

RECRUITING AND RETAINING TRANSFER STUDENTS

June 28 – 30, 2010

Philadelphia, PA

“The best event I have ever attended. The most well organized and knowledgeable teaching team. The organizers were an integral part of the entire conference.”

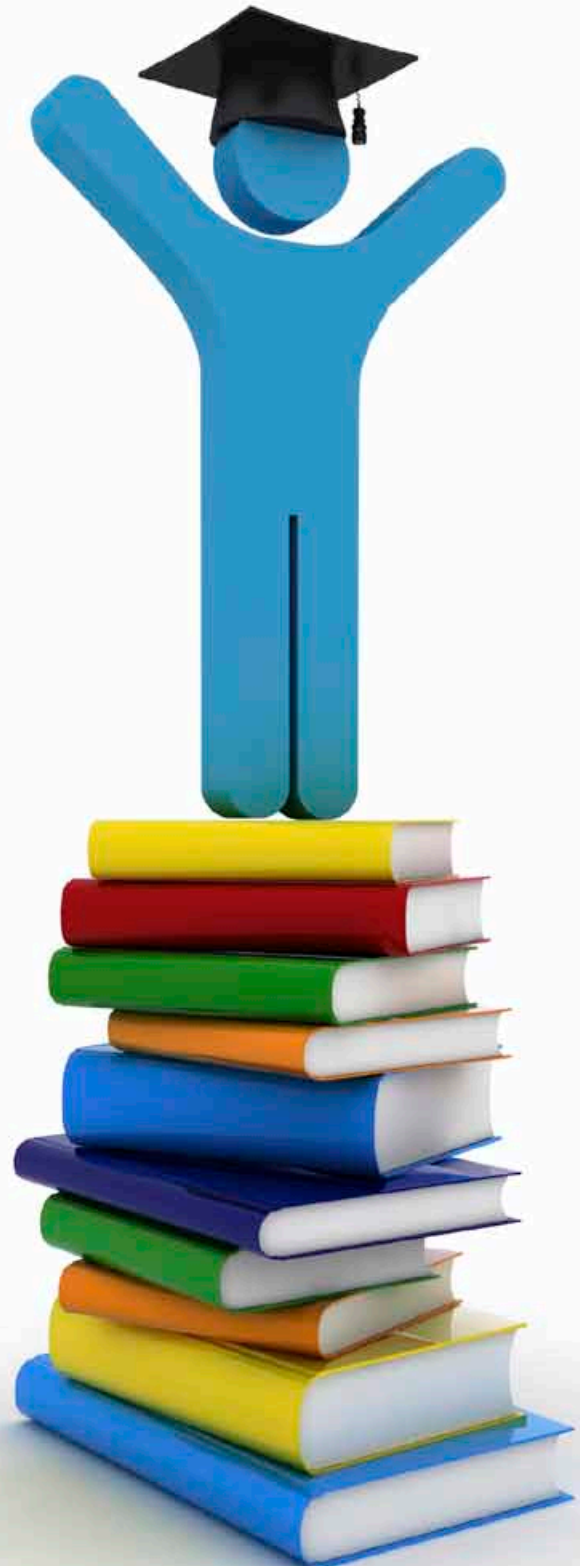
Lois Wood, Associate Registrar, Admissions, Wilfrid Laurier University

“In this economy, our college is careful in the way it uses its resources. Without a doubt, the conference provided us with tangible ideas on how we can improve our transfer program at Emerson. It was well worth the cost of the conference.”

Lisa Yaeger, Assistant Director/Transfer Coordinator, Emerson College

“Even though we came here as an institution with a Transfer Center program and as a leader in this area; I still went away with new ideas and contacts. This was one of the best and most informational conferences I have been to.”

Kelley Brundage, Associate Registrar, Colorado State University



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OVERVIEW

Over 60% of bachelor degree recipients will attend more than one institution. The transfer student market provides your institution – be it public or private – with a unique opportunity to strategically increase enrollments through targeted recruitment and student support programs.

