

Schedule of Events

Monday, July 15 th	
7:00pm	Welcome Happy Hour
Tuesday, July 16 th	
	Breakfast available at hotel
8:15am	Depart Hotel for Keiser University
9:00 - 9:15 am	Welcome
9:15 - 10:15 am	Our Changing Sector
10:15 - 11:15 am	Campus Leadership: Becoming an Effective GM, Part 1
11:15 - Noon	Personal Brand
Noon - 2:15 pm	Lunch & Campus Tour
2:15 - 3:15pm	Marketing
3:15 - 3:30 pm	Break
3:30 - 4:30 pm	Admissions
4:30 pm	Recap of the Day
Evening	Group Dinner
Wednesday, July 17 th	
	Breakfast available at hotel
8:30 am	Depart Hotel for Keiser University
9:00 - 9:30 am	Check In
9:30 - 10:30 am	Financial Aid
10:30 - 10:45am	Break
10:45 - 11:45 am	Campus Finances/Budgeting
11:45 - 1:00 pm	Data and Reporting for Student Lifecycle Excellence
1:00 - 1:30 pm	Lunch
1:30 - 2:45 pm	Hiring the Right Team
2:45 - 3:00 pm	Break
3:00 - 4:00 pm	Public Relations/Marketing/Branding
4:00 - 5:00 pm	Strategic Planning
5:00 pm	Recap of the Day
Evening	On Your Own
Thursday, July 18 th	
	Breakfast available at hotel
8:30am	Depart Hotel for Keiser University
9:00 - 9:30 am	Check In
9:30 - 10:30 am	Campus Leadership: Becoming an Effective GM, Part 2
10:30 - 10:45 am	Break
10:45 - 12:00 pm	Academics/Faculty
12:00 - 12:30 pm	Lunch
12:30 - 1:45 pm	Student Success/Career Services
1:45 - 3:00 pm	Community Outreach & Partnerships
3:00 - 3:15 pm	Break
3:15 - 4:15pm	Public Relations/ Managing Campus Issues
4:15 pm	Recap of the Day
Evening	Group outing
Friday, July 19 th	
	Breakfast available at hotel
8:30 am	Depart Hotel for Keiser University
9:00 - 11:00 am	Compliance, Accreditation and Ethics
11:00 - 11:15 am	Break
11:15 - 12:30 pm	Government Relations/Representation on Campus
12:30 - 1:00 pm	Military & Veterans Affairs
1:00 - 1:30 pm	Lunch
1:30 - 2:30 pm	Implementing Change
2:30 - 4:00 pm	Final Wrap Up