

See for yourself how leading colleges and universities
are dramatically improving their results.

QualPro's 22nd Annual
**Quality
Leadership
Symposium**

ACHIEVING BREAKTHROUGHS
IN HIGHER-EDUCATION
PERFORMANCE

- Enrollment
- Retention
- Advancement
- Student quality
- Expansion plans
- Graduation rate
- Recruiting
- Curriculum
- Alumni participation
- Collegiate experience
- Applications
- Conversion rate
- Yield
- Fund-raising campaigns
- Annual fund
- Estate planning

October 12–14, 2011
JW Marriott Hotel Buckhead
Atlanta, Georgia

DISCOVER HOW COLLEGES AND
UNIVERSITIES USE QUALPRO'S
MVT[®] PROCESS TO IMPROVE
ENROLLMENT PERFORMANCE,
APPLICANT QUALITY,
UNIVERSITY ADVANCEMENT,
AND MORE!



www.qualproinc.com

Quality Leadership Symposium

October 12–14 2011

JW Marriott Hotel Buckhead
Atlanta, Georgia

MVT® allows companies to test many changes in procedure at once, rather than one at a time. The technique is analogous to polling a small, carefully chosen sample of voters to predict how millions will vote.

The Wall Street Journal

Multivariable Testing Helps University Improve Recruitment . . . enrollment increased by 19 percent.

Higher Education Marketing Report

University doubled its fund-raising returns in one year with help from QualPro.

The Chronicle of Philanthropy

QualPro will host its 22nd Annual Quality Leadership Symposium at the JW Marriott Hotel Buckhead at Lenox Square in Atlanta, Georgia. Attendees of this day-and-a-half symposium will learn about the use of the MVT® Process to dramatically enhance retail, service, manufacturing, higher education, and healthcare results.

The Symposium is a unique gathering of executives and key people from all levels of organizations who share their MVT® Process improvement successes through presentations and networking. Individuals and teams share their victories and gain new ideas and insights from others who are using QualPro's MVT® methodology to achieve higher profits, happier customers, and improved competitive positions.

Workshops

University Increases Charitable Giving by Fifty-Two Percent During Tough Economic Climate

Lincoln Memorial University

Cynthia Whitt, Vice President for University Advancement

Dr. B. James Dawson, President

Frank Woodward, Assistant Vice President

LMU faced a number of challenges and opportunities in the area of fund-raising. The economic climate was tough and LMU's staff growth was limited. A key factor in meeting these challenges was improving Alumni & Friends contributions. Over the past two years, LMU has executed MVT® experiments with mass communications and donor visits that have increased monthly outright-giving dollars from Alumni & Friends by fifty-two percent. This sustained fund-raising improvement demonstrates that the MVT® methodology is a great tool for generating long-term fund-raising improvements in a very short time frame.

Workshops

The MVT® Process Defines New Product Offering

Carson-Newman College

Tori H. Knight, Ph.D., Director of Institutional Effectiveness

Carson-Newman College was excited about the opportunity to expand off campus by offering a new program but was unsure which location and which degree program offerings would lead to maximum interest among their target population. To help answer their key questions, Carson-Newman College used the MVT® Process to determine which of four proposed locations, eight program attributes, and fourteen different degree program offerings would generate the highest interest level. What they discovered surprised them. Now instead of trying to predict the response of their target market, they know exactly which location, program attributes, and degree program offerings generate maximum interest in their new program. This story is an example of how the MVT® Process can be used to develop a successful plan to increase the interest level of a target market in a new offering.

Improving Student Retention While Increasing the Quality and Quantity of Incoming Freshmen

Lincoln Memorial University

Dr. B. James Dawson, President

A key success measure for any university is its retention rate, the number of students who continue their education from semester to semester. Retention is an indication of student educational performance, satisfaction with their college experience, and perception of the value they are receiving from the college. LMU used the MVT® Process to test fifteen ideas to improve retention of their students, including ideas ranging from tutoring to extracurricular events to parent communications to study-habits training. The results? LMU identified actions that not only improved students' satisfaction with their collegiate experience, but also increased fall-to-fall freshman retention by ten percentage points. LMU also executed an MVT® project to advance its ranking among American institutions of higher learning by attracting a greater number of better qualified students. Within two years, the increase in total freshman enrollment necessitated the construction of three new dormitories; LMU's average incoming ACT score rose by over 2.0; and the number of incoming students with ACT scores of 30 or above improved an astonishing 950 percent!

Registration is available by mail, phone, or fax. Please contact the Symposium Coordinator for more information about the Symposium and QualPro.