A successful transfer student program requires a comprehensive, institution-wide commitment and strategy to serve the needs of this population. Join us to explore the core components of a comprehensive, coordinated transfer student strategy. You'll hear best practices from experienced presenters with both private and public school perspectives, learn how to identify areas of improvement for your own institution, and begin crafting the framework for a strategy at your institution.

WHO SHOULD ATTEND

This program is designed for admissions, enrollment, and student affairs professionals at 4-year institutions looking to develop a coordinated approach to transfer student recruitment, orientation, engagement and retention. Attendees will have the opportunity to participate in tracked sessions specifically designed to meet their learning needs in student affairs and student recruitment.

A TEAM EFFORT

This program has been successfully designed for teams of enrollment and student affairs professionals to come together and create well-rounded strategies for the recruitment and retention of transfer students. During joint plenary sessions, teams will discuss goals, areas for collaboration, and improvements to be made and, in break out sessions, both enrollment and student affairs professionals will delve deeper into issues that directly relate to their specific institutional roles.

INSTRUCTORS



Robin C. Brown, Vice President for Enrollment and Access, Colorado State University

Robin has been in the admissions/enrollment field for 23 years, beginning as an admissions counselor, and now serving in her second vice president position.

Robin as formerly vice president for enrollment at Willamette University and during that tenure, served on the NACAC Board of Directors. In her current position, she oversees the Office of the Registrar, Office of Admissions, the Access Center, and Student Financial Services and serves as a member of the President's Cabinet. Two years ago, she advocated for a transfer center on campus and in July 2009, the Transfer Student Center officially opened at Colorado State University.



Diane Schmitz, Director of Commuter and Transfer Student Services, Seattle University

Diane oversees the three-time national award-winning Collegia Program, which has served as a model for similar programs in the US and Canada. The Collegia Program creates learning communities for commuter and transfer students that provide a sense of belonging and a broader educational experience. Diane also has extensive experience developing successful orientation programs for transfer, non-traditional, and graduate students. She has shared her insights at regional and national conferences and as a consultant with other universities. Diane's doctoral research focused on the experiences of transfer students of color with student affairs professionals.

Explore the core components of a comprehensive, coordinated transfer student strategy.

INSTRUCTORS (CONTINUED)



Charlene Stinard, Director of Transfer and Transition Services, University of Central Florida

With more than 21 years in higher education, Charlene has served as a faculty member, Associate University Registrar, associate director of undergraduate admissions and now as the director of transfer and transition services. In this role, she promotes the academic preparation and transition of more than 7500 transfer students who enroll each year at UCF, and serves as an advocate for their retention and graduation. Charlene has presented on the subject of transfer students at numerous national and regional conferences, won national awards for her office's work with transfer students, and also co-authored *Networks for Transfer Students*, which was published in the *Journal of Applied Research for Community Colleges*.



Kurt Thiede, Vice President for Enrollment Management, Bucknell University

In his 30 plus years of experience in higher education administration, Kurt's portfolio has included management responsibilities in areas of strategic enrollment planning, student recruitment and admissions, financial aid, marketing and communications, student life, intercollegiate athletics, and alumni relations. He recently led a team of Bucknell staff and faculty to generate a successful proposal to participate in the Jack Kent Cooke Foundation's Community College Transfer Initiative. Bucknell was one of only eight institutions awarded four-year grants for this effort. Viewing enrollment management within the context of the prospect-student-alumni life cycle, Kurt is currently employing strategies and tactics – including utilizing strategic partnerships with community colleges – to establish relational pipelines to build and maintain high quality and diverse enrollments at Bucknell.



Fritz McDonald, Creative Director, Stamats Inc. (Pre-Conference Workshop Instructor)

Fritz McDonald has more than 20 years experience as a professional writer, editor, and creative strategist. At Stamats, Fritz has created marketing communications, digital strategy, and branding programs for colleges and universities across the US. He has an extensive background in creative strategy and social media, has delivered webinars on both and written an industry-leading whitepaper on social networking strategies. He has been a keynote speaker for CASE, CCAE, SUNY CUAD, and ACT, and presented at such well-known conferences as HighEd Web, EduWeb, and The AMA Symposium for the Marketing of Higher Education.

