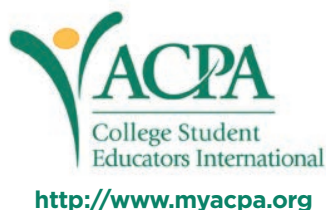




CONFERENCE

# A SYSTEM-WIDE APPROACH TO ADVISING FOR RETENTION

June 12 - 14, 2013  
Orlando, FL



**ai** ACADEMIC  
IMPRESSIONS



OVERVIEW

Research shows that effective academic advising is a key strategy for increasing student persistence and success. However, few campuses implement a strategic approach to providing effective academic advising. This event will bring together institutional teams to take an in-depth look at how to coordinate professional advising, faculty advising, and institutional support for advising to best retain and support students across campus.

The conference will kick off with a retention simulation to help you understand the key risk factors that cause students to drop out of school, taking an in-depth look at the research on retention and student success as it relates to advising. You will then explore the key elements of an effective advising program: advising mission, organization, training, delivery, and assessment. These sessions provide content, activities and action-planning time that will help you determine how to implement or improve these key elements on your campus. The final day of the conference is geared toward helping you finalize an action plan to improve advising on your campus. The sessions will focus on how to prioritize efforts and implement change through presentations, faculty-facilitated discussions, and work time. The optional post-conference workshop will focus on developing a plan for assessing advising on your campus.

*Improve your retention rates by learning new approaches to advising from three of the country's leading authorities on academic support services.*

LEARNING OUTCOME

After attending this conference, you will be able to create a strategy to coordinate academic advising to better support retention efforts at your institution.

WHO SHOULD ATTEND

This program is ideal for institutional teams who are thinking about or working on a plan to maximize the impact of academic advising on student success and retention, including professionals in the following roles:

- Provosts, deans, vice presidents, and other administrators who oversee a variety of academic support services, including academic advising
- Academic affairs individuals responsible for coordinating and supporting faculty advisors
- Directors of academic advising and student success services and programs
- Professional and faculty advisors
- Retention coordinators and specialists



**Attend as a Team and Save!**

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, every fourth conference and/or workshop registrant can participate FREE of charge!



## WHAT YOU WILL LEARN

This conference is right for you if you want to better organize advising on your campus to align with and support the institution's broader retention efforts. The sessions will give you the information you need to:

- Integrate the most current research on student retention into your advising program's practices
- Align your advising program's mission and goals with your institution's mission for student success
- Organize your advising program to maximize your advising system's impact on retention
- Define what constitutes quality advising and why quality advising is critical to retention efforts
- Analyze the best advising delivery strategies and modes for your institution

## CONFERENCE FORMAT: A PEER LEARN AND WORK EVENT

Knowing that this event will be attended by your peers that have experienced similar challenges, the conference has been designed to capitalize on your experiences. You and your team members will be connected with similar practitioners to discuss and contextualize the conference content over the course of the event.

### TESTIMONIALS

**"I came here overwhelmed with the change of developing advisors to increase retention. With the experts here, I was able to create an action plan that is relevant, meaningful, and doable!"**

*-Ginny Boyum, Interim Dean, Academic Affairs, Rochester Community and Technical College*

**"This is my third Academic Impressions conference. I am always challenged, and inspired by the content and professors."**

*- Past attendee*



# AGENDA

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## DAY 1: WEDNESDAY, JUNE 12, 2013

- 1:00 - 1:15 p.m.** Welcome, program overview, and ice breaker
- 1:15 - 2:30 p.m.** Student Success Simulation  
This interactive activity sets the stage to underscore the important role advising plays in student success. Our faculty will facilitate dialogue among participants to help demonstrate retention initiatives through the eyes of at-risk student. In the simulation debrief, the faculty will share recent data that highlights the importance of student advising on campus.
- 2:30 - 2:45 p.m.** Break
- 2:45 - 3:15 p.m.** Digging into the Research on Retention and Advising  
The faculty will provide an in-depth look at the current research on retention, degree completion and student success as it relates to advising.
- 3:15 - 3:45 p.m.** Debriefing the Research  
This session will bring the previous session into focus with a guided discussion on how the research on student retention and success relates to your institution.
- 3:45 - 4:15 p.m.** Aligning Advising and Institutional Mission Statements  
The faculty will present on how to effectively tie your advising mission to the institutional mission. You will participate in an activity to help assess and revise your current advising mission statement in order to set the stage for developing strong advising goals.
- 4:15 - 4:45 p.m.** Working session  
Using the information from the last sessions, you will analyze your current advising and mission statements.
- 4:45 - 5:45 p.m.** Networking reception (included in registration fee)

