

DATA-DRIVEN RETENTION STRATEGIES: CONNECTING ENROLLMENT, MISSION, AND SUPPORT SERVICES

October 13 - 15, 2010
San Diego, CA

ACADEMIC • IMPRESSIONS



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OVERVIEW

Many institutions are aware of the importance of retention programming but struggle with how to develop strategic programs that tie student data to enrollment goals, academic mission, and support services. Recent pressures to increase accountability and student progress toward a degree have focused the spotlight on retention programs. But without a unified, campus-wide approach, institutions may not reap the improved retention outcomes they seek. Join us to learn how to develop a unified, data-driven approach to retention that involves all campus stakeholders and embraces the full student life-cycle from admission to graduation.

WHO SHOULD ATTEND

This program is designed for enrollment managers, academic advisors, student affairs professionals, retention specialists and institutional researchers who are seeking guidance on developing an institutional plan. Institutional teams are strongly encouraged to attend. Discounts will be applied to teams of four or more.

TESTIMONIALS

“This conference was right on target from start to finish. I came in with an idea and data, was assisted with practical resources and examples to help me develop my institution’s goals, and walked away with an actual, tangible plan.”

-WillaMarie Jackson, Academic Advisor/Retention Coordinator, Ohio University Zanesville

“What impressed me is that by the end of the second day, everyone had a plan for action upon return to campus, and some had already taken the first step.”

-Kate Peterson, Assistant Provost, Enrollment Management, Oregon State University

“The conference provided me with a wealth of information from numerous experts, and I now feel comfortable to start the important task of developing a comprehensive retention plan that will benefit our students.”

-Brook Ringenberg, Senior Admissions Counselor, Indiana Tech

“The workshop was very well organized and presented, with appropriate and very useful materials provided. A major strength is the experience that the faculty bring and their willingness to share details from their campus.”

-Michael B. Wallace, Assistant Director, Office of Institutional Assessment and Evaluation, Howard University

PROGRAM AGENDA

WEDNESDAY, OCTOBER 13, 2010

8:00—9:00 a.m. **Continental Breakfast and Registration for Pre-Conference Workshop Attendees**

9:00 a.m.—12:00 p.m. **Optional Pre-Conference Workshop: Retention and First Generation Students: Planning, Programming, and Grant Opportunities**
Demographic data predict a large increase in the number of first-generation students planning to enroll in college over the next decade. This workshop will help you understand the impact of this enrollment increase on your retention planning, review successful first-generation retention programs already in place, and learn about grant opportunities available to support institutional retention efforts for this cohort.

12:00—1:00 p.m. **Lunch for Pre-Conference Attendees**

12:30—1:15 p.m. **Registration for Conference Attendees**

1:15—2:00 p.m. **Setting the Stage for Retention: Where Does Your Institution Fit?**
This opening session will help you explore your current institutional retention challenges and learn from faculty about the comprehensive programs they have in place at their institutions. You will also explore the role of the retention committee and the connections among enrollment, academic advising, student affairs, and institutional research.

Learn how
to develop a
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PROGRAM AGENDA

WEDNESDAY, OCTOBER 13, 2010 (CONTINUED)

- 2:00—3:15 p.m. **Getting Started: The Role of Admissions in Retention**
Effective retention programming begins before the student's freshman year. You need to understand the needs of the entering class before you can craft a retention plan or predict attrition. During this session you will learn about the data you should be able to glean from the admissions application to inform retention programming and understand the role of the enrollment manager in the retention process.
- 3:15—3:30 p.m. **Break**
- 3:30—5:30 p.m. **Self Audit of Data and Programs**
This session will help you learn what data and programs you already have, what you need to start collecting or implementing, and which offices may have the data or resources for you. Faculty will help you begin to explore any data and programming gaps that might exist at your institution. Attendees will begin working on a retention road map for their institution and will identify retention priorities based on enrollment goals, student data, attrition factors, and available resources.
- 5:30—6:30 p.m. **Networking Reception (included in registration)**
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THURSDAY, OCTOBER 14, 2010

- 8:30—9:00 a.m. **Continental Breakfast (included in registration)**
- 9:00—10:30 a.m. **Reviewing Programs that Work**
Before you reinvent the wheel, it is useful to understand the broad array of successful retention models that have been deployed at other institutions and have produced real results. During this session, you will review three case studies of successful retention programs (both public and private institutions) so that you can begin thinking about applying ideas to your own unique plan.
- 10:30—10:45 a.m. **Break**
- 10:45 a.m.—12:15 p.m. **Resource, Outsource, and Budgetary Considerations: What are the Issues?**
During this session, you will learn about the various retention resources available to you and your institution, including consulting and outsourcing options. You also will learn about the various cost factors associated with building retention programs and review ways to demonstrate return on investment for improving retention programming.
- 12:15—1:30 p.m. **Lunch (included in registration)**
- 1:30—3:00 p.m. **Making it Tangible: Creating your Comprehensive Plan**
During this working session, you will begin to work together to complete your retention road map and draft a retention plan for your institution. Faculty will coach attendees to think about timelines, priorities, data-collection, assessment, and program resources.
- 3:00—3:15 p.m. **Break**
- 3:15—4:30 p.m. **Sharing and Analyzing Plans**
During this session, you will share plans with peers and hear feedback about potential challenges. Faculty will provide guided feedback to assist teams in modifying plans as needed.

