Helix Education to Take the Stage in Two Sessions at ACE Annual Meeting, Raising Questions and Ideas About the Future of Recruitment and Retention

Session Content and Collaboration Spur Tactics to Recruit and Retain Post-Traditional Students

Salt Lake City, UT (PRWEB) March 08, 2016 -- The American Council on Education's (ACE) 98th Annual Meeting gets underway in San Francisco this week, and Helix Education has been selected to lead two Focus Zone sessions aimed at helping colleges and universities apply data and technology to recruit and retain the quickly growing post-traditional student market. ACE draws nearly 2,000 presidents, chancellors, senior-level administrators and other academic thought leaders from around the world to strategize on and advance higher education.

"Branding is reemerging as a key component of an institution's recruitment and retention programs. In fact, 76% of higher education marketers report that they have conducted a brand strategy project," said Seth Odell, Vice President of Creative and Marketing Strategy at Helix Education. "However, we know that branding alone doesn’t make a meaningful impact on the bottom line. Rather, institutions need to communicate their brand through comprehensive integrated campaigns that don't just build awareness, but actually drive long-term enrollment growth."

Odell, who hails from SNHU and UCLA and also is the founder of Higher Ed Live, will lead "One University, One Voice: How Integrated Marketing is Shaping the Future of Higher Ed." With an impressive track record of award winning work, Odell will talk about the power of brand-direct marketing, and how colleges and universities are relying on this approach to create relevancy, deliver the right messages, and personalize outreach. As Odell shares in this video clip, attendees will learn how the shift toward truly integrated marketing campaigns doesn't just help build brands, but also helps launch, grow and manage traditional and post-traditional programs.

Additionally, in "Meet the Institutions and Post-Traditional Learners of Tomorrow," Helix Education's Chris Edwards, Regional Vice President of Strategic Partnerships, will discuss the significant change in learner demographics that is impacting the programs institutions offer, the way they offer them, and the way they manage them. Edwards will explore the technologies, data analytic processes, and online program management strategies that allow institutions to differentiate themselves and personalize the learning experience so that they can attract and retain more post-traditional learners.

"Nearly 34 million American adult learners over the age of 25 have some college credit but no diploma according to Eduventures' research, and with these changing student demographics come an entirely new set of student demands," said Edwards. "As a result, colleges and universities need to understand what these learners want in an institution, how they use technology, the kinds of programs they gravitate towards, and their overall motivations. This dramatically changes the way educators market, scale and manage degree programs, and given the sheer size of the growing post-traditional learner market, it's no longer business as usual."

Members of Helix Education's executive team will be on-site during the conference, creating a much needed dialog with attendees about the future of recruitment and retention. Helix Education is exhibiting in booth #604 at the event, which runs March 12th-15th.
"Market shifts are shaking up the entire educational experience, and specifically the ways that institutions recruit and retain," said Matthew Schnittman, President & CEO of Helix Education. "The challenges are real, and the ACE event gives those academic leaders who are responsible for improving recruitment and retention rates a place and a voice for understanding market conditions and predictions, and sharing practical ideas and proven strategies. This is sure to be an inspiring and collaborative few days."

About Helix Education
Helix Education provides colleges and universities a comprehensive suite of technology and services to power data-driven enrollment growth. The company’s three solutions — Outsourced Program Management, Enrollment Marketing and Retention Services — have successfully helped institutions find, enroll, retain, teach and graduate post-traditional learners for more than 40 years. Its enrollment growth solutions are powered by a proprietary technology ecosystem that aggregates data across the student lifecycle to better understand an institution’s best-fit students’ journey, and implements actionable intelligence to improve outcomes for students and institutions alike. For more information, visit www.helixeducation.com.

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