



ASSESSING THE EFFECTIVENESS OF YOUR RETENTION PROGRAMMING

February 24, 2017 :: 1:00 - 2:30 p.m. EST

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Better connect student outcomes data to retention programming decisions.
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OVERVIEW

Learn how to gather and use student outcomes data to make smarter decisions about your retention programs. You will walk through practical examples of how data analysis can be used to make programmatic decisions based on factors like retention, academic performance, and student progress. Gain the knowledge you need to:

- Ask the right questions to get the data and type of analysis you need
- Interpret the results of your analysis and see nuance in your data
- Use your analysis to make smarter programmatic decisions

You will be able to apply what you learn to better gauge the effectiveness of your student success programming, regardless of your background with retention and student success data.

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www.academicimpressions.com/webcast/assessing-effectiveness-your-retention-programming-february-2017



WHO SHOULD ATTEND

Student affairs and institutional research professionals who would like to learn how to better connect statistical analysis results with programmatic decisions regarding their retention programs will benefit from this webcast.

LEARNING OUTCOME

After participating in this online training, you will be able to better connect student outcomes data to programmatic decisions.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

Friday, February 24, 2017 :: 1:00 - 2:30 p.m. EST

➔ **Getting your data**

- Identifying needed data and partners who gather and/or store it
- Primary and secondary data sources
- Aligning research questions with available data

➔ **Understanding your Data: Two Working Examples**

- Descriptive statistical results
- Multivariate regression analysis results
- Overview, methods, interpretation, and results of each

➔ **Making Data-Informed Decisions**

- Finding nuance in the data
- Translating results into programmatic decisions

INSTRUCTOR

Margot Saltonstall, Ph.D. Director of Analytics & Assessment for Enrollment Management and Student Affairs, Northern Arizona University

Margot earned her PhD in Educational Psychology, earned her Master's in Cultural Anthropology and has worked in K-12 and higher education assessment for over twenty years. Currently, she is the director of the Analytics and Assessment Office, overseeing assessment activities and analysis for the fourteen departments in the division of Enrollment Management and Students Affairs (EMSA) at Northern Arizona University. In partnership with EMSA departments, the office conducts strategic analysis and meaningful assessment to positively impact student recruitment and enrollment, enhance the student experience, and improve student success.



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EARLY BIRD PRICING

Postmarked on or before February 17, 2017. After February 17, 2017, an additional \$75.00 fee for the first connection and \$50.00 fee for each additional connection applies.

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