## DAY 2: THURSDAY, JUNE 13, 2013

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 9:45 a.m.** Setting Goals for Your Advising Program  
The faculty will discuss how to develop strong advising goals and will provide working time for you to set goals for your advising program. The faculty will also discuss how to use goals to drive the advising of students, your communications on campus, and advising development.
- 9:45 - 10:00 a.m.** Morning break



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## DAY 2: THURSDAY, JUNE 13, 2013 (CONTINUED)

- 10:00 - 10:45 a.m.**      **Organization of Advising**  
In this session, the speakers will discuss advising structures to inform your plan for organizing your advising program based on your mission, goals and resources. You will then consider if your current structure is working to support student success or if it needs updating.
- 10:45 - 11:30 a.m.**      **Models of Delivery**  
The faculty will also look at the strengths of various models for delivery advising—including faculty, professional, paraprofessional, counselor, and peer delivery of academic advising—to help inform your institutional plan for advising. You will then consider if your current delivery models are working to support student success or if they need updating.
- 11:30 a.m. - 12:00 p.m.**      **Action Planning Session**  
Based on the information and work in the last two sessions, you will work on your action plan for improving advising on your campus.
- 12:00 - 1:00 p.m.**      **Lunch (included in registration fee)**
- 1:00 - 2:30 p.m.**      **Defining Quality Advising**  
The afternoon will begin with a highly interactive and dynamic session on developmental advising techniques. The activities will lead to building a definition of quality advising based on current research and practice. Regardless of how your advising system is structured, quality advising is key to retention of students, and defining quality advising is pivotal to advisor training and delivery on your campus. It also frames your communications with stakeholders across campus.
- 2:30 - 2:45 p.m.**      **Afternoon break**
- 2:45 - 4:00 p.m.**      **Reflecting on Quality Advising Discussion**  
This session will help you reflect on the quality of advising on your campus and how it can be improved. You will also look at the implications that your reflections on quality advising have for advisor training and advising program assessment.
- 4:00 - 4:45 p.m.**      **Action Planning Session**  
Attendees will identify important session takeaways and possible action items for their action plan.



# AGENDA

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## DAY 3: FRIDAY, JUNE 14, 2013

**8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)

**9:00 - 10:15 a.m.** Delivery of Advising Round Table Discussions

- Differentiating Advising for At-Risk Populations

This session will focus on how to differentiate one-to-one advising for at-risk populations.

- Maximizing the Impact of Faculty Advising

This session will provide you with the information you need to improve the effectiveness of faculty advising on your campus.

- Building a First-Year Student Advising Office/Transfer/Cross-Campus Advisor Development/Cross-Training

This discussion will focus on how to get a First-Year Student Office going.

**10:15 - 10:30** Break

**10:30 - 11:00 a.m.** Action Planning Session

Attendees will identify important session takeaways and possible action items for their action plan.

**11:00 - 11:45 a.m.** Initiating Change

This session will include a short discussion on tips for initiating change to your advising program and practices. You will also have time to finish your action plan.

**11:45 a.m. - 12:00 p.m.** Final Wrap-Up

## OPTIONAL POST-CONFERENCE WORKSHOP: INCORPORATING ASSESSMENT PRACTICES INTO YOUR ADVISING PROGRAM

**12:00 - 1:00 p.m.** Lunch for post-conference workshop attendees (included in workshop registration)

**1:00 - 4:00 p.m.** Optional Post-Conference Workshop: Incorporating Assessment Practices into Your Advising Program

This workshop will provide an overview of the key factors in program assessment, help you draft a brief plan, and review resources that will aid you in the future development of a comprehensive assessment plan for your advising program. This assessment plan will provide the data you need to convince key stakeholders across campus how and why positive changes to advising positively impact student success and retention.



# INSTRUCTORS

**TOM GRITES / Assistant Provost**

*The Richard Stockton College of New Jersey*

Tom Grites currently has responsibilities for academic Orientation programming, First-Year Experience efforts, transfer student initiatives, liaison with the Division of Student Affairs, and various other projects. He also teaches a seminar course for new transfer students each semester. He previously served as director of Academic Advising, interim director of Teacher Education, interim dean of Social and Behavioral Sciences, and assistant to the vice president for Academic Affairs in his 35-plus years at Stockton.

