

# PROACTIVE ADVISING TO RETAIN FIRST-YEAR AND TRANSFER STUDENTS

February 22, 2012 :: 1:00 – 2:45 p.m. EST

ACADEMIC · IMPRESSIONS

**WEB CONFERENCE**



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## OVERVIEW

Approximately one-third of undergraduate students leave college after their first year. Students who are more actively engaged in college life and have a strong connection to a faculty or staff member are more likely to stay in school and succeed academically. Proactive advising anticipates students' needs and gets them engaged and connected as soon as they are admitted.

While this advising model is particularly effective with first-year and transfer students, the model can be applied to advising any on-campus or online student population. This model increases the probability for academic success for all students, but especially for first-year and transfer students who are considered at risk, including first-generation and minority students, students with financial difficulties, and students taking remedial classes.

## LEARNING OUTCOME

After participating in this webcast, you will be able to utilize the proactive advising model at your institution to help retain first-year and transfer students.

## DEFINING 'PROACTIVE ADVISING'

The proactive advising model assists advisors in building relationships with students by anticipating their needs and connecting them to appropriate resources and support from the beginning of their academic careers.

## WHO SHOULD ATTEND

Administrators and “front-line” staff in academic advising roles that serve first-year and transfer student populations will leave the conference with the knowledge to use proactive advising to better serve first-year and transfer student populations. Specific positions that will benefit include:

- Academic counselors, advisors, and coaches
- Coordinators of first-year and transfer student success programs
- Directors of student success and academic services or support programs
- Retention coordinators and specialists
- Academic peer mentor trainers

## AGENDA

- The history, theory, and benefits of the proactive advising model
- Building the relationship
  - Transitioning students from admissions to advising
  - Initiating communication
  - Assessing student needs and providing support systems
- Anticipating student challenges
  - Staying in contact and “in the know”
  - Supporting students who are at risk or on probation
- Scenario analysis
  - Applying proactive advising to audience-submitted scenarios
- Next steps
- Utilizing webcast worksheets to help you implement proactive advising on your campus

Learn how you can retain more first-year and transfer students using the proactive advising model.



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## INSTRUCTOR

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### **Jennifer Varney, Director of Graduate Advising, Southern New Hampshire University**

Jen heads up the graduate advising department at Southern New Hampshire University, which uses the proactive advising model. She is also a member of the faculty at SNHU, where she teaches courses in organizational behavior and similar disciplines and is the chair of the Advising Adult Learner Commission for NACADA. She began her advising career working face-to-face with at-risk students. Her passion lies in working with adult students, and this passion fuels her desire to constantly improve her advising practices. Jen has also written on proactive advising for NACADA publications.

## LOGGING IN TO THE WEBCAST

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After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

## WHAT IS A SINGLE SITE CONNECTION?

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A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of \$195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.



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## REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. 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

Postmarked on or before February 15, 2012

- Single site connection: Proactive Advising to Retain First-Year and Transfer Students \_\_\_\_\_ \$350.00 USD  
 Additional site connection \_\_\_\_\_ \$195.00 USD

(After February 15, 2012, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies)

- Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM \_\_\_\_\_ \$175.00 USD  
 Can't attend the live session? Please send me a CD-ROM recording of this webcast \_\_\_\_\_ \$350.00 USD

(For CD-ROM orders outside the United States and Canada, a \$35 international shipping fee will be added.)

Total amount enclosed or to be charged \$ \_\_\_\_\_

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

## WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name \_\_\_\_\_ Job Title \_\_\_\_\_

Institution/Organization \_\_\_\_\_ Address \_\_\_\_\_

City \_\_\_\_\_ State/Province \_\_\_\_\_ Zip/Postal Code \_\_\_\_\_ Country \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_ Email \_\_\_\_\_

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name \_\_\_\_\_ Additional Contact Phone \_\_\_\_\_

Additional Contact Title \_\_\_\_\_ Additional Contact Email \_\_\_\_\_

## FREE HIGHER ED NEWS AND ANALYSIS

Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

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

## 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 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237.

### CREDIT CARD

Please charge my credit card: (Visa, MC, AmEx) \_\_\_\_\_

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### CHECK/INVOICE

My check is included and covers \_\_\_\_\_ registration(s)  
Check # \_\_\_\_\_

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## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 16, 2011. A \$75 processing fee will be assessed. After December 16, 2011 a credit (less \$75 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.

