



## Attendee Instructions for the Audience Response System with Engagement Sessions

Welcome to AACRAO's first virtual SEM Conference. We are so excited to have you join us. As a conference attendee, either in person or now, in the virtual world, engaging with your colleagues is a crucial piece of the conference experience. We have provided two options for you to engage with both session presenters as well as your fellow SEM goers.

This is an example of a session listing when chosen from the agenda or Engagement Session listing.


Engagement Session Classic SEM

### 13624 - Bridging the Gap Between Creatives and Enrollment Managers

 Thursday, October 29, 2020  12:15 PM – 1:00 PM EDT

**Core Competences:** Collaborative Decision-Making and Consensus-Building, Communication  
**Professional Proficiencies:** Admissions: Evaluating Emerging Technologies, Admissions: Strategic Staffing and Operations

**Speaker(s)**

**Carrie Phillips, MA, P-CM**  
Director of University Marketing and Communication  
Arkansas Tech University

Slides and Audio


Admissions and marketing offices face a challenge of increased pressure to enroll future students. As strategic enrollment management continues to grow, collaboration between the marketing and admission office will be critical for success. This session will offer ten techniques these offices can employ, regardless of their campus structure that is currently utilized, to better work together and collaborate to enroll students. These suggestions are practical techniques based on lessons learned at Arkansas Tech University, as it sought to increase collaboration between offices.

2 Views

Evaluation

Discussion + Q & A

### Presentation Slides and Audio



**Outline** Thumbnails

Slide 1

Slide 2

Slide 3

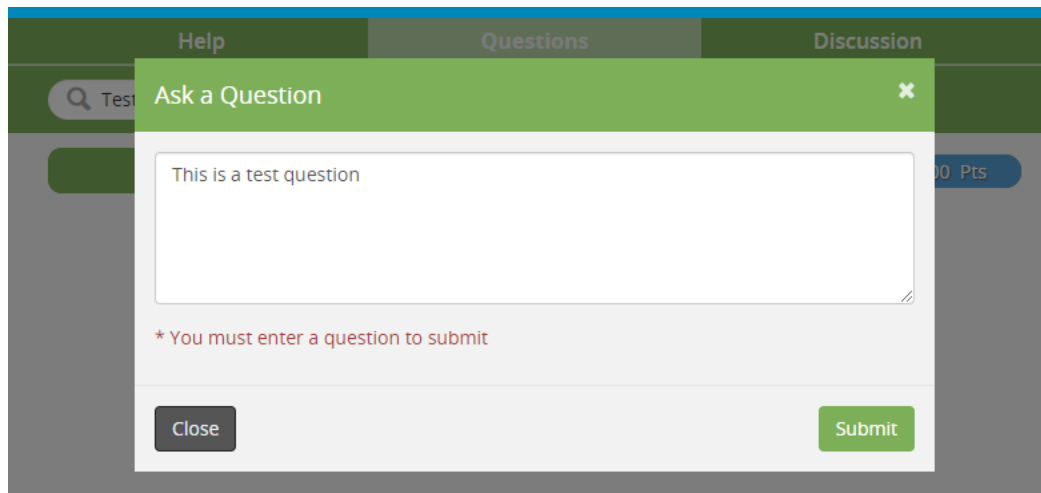
Slide 4

## Bridging the Gap Between Creatives & Enrollment Managers

**Carrie Phillips**  
Arkansas Tech University  
Director of University Marketing & Communication  
cphillips@atu.edu

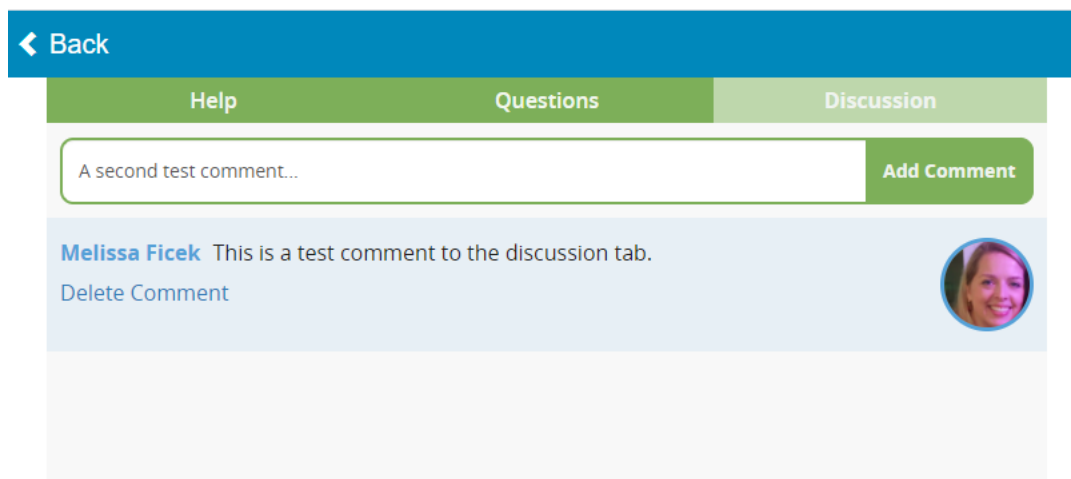
The first opportunity to engage with colleagues is the ability to ask questions of session presenters. During the scheduled time of each engagement session, session presenters will be available to you via the Questions tab, so you will want to have two tabs open, one tab to watch the presentation and one tab to engage in the discussion + Q&A.