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FRIDAY, OCTOBER 15, 2010

- 8:30—9:00 a.m. **Continental Breakfast (included in registration)**
- 9:00—10:30 a.m. **“Know When to Hold ‘Em and Fold ‘Em”**
Successful retention planning requires constant monitoring of outcomes and the ability to make critical decisions about programs and resources. In this session, you will learn techniques for revising and updating retention programs once they have been implemented based on analysis of student and program data.
- 10:30—10:45 a.m. **Break**
- 10:45—11:45 a.m. **Considerations for Implementing a Retention Plan**
During this final session, faculty will review lessons they have learned while implementing retention programs and helping you to anticipate various obstacles. In addition, faculty will provide tips for building a successful retention committee, including various ways to develop campus-wide support and buy-in for your new plan.
- 11:45 a.m.—12:00 p.m. **Wrap-Up and Final Q&A**
- 12:00—1:15 p.m. **Lunch for Post-Conference Attendees**
- 1:15—4:15 p.m. **Optional Post-Conference Workshop: Recruiting and Retaining Men: Options for Programs and Support**
Many institutions are particularly challenged to provide successful retention programs for male students. This workshop will help you explore the various reasons that male student persistence and graduation rates are declining and review programming options that you can consider to improve outcomes for this population.

INSTRUCTORS



W. Kent Barnds, Vice President of Enrollment and Communication and Planning, Augustana College

Since his arrival at Augustana in 2005, Kent has overseen the largest enrollment in the college's history. He oversees the offices of admissions, financial assistance, and marketing and serves a critical role on the comprehensive retention committee, developing plans for at-risk students and predictive models for retention outcomes.



Bernadette Jungblut, Head, Data and Analyses, Student Development and Enrollment Services, University of Central Florida

Bernadette is responsible for the student success, operational data analysis, and assessment research functional areas for SDES. This entails analyzing all indicators of student success and retention, identifying high-risk groups, and making targeted policy and program recommendations to improve students' persistence to degree completion.



Margot Saltonsall, Assessment Coordinator, Northern Arizona University

Margot has worked in K-12 and higher education and has conducted assessment in those areas for more than 15 years. Currently, she oversees the assessment activities for the 14 departments of the Enrollment Management and Student Affairs Division at Northern Arizona University. Her work within the division focuses on investigating how students' participation in programs and services contributes to their academic success, satisfaction, and learning and development.

HOTEL RESERVATIONS

The conference will be held at:
Sheraton La Jolla
3299 Holiday Court
La Jolla, CA 92037

To reserve your room, call 858-453-5500. Please indicate that you are with the Academic Impressions group to receive the room rate of \$129 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of October 10 – 14, 2010. Reservations must be made by September 19, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.



The newly renovated Sheraton La Jolla Hotel is located on 7.5 acres of tropical beauty within steps of theaters, restaurants, and shopping centers. It is also just a five-minute drive from spectacular beaches, Torrey Pines Golf Course, and romantic La Jolla Cove. The San Diego International Airport, the world famous San Diego Zoo, the popular Gaslamp Quarter, Petco Park, and downtown are just 12 miles south. The hotel has a pool, fitness center, and several eating establishments such as Humphreys La Jolla Grill and Shooters Bar & Grill. Enterprise Rent-A-Car is also located in the lower lobby of the hotel if you'd like to rent a car during your stay.

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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, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

Postmarked on or before September 24, 2010

- Data-Driven Retention Strategies: Connecting Enrollment, Mission, and Support Services and Both Workshops (BEST VALUE) _____ \$1695 USD
- Data-Driven Retention Strategies: Connecting Enrollment, Mission, and Support Services and One Workshop
 Pre-Conference Workshop Post-Conference Workshop _____ \$1395 USD
- Data-Driven Retention Strategies: Connecting Enrollment, Mission, and Support Services Conference only _____ \$1095 USD
(For registrations postmarked after September 24, 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 _____
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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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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by July 16, 2010. A \$100 processing fee will be assessed. After July 16, 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.