

COMMUNITY COLLEGE STUDENT SUCCESS AND RETENTION

March 17-19, 2010
Baltimore, MD



ACADEMIC • IMPRESSIONS

OVERVIEW

As open enrollment institutions, community colleges struggle to create retention practices that serve the diverse students that attend. Improving student success at community colleges requires examining institution-specific data to implement strategies that will work. However, often times, these strategies are narrowly focused rather than comprehensive in nature.

Join Academic Impressions to begin to create a system of intervention strategies for students that increase their success. Participants will examine various types of support institutions can provide at various stages of the student lifecycle. At each stage, student success strategies and practices will be examined through unique frameworks:

- The role of the student
- The role played by the institution in supporting the student
- The role of partnering with the the wider community

At the end of the event, participants will be able to craft a specific plan of action to take back to their institutions and begin to implement immediately.

WHO SHOULD ATTEND

We encourage you to bring a team of professionals to brainstorm new ways to retain students of all types. The multi-faceted approach to student success and retention presented here lends itself to groups including faculty, academic support services, student services, leaders in Centers for Teaching and Learning, chief academic officers, chief student affairs officers, institutional researchers, and grant writers.

PRE-INSTITUTE HOMEWORK

To ensure that each institution gets the most possible value from each working session, participants will be asked to gather various information about their institutions prior to the event.

AGENDA

WEDNESDAY, MARCH 17, 2010

- 8:30 – 9:00 a.m. **Registration and Continental Breakfast (included in registration)**
- 9:00 – 9:15 a.m. **Welcome and Introductions**
- 9:15 – 10:15 a.m. **Messaging**
An effective student success effort starts with a message that can be transmitted across departments and divisions. This interactive session is designed to help each institution craft a message for their unique mission, culture, and community that speaks to a unique and compelling vision of student success.
- 10:15 – 10:30 a.m. **Break**
- 10:30 – 11:45 a.m. **Initial Intake and Commitment**
As colleges seek to improve their retention and student success rates, it is important to look at how and why students enter the institution, the commitments students make, and the support provided by the institution in those initial moments. This session will highlight steps South Texas College took to increase student success starting at this critical early stage.

Learn an
innovative and
comprehensive
approach to
improving your
fundraising
performance.

AGENDA

WEDNESDAY, MARCH 17, 2010 (CONTINUED)

11:45 a.m. – 1:00 p.m. **Lunch (included in registration)**

1:00 – 1:45 p.m. **Design Your Institution's Initial Intake and Commitment Plan**

Groups will examine the information they have brought to the event and analyze how their own institutions address intake and commitment and what they could do to modify the process.

1:45 – 3:00 p.m. **Peer Support**

Increasingly, research shows the positive influence that peer interaction and mentorship can have on improving student success. In this session, participants will hear how one college has implemented structures to increase peer-to-peer interaction and how a successful peer mentoring program can positively influence student retention.

3:00 – 3:15 p.m. **Break**

3:15 – 4:00 p.m. **Design Your Institution's Peer Support Plan**

Armed with the examples from the previous section, groups will examine how to personalize a peer support program for their own institutional contexts.

4:15 – 5:15 p.m. **Networking Reception (included in registration)**

THURSDAY, MARCH 18, 2010

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

9:00 – 10:15 a.m. **Involvement in Academic Life**

Community college students spend the vast majority of their time on campus in the classroom, making the classroom the most important location to encourage success and retention on an ongoing basis. This session will examine how one institution examined available data and then implemented different approaches inside the classroom to encourage student success.

10:15 – 10:30 a.m. **Break**

10:30 – 11:15 a.m. **Design Your Campus' Involvement in Academic Life**

Using the example presented as a model, groups will brainstorm approaches to in-classroom retention and success efforts that suit their own institutions.

11:15 a.m. – 12:30 p.m. **Faculty and Student Interaction**

Student-faculty interaction — both inside and outside the classroom — is proven to increase student retention. This session will look at an example of how one college used data to design and assess a program to promote such interaction.

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

1:30 – 2:15 p.m. **Design Your Institution's Faculty/Student Interaction Plan**

Using the data gathered before the institute, groups will explore the best ways to increase student-faculty interaction on their own campuses.

2:15 – 3:15 p.m. **Goal Setting**

Looking back at the various strategies identified during working sessions, groups will work together to set goals and prioritize specific areas of improvement to increase retention.

3:15 – 5:00 p.m. **Action Plans**

Taking the goals set in the previous session, groups will identify specific courses of action — including what needs to be done, who should be involved, when action should be taken, and how to best proceed — to realize specific changes on campus.

POST-INSTITUTE WORKSHOP: PREPARING YOUR RETENTION PLAN FOR GRANT PROPOSALS

MARCH 19, 2010

OVERVIEW

Retention plans have a tendency to be developed and then collect dust on a shelf because the institution does not have the appropriate resources to move forward with the proposed changes.

Join Academic Impressions in this full-day workshop as we lead you through a process to turn your retention/success plans into grant proposals.

You will:

- Learn basic components of grant writing
- Understand some of the government and private grants available to increase student retention and success
- Shape parts of the retention/success plan that you developed in the institute into components of grant proposals

Please note: This post-institute session is not intended for those who have significant experience with grant development and writing.

