

**PARTICIPANT
EVALUATIONS FROM
PREVIOUS OCICU
CONFERENCES:**

"I have taken so many pages of notes! I came here knowing nothing and I am leaving feeling confident and inspired!"

"Networking with my peers is one of the most valuable experiences that I take away from these meetings."

"This conference gets better each time we get together! The sharing continues throughout the year through contacts made at the conference."

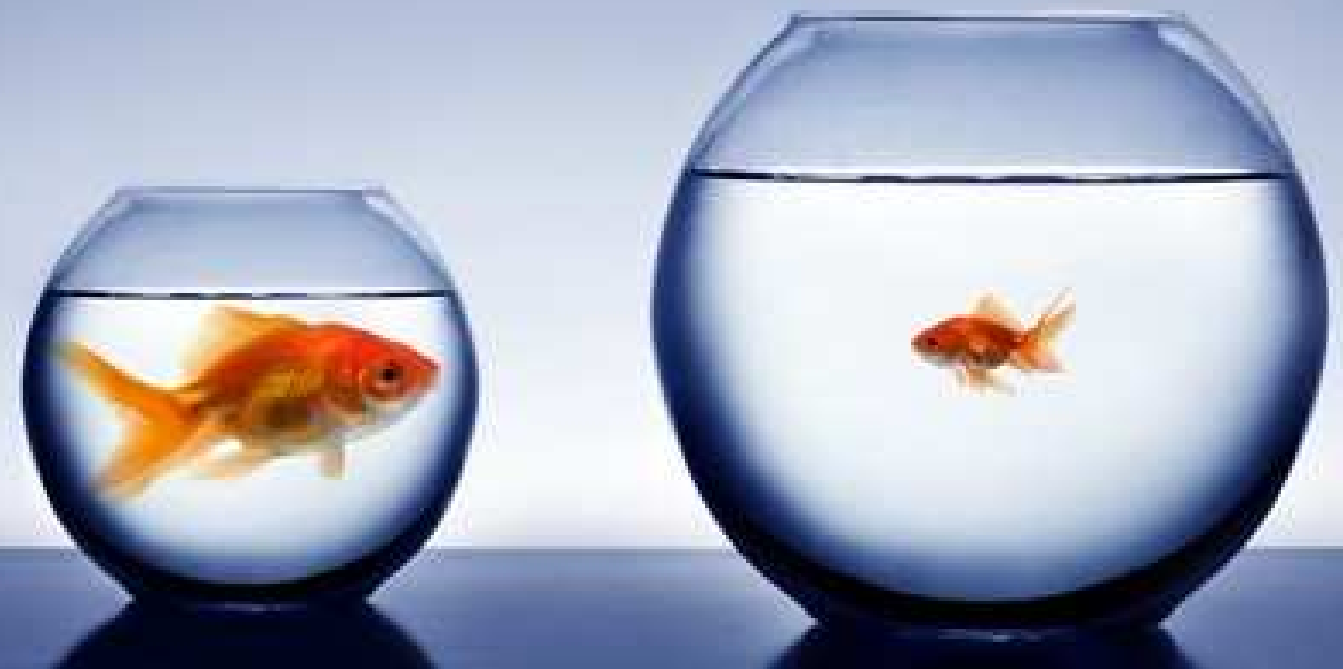


990 South Broadway, Suite 300
Denver, CO 80209
www.ocicu.org

303.458.4929 DIRECT
877.740.5959 TOLL FREE
303.964.5496 FAX

THE 4TH ANNUAL OCICU CONFERENCE

FEBRUARY 18-19, 2010 • SAN ANTONIO, TX



BEATING THEM AT THEIR OWN GAME:

For-Profit Best Practices for the Non-Profit Institution

HOSTED BY UNIVERSITY OF THE INCARNATE WORD

BEATING THEM AT THEIR OWN GAME:

FOR-PROFIT BEST PRACTICES FOR THE NON-PROFIT INSTITUTION

Please join us for the 4th Annual OCICU Conference, *Beating Them at Their Own Game: For-Profit Best Practices for the Non-Profit Institution* in San Antonio, Texas. This year's OCICU conference will combine opportunities for networking and collaboration as well as hands-on workshops and discussions.

This information-packed, two-day event, specifically for OCICU members, has been developed and is sponsored by New Ventures of Regis University and Miller/Cook Associates, Inc. University of the Incarnate Word is hosting the event. Sessions will begin at 8:30 am on Thursday, February 18th and will conclude at approximately 3:00 pm on Friday, February 19th.

FEATURED TOPICS

- **HOW MUCH REVENUE CAN YOU HANDLE?**
High Quality Online Education with For-Profit Efficiency
- **RETAINING YOUR ONLINE STUDENTS**
The 12 Step Process for Online Course Retention
- **HOW TO EXCEED YOUR ONLINE/ADULT EDUCATION ENROLLMENT GOALS**
Value Based Interviews: The Key to Successful Online Enrollment
- **CUT YOUR ADVERTISING COST-PER-STUDENT BY 50%**
Managing Enrollment Production by Lead Status Progression
- **GUERILLA MARKETING**
Maximizing Your FREE Lead Potential
- **ACCOUNTABILITY AND REWARD**
Hire, Train, Manage and Reward: The Matrix
- **SLOAN FOUNDATION'S BLENDED LEARNING PROGRAM**
Integrating Face-to-Face with Online Learning Experiences

Additional presenters and facilitators will be announced soon! If you're interested in presenting during this event, please refer to the Call for Presentations insert for additional information.



HOTEL INFORMATION



Hyatt Regency San Antonio
123 Losoya Street
San Antonio, Texas 78205
(210) 222-1234
www.sanantonioregency.hyatt.com

This hotel is located on San Antonio's renowned Riverwalk, across from the Alamo, with stunning views of old San Antonio. This premiere convention hotel features a 16-story garden atrium built over an extension of the San Antonio River, which flows through the lobby via a series of stepped water cascades.

OCICU will sponsor lodging expenses for the first 25 people to register!*

Simply indicate check-in and check-out dates on your registration form. OCICU will confirm whether or not your registration qualifies you for the sponsored lodging offer.

**Registrations are processed in the order in which they are received. Sponsored lodging is limited to one person per member institution. This offer applies to lodging at the Hyatt Regency San Antonio February 17, 18, and 19, 2010 only.*



WHY ATTEND?

The Annual OCICU Conference provides members with an opportunity to network, collaborate, and share best practices. Learn how to modify successful for-profit techniques to attract new student populations. Participants will acquire new knowledge for maximizing personnel and financial resources in your recruitment and retention efforts. This event truly exemplifies the OCICU mission - to advance academic opportunities for members by sharing resources and coordinating collaborative activities among and between members.



WHO SHOULD ATTEND?

We recommend that every OCICU member institution send at least one representative from their institution. Advisors, registrars, accelerated program directors, deans - anyone responsible for or interested in enrolling students in OCICU courses - will benefit from attending this conference.



WHAT DOES IT COST TO ATTEND?

This event is FREE to OCICU Members. Participants are responsible for travel expenses.