PRE-CONFERENCE WORKSHOP

8:30 - 9:00 a.m. **Pre-conference workshop registration and continental breakfast for workshop attendees**

9:00 - 12:00 p.m. **Pre-Conference Workshop: Social Media and the Transfer Student**

Many institutions have improved application and yield results by venturing into social media platforms over the past few years. But do the same techniques that work for traditional undergraduates work for the transfer student applicant? Research indicates that older, non-traditional applicants respond differently to social media applications than their traditionally-aged peers. Join us for this workshop to explore considerations for applying social media policy to the transfer student recruitment and admissions cycle.

12:00 - 1:00 p.m. **Lunch for pre-conference workshop attendees**

CONFERENCE AGENDA

MONDAY, JUNE 28, 2010

12:30 – 1:00 p.m. **Registration**

1:00 – 1:15 a.m. **Opening Comments**

1:15 – 2:45 p.m. **Transfer Students and Institutional Policy**

This opening session will examine why transfer students are important to the strategic future of 4-year institutions and how existing research on this population can be used to craft practical institutional policies regarding recruitment, advising, orientation, engagement and retention. Questions to be reviewed include:

Why transfer students?

- *What are the key recommendations that can be drawn from available research?*
- *How are these findings relevant to your institution's strategic plan?*
- *How to demonstrate the ROI of transfer students to institutional leaders*
- *What are the elements that you need to include when developing an effective transfer strategy?*

CONFERENCE AGENDA

MONDAY, JUNE 28, 2010 (CONTINUED)

- 2:45 – 3:00 p.m. **Afternoon Break**
- 3:00 – 5:00 p.m. **Getting to Know Your Transfer Students: Situational Analysis and Goal Setting**
You've reviewed the national research on transfer students, but how well do you know your own? Where did they come from? Who are your primary feeder schools? Are your transfer students primarily adult learners or traditionally-aged students? Do they attend your orientation? What are their retention rates?
- 5:00 – 6:00 p.m. **Networking Reception (included in registration)**

TUESDAY, JUNE 29, 2010

- 8:30 – 9:30 a.m. **Working Continental Breakfast (included in registration)**
- 9:30 – 10:30 a.m. **Session Track: Admissions and Enrollment – A Glimpse into the Transfer Student Experience**
While admissions officers sell the “student experience” to applicants, they might not be attuned to the student experience once they have matriculated. Barriers that students face after they enroll might include loss of transfer credits, changes in aid packaging, little or no orientation, lack of a transfer center and even disinterested faculty. In this session, admissions attendees will have a chance to hear what transfer students really need to make a smooth transition to the 4-year experience.
- Session Track: Student Affairs**
The Enrollment Process for Transfers
Understanding the complexities of the admissions and enrollment process for transfer students is crucial for student affairs professionals. It is important to understand where the campus enrollment strategy is moving in order to best develop services and resources for students once they arrive on campus. In this session, you will learn about typical enrollment strategies and how to better work with your admissions teams to create timely services and resources.
- 10:30 – 10:45 a.m. **Break**
- 10:45 a.m. – 12:30 p.m. **Session Track: Admissions and Enrollment**
Transfer-Friendly Admissions and Recruiting/Transfer Specific Recruiting Tactics
Many undergraduate admissions offices and recruiting tactics are designed to attract and enroll first-time freshmen. But transfer students have different needs and respond differently to various outreach practices. Research shows that transfer students often feel disconnected and disenfranchised by traditional admissions office practices (traditional hours, locations, and staffing) and don't respond well to print and electronic media that features traditional populations.
- Session Track: Student Affairs**
Engaging and Retaining the Transfer Student
From initiating the relationship with a transfer student through graduation, there needs to be a mix of opportunities for engagement in both student and academic life. In this session, the presenters will work with attendees to identify the student lifecycle and define necessary points of intervention and engagement.
- 12:30 – 1:30 p.m. **Lunch (included in registration)**
- 1:30 – 2:45 p.m. **Session Track: Admissions and Enrollment**
Best Practices for Working with Community Colleges
Developing strong working relationships with advisors at your top feeder schools is a key element of an effective transfer student recruitment strategy. This session will highlight various ways to develop those relationships to improve

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recruitment outcomes.

