- New Student Orientation.
- Next stage wellness planning and programs (Student Affairs).
- Older/more experienced students.
- Operations Management
- Partnerships between admissions/programs/careers.
- Positive Psychology.
- Program format innovations.
- Programmatic partnerships along the student life cycle.
- Programs Partnerships with the Recruitment and Admissions teams.
- Rankings.
- Research trends for populations like women, veterans, parents, first gen.
- Resource Allocation and Resource Management.
- Salesforce only: who is using it, how are you maximizing it?
- Scholarships - dealing with the cost of the MBA program.
- Serving students on the Autism/Asperger's spectrum in GME.
- Small program approaches to every different activity....
- Social Consciousness.
- The future of GME.
- The Future of Work and the Relevance of Business Education.