

PLANNING FOR A ONE-STOP ENROLLMENT SERVICES MODEL

July 26 – 28, 2010
San Francisco, CA



ACADEMIC · IMPRESSIONS

OVERVIEW

Many institutions support building a one-stop enrollment services center but struggle with how to “make it happen.” In order to be successful, institutions need to consider the academic, financial services, and advising needs of their students as well as the available financial and physical space resources, technology demands, and potential staffing models. With so many possible approaches to consider, leaders need to carefully determine which type of model or process change is best for them based on their resources, mission, and strategic plan.

Join us in San Francisco to explore the various challenges and solutions to building a one-stop model to improve student services and support. We will examine five main components involved in the planning and implementation process:

- Process redesign
- Physical space considerations
- HR issues – Change management and training and considerations for union shops
- The advantages and applications of technology and virtual applications
- Assessment methods

WHO SHOULD ATTEND

Institutional leaders and practitioners who are considering adopting a one-stop model or are in the process of redesigning their processes or physical space for improved student services. Enrollment, student financial aid and financial services personnel, academic advisors, and registrars can all benefit from this event. Teams are encouraged to attend. Register three people and get the fourth registration free!

PRE-CONFERENCE WORK

You will be asked to complete a pre-conference survey to help inform faculty about your current plans and progress toward building a one-stop enrollment services center.

WHAT OTHERS ARE SAYING

"This conference was a hands-on, thought provoking learning experience. I appreciated the approach and the many concepts that I can take back and apply."

L Diane Campbell, Executive Dean, Student Affairs, Mercer County Community College

"This conference was very hands-on and gave me the tools to develop a plan to implement a one-stop model to my institution."

Danielle Talbot Lariviere, Vice President, Corporate Services, College Boreal

"Insightful, step-by-step information that made sense as we begin the process and movement to a One-Stop."

Patricia Donohue, Associate Director, Student Services, Binghamton University

"Most useful and productive conference I've ever attended."

Melissa Holster, Director, Financial Aid, Bunker Hill Community College

"This workshop gave an excellent blend of the goals for one-stop and the difference in redesign and implementation for a private vs. public institution. This clearly emphasized the fact that one size does NOT fit all. It is up to each institution to plan + redesign to best meet the needs of their students."

Gemma Williams, Counselor, Career Services, Kapiolani Community College

Learn how
to put an
effective
“one-stop”
approach in
place on your
campus.

CONFERENCE AGENDA

MONDAY, JULY 26, 2010

8:00 – 9:00 a.m. **Registration and Continental Breakfast**

9:00 – 9:15 a.m. **Opening Comments and Faculty Introductions**

9:15 – 10:00 a.m. **Three Perspectives (all faculty)**

During this panel discussion, you will meet the instructors and learn how they began their journeys toward implementing one-stop enrollment services on their campuses. They will introduce the models they chose and discuss some of their initial misguided assumptions about the planning and implementation of a one-stop shop

10:00 – 10:30 a.m. **Why Choose a One-Stop Model?**

During this group discussion, participants will begin their own planning journey by identifying key stakeholders and discussing what a new model will mean to them. Faculty will highlight common one-stop myths and provide more realistic perspectives.

10:30 – 10:45 a.m. **Break**

10:45 a.m. – 12:30 p.m. **Getting Started: Building Your Center**

In order to begin planning a one-stop center, you will first need to consider process changes. Streamlining procedures while also providing improved customer service are essential to your success. Faculty will guide you through the essential elements of designing a one-stop shop and help you identify pitfalls before you begin. This session will also provide some tools and techniques for process redesign.

12:30 – 1:45 p.m. **Lunch (included in registration)**

1:45 – 3:15 p.m. **Human Resources Part I:**

Resistance to change can damage or derail a one-stop implementation. Employees and supervisors are often apprehensive about their changing roles and then move to new physical space. H.R. issues are even more complex at institutions with unionized employees. During this session, you will learn about change management for personnel and how to manage key messages to your stakeholders for maximum support and buy in.

