



CONFERENCE

# ACADEMIC SUPPORT PROGRAM ASSESSMENT

May 14 - 16, 2014  
San Diego, CA





*How do you know which of your academic support services are making an impact?*

## OVERVIEW

While usage data is important, few campuses strategically operate student success or learning centers based on comprehensive student data, including programmatic, learning, and operational outcomes. This conference highlights how you can collect and analyze several types of data to ensure that your student success functions are performing at a high level and have the appropriate amount of budgetary support.

Join us for a practical, hands-on conference that will help you organize information about your academic support programs and convey it to the right people in the right way. You'll return to your campus better able to determine which of your student academic support center functions are performing at a high level, and you will be able to make budgetary support decisions based on that information.

## A TEAM EFFORT

This program is appropriate for all administrators who are involved with evaluating academic support programs and who need techniques to better collect, analyze, and use data to evaluate and improve those programs. Directors of academic support programs (student success, learning, tutoring, or writing centers) and key colleagues who will be able to influence improvement in academic support services will leave with strategies for using data to improve their student success functions.

Ensuring student success is an institution-wide effort, requiring the investment and support of administrators from departments across campus. Of particular importance is the combination of resources from institutional research/assessment and student affairs. **To encourage team participation, when you register two people from your institution a 3rd can attend for 1/2 price.**

## NOT SURE IF THIS PROGRAM IS RIGHT FOR YOU?

Contact Cory Phare, assistant conference director, at 720.988.1237 or [cory@academicimpressions.com](mailto:cory@academicimpressions.com) to learn more about this conference.

## LEARNING OUTCOME

After participating in this conference, you will be able to use an action plan to more effectively collect, analyze, communicate, and use student data to improve academic support programs on your campus.

[CLICK HERE TO REGISTER](#)



# AGENDA

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WEDNESDAY, MAY 14, 2014

- 12:30 - 1:00 p.m.** Registration
- 1:00 - 1:15 p.m.** Opