

## AGENDA



**Important Note:** Times on this agenda are in Mountain Standard Time. Times and events are subject to possible variations. Please check the "Conference Event Center & Lounge" page for the most current updates.

## OUTLINE of Virtual Sessions

### Monday, July 26, 2021 | 10:00 am - 5:15 pm

- *\*Optional - Pre-Conference Special Interest Session | New Professionals Institute*
- *\*Optional - Pre-Conference Special Interest Session | Montana Tribal College Team & Sharing Best Practices*
- MPSEOC Membership Annual Meeting | For MPSEOC Members
- Keynote & Workshop | Team Inspiration, Reconnection, & Virtual Best Practices to Reach Students | Arel Moodie
- Breakout Session | Marketing & Recruitment Panel - Creative Conversations
- Breakout Session | Finding Balance in this Time | Post COVID Mental Health For Professionals & Students
- Breakout Session | What's New with Dual Enrollment in Montana
- Breakout Session | Improving Communications & Functions of a Team
- Social & Networking | Bingo & Trivia hosted by Great Falls Mister Sisters

### Wednesday, July 28, 2021 | 1:00 pm - 4:00 pm

- **Virtual Attendees - Special MPSEOC Treat!** | Check your email for a "Sugarwish" special treat from MPSEOC arriving this afternoon to all virtual attendees!
- Keynote Speaker | Social Media Trends | Driving Your Digital Strategy with the Three Dimensions | Anthony Shop
- Breakout Session | Helping Students With Financial Aid | The Montana Financial Aid Update with MASFAA
- Breakout Session | College Enrollment and Retention in the Era of Covid hosted by the College Board
- Breakout Session | Diversity, Inclusion, Montana, and the Ever-Changing Higher Education Landscape

### Thursday, July 29, 2021 | 8:00 am - 1:30 pm

- Keynote Speaker | Top Tips For Virtual Presentations | Jenn Peyton - Strivescan
- Keynote Speaker | Montana Overview / Stats | MUS Updates, Montana Apply, & Montana Overall Outlook | Scott Lemmon - MUS
- Keynote Speaker | National & Montana Student Stats & Trends | 2021 National First-Year Students and Their Motivation to Complete College Report & More | Eric Grove - Ruffalo Noel Levitz
- Final Announcements & Closing Ceremonies
- *\*Optional - Post Conference Session | In-Person Fairs Discussion with Site Host - Sharing Ideas & Feedback*



## OUTLINE of In-Person & Virtual Sessions

### Monday, July 26, 2021 | 10:00 am - 5:15 pm (ish)

- *\*Optional - Pre-Conference Special Interest Session | New Professionals Institute*
- *\*Optional - Pre-Conference Special Interest Session | Montana Tribal College Team & Sharing Best Practices*
- MPSEOC Membership Annual Meeting | For MPSEOC Members
- Keynote & Workshop | Team Inspiration, Reconnection, & Virtual Best Practices to Reach Students | Arel Moodie
- Breakout Session | Marketing & Recruitment Panel - Creative Conversations
- Breakout Session | Finding Balance in this Time | Post COVID Mental Health For Professionals & Students
- Breakout Session | What's New with Dual Enrollment in Montana
- Breakout Session | Improving Communications & Functions of a Team
- Social & Networking | Bingo & Trivia hosted by Great Falls Mister Sisters

### Wednesday, July 28, 2021 | 12:00 pm - 8:00 pm

- Meet & Greet with our Statewide Members & Partners
- Welcome, Introductions, Coffee & Treats, & Social
- Keynote Speaker | Social Media Trends | Driving Your Digital Strategy with the Three Dimensions | Anthony Shop
- Breakout Session | Helping Students With Financial Aid | The Montana Financial Aid Update with MASFAA
- Breakout Session | College Enrollment and Retention in the Era of Covid hosted by the College Board
- Breakout Session | Diversity, Inclusion, Montana, and the Ever-Changing Higher Education Landscape
- General Session & Interactive Workshop | Improving Team Function & Communications Workshop | Re-creating in-person functional teams in a time calling for extraordinary leadership | Betsy Johnson
- Awards Ceremony, Dinner, Social, & Montana Celebration

