

# DEVELOPING A COMPREHENSIVE RETENTION PLAN

May 21-23, 2012  
Orange County, CA

**“I am new to my institution and new to the task of retention. Attending this conference jump-started my ability to become the retention expert on my campus. I’m going home, writing and implementing a plan, and looking forward to retaining more students than ever!”**  
– Jeff Barnes, Dean, Academic Services, California Baptist University

**“I truly enjoyed the Academic Impressions conference on retention. The small group sessions offered our team an excellent opportunity to brainstorm best practices and develop goals and objectives that we will implement back at our institution.”**  
– Kevin Booker, Associate Dean, Student Life, Morehouse College

**“Outstanding workshop. The faculty provided the right mix of theory, personal experiences, and attendee input to keep everyone engaged and the discussion moving.”**  
– Oney D. Fitzpatrick, Ph.D., Associate Provost for Student Retention, Lamar University

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## OVERVIEW

Most institutions understand the importance of improving student retention but struggle with how to plan and implement a campus-wide strategy that ties mission, data, and programming together into a unified approach. Comprehensive retention planning requires input and buy-in from multiple campus stakeholders including enrollment, student affairs, and institutional research.

Join us in Orange County, CA to learn from experts about how you can build a campus-wide and comprehensive approach to improve retention outcomes. Whether you have a retention plan already in place or are just getting started, you will leave this event with the outline of a plan built from the practical tips and advice shared by our instructors. Follow this link to view a short video of attendees sharing their experiences: <http://www.academicimpressions.com/conference/developing-comprehensive-retention-plan-may-2012>

## WHO SHOULD ATTEND

This event is designed for any higher education professional charged with improving retention, including enrollment managers, student and academic affairs leaders, and assessment coordinators or committee members. Four-year and two-year institutions will both benefit from this conference.

## LEARNING OUTCOME

After participating in this conference, you will be able to draft a comprehensive retention plan based on data, mission, and resources.

## AGENDA

MONDAY, MAY 21, 2012

8:00 – 9:00 a.m. **Continental breakfast (included in workshop registration) and registration for pre-conference workshop attendees**

9:00 a.m. – 12:00 p.m. **Optional pre-conference workshop: Data Simplified: Working with Institutional Data for Retention Purposes**  
*Institutional research data is a powerful tool for helping you understand attrition, plan programs, and predict enrollment. But student affairs and enrollment professionals are often “afraid” of data and struggle with ways to understand it, use it effectively, and work with IR departments to ask the right questions.*

*This workshop is designed for non-IR professionals who want to learn the basics of data analysis and are seeking ways to manage, extract, and explain results to campus leaders. During the workshop, participants will learn techniques for:*

- Defining factors associated with retention
- Recognizing patterns and correlations
- Communicating with IR teams for effective data mining

12:00 – 1:00 p.m. **Lunch for pre-conference attendees (included in workshop registration)**

12:30 – 1:00 p.m. **Main conference registration**

1:00 – 1:15 p.m. **Welcome and Introductions**

Learn how  
to create a  
retention  
program that  
really works  
from instructors  
with a variety of  
experiences and  
perspectives.



Follow this link to view a short video of attendees sharing their experiences: <http://www.academicimpressions.com/conference/developing-comprehensive-retention-plan-may-2012>

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MONDAY, MAY 21, 2012

- 1:15 – 2:00 p.m. **Setting the Stage for Retention: Defining a Comprehensive Approach**  
*This opening session will help you understand the core components of a comprehensive approach to retention planning: data, programming, assessment, and buy-in. Faculty will share the steps they took to at their campuses to embrace a comprehensive approach to retention.*
- 2:00 – 3:00 p.m. **Begin at the Beginning: The Role of Admissions in the Comprehensive Plan**  
*Effective retention programming begins before the freshman year. You need to understand the profile of the entering class before you can create programming. During this session, you will review data from the typical admissions application that is important to retention programming, including demographics, academic preparation, financial aid eligibility, and other indicators of student success.*
- 3:00 – 3:15 p.m. **Break**
- 3:15 – 4:00 p.m. **Coaching time**  
*This time will be broken into 10-15 minute coaching groups for each faculty member to meet with similar institutions and hear from them about their current retention plan, initiatives, and challenges to building a comprehensive approach.*
- 4:00 – 5:00 p.m. **Data, Programming, and Goal Setting**  
*Professionals charged with improving retention rates know that data is important, but need guidance on how to understand patterns, tie data to programming goals, and set realistic goals for improvement. This session will help you understand what your data says about your institutional priorities and how you can begin the planning process and involve other stakeholders in the process. You will review several case studies that provide examples of how to get started in isolating your institutional data patterns and begin the goal-setting process for optimal results.*
- 5:00 – 6:00 p.m. **Networking reception (included in registration)**