3:15 – 3:30 p.m. **Break**

3:30 – 5:00 p.m. **Using Technology to Your Advantage**

Technology can help you both in building a platform for success and in devising ways to assess your implementation. In this session, faculty will discuss various ways to use technology to meet your goals and discover solutions for:

- *Knowing how many walk-ins you have, why they visited the center, and peak times for operations*
- *Monitoring phone volume, call types, length of calls, and escalation procedures*
- *Managing personnel during peak times*
- *Monitoring self-service procedures for frequently asked questions*

5:00 – 6:00 p.m. **Networking Reception (included in registration)**

CONFERENCE AGENDA

TUESDAY, JULY 27, 2010

8:30 – 9:00 a.m. **Continental Breakfast (included in registration)**

9:00 – 10:30 a.m. **Human Resources Issues, Part 2**

Once your front line staff are on board, you still need to cross-train them in processes and job functions for optimal efficiency. This session will help you develop a training program for employees that ensures that the one-stop center is successful and that employees are ready for process change.

Topics to be included:

- *How to develop a core curriculum*
- *Developing job categories and classifications*
- *Implementing the new training plan*
- *Monitoring success*
- *Ensuring excellent customer service*

10:30 – 10:45 a.m. **Morning Break**

10:45 a.m. – 12:15 p.m. **Physical Space Considerations**

What space do you have available? Are you building a new structure or remodeling existing space? How many service areas will you be combining? Will any services be moved online? In this session, faculty will help you answer questions you have about physical space redesign and other logistical concerns you may have about your planned one-stop shop.

12:15 – 1:30 p.m. **Lunch (included in registration)**

1:30 – 2:00 p.m. **Bus ride to University of San Francisco**

2:00 – 5:00 p.m. **Site Visit – Tour a One-stop Shop**

Join us for a tour of the One-Stop Center at the University of San Francisco to see firsthand some of the ideas you have reviewed earlier in the conference. The unique space at the University of San Francisco was re-designed from an existing structure and makes great use of both process and personnel redesign issues. You will have the opportunity to tour the center, interview staff, and hear original thinking behind decisions, lessons learned, and potential challenges.

WEDNESDAY, JULY 28, 2010

8:00 – 8:30 a.m. **Continental Breakfast (included in registration)**

8:30 – 9:30 a.m. **Optional Break Out Sessions**

- *Working With a Unionized Campus: What are the Issues?*
- *Working Session for Teams*

Attendees may choose from the two morning sessions. Participants who will be designing their one-stop center and need to consider the impact of unions on the process will benefit from the opportunity to hear about specific legal and process considerations. Other teams will have the opportunity to work with faculty to address their specific process, personnel, and space re-design issues.

9:30 – 10:45 a.m. **Creating Your Plan**

This session will help you jump start the planning process. Faculty will help attendees weave the information learned during the first part of the conference into a practical plan.

CONFERENCE AGENDA

WEDNESDAY, JULY 28, 2010 (CONTINUED)

10:45 – 11:00 a.m. **Break**

11:00 – 12:30 p.m. **Bringing Your One-Stop Center Online**

As institutions think about creating a one-stop center, they also need to consider ways to provide innovative services online. Some institutions have taken their one-stop center online by providing virtual counseling, student portals, and even iPods to assist with student enrollment issues. As you begin to plan your one-stop center, it is also important to consider where you want to be 5 – 10 years from now. Technology provides many unique opportunities for streamlined services to consider.

OPTIONAL POST-CONFERENCE WORKSHOP

WEDNESDAY, JULY 28, 2010

12:30 – 1:30 p.m. **Lunch for post-conference workshop participants**

1:30 – 4:00 p.m. **Optional Post-Conference Workshop: Assessing Quality and Return on Investment**

Once you have decided to implement a one-stop shop you will need to develop valid measures to assess success and determine the return on investment to institutional leaders. It's likely that you'll be asked to measure both qualitative and quantitative outcomes during the lifecycle of your new shop and to measure the return on investment that your new shop will bring the institution both in terms of dollars and student satisfaction. In addition, you need to plan for change – what works in a one-stop shop today may not work five years from now. How will you plan for and predict the need for changes to your services and processes? This optional post-conference workshop will help you develop tools for measuring the success of your one-stop model both now and in the future and provide you with templates for demonstrating the return on investment of your new shop. Attendees will learn how to measure outcomes in terms of expenditures, staff time, facility use, and student satisfaction and goodwill. They will also learn how to analyze key performance indicators over time to plan for change to their models as student needs change over time.