### Thursday, July 29, 2021 | 7:30 am - 1:30 pm

- Keynote Speaker | Top Tips For Virtual Presentations | Jenn Peyton - Strivescan
- General Session | Open Networking & Roundtable Discussions | Statewide & National Topics & Trends - For instance: High School Visits, Fall Events & In-Person Planning, Community Service Day For Students, Helping Train New Professionals, Helping Transfer Students, COVID Long & Short-Term Impacts, Orientations & Campus Visit Programs, Best Practices in Managing Teams, & more
- Keynote Speaker | Montana Overview / Stats | MUS Updates, Montana Apply, & Montana Overall Outlook | Scott Lemmon - MUS
- Keynote Speaker | National & Montana Student Stats & Trends | 2021 National First-Year Students and Their Motivation to Complete College Report & More | Eric Grove - Ruffalo Noel Levitz
- Final Announcements & Closing Ceremonies
- *\*Optional - Post Conference Session | In-Person Fairs Discussion with Site Host - Sharing Ideas & Feedback*

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# OVERALL AGENDA *with Descriptions*

## Monday, July 26, 2021

10:00am - 5:15pm | \*Virtual Only Sessions

### 10:00am - 11:00am | Pre-Conference Special Interest Sessions | VIRTUAL

- **New Professionals Institute** | *Presenters: Mike Ouert - Montana State University & Matt Allen - University of Montana Western*
  - ✓ **Who Should Attend?** This session is specially designed for our **new professionals**.
  - ✓ Is this your first MPSEOC conference? Are you new to the Admission's world? Want to learn a few tricks and words of wisdom that will make your job transition very smooth? If so, this is the session for you! What an incredible team of presenters and seasoned professionals to give you all the tips you will need to start your new job in Montana Higher Education on the right foot. This will be a fun, interactive session. Bring your questions!
- **Montana Tribal College Team & Sharing Best Practices** | *Presenters: Ali Smith - Blackfeet Community College, Joey Ditonno - Chief Dull Knife College, & Emily Ferguson-Steger - University of Montana*
  - ✓ **Who Should Attend?** This session is specially designed for our **Montana Tribal College Teams, partners, & education professionals who attend the Tribal College Fairs each year**.
  - ✓ Members of the Montana Tribal College Team are encouraged to attend this session. This session will allow the Team an opportunity to gather together to make some decisions for the 2022 Montana Tribal College Fairs and beyond. A couple topics up for discussion include: Best practices, campus story sharing, funding/grants / sponsorship opportunities, the 2022 circuit dates, and much more.

### 11:00am | Welcome & Conference Opening | VIRTUAL

- **Join us for a fun & interactive start to the conference!** We will do introductions, special thanks, speed networking, prizes, conference overview & fun. Don't miss this fun, interactive kick-off to the overall event!

### 11:30 - 12:45 pm | Membership Meeting & Team Luncheon | VIRTUAL | *For MPSEOC Members*

- **Agenda & Details** | [www.MPSEOC.com/members](http://www.MPSEOC.com/members)
- **Meeting will include:** MPSEOC Annual Meeting | 2020 In Review | Future Goals | Important Montana Announcements | Fall Events | Elections | Member Awards | & more
- **Who should attend?** MPSEOC Members, MPSEOC Board of Directors, MPSEOC Institutional Representatives
- **Virtual Meeting** | This meeting will be hosted Via Zoom Technology. See the [MPSEOC.org/members](http://MPSEOC.org/members) webpage for connection details. We encourage our teams across the state to gather and have lunch together for this membership meeting. *\*MPSEOC will not be hosting lunch, but we encourage your teams to gather together for this annual, important meeting of our members.*

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# Monday, July 26, 2021

Continued | \*Virtual Only Sessions

## 1:00pm - 2:30pm | Keynote Speaker & Workshop | VIRTUAL

- **Team Inspiration, Reconnection, & Virtual Best Practices to Reach Students** | *Presenter: Arel Moodie*
  - ✓ **Workshop - Part 1 | Let's Get in the Bunker!** | The past year has been H.A.R.D and the unknown world ahead of us can be daunting. What doesn't have to be daunting is the way our team members interact and support one another. After all, it doesn't really matter what stands in front of you, it's who stands beside you. This uplifting message will re-motivate employees and bring them together as a stronger team. We will validate the struggles we have all been through and then learn to look for the opportunities in those struggles and how we can support ourselves and each other along the way. They will learn about the key to leveraging the "us vs. them" mentality and how to dissolve complacency, hostile work environments, negative attitudes, along with many of the other common workforce obstacles that steal joy. Building off of the metaphor of a "Bunker," we will work to make sure your team is in the bunker together rather than out of the bunker working against one another, whether knowingly or unknowingly.
  - ✓ **Workshop - Part 2 | Secrets of Master Virtual Facilitators** | If you have ever wondered why some people are masterful at running virtual meetings and why others create, at best, an awkward experience, this training will pull back the curtain on the secrets of master virtual facilitators. Your group will learn best practices and strategies for effectively presenting via Zoom that can be applied in almost all virtual scenarios. You will leave this training knowing:
    - How to capture the attention of your audience to stay locked in from the very beginning (no more awkward zoom starts)
    - Strategies for creating a connection among the zoom participants so they feel emotionally connected to one another even though they are physically apart
    - How to use "interest anchors" to make sure your audience is paying attention and not zoning out or getting digitally distracted
    - How to open and close "audience attention loops" to keep your audience engaged throughout any presentation
  - ✓ We will learn through experiential exercises so the content sticks and answer any questions that have been coming up to make your team the most engaging virtual presenters your audience has ever experienced. Zoom fatigue will not be associated with your organization!