POST-INSTITUTE WORKSHOP AGENDA

Friday, March 19, 2010

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

9:00 – 10:15 a.m. **Grant Writing Basics**

Before thinking about finding and writing grants, it is important to know the basic components of a grant proposal. This session will offer a primer on grant writing.

10:15 – 10:30 a.m. **Break**

10:30 – 11:45 a.m. **Private Grant Proposals**

This session will guide you through what you need to know about applying to private funders. The discussion will include key components to include when writing grants for these funders.

11:45 a.m. – 1:00 p.m. **Lunch for Post-Institute Workshop Attendees**

1:00 – 2:30 p.m. **Federal Grant Proposals**

This session will guide you through what you need to know about the current federal grants that exist to address student success and retention. We will have a brief discussion about funding cultures of the various federal entities with the goal of providing you with insight into key components to include when writing grants.

2:30 – 3:00 p.m. **Break**

3:00 – 4:30 p.m. **Using Your Success Plan as a Basis for a Grant Proposal**

In this session, participants will learn how to apply what they created during the institute as a basis for developing future grant proposals.

4:30 – 5:00 p.m. **Conclusion**

INSTRUCTORS



Margie Bader, MSS RSW, Program Coordinator, SMILE Mentoring Program, Seneca College

Margie was appointed Coordinator of the SMILE (Student Mentoring in Life and Education) Program at Seneca College in 2006 after being with the program for a year. She is currently involved in a research project on the Impact of Proactive Mentoring on Persistence at College with students identified as being at risk. Prior to this, she taught Psychology and Applied Professional Communication at Seneca (she continues to teach psychology). She has over 20 years of experience in education and counseling in higher education in three countries. From 1983 to 1995, Margie was senior counselor and later head of the Counseling and Careers Unit at the University of the Witwatersrand in Johannesburg. A highlight of her career was being part of the end of apartheid and helping black students integrate into the university.



Linda Lujan, Interim President and Chief Executive Officer, Chandler-Gilbert Community College

Prior to coming to CGCC Linda served for four years at the vice president for academic affairs at another Maricopa college – South Mountain Community College. Preceding her move to Arizona, Lujan served eight years in administrative roles in Colorado's community college system, including four years as an academic dean at the Community College of Denver and four as coordinator and director of educational technology at Arapahoe Community College. A first-generation student who entered college at age 30, Lujan was profiled in an October 2006 community college supplement to the Chronicle of Higher Education entitled, "I Wanted to Give Something Back," where she described her non-traditional pathway into higher education.



Kimberly McKay, Dean of Enrollment Services, South Texas College

Kim currently serves as the dean of enrollment services responsible for outreach, admissions, assessment, orientation, student information and welcome centers as well as the college call center. Kim and her staff are responsible for cultivating relationships with each of the 18 independent school districts in the South Texas College District including a robust dual enrollment program and college bound programming. Under her leadership the first time in college student enrollment has increased by 35% and the college bound rate at participating schools has increased by 10%. Kim leverages her experience in non-profit fund development and end-user training to implement enrollment management practices at the college's five campuses.



Maureen Pettitt, PhD., Director of Institutional Research, Skagit Valley College

Maureen is responsible for a variety of activities including strategic planning and institutional effectiveness, student learning outcomes assessment, and accreditation at Skagit Valley College. She has worked with faculty and staff to design, implement, and evaluate a number of student success and retention projects.



Post-Institute Instructor: Teri Erickson, Director of Resource Development, Otero Junior College

Teri has been the director since January 2006. She served as editor of a local newspaper before contracting as a grant writer for several local non-profit organizations. She is the first person to hold her position at OJC and, as such, has been responsible for developing all aspects of the grant office. She is responsible for researching, writing, and administering grants for OJC, working with area non-profit organizations and providing grant writing training. To date, she has written successful grant proposals that have brought in over \$20 million, including a U.S. Department of Labor Community-Based Job Training Grant, two HUD Hispanic-Serving Institutions Assisting Communities grants, a U.S. Department of Education CCRAA grant, a Title V grant.

Note: This program is subject to change without notice.

HOTEL RESERVATIONS

The conference will be held at:

Hyatt Regency Baltimore
300 Light Street,
Baltimore, MD 21202

To reserve your room, call 410-528-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$175 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of March 14 – 18, 2010. Reservations must be made by February 22, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.



The Hyatt Regency Baltimore is a harbor hotel, a getaway in the heart of Charm City. The hotel has immediate access to some of the most spectacular downtown Baltimore attractions. It is located 10 miles from Baltimore Washington International airport (BWI).

COMMUNITY COLLEGE STUDENT SUCCESS AND RETENTION

March 17-19, 2010 :: Baltimore, MD

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 institute sessions and materials, breakfast, lunch, and access to the networking reception on Wednesday, breakfast and lunch on Thursday, as well as refreshments and snacks throughout the institute.

Postmarked on or before February 26, 2010

- Community College Student Success and Retention and Post-Conference Workshop (BEST VALUE) _____ \$1240 USD
 Community College Student Success and Retention Conference Only _____ \$895 USD
(For registrations postmarked after February 26, 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 _____
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(For registration confirmations and pre-conference communication. FOR ADDITIONAL REGISTRANTS PLEASE COMPLETE ADDITIONAL FORMS.)

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(In case of emergency, we will contact this person on your behalf)

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 18, 2009. A \$100 processing fee will be assessed. After December 18, 2009 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.