Here is the screen that you will see when you click on the Presenter Q&A Tab.



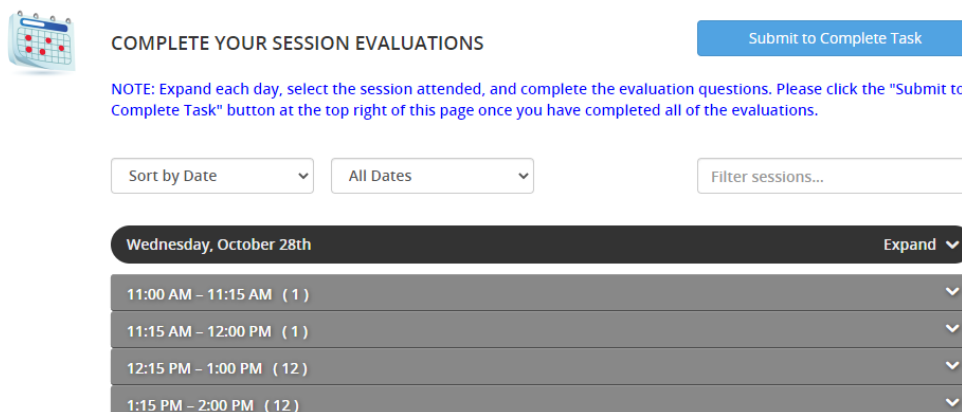
The screenshot shows a modal window titled "Ask a Question" with a close button (X) in the top right corner. Inside the modal, there is a text input field containing the placeholder text "This is a test question". Below the input field, a red error message states: "\* You must enter a question to submit". At the bottom of the modal, there are two buttons: a grey "Close" button on the left and a green "Submit" button on the right. The background of the application shows a navigation bar with "Help", "Questions", and "Discussion" tabs, and a search bar with the text "Test".

The second opportunity to engage with colleagues is the ability to share discussion with other participants who are watching the presentation. You will want to have two tabs open, one tab for watching the presentation and one tab to toggle between the Discussion + Q&A. Here is the screen that you will see when you click on the Audience Discussion Tab.



The screenshot shows the "Audience Discussion" tab interface. At the top, there is a blue header bar with a back arrow and the text "Back". Below this is a navigation bar with three tabs: "Help", "Questions", and "Discussion", with "Discussion" being the active tab. The main content area features a text input field with the placeholder "A second test comment..." and a green "Add Comment" button. Below the input field, there is a comment by "Melissa Ficek" that says "This is a test comment to the discussion tab." with a "Delete Comment" link and a circular profile picture of a woman. The background shows the same navigation bar as the previous screenshot.

At the conclusion of the presentation, we ask that you complete the session evaluation by clicking on the Session Evaluation Tab which will take you here.



The screenshot shows the "COMPLETE YOUR SESSION EVALUATIONS" page. At the top left is a calendar icon. To its right is the title "COMPLETE YOUR SESSION EVALUATIONS" and a blue "Submit to Complete Task" button. Below the title is a blue note: "NOTE: Expand each day, select the session attended, and complete the evaluation questions. Please click the 'Submit to Complete Task' button at the top right of this page once you have completed all of the evaluations." Below the note are three filters: "Sort by Date" (a dropdown menu), "All Dates" (a dropdown menu), and "Filter sessions..." (a text input field). The main content area is a table with a header row for "Wednesday, October 28th" and an "Expand" button. The table has four rows representing time slots: "11:00 AM - 11:15 AM (1)", "11:15 AM - 12:00 PM (1)", "12:15 PM - 1:00 PM (12)", and "1:15 PM - 2:00 PM (12)". Each row has a dropdown arrow on the right.