## 2:30 pm - 2:45 pm | Break

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# Monday, July 26, 2021

Continued | \*Virtual Only Sessions

## 2:45 pm - 3:45 pm | Breakout Sessions | VIRTUAL

- Marketing & Recruitment Panel Discussion | Creative Conversations** | *Presenters: Kealy Dowd - MSU Billings, Katelynn Marsik - University of Providence, & Austin Mapston - Rocky Mountain College*

  - ✓ Get an inside look at other Montana Colleges and Universities Promotional Material. Share some of what your campus is doing to reach students, whether it is via mail, web, email, social or other. **BRING WITH YOU!** If you have photos/documents, videos that you can share with the group please come prepared to share! You may also send us a file beforehand if you would like us to share. Send to [kdowd@msubillings.edu](mailto:kdowd@msubillings.edu). Or, as always, if you are just needing a reprieve from the daily grind, simply come to listen. This session is set up to be interactive and to get your creative side going!
- Finding Balance in this Time | Post COVID Mental Health For Professionals & Students** | *Presenters: Heidi Peterson - University of Montana Western, Kayla Bethel - Western Montana Mental Health Center, & Chrissy Stokes - University of Montana Western*

  - ✓ Join mental health experts on a discussion regarding mental health both as working professionals and working with our students. How are you doing? No really . . . how ARE you?? And how do you know how you are doing??? Honestly, sometimes, it's hard to know. We might think things are going fine, and then all of the sudden something indicates that they are not. Small changes can make a big difference over time. Creating a routine of daily self-care, even in little ways, can positively impact your life, and potentially head off bigger problems down the road. It is an act of intentional resilience-building that can equip you to better handle the inevitable stressors of life, and to respond with strength rather than overwhelming struggle. This session will help give you tips, tools, and resources to keep balance within your work day while also being able to understand and help students through this time too. If you need a safe place to share with colleges experiencing the same thing with support from amazing experts, this is the session for you!
- What's New with Dual Enrollment in Montana?** | *Presenter: Dan Karalus - Montana University System / OCHE*

  - ✓ This presentation details the dual enrollment program in the Montana University System (MUS) and explores dual enrollment trends in Montana, highlighting the latest data on participation, matriculation, student success and college readiness, courses, and demographics. It also provides information on dual enrollment access for students in Montana's cities and more rural areas, including current efforts to improve dual enrollment opportunities across the state. Attendees will gain a greater understanding of dual enrollment in the MUS and how dual enrollment can help students in the admissions process.
- Improving Communications & Functions of a Team | Pivoting to In-Person from Virtual, or OMG body language cues again!** | *Presenter: Betsy Johnston*

  - ✓ In this session we will explore the pros and cons of virtual work over the past year, along with the challenges and opportunities in moving back to in-person communication. We will discuss dialogue skills and the strategies you have for re-connection. Be prepared for some fun interaction with break-outs, jamboard, and mentimeter!

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# Monday, July 26, 2021

Continued | *\*Virtual Only Sessions*

**3:45 pm - 4:00 pm | Break**

**4:00 pm - 5:15(ish) pm | Virtual Social & Networking | VIRTUAL**

- **The Great Falls Mister Sisters Specially Host Bingo, Trivia, & Team Networking Fun!**
- **Prizes & Lots of Laughs!** Make it a team event and have your office join together in the same room for this fun social! Everyone can join individually on their own cell phone, tablet, laptop, etc., but you can share in the experience together in the same room. We have all worked hard this last year, and it is time for some laughs and easy times together. Grab a treat and join the fun!
- **We encourage offices to gather together for this fun social.** We also encourage your teams to go out for dinner and/or appetizers & beverages together if they would like this evening. *\*This is an optional dinner/gathering and is not hosted by MPSEOC but would be setup and hosted by your own campus and admissions office if you would like.*

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# Tuesday, July 27, 2021

## Travel Day & Board Meeting

**Important Note:** No Conference sessions are hosted on this day.

### Optional Invite

**NEW! Montana Gives Back** | We are excited to open a celebration of community service around Montana this fall. High School Counselors asked us to help them connect students to community service options, so we jumped in to help! Join this chance to give back and invite your team and friends along. It is open to everyone!