(800) 500-1722 or slusk@qualproinc.com
Website: www.qualproinc.com

Featured Speakers



WellPoint

Nichola Denney
Staff Vice President
Medical Management Operations



BP

Scott Gray
Vice President, Group Safety and Operational Risk
Continuous Improvement and Western Hemisphere Operations



Sentara Healthcare

Dr. Scott A. Miller
Vice President, Medical Affairs
Sentara Leigh Hospital



Quick Chek

John Schaninger
Vice President of Sales and Marketing

Additional Workshops

Lincoln Paper and Tissue, LLC

Maximizing the Potential of the MVT® Process at an Integrated Paper Mill
Improving Pulp Mill Brown Stock Washing Efficiency with the MVT® Process
Increasing Tissue Productivity with the MVT® Process

Mississippi Lime

Mining Throughput Increased Thirteen Percent

Pilot Flying J

Retailer Uses the MVT® Process to Assess Digital Media
Truck Fleet Improves Fuel Efficiency with Ideas Implemented at Zero Cost

Representative John Ragan

State Representative Candidate Takes on Four-Term Incumbent and Wins

Sage Automotive Interiors

Fan the Flame with the MVT® Process

Sentara Healthcare

Reducing Infections through Improved Hand Hygiene by Using the MVT® Process

Unifi, Inc.

Tackling the Right Things by Using the MVT® Process
When State of the Art Is Not Good Enough
The MVT® Process Is the Splice of Life

MVT® . . . use it to improve virtually any kind of process or activity . . . get enough improvement to shock people.

Business Week

Lincoln Memorial University has benefitted from this MVT® process. In the charitable giving area . . . we had an 83% increase in cash gifts. . . . A 10.2% increase in the number of gifts and a 66 point increase in the average dollar per gift. All of this happened during a period of time when charitable giving was the worst in the last 50 years.

B. James Dawson
President

**Lincoln Memorial
University**

QualPro, Inc.

Since 1982, QualPro has conducted over 16,000 business improvement projects with more than 1,000 companies, including many of the *Fortune* 500. Major companies in every industry have hailed the business results, and QualPro's clients have seen billions of dollars of positive financial impact.

QualPro's experience in higher education has led to dramatic improvements in enrollment performance and university advancement fund-raising efforts. The MVT® Process has proven effective in helping universities develop their most beneficial recruiting strategies and marketing campaigns to attract students with higher ACT and SAT scores and higher GPA's, thereby improving graduation and retention rates. QualPro's efforts in university advancement have led to tremendous increases in alumni and charitable giving.

The Quality Leadership Symposium provides a unique opportunity to discover the power of the MVT® Process and hear firsthand how executives have accomplished breakthrough improvements with QualPro.

Workshop—The MVT® Process

What is the MVT® Process? What is a screening experiment as compared to a refining experiment? What is a synergy? If such statistical terms are unfamiliar, QualPro's workshop on the MVT® Process will provide the perfect introduction to Multivariable Testing techniques. This workshop is designed to provide attendees a basic overview of the MVT® Process. QualPro will introduce you to the fundamental concepts of the MVT® Process, as well as terminology that will be used in the various Symposium sessions.

A symposium held by QualPro in Atlanta attracted 320 corporate executives who came to find out more about Multivariable Testing.

The New York Times

To raise its profile, the university also set a familiar goal: to become more selective, and to enroll more high-achieving students, but how? . . . they hired QualPro.

The Chronicle of Higher Education

A tool that can give companies a business edge.

CFO.com

2011 QLS Preliminary Agenda

WEDNESDAY, OCTOBER 12

EVENING	7:00 p.m. – 10:00 p.m.	Registration & Welcoming Reception
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THURSDAY, OCTOBER 13

MORNING	7:30 a.m. – 8:30 a.m.	Registration & Continental Breakfast
	8:30 a.m. – 12:15 p.m.	Featured Speaker & Workshops
AFTERNOON	12:15 p.m. – 1:30 p.m.	Lunch
	1:30 p.m. – 5:00 p.m.	Featured Speaker & Workshops

FRIDAY, OCTOBER 14

MORNING	7:30 a.m. – 8:30 a.m.	Continental Breakfast
	8:30 a.m. – 12:15 p.m.	Featured Speaker & Workshops
AFTERNOON	12:15 p.m. – 1:30 p.m.	Lunch

REGISTRATION AND FEES

You may register by mail, phone, or fax. Return a registration form with your check, credit card number, or purchase order number to:

QUALPRO, P.O. Box 51984, KNOXVILLE, TENNESSEE 37950-1984

FAX TO (865) 927-0495

OR CONTACT THE SYMPOSIUM COORDINATOR AT (800) 500-1722 OR slusk@qualproinc.com.

The registration fee of \$650 per person includes two continental breakfasts, two lunches, and the Wednesday evening reception.

ACCOMMODATIONS

QualPro will host its 2011 Leadership Symposium at the luxurious JW Marriott Hotel Buckhead. Located in the heart of the upscale Buckhead district, this outstanding hotel offers sumptuous accommodations within walking distance of premier restaurants and the most upscale shopping Atlanta has to offer. The JW Marriott is connected to Lenox Square Mall and one block away from posh Phipps Plaza. MARTA trains make traveling to Downtown and Midtown Atlanta convenient as well. Whatever your interests, the JW Marriott Hotel offers a location convenient to all of Atlanta and its diverse offerings. Call (404) 262-3344 for reservations and mention the Quality Leadership Symposium to receive a special room rate. QualPro has arranged discounted airfares for QLS attendees. Call (800) 251-9047, ext. 1658 for details.



Contact the Symposium Coordinator today
(800) 500-1722 or slusk@qualproinc.com