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