- ✓ **MPSEOC Member Challenge** | Starting July 26, 2021 - December 31, 2021, MPSEOC challenges each Montana College Admissions Office to collect the most hours per capita for this coming year's "Support Students Award." Get a heads start during the conference by stopping to pick up some trash or volunteer in your neighborhood or along your drive over to the in-person conference. Keep track of your hours & add to your overall campus service hours. We will collect each campus team's overall hours in January 2022. More information: [www.MontanaGivesBack.org](http://www.MontanaGivesBack.org)

### MPSEOC Board Meeting

**1pm - 5pm | Board Meeting & Conference Set-Up | IN-PERSON** | *MPSEOC Board Only*

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## Wednesday, July 28, 2021

11:00 am – 8:00 pm | *\*In-Person & Virtual Options*

**11:00 am - 12:00 pm | Optional - Conference Room Open For Table Setup For Partners & Sponsors & MPSEOC Board**

**12:00 pm - 1:00 pm | Conference In-Person Check-In @ Fairmont Open | Meet & Greet with our Education Partners & MPSEOC Members**

**1:00 pm - 1:30 pm | Welcome, Introductions, Coffee & Treats - Social | IN-PERSON**

- **In-Person Welcome Introductions, & Quick Meets** | This in-person kick-off will focus on reconnecting, building relationships, and meeting our members & partners in education...along with some yummy snacks to jumpstart the day!
- **\*Virtual Attendees - Special MPSEOC Treat!** | Check your email for a "Sugarwish" special treat from MPSEOC arriving this afternoon! Even though you are not in-person, we want you to know your presence is so important, and we will see you over the big screen for these upcoming hybrid sessions! Thank you for still making the effort to join these team sessions.

**1:30 - 1:45 pm | Break**

**1:45 pm - 2:45 pm | Keynote Speaker | IN-PERSON & VIRTUAL**

- **Social Media Trends Updates | Driving Your Digital Strategy with the Three Dimensions** |  
*Presenter: Anthony Shop - Social Driver*
- Yesterday's people were kind of predictable. We could build a strategy with channels (paid, earned, shared, owned) at the center. As long as we checked all the boxes, we would do pretty well. Now, we realize there's a better way - the only way. We put today's people at the center and organize efforts around their wants, needs and behaviors. The Three Dimensions of Digital Strategy - Attention, Intention and Mention - give marketers and communicators a people-centered approach to achieve their goals. Whether you are focused on reaching students or parents, counselors, teachers or trustees, this tool will help you build an effective plan, execute it, and measure success.

**2:45 pm - 3:00 pm | Break**

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## Wednesday, July 28, 2021

Continued | *\*In-Person & Virtual Options*

### 3:00 - 4:00 pm | Breakout Sessions | IN-PERSON & VIRTUAL

- Helping Students With Financial Aid | The Montana Financial Aid Update with MASFAA** | *Presenter: Justin Beach - Dawson Community College & MASFAA Team*
  - ✓ Each year financial aid changes, so it is important that we are current with the updated trends and facts that directly impact students enrollment. Come see what is new in the financial aid world! The Montana Association of Student Financial Aid Administrators will provide you with an update on changes to the FAFSA application and federal financial aid funding for the upcoming year. Bring your questions!
- College Enrollment and Retention in the Era of Covid** | *Presenter: Jennifer Howell - College Board/SAT*
  - ✓ New research provides a rigorous, quantitative examination of how Covid-19 affected the fall 2020 college enrollment decisions of students in the high school class of 2020 and re-enrollment decisions of first-year college students from the high school class of 2019. The research paints a comprehensive national picture of how Covid-19 affected enrollment and retention by recent high school graduates, both overall and for subgroups defined by student demographics, academic preparation, high school attributes, college characteristics, and geography. Bring your questions!
- Diversity, Inclusion, Montana, and the Ever-Changing Higher Education Landscape** | *Presenters: Austin Mapston - Rocky Mountain College & Misty Kuhl - State Director For Indian Affairs*
  - ✓ Diversity & inclusion in higher education; what does it mean for Montana institutions and why is it important as we enter into a new era of uncertainty and demographic shifts. This is an open table discussion moderated by Misty Kuhl, Montana's Governor appointed State Director for Indian Affairs, and Austin Mapston, Vice President for Enrollment Services at Rocky Mountain College. Bring your questions and ideas, and join in this important discussion.

