



UNDERSTANDING THE SHIFTING HIGHER EDUCATION LANDSCAPE:

Futureproofing for
Enrollment Success

AGENDA

Session 1: Live Session on March 25, 2026

This session explores the evolving higher education landscape and the critical challenges defining its future. The impact of demographic shifts, rising costs, and student debt, alongside legislative updates, geopolitical shifts, and other significant macro-environmental headwinds will be examined.

Session 2: Recorded Session Releasing on May 1, 2026

This session will discuss institutional value proposition and methodologies in working to develop a mission-based market-driven brand. The session will include approaches to building out and developing marketing approaches to leverage institutional value proposition, including return on investment and outcomes messages while providing case study institutions as examples.

Session 3: Recorded Session Releasing on October 1, 2026

This session will examine program and population diversification in higher education as alternative sources of enrollment revenue. The session will also examine how optimizing the academic calendar can be used as a lever to increase institutional appeal.

Session 4: Recorded Session Releasing on January 7, 2027

This session will consider program modality and credentialing in higher education as alternative sources of enrollment revenue. Included here are different student levels be it undergraduate or graduate enrollment as students in each of these populations have different needs and demands.

Session 5: Recorded Session Releasing on March 4, 2027

This session will focus on student retention and success. The session will include case study examples of institutions that have taken student success approaches to enrollment, resulting in increased student completion and current student revenue streams. These efforts also support institutional mission attainment.

Session 6: Live Session on May 19, 2027

This final session on May 19, 2027, will be a live 60-minute session that identifies the central and core themes from each of the prior five sessions while continuing to address changes in the higher education environment.