



CONFERENCE

IMPROVING ONLINE STUDENT RETENTION AND SUCCESS

May 21 - 23, 2018

San Antonio, TX



ACADEMIC
IMPRESSIONS



A learning experience that combines both student support and instructional perspectives to improve online student success.

OVERVIEW

Online student retention and success have become critical amidst recent declines in online program enrollment across many institutions. Join your colleagues and our expert instructors—from public, private, and community colleges—in San Antonio to discuss practical strategies for online student retention. This is the only conference of its kind that will allow you to:

- Take a holistic approach to the issue of online student retention that combines both student support and instructional perspectives,
- Learn from a multiplicity of proven approaches to online student success from institutions like Norwich University, the University of Maryland University College, and Drexel University,
- And walk away with a draft of a plan that you and your colleagues can use to increase online student success at your institution.

BRING YOUR CROSS-FUNCTIONAL TEAM

Student success requires a holistic effort, and we strongly encourage representatives from academic affairs, enrollment, and student affairs to attend. Those who have benefited most from this conference have attended in teams with academic advisors, faculty, online program managers, student services personnel, and retention and enrollment staff. **When you register two from your institution, a third can attend for 50% off!**

EXAMPLES ROOTED IN PRACTICE, NOT THEORY. LEAVE WITH A PLAN

To help you apply the concepts that will be learned at this conference to your own context, you will be given plenty of hands-on working time and will walk away with a plan that you can use to increase online student success at your own institution.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/improving-online-student-retention-success/



PRE-CONFERENCE WORKSHOP: ASSESSING INCOMING STUDENT READINESS

Learn how to evaluate the preparedness of your online students. Join our instructors and learn how to implement new assessment strategies, or improve upon those you already have in place.

LEARNING OUTCOME

After participating in this conference, you will be able to improve your online retention and student success efforts.



AGENDA

MAY 21, 2018

Pre-Conference Workshop: Assessing Incoming Student Readiness

8:30 - 9:00 a.m.

Continental Breakfast for Pre-Conference Workshop Attendees (included in workshop registration fee)

9:00 a.m. - 12:00 p.m.

Pre-Conference Workshop: Assessing Incoming Student Readiness

Learn how you can better evaluate the preparedness of your online student cohorts. You will leave the workshop ready to implement new assessment strategies or improve upon those you already have in place. Specific topics of conversation will include:

- Assessment of critical thinking skills and technology literacy
- Standardized placement testing
- Techniques for evaluating students' writing abilities
- Considerations for setting up a CBE model for prior learning assessment (PLA) in the online space

12:00 - 1:00 p.m.

Lunch for Pre-Conference Workshop Attendees (included in workshop registration fee)

MAIN CONFERENCE

Day 1: Connecting Data to Programs

12:30 - 1:00 p.m.

Registration

1:00 - 1:30 pm

Welcome and Introductions

1:30 - 3:30 p.m.

Data and Decision-Making

We'll begin by focusing on retention data: which specific data points you should be examining, how you can identify patterns in your data to discern persistence and retention challenges, and how you can effectively analyze your data to make informed decisions. What programs or services should be piloted or tested based on what your data is telling you? How can you move from being predictive to prescriptive with your data capabilities? Our instructor will provide numerous examples from his own institution, and we will engage in group discussion around these topics.

3:30 - 3:45 p.m.

PM Break

3:45 - 4:45 p.m.

Beginning Your Plan: Working Time

This block of working time will center around the baseline retention data collection, tracking, and analysis that you need to be doing with regards to your online student cohorts. You will be given time to work through a series of worksheets at your tables, or in your teams, that will help you take stock of which data points you already have and actively track, which you still need, and will help you identify gaps or challenge areas. Conference instructors will be on hand for individualized coaching and consultation as needed.

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)



AGENDA

MAY 22, 2018

Day 2: Student Support Programs and Training Tools

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:30 a.m. presentation; 9:30 - 10:30 a.m. activity

Implementing and Managing Successful Online Student Orientations

Creating a purposeful orientation experience that is specifically geared toward online students can go a long way to promote retention on the front end. Our second day together will open with an in-depth case study of one institution's creative approach to their online student orientation. Best-practice strategies pertaining to orientation format, implementation, topics to include, and delivery will be addressed. You will also be given time to share your current strategies in this area with the group at large.

10:30 - 10:45 a.m.

Break

10:45 a.m. - 12:15 p.m.

Providing Tutoring and Writing Support Services in the Online Environment

We will explore ways in which you can effectively provide tutoring and writing support services--both critically important--for your online students. We will discuss possible delivery formats, in-house vs. outsourcing options, and methods for meaningfully connecting students to these resources and helping them take advantage of the support. Also, we will share a number of concrete examples of how this is currently being done at other institutions.

12:15 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 2:30 p.m.

Continuing Your Plan: Working Time

Here, at the halfway point of the conference, you will be given a full hour to get together with your teams to work on the portions of your draft plans that have to do with specific online support programs and services. Templates and worksheets will be provided, and conference instructors will be on hand for questions, individualized coaching, and consultation as needed. You will be asked to share what progress you have made with the group at the end of the session.

2:30 - 2:45 p.m.

Break



AGENDA

MAY 22, 2018 (CONTINUED)

During this time, you will self-select into one of the following sessions depending on which subject is best suited to your job duties and areas of interest:

Concurrent Session 1 | Student Support: Best Practices for Advising Communication and Automation

2:45 - 4:45 p.m.