He was one of the founding members of the National Academic Advising Association (NACADA) and served as its president for two terms. He currently serves as a senior editor of the NACADA Journal and regularly provides other services to NACADA. Dr. Grites has written over 60 journal articles, book chapters, and professional reports; he has delivered more than 125 conference presentations; and he has conducted faculty development workshops and academic advising program reviews on over 130 campuses. He has served on the Absecon Board of Education for over 25 years. Tom earned his BS and MS degrees from Illinois State University and his PhD from the University of Maryland. Both institutions have awarded him their distinguished Alumni Awards, and he was inducted into the College of Education Hall of Fame at Illinois State in October 2007.

**KAREN THURMOND / Director of Academic Advising and Degree Planning Resources**

*The University of Memphis*

Karen Thurmond's responsibilities include advocacy across campus for academic advising initiatives and for academic advisors serving in a faculty, peer, or professional role. She also coordinates the day-to-day operations of the general education program (core curriculum) and degree audit system (DegreeWorks) at the University of Memphis, and is a staff member of the Center for Academic Transition, where transfer students are advised in their first semester. Ms. Thurmond has written for the NACADA monograph on advising transfer students (on four year to four year transfer), and for the NACADA New Advisor Guidebook (on the environment of higher education). She chaired the NACADA Webinar Advisory Board, served on the Administrator's Institute Advisory Board, and served as a member of NACADA's Emerging Leaders Development team. She served as NACADA Region 3 (TN, KY, WV, NC, SC) Chair from 2005 - 2007.



# INSTRUCTORS



**DELAINE PRIEST / Associate Vice President for Student Development and Enrollment Services (SDES)**

*University of Central Florida*

In her current role, Ms. Priest provides leadership and administration to 12 UCF units, 146 employees, and a budget of over 18 million dollars. These units focus on the transition, retention, and graduation of UCF students. The units also provide transitional support services such as orientation, academic advising, and learning support opportunities that empower students to succeed. Under her leadership SDES has been recognized nationally for the following awards and recognitions: NACADA Outstanding Institutional Advising Program, NACADA Outstanding Electronic Publication Award, NCLCA/LSCHE Website Excellence Award, NASPA Exemplary Program Award, and the Noel-Levitz Retention Excellence Award. Further, she was selected for the 2011 HERS Women's Leadership Institute and the 2008 National Resource Centers' Outstanding First-Year Student Advocate Award. In addition, she is the principal investigator for the Department of Education, Student Support Services STEM grant. This grant, totaling over 1 million dollars, was awarded to UCF to provide opportunities and resources to low-income and first-generation students. She is currently pursuing her doctoral degree in Organizational Leadership from Nova Southeastern University in Fort Lauderdale. Ms. Priest is a strong advocate for students' success and works diligently in assisting students reach their full potential.

# HOTEL RESERVATIONS

The conference will be held at:

The Florida Hotel and Conference Center  
1500 Sand Lake Rd  
Orlando, FL 32809

To reserve your room, call 800-588-4656. Please indicate that you are with the Academic Impressions group to receive the room rate of \$109 for double/double, \$129 for a king, plus \$18 nightly service fee.

A room block has been reserved for the nights of June 11, 12 and 13, 2013. Reservations must be made by May 24, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.



The Florida Hotel and Conference Center is located midway between the Orlando International Airport (MCO) and Walt Disney World. The hotel is connected to the Florida Mall, Central Florida's largest indoor shopping experience. The closest airport to the hotel is the Orlando International Airport (MCO) which is approximately 8 miles away. Taxis and Super Shuttle ([www.supershuttle.com](http://www.supershuttle.com)) are both available for transportation needs.





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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](http://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.

**Best Value**

Conference + Post-Conference Workshop - \$1395 USD

\_\_ # of attendees

Total \_\_\_\_\_

**Conference**

Conference only - \$1095 USD

\_\_ # of attendees

Total \_\_\_\_\_

**Workshop**

Post-Conference Workshop only - \$395 USD

\_\_ # of attendees

Total \_\_\_\_\_



**ATTEND AS A TEAM** - remember, if you register as a group, every fourth registrant is free.

### EARLY BIRD PRICING

Postmarked on or before May 24, 2013. For registrations postmarked after May 24, 2013, an additional \$100 fee per registrant applies.

### REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 15, 2013. A \$100 processing fee will be assessed. After March 15, 2013 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.

**By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.**

Visit our website to register online:

<http://www.academicimpressions.com/conference/system-wide-approach-advising-retention-june-2013>



# ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

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## SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

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## CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not login to view the webcast or online course and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

**PAYMENT METHOD**

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

**CREDIT CARD**



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	



Remember, if you register as a group, every fourth registrant is free.

**AMOUNT TO CHARGE:** \_\_\_\_\_

**CHECK/INVOICE**

- My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_
- Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*