



Leadership in Enrollment Management Webinar Series

SUMMER 2024 OFFERINGS

The CERPP Summer Webinar Series connects EM Professionals in Independent, Higher Education, and Graduate School settings with scholars and leaders in the field. Grow your knowledge and your network to take your practice to the next level.

45-Minute professional session followed by a 15-minute overview of the Leadership in Enrollment Management Certificate Program.



Webinar 1: June 5, 12pm PT

The Leaders We Need: And How to Become One

Dr. Jerry Lucido, USC

REGISTER NOW!



Webinar 2: July 11, 12pm PT

Reaching Gen Z and the Power of Digital Marketing

Robert Massa, Vice President Emeritus,
Enrollment and College Relations
Dickinson College

Andrew Roth, Founder/CEO dcdx

REGISTER NOW!



Webinar 3: August 6th, 10am PT

Using Systems Thinking to Enrich Enrollment Management

Dr. Julie Posselt, USC

REGISTER NOW!