### 4:00 pm - 4:15 pm | Break

### 4:15 - 5:30pm | General Session & Workshop | IN-PERSON

- Interactive Workshop | Improving Team Function & Communications Workshop | Re-creating in-person functional teams in a time calling for extraordinary leadership** | *Presenter: Betsy Johnston*
  - ✓ In this IN-PERSON session, we will explore the manager's role in a smooth transition from a virtual workplace to in-person teams. What skills, knowledge, and attitudes do leaders need to summon for these changes? We will revisit Lencioni's model of the Five Dysfunctions of a Team and what wisdom you will bring to each of the pyramid layers. Join this interactive session of workshops, activities, & small and large group discussion.

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## Wednesday, July 28, 2021

Continued | *\*In-Person & Virtual Options*

### 6pm - 8pm || **Dinner, Social, & Montana Celebration | IN-PERSON**

- **Dinner Celebration & Social** | Hawaiian Luau Theme - Dinner, Appetizers, Dessert, Drinks, Music, & Social
- **Awards Ceremony** | We are celebrating the amazing work across Montana and beyond! This will be a special thank you to each of you who have come together to help students and education in incredible ways. We want to give thanks to some of the "All-Stars" in the room. Join us in this education celebration & social!
- **More Fairmont Fun** | If you would like to enjoy Fairmont at its finest, there are so many more fun social options to enjoy before, during, and/or after this event: **4 Hot Spring Pools, Waterslide, Mini-Golf, 18 Hole Golf Course, Massage & Spa, Lounge /Bar, & more!** Fairmont is a great place to relax and enjoy this conference and some extra play time too!

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## Thursday, July 29, 2021

7:30 am – 1:30 pm | *\*In-Person & Virtual Options*

**7:30 am - 8:30 am | Breakfast & Social | IN-PERSON**

**8:00 am - 8:30 am | Keynote Presentation | IN-PERSON & VIRTUAL**

- **Top Tips for Virtual Events & Presentations** | *Presenter: Jenn Peyton - Strivescan*
  - ✓ This last year has tested all of us to move virtual! Join us with insight from the Strivescan Team on what is working and what is not working for virtual presentations and get an inside look at how Strivescan will team with us for our Montana fall events for both in-person and virtual programming.

**8:30 am - 9:30 am | Open Networking & Round Table Discussions | IN-PERSON**

- **Roundtable Discussions** | Topics broken up by College Type ( *For example: 2- year / 4- year / public / community college / Tribal/ private / etc.*) & discussions focused by major topics & will vary by demand. *For instance, this session will cover topics such as: High School Visits, Community Service Day For Students, Fall Events - In-Person & Virtual, Helping Transfer Students, COVID Long & Short term Impacts, Orientations & Campus Visit Programs, Best Practices in Managing Teams, & more.*

**9:30 am - 9:45 am | Break**

**9:45 am - 10:45 am | Keynote Presentation | IN-PERSON & VIRTUAL**

- **Montana Overview / Stats | MUS Updates, Montana Apply, & Montana Overall Outlook** | *Presenter: Scott Lemmon @ Montana University System / OCHE*
  - ✓ This session will share Montana education and student updates from the Montana University System along with updates on Apply Montana, College Application Week, Signing Day, and more. Please join us as we take a look at Montana together, and share ideas of how we help students and education together!

**10:45 am - 11:00 am | Break**

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# Thursday, July 29, 2021

Continued | *\*In-Person & Virtual Options*

## 11:00 am - 12:00 pm | Keynote Presentation | IN-PERSON & VIRTUAL

- **National & Montana Student Stats & Trends | 2021 National First-Year Students and Their Motivation to Complete College Report & More** | *Presenter: Eric Grove @ Ruffalo Noel Levitz - RNL*
  - It's a new enrollment world! Join this session to find out what we at RNL are learning about today's prospective students and families that should be impacting your enrollment strategies in Montana and beyond. Dr. Groves will provide an overview of the Higher Education Market in the US and in the state of Montana. We will then walk through findings from several of RNL's most recent studies to help us improve our strategies to support students in the state of Montana.

## 12:00 pm - 12:15 pm | Final Announcements & Closing Ceremonies | IN-PERSON

**Optional | 12:30 pm - 1:30 pm | Fall In-Person Fair Planning - Open Discussion with Site Hosts & Members | IN-PERSON & VIRTUAL**

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