



Preliminary Agenda - Revised 5/31/2019

All Sessions and Meals will be held in the Ballroom at Longwood Gardens, Kennett Square, PA.

Thursday, June 27, 2019

- 7:30 am – 8:30 am *Complimentary ground transportation from the Hilton Garden Inn, Kennett Square to Longwood Gardens will be available. Advance reservations are required. Complimentary breakfast buffet provided at Longwood Gardens from 7:30 am – 8:30 am.*
- 8:30 am **I. Welcome**
- 8:45 am **II. Getting to Know Our Audiences**
Who are the audiences we are trying to recruit into our programs? What do they want and need? How can we learn about them and adapt our recruitment to their needs?
- Keynote Address – Pennsylvania Secretary of Agriculture, [Russell C. Redding](#)**
- New Professional Panel Discussion – Moderator, Susan E. Yoder, Executive Director, Seed Your Future**
- BREAK*
- 9:50 am **III. Promising Practices for Internal Recruiting**
What are institutions currently doing to recruit undeclared and unhappy majors at their own institutions? What can we learn from them and implement in our own programs?
- Promising Practice Presentations – 15 min. each**
Breakout Group Discussions and Highlights
- 12:00 pm *Lunch - Buffet lunch with table discussions about the morning sessions.*
- 1:00 pm **IV. Promising Practices for Attracting External Students**
What are institutions currently doing well to recruit incoming freshman and students from other institutions and avenues? What can we learn from them and implement in our own programs?
- Promising Practice Presentations – 15 min. each**
Breakout Group Discussions and Highlights
- BREAK*
- 3:15 pm **V. Collaborating with Industry**
What are institutions currently doing to partner with the horticulture industry to both prepare students for careers in the field, and help students find training and internship opportunities with the industry? What can we learn from them and implement in our own programs?
- Promising Practice Presentations – 15 min. each**
Breakout Group Discussions and Highlights
- 4:45 pm *Afternoon break – enjoy the gardens on your own.*
- 6:30 pm *Cocktails and Dinner in the Ballroom at Longwood Gardens.*
- 9:15 pm *Longwood Gardens Fountain Show – Enjoy the world-renown fountain show at Longwood Gardens with reserved seating for Summit participants*

10:00 pm

Complimentary return ground transportation to the Hilton Garden Inn, Kennett Square. Advance reservations required.

Friday, June 28, 2019

7:30 am – 8:30 am *Complimentary ground transportation from the Hilton Garden Inn, Kennett Square to Longwood Gardens will be available. Advance reservations are required. Complimentary breakfast buffet provided at Longwood Gardens from 7:30 am – 8:30 am. Luggage storage will be available.*

8:30 am

VI. Day Two Welcome

8:40 am

VII. Promising Practices in Marketing Your Program

What marketing practices have been successful for programs? What can we learn from them and implement in our own programs? What materials do you wish you had available to help in recruitment? What can Seed Your Future help create/curate?

**Promising Practice Presentations – 15 min. each
Breakout Group Discussions and Highlights**

BREAK

10:45 am

VIII. Leveraging Marketing Through Partnerships

Brief rapid-fire presentations on promising practices in a variety of areas including high school and community college advisor and teacher trainings, camps and other events, working with home schoolers, working with other unique audiences. What can we learn from them and implement in our own programs?

**Promising Practice Rapid Fire Presentations – 5 min. each
Breakout Group Discussions and Highlights**

11:45 am

IX. Wrap Up

12:00 pm

X. Adjourn

12:00 pm

Lunch – Box lunches can be pre-ordered to take with you or eat on site.

12:20 pm

Complimentary ground transportation from Longwood Gardens to either the Philadelphia Airport or the Wilmington, Delaware train station will be available at 12:20 pm. Advance reservations are required.

Complimentary admission to Longwood Gardens is provided to all Summit attendees. Feel free to extend your stay to enjoy the gardens in the afternoon. You will need to arrange for your own ground transportation if you do not sign up for the 12:20 pm shuttle.