INSTRUCTORS



Dennis Day, Vice President of Student Services, Johnson Community College

With over 30 years of higher education experience and having visited over 50 campuses throughout the US and Europe, Dennis has developed an in-depth knowledge of divergent enrollment systems. While at Johnson Community College, he has worked to create service delivery systems designed to maximize the method of delivery, provide information directly to students, and use the latest technology. Throughout his time at Johnson County, Dennis has provided leadership for a new student development model, implementation of web-based products, and construction of the new student center containing the "Success Center", a model one-stop center visited by over 70 colleges and universities.



Larry Lesick, Associate Vice President for Enrollment Management, Widener University

Since beginning his career in higher education administration in 1982, Larry has served in a variety of roles including director of admissions, dean of admissions and financial aid, and vice president for enrollment management and strategic planning. He has written articles and made presentations on topics such as admissions and financial aid, student housing, business process redesign, and establishing a one-stop center. Larry has implemented one-stop student service centers at Wilmington College and Widener University.

INSTRUCTORS (CONTINUED)



Rick Weems, Associate Vice Chancellor for Enrollment Management, University of Alaska Anchorage

A 29 year higher education veteran, Rick has served as a director of financial aid and an enrollment manager at several Pacific Northwest institutions including Warner Pacific College and the University of Alaska Anchorage. Drawing upon his experiences as a seasoned administrator, he has presented on retention, financial aid, and developing student-friendly enrollment services at numerous state, regional, and national conferences. Rick has also chaired the National Association of Student Financial Aid Administrators' Training and Best Practices Committee. His experienced approach to using

technology to solve service issues in the enrollment management arena led Rick to write an article for SEM Source on retention in the financial aid office.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt at Fisherman's Wharf
555 North Point Street
San Francisco, CA 94133

To reserve your room, call 415-486-4410. Please indicate that you are with the Academic Impressions group to receive the group rate. UPDATE: The hotel is almost sold out over these dates now, but the block of rooms for Academic Impressions has been extended on the nights of July 26th and 27th to a \$175 group rate.

The rate is \$175 for single or double occupancy, plus applicable tax.

**Alternative hotels, especially for the night of July 25th, include the Holiday Inn Express Fisherman's Wharf (415-409-4600) across the street which currently has rates of \$152 - \$189 online. There is also a Hilton Fisherman's Wharf (415-885-4700), a Sheraton Fisherman's Wharf (415-362-5500) and a Radisson Fisherman's Wharf (415-392-6700) all in the immediate area. Please make your reservations early.

A room block has been reserved for the nights of July 26 – 27, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt at Fisherman's Wharf hotel offers luxurious guestrooms in a setting just minutes from downtown. The hotel is near Pier 39, Ghirardelli Square, a cable car across the street, Union Square, Chinatown, and North Beach. The hotel is 18 miles from San Francisco International Airport. Other airports in the area include San Jose and Oakland.



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Attend as a team – remember, if you register as a group, every 4th registrant is free.
Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.
Register online at www.academicimpressions.com

REGISTRATION FEES

Your registration fee includes: full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast and lunch on Tuesday, site visit to University of San Francisco on Tuesday, breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before July 16, 2010

- Planning for a One-Stop Enrollment Services Model and Post-Conference Workshop (BEST VALUE) _____ \$1395 USD
 Planning for a One-Stop Enrollment Services Model Conference only _____ \$1095 USD
(For registrations postmarked after July 16, 2010, an additional \$100 fee per registrant applies)
- Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

How did you hear about this event? (email from AI, colleague forwarded email, *The Chronicle*, etc.) _____

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____
Job Title _____ Institution/Organization _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____ Country _____

(For registration confirmations and pre-conference communication. FOR ADDITIONAL REGISTRANTS PLEASE COMPLETE ADDITIONAL FORMS.)

Telephone _____ Fax _____ Email _____
Additional Contact Name _____ Additional Contact Phone _____
Additional Contact Title _____ Additional Contact Email _____
Emergency Contact Name _____ Emergency Contact Phone _____
(In case of emergency, we will contact this person on your behalf)

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PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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Please charge my credit card: (Visa, MC, AmEx)
Name on Card _____
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CHECK/INVOICE

- My check is included and covers _____ registration(s)
Check # _____
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(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by April 30, 2010. A \$100 processing fee will be assessed. After April 30, 2010 a credit (less \$100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, web conferences, audio proceedings, or web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.