



*Annual Meeting
August 5-8, 2023
New Orleans, Louisiana*

Needs assessment ➡ program development ➡ marketing strategies

A highlight of the ACDE Annual Meeting has long been the ideas generated from discussion and learning from each other. With the changing landscape of the CE industry, these discussions are more important than ever. There is tremendous knowledge and experience among our membership, and the Open Forums are an invaluable aspect of our meeting.

The 2023 Annual Meeting features presentations and interactive sessions focused on higher education needs assessment and marketing strategies. You'll gain valuable information on how to implement an effective needs assessment. Discover how to use the survey results—in addition to an evaluation of current operations—to help identify potential program ideas and marketing strategies.

Our guest presenters, Jon and Nicole Horn, have extensive experience consulting and working with dozens of universities across the US and Canada. They are frequent presenters/coaches in the higher education industry on topics ranging from leadership to online marketing.

Please take a minute to review the agenda, then register and make your travel plans. Your Return on Investment (ROI) will include things to do next week, next month, and next year with the most advanced, practical how-to strategies, techniques, tips, and ideas for moving your continuing dental education program forward in the new CE landscape.

Saturday, August 5, 2023 – Room: TBD

1:15 – 1:30 PM	Registration
1:30 – 4:00 PM	Welcome and Announcements – Peg Hanssen Open Forum I: Open Dialogue and Idea Exchange – Sally Gee
4:00 – 5:00 PM	Working Groups Discussion to determine need and feasibility of Working Group Projects for the coming year.



Annual Meeting ♦ August 5-8, 2023 ♦ New Orleans, Louisiana

Sunday, August 6, 2023 – Room: TBD

8:00 AM	Registration and Breakfast
8:30 AM	Welcome, Introductions and Announcements – Peg Hanssen
8:45 – 10:15 AM	Needs Assessment and Program Planning – Jon and Nicole Horn See session description on following page
10:15 – 10:30 AM	AM Break
10:30 AM – 12:30 PM	Needs Assessment and Program Planning (continued)
12:30 – 1:30 PM	Working Lunch- Working Groups or Discussion Tables
1:30 – 3:00 PM	Marketing Strategies – Jon and Nicole Horn See session description on following page
3:00 – 3:15 PM	PM Break
3:15 – 5:00 PM	Marketing Strategies (continued)
6:00 – TBD	Group Event - TBD

Monday, August 7, 2023 – Room: TBD

8:00 AM	Check-in and Breakfast
8:30 – 10:00 AM	Open Forum II: Open Dialogue and Idea Exchange - Sally Gee Follow up discussions on ideas, topics and concerns generated during the course of the Annual Meeting
10:00 – 10:15 AM	Break
10:15 – 11:00 AM	Annual Survey - Don Gray
11:00 AM – 12:00 PM	Working Groups

Tuesday, August 8, 2023 – Room: TBD

8:00 AM	Check-in and Breakfast
8:30 – 10:00 AM	ADA CERP Mary Borysewicz
10:00 – 11:00 AM	Business Meeting Officer reports, election of officers, new business, 2024 meeting information



Annual Meeting ♦ August 5-8, 2023 ♦ New Orleans, Louisiana

Needs assessment ➡ program development ➡ marketing strategies

Sunday, August 6, 2023

Presented by Jon and Nicole Horn

Part One, Morning Session – Needs Assessment and Program Planning

Learn a framework to conduct a needs assessment, evaluate current operations, and identify new potential program ideas.

- Conduct needs survey of past participants and other stakeholders
- Conduct a SWOT analysis of department and current program offerings
- Assess school brand (mission, market position, notable programs, etc.)
- Determine value proposition (customer centric, cutting-edge, low-price leader)
- Evaluate existing programs to continue, expand or sunset
- Brainstorm and research new program ideas that align with brand and value proposition
- Assess competition for new potential programs
- Identify high-potential new programs using a rubric that includes market need, competition, brand alignment, revenue potential, and launch complexity

Part Two, Afternoon Session – Marketing Strategies

Learn techniques to select and evaluate marketing for new and existing programs.

- Define target audience(s) for each potential program
- Compare various traditional and online marketing channels
- Choose channels for niche audiences
- Compare targeting capabilities of various online platforms (Google, Facebook, LinkedIn, Twitter, Tiktok, etc.)
- Compare marketing channels for different price points and formats
- Learn best practices in tracking and measuring both traditional and online marketing
- Evaluate marketing performance and methods for ongoing optimization



Annual Meeting ♦ August 5-8, 2023 ♦ New Orleans, Louisiana

Your presenters

Jon Horn

Jon is an entrepreneur who has been a dynamic presence in the higher education industry for more than twenty years. In 1998, Jon founded JMH Consulting, a higher education marketing and venture-building consultancy, and served as CEO and senior consultant while working with dozens of universities across the U.S. and Canada. From 2002 to 2010, Jon also served as acting Director of Professional Programs at Emory University's Center for Lifelong Learning where he drove a 500% increase in department revenue. JMH Consulting grew to \$3.5 million in revenue and 15 team members before being acquired by EducationDynamics in 2018. Jon then spent three years as Sr. Vice President of Marketing and Operations at EducationDynamics where he managed teams responsible for more than \$5 million in annual marketing and partnership revenue. Jon is a frequent speaker in the higher education industry and has authored and taught courses on topics ranging from leadership to online marketing. Jon is currently co-owner of ThirdEdge Performance Solutions, a firm providing career development and performance enhancement services.

Nicole Horn

Nicole is a business consultant, coach, and dynamic speaker. She began her entrepreneurial career in 2002, when she left television journalism to serve as co-owner of JMH Consulting, a higher education marketing and venture-building consultancy. From 2002 to 2018, JMH worked with more than fifty non-profit university clients and Nicole worked closely with university leaders to develop strategic solutions to reduce costs, increase revenue, and launch new academic offerings. By 2018, the \$3.5 million consulting firm had 15 team members and was acquired by EducationDynamics. Nicole then spent three years at EducationDynamics as an executive running the business development team and managing key clients in the \$7 million division. In 2021, after years of volunteer activism, Nicole left her executive role to run for statewide office in Georgia. During her campaign, she spoke at more than 100 events, raised \$400,000 from over 1,000 donors, and beat three other candidates to make the primary run-off. Nicole recently founded ThirdEdge Performance Solutions to offer coaching, consulting, and training solutions. Nicole is committed to using her experience in team building, strategic planning, coalition building, and innovation to create new opportunities.