

EAB@KSU workshop

November 19, 2018

Big 12 Room, K-State Student Union

8:30 – 10 a.m.

Plenary Session**Preparing for the Decade Ahead***How Demographic Contraction and Intensifying Competition Will Shape Regional Enrollment***Presenter:** John Tannous

10:15 – 11:30 a.m.

Developing Faculty Excellence in Research

Effective Approaches to Helping Faculty Secure Research Funding

Presenter: David Vuletich, Ph.D., MBA

Presentation Overview

- Bolstering training to increase award success rates
- Supporting faculty to attain next-level funding through targeted preparation programs

Lunch Break

1 – 2:15 p.m.

Achieving Principled (Not Profitless) Growth*Avoiding the Most Damaging Mistakes in New Program Planning and Ensuring Net-Positive Launches***Presenter:** David Vuletich, Ph.D., MBA

Presentation Overview

- Becoming a more market-responsive institution and adapting to future demand shifts
- Improving rigor of demand forecasts and grounding financial goals in market realities

2:30 – 4:00 p.m.

Credentials for an Unpredictable Market**Aligning the Portfolio to Market Needs****Presenter:** Khadish Franklin

Presentation Overview

- Discussion of alternative and short-format credentials that separates hype from reality
- Sizing and growth potential for commonly targeted adult student markets
- Segmented analysis of working professional student audiences