Student Support: Best Practices for Advising Communication and Automation

This session will feature a focused conversation on best-practice techniques for advising communication for online students, and we'll help you answer the following questions:

- Which advising communication philosophies work best at different institutions?
- How can automation and other digital technologies help maximize impact and efficiency in your advising processes?
- What “communication plans” are other institutions using?

You will be given ample time to discuss these topics with the group and to plan for improvement of your own strategies in this area.

Concurrent Session 2 | Online Faculty Training: Structure, Content, and Delivery

2:45 - 4:45 p.m.

This session will feature a similar conversation on training programs for online faculty that will focus on answering:

- How are other institutions training faculty to teach effectively online?
- What does the format of those training programs look like, and which aspects of effective online teaching are they most emphasizing?
- What content is being covered?

You will hear a presentation from one institution that has implemented an exemplary faculty training program and will also be given time to identify your own strengths and opportunities for improvement at your institution.

MAY 23, 2018

Day 3: The Road Ahead

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:00 a.m.

Finalizing Your Plan

This hour will give you the opportunity to complete the third and final portions of your draft plans. The conference instructors will be circulating around the room to provide individual help and guidance as needed.

10:00 - 10:15 a.m.

Break



AGENDA

MAY 23, 2018 (CONTINUED)

10:15 a.m. - 12:00 p.m.

Measuring the Effectiveness of Your Retention Programs

Our final conference session will focus on metrics and measurement for the various online student retention programs and initiatives you have in place. You will learn how to more effectively use data to make informed decisions about which programs to keep, cut, or scale up, and will see examples of this kind of data-based programmatic decision-making from our expert instructor.

12:00 - 12:30 p.m.

Moving Forward: Key Takeaways and Conference Wrap-Up



INSTRUCTORS

Kristen Betts, Clinical Professor, EdD Program in Educational Leadership & Management, Drexel University

Dr. Betts has over 20 years of experience in higher education serving in leadership positions within private, public, and for-profit institutions as a program director, Senior Director for e-Learning, Director of Online & Blended Learning, and Chief Academic Officer. She has also served as a Trustee at a research university. Dr. Betts' expertise is in higher education, online and blended learning, curriculum and instructional design, strategic planning, and evaluation. Her research focus is on online and blended learning, Online Human Touch/high touch, Brain-Targeted Teaching, 21st century skills, workforce/career development, student/faculty retention, eAdvising, eStudent Affairs, accessibility, and faculty development. Dr. Betts has received distinguished national awards for her work in higher education and online learning including the CITE 2015 Award by Pearson for Excellence in Online Administration. Dr. Betts has also been a keynote speaker at conferences and government-supported events in Sweden, South Korea, Canada, and across the United States.

Mark Parker, Associate Professor & Chair, Division of Continuing Studies - College of Graduate and Continuing Studies, Norwich University

In addition to his duties as Associate Professor and Chair, Mark is responsible for the College's online bachelor's degree completion programs, and the online graduate Certificate in Teaching & Learning, and all non-degree continuing education courses and programs. He oversees the College's quality control initiatives for online courses and faculty training and development activities.

Prior to joining Norwich University, he worked at University of Maryland University College as Assistant Provost for Academic Affairs, and made major contributions to the development of UMUC's online delivery program. He received master's degrees from Florida State University and his Ph.D. from the University of Maryland, Baltimore County. His area of specialization is technology-mediated communication in education and the workplace. In 2010, he was recognized by the University Continuing Education Association "for outstanding contribution to the body of research on distance education" for his work on the experiences of non-native speakers of English in fully online U.S. university courses.

Tom Porch, Student Advising and Retention Manager, University of Maryland University College

Tom has held various leadership positions within Strategic Enrollment Management (SEM) at UMUC where he helped establish and lead the original student recruitment and academic advising departments in SEM. As one of the largest public universities in the United States, these departments continue to serve civilian, military and veteran adult online learners at all points of the academic life cycle. Tom is also a certified call center manager where he helped establish a Quality Assurance department and performance management model that measures advising service levels to students.

Currently, Tom creates and implements strategic and innovative retention initiatives with the purpose of increasing re-enrollment growth and driving student success through the use of data and predictive analytics. He has presented to national and international audiences on the strategic use of data and the prescriptive nature of student advising. Tom is now in the process of completing his Masters of Science in Project Management at UMUC.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

May 21 - 23, 2018 :: San Antonio, TX

HOTEL:

Westin Riverwalk
420 W Market St.
San Antonio, TX 78205
210.224.6500

ROOM RATE:

\$179, plus applicable tax.

ROOM BLOCK DATES:

Nights of May 20, 21, and 22, 2018.

RATE AVAILABLE UNTIL:

May 1, 2018.
Make reservations early - rooms and rates are subject to hotel availability.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

FULL CONFERENCE EXPERIENCE	MAIN CONFERENCE ONLY	PRE-CONFERENCE WORKSHOP ONLY
Maximize your learning experience with a ticket to both the main conference and post-conference workshop.	Develop an action plans to increase online student success at your institution.	Learn how to implement new assessment strategies, or improve upon your existing ones.
\$1,695	\$1,395	\$395

EARLY BIRD PRICING

Postmarked on or before May 4, 2018. For registrations postmarked after May 4, 2018, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

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

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)

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)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

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



CANCELLATION AND REFUND POLICIES



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.

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.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.