Advancement, Development, and Fundraising

In higher education advancement, competition for support is intense and long-term relationships are vital. How can you create new opportunities and build lasting connections to help your institution thrive? Sessions in this track will focus on how to drive growth with effective targeting, detailed tracking, and compelling communications. We'll discuss how top-notch grant-writing can secure funding for your key initiatives. And we'll explore in detail how technology can fuel your advancement efforts and help you hone every facet of your approach.

Application Technology

How can you design a technology strategy grounded in common principles, standards, and services? This track will explore topics related to IT governance, IT support services, extensibility, change management, and systems integration. We'll cover tips and tricks on how to apply relevant technologies to drive the greatest value at your institution while intersecting with functional areas on campus. We'll also explore best practices for simplifying application management by leveraging tools like Banner® Page Builder, the Colleague® Custom Code Inventory Scanner, Colleague® Self-Service, Banner® Application Navigator, the Ellucian CRM platform, and streamlined single sign-on capabilities.

Community Models and Support

Community engagement and buy-in are critical to the success of new technology initiatives. How can you help your campus users embrace change? In this track, we'll focus on the tools, resources, and services available to help you educate, support, and engage your community. Join your fellow innovators, application developers, and business and IT leaders as we explore new community experiences and share best practices. We'll also cover the new changes and vision for our Unified Digital Support initiative, including Ellucian's community and support resources.

Financial Management

Streamlining institutional financial management is a key objective for all business offices. How can your institution deliver better services while maintaining compliance with institutional policy? We'll explore powerful solutions for optimizing business processes with modern solutions to help you plan, budget, procure, and spend with efficiency. Learn how you can maximize institutional success with data-driven decision making.

Human Capital Management

The success of your employees is inextricably linked to the performance of your institution. How can you effectively attract, retain, and manage the best faculty and staff—and improve your HR management processes at the same time? In this track we'll explore key solutions and strategies for recruitment, engagement, incentives, and employee services. We'll cover the critical role of HR management software, including comprehensive human capital management (HCM), payroll, and position-control solutions. Join us and discover how you can support and improve every aspect of the employee lifecycle.

Insights, Reporting, and Analytics

The ability to turn data into actionable insight is critical to making strategic decisions that enhance the student experience and drive your institution forward. How can you connect your data to gain a deeper understanding of your institutional information? This track will explore how analytics and data management can help you unlock your data, answer key questions, and build better processes. Discover how different users can access the real-time, role-based information they need to achieve data-driven decisions that bring results.

Organizational Strategy and Planning

Today's higher education leadership and change agents are facing unprecedented expectations, challenges, and opportunities. Leaders must be equipped not only to manage operations, but also to strategically guide their institutions in making the most effective decisions

and investments to advance large-scale transformation, reach new academic goals, promote student success, and achieve operational efficiencies. This track will explore trends, issues, and best practices in managing transformational change, increasing constituent engagement, and improving technology adoption through effective leadership, strategic planning, and governance.

Recruiting and Admissions

Institutional success depends on attracting and serving best-fit students to meet revenue and enrollment targets. How can you cultivate meaningful relationships with your prospects? This track will explore the most powerful solutions and strategies for outreach, engagement, and institutional growth. Join your peers and Ellucian experts as we share experiences, knowledge, and best practices focused on recruiting and admissions. We'll help you analyze, measure, and improve your recruiting efforts, admissions practices, and tips for strengthening and enriching connections with prospects and students.

Student Financial Services

Helping students find the financial aid they need is vital to your institution's mission. How can you effectively administer, monitor, and report on student aid to assist and retain the students you want to serve? In this track we'll explore solutions and strategies that streamline both the management of student accounts and aid and the disbursal of scholarships, grants, loans, and work-study funds. We'll also share best practices, industry standards, and regulatory support critical to effective institutional processing of student accounts.

The Student Experience

Find out how you can meet the changing needs of your students while supporting the administrative work your staff performs each day. This track will focus on topics across the academic mission, including registration and enrollment, student engagement, graduation tracking, student retention and success factors, curriculum and program management, class scheduling, degree audit and planning, transcripts, and more. Join your peers and other experts to learn the latest on compliance issues, new ways to meet expectations, and other key topics including guided pathways.

Technology Transformation and Ethos

Higher education is undergoing fundamental change. How is your institution modernizing its technology foundation to thrive in this era of profound disruption? This track will explore how your institution can look ahead to a more secure, integrated, and extensible future. Explore the "empowered campus" and learn how the right technology, deployed in the cloud, will give you the freedom to redirect your resources toward strategy and innovation. Discover how your peers are using the Ethos Framework to break down silos, unlock insights, and deliver experiences that are transforming their institutions.

Workforce Development and Continuing Education

Millions of adult learners turn to higher education in hopes of improving their prospects in a daunting job market. How can your institution best serve and support these students, many of whom face significant obstacles? How can you develop a business model that successfully anticipates and meets market demand? This track will explore the essential elements of a strong, flexible foundation for delivering lifelong learning— from streamlined course and student administration to integration of your entire learning-management and student-information environment. We'll also examine emerging trends and give you the answers you need about how to deliver, manage, and integrate effective programs for your adult learners.

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