



FOR IMMEDIATE RELEASE  
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## Joint Conference Presentation Accepted by SACAC

*Keyana Scales, Vice President for Enrollment and Jacquelyn D. Elliott, Ed.D.  
to Present Case Study*

enrollmentFUEL is pleased to announce that Keyana Scales, Vice President for Enrollment Management at Xavier University of Louisiana will be presenting with enrollmentFUEL's president, Jacquelyn D. Elliott, Ed.D., at the 2018 SACAC Annual Conference. The conference will take place April 14 to 17, 2018 in New Orleans. The presentation is titled, "A SEM Student Search Case Study: Become a Funnel Tamer Extraordinaire."

Dr. Elliott said, "I am excited to have the opportunity to partner with Ms. Scales on this presentation because of the true partnership we have created in working together. The presentation will showcase how Student Search can be designed for more than just top of funnel recruitment activity, but can truly help strategic enrollment managers craft data that can impact retention after students enroll."

Xavier has received many accolades for academic excellence, particularly in the sciences, and is one of the premier HBCU schools in the nation. In a 2017 survey of students conducted by *The Wall Street Journal/Times Higher Education College Rankings*, based on how well their college or university is preparing them for their careers, Xavier received the highest score of more than 1000 colleges. Keyana Scales stepped into her role in 2016, just as the school was rebranding, and oversees all aspects of enrollment management, including financial aid, admission, registration, and retention.

enrollmentFUEL is proud to be the Student Search Partner for Xavier. Dr. Elliott is a subject matter expert in recruitment and retention strategies, and consults in all areas of enrollment management. She has twenty-five years of experience in higher education, and has served as President of enrollmentFUEL for two years.

### **About Xavier University of Louisiana**

XULA students *Leave Ready* to serve, care, and lead their communities. Located in New Orleans, Xavier University of Louisiana has received numerous national accolades as one of the best universities in the country. Most notably, XULA is ranked as a best value among southern regional colleges and universities in the 2018 edition of "Best Colleges" by the U.S. News Media Group. Xavier also ranked No.1 in its grouping, heading the list of only 15 schools that qualified for the Southern Region category listed under "Great Schools, Great Prices." For more information, please visit [xula.edu](http://xula.edu).

**About enrollmentFUEL**

enrollmentFUEL is on a mission to create more effective and efficient Student Search communications and strategies. With extensive expertise in geo-demographic research, predictive modeling, web analytics, and creative design and messaging, the team uses tools, proprietary technology, and innovative thinking to provide results and actionable insight to the people who recruit people. For more information, please visit [enrollmentfuel.com](http://enrollmentfuel.com).