CONFERENCE AGENDA

TUESDAY, JUNE 29, 2010 (CONTINUED)

Session Track: Student Affairs

Two Successful Retention Programs: Transfer Orientation and Peer Leaders

The differing needs of transfer students highlight the importance of engaging them in different ways than first-year students. This session will walk participants through how to create an orientation that will work for your campus. Additionally, you will learn how peer leaders can be used in the orientation process and beyond to engage transfer students, provide academic assistance, and help transfers better integrate into the institution.

2:45 – 3:00 p.m.

Break

3:00 – 4:00 p.m.

Collaboration, Information Sharing and Streamlining

Developing a strategy to collaborate, share information, and simplify processes between different offices on your campus is a key element in creating a seamless experience for the student. This session will highlight appropriate ways to collaborate and communicate to improve services for transfers which include increasing efforts between academic departments, admissions offices, and student affairs departments.

4:00 – 5:00 p.m.

Reconnecting with Your Teams

This session will allow you to rejoin with your team and share knowledge gained throughout the day. Faculty will help you discover ways to utilize the information to form a cohesive program for transfer students when you return to campus.

WEDNESDAY, JUNE 30, 2010

9:00 – 9:30 a.m.

Continental Breakfast (included in registration)

9:30 – 10:30 a.m.

Assessing Your Transfer Student Strategy

Ongoing assessment is an important part of an effective transfer student strategy. During this session, you will hear important information about how faculty members measure the effectiveness of transfer student initiatives at their institution.

10:30 – 11:45 a.m.

Next Steps

During this session, you will review ideas that you have generated throughout the conference and consider any changes that you'd like to make to your transfer student strategy. Conference faculty will help you develop a series of next steps that you can take to move your new or existing recruitment and retention initiatives forward.

11:45 a.m. – 12:00 p.m. **Conclusion and Final Q and A**

POST-CONFERENCE WORKSHOP

12:00 – 1:15 p.m.

Lunch for post-conference workshop attendees

1:15 – 4:00 p.m.

Post-Conference Workshop: Building your Transfer Center

Some institutions have successfully implemented a transfer student center as a way to further support their transfer student support strategies. This workshop will help participants review the components of developing a transfer student center at their institution and will cover:

- *Making the case for a transfer student center*
- *Types of transfer centers*
- *Making the most of available physical space design*
- *Staffing and cross-functional cooperation*
- *Budgeting and on-going challenges*

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HOTEL RESERVATIONS

The conference will be held at:

Loews Philadelphia Hotel
1200 Market Street
Philadelphia, Pennsylvania 19107

To reserve your room, call 215-627-1200. Please indicate that you are with the Academic Impressions group to receive the room rate of \$179 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 27 – 29, 2010. Reservations must be made by June 7, 2010. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Loews Philadelphia, housed in the first skyscraper ever built in the City of Brotherly Love, is located in downtown Philadelphia with magnificent views of the downtown skyline. Nearby attractions include the Franklin Institute, Philadelphia Zoo, Penn's Landing, South Street, National Constitution Center, Lights of Liberty, and Liberty Bell. It is located 15 minutes from the Philadelphia International Airport (PHL) and just 5 minutes from the Amtrak 30th Street Station.



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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 Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, as well as refreshments and snacks throughout the conference.

Postmarked on or before June 11, 2010

Recruiting and Retaining Transfer Students and Both Workshops (BEST VALUE) _____ \$1695 USD

Recruiting and Retaining Transfer Students and One Workshop

Pre-Conference Workshop Post-Conference Workshop _____ \$1395 USD

Recruiting and Retaining Transfer Students Conference only _____ \$1095 USD

(For registrations postmarked after June 11, 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.)

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Additional Contact Title _____ Additional Contact Email _____

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

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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 April 2, 2010. A \$100 processing fee will be assessed. After April 2, 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.