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TUESDAY, MAY 22, 2012

- 8:30 – 9:00 a.m. **Continental breakfast (included in registration)**
- 9:00 – 10:30 a.m. **Turning Data into Programs**  
*Now that you understand your retention patterns, your current programs, and your goals for improvement, you need to start selecting programming options that will serve your comprehensive plan. During this session, faculty will share examples of new programs they implemented based on their data analysis. You will then work to design retention programs that meet your unique institutional retention goals.*
- 10:30 – 10:45 a.m. **Break**
- 10:45 a.m. – 12:15 p.m. **Self-Audit of Programs**  
*This session will help you understand which programs you have in place, which ones are working effectively, and which ones could be improved. You will begin working on a retention road map for your institution and will identify retention priorities based on enrollment goals, student data, attrition factors, and institutional resources.*
- 12:15 – 1:30 p.m. **Lunch (included in registration)**
- 1:30 – 2:30 p.m. **Resource, Outsource, and Budgetary Considerations**  
*Not all institutions have the resources needed to impact specific retention rates. But there are many viable resources available to institutions to assist with both assessment and programming efforts. Before developing your comprehensive plan, you may need to consider the various outsourcing options available to you, including the cost of these services and the potential return on investment.*

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TUESDAY, MAY 22, 2012 (CONTINUED)

2:30 – 4:00 p.m.

**Crafting Your Plan (includes break)**

*During this working session, you will begin to work with your teams to craft an initial comprehensive retention plan. You will receive guided feedback from faculty on the feasibility of your planning models.*

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FRIDAY, MAY 23, 2012

8:30 – 9:00 a.m.

**Continental breakfast (included in registration)**

9:00 – 10:30 a.m.

**Knowing How and When to Eliminate Programs**

*Successful retention programming requires constant monitoring of outcomes and the ability to make ongoing decisions about programs and resources. During this session, you will review techniques for revising and updating programs.*

10:30 – 10:45 a.m.

**Break**

10:45 – 11:45 a.m.

**Setting the Stage for Retention**

*During this final session, you will hear from faculty about the various challenges and pitfalls they faced at their institutions as well as some concluding thoughts.*

11:45 a.m. – 12:00 p.m. **Final Q&A**

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## INSTRUCTORS

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**Keenan Andrews, Former Assistant Dean, Research and Planning, Harold Washington College, and Institutional Research Specialist**

Dr. Andrews currently provides retention consulting to community colleges. With 10 years of experience for all research, planning, and evaluation of retention initiatives and predictive modeling at Harold Washington College, Keenan is an expert in statistical analysis and teaching statistical methods.



**W. Kent Barnds, Vice President of Enrollment, Communication, and Planning, Augustana College**

Since his arrival at Augustana in 2005, Kent has overseen the largest enrollment in the college's history. He oversees the offices of admissions, financial assistance, and marketing and serves a critical role on the comprehensive retention committee.



**Bernadette Jungblut, Director of Assessment and Retention, Office of the Provost, West Virginia University**

Bernadette is responsible for working with faculty and administrators to develop a university-wide retention-to-graduation plan; identifying and planning programs to improve overall assessment and student retention; and making recommendations for improvements in student learning consistent with accreditation and institutional mission.



**Margot Saltonstall, Associate Director for Assessment, Enrollment Management, and Student Affairs, Northern Arizona University**

Margot has worked in both K-12 and higher education assessment for over 15 years. Currently, she oversees the assessment activities for the 14 departments of the Enrollment Management and Student Affairs Division of NAU. Her work within the division focuses on investigating how students' participation in programs and services contributes to their academic success, satisfaction, and learning and development.

## HOTEL RESERVATIONS

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The conference will be held at:  
Hyatt Regency Orange County  
11999 Harbor Blvd  
Garden Grove, CA 92840

To reserve your room, call 888.421.1442. Please indicate that you are with the Academic Impressions group to receive the room rate of \$139 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of May 20, 21 & 22, 2012. Reservations must be made by April 29, 2012. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Hyatt Regency Orange County is conveniently located in close proximity to the Anaheim Convention Center, Disneyland Resort, Knott's Berry Farm, Honda Center, Angel Stadium, and world-famous Orange County beaches. The hotel is easily accessible from three airports – John Wayne/Orange County Airport (SNA) is only 13 miles away, Long Beach Airport (LGB) is 18 miles away, and Los Angeles International Airport (LAX) is 35 miles away.



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Attend as a team – remember, if you register as a group, every fourth 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](http://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 May 4, 2012

**BEST VALUE:** Developing a Comprehensive Retention Plan and pre-conference workshop \_\_\_\_\_ \$1395 USD

Developing a Comprehensive Retention Plan \_\_\_\_\_ \$1095 USD

(For registrations postmarked after May 4, 2012, 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 \_\_\_\_\_

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

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

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

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

Emergency Contact Name \_\_\_\_\_ Emergency Contact Phone (day) \_\_\_\_\_

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

## 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) \_\_\_\_\_

Name on Card \_\_\_\_\_

Account Number \_\_\_\_\_

Exp. Date \_\_\_\_\_ Billing Zip Code/Postal Code \_\_\_\_\_

Security Code (last 3 digits on the back of Visa and MC \_\_\_\_\_  
or 4 digits on front of AmEx)

### CHECK/INVOICE

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

Check # \_\_\_\_\_

Please invoice me

Purchase Order # \_\_\_\_\_

(PO# not required to receive invoice)

## REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 24, 2012. A \$100 processing fee will be assessed. After February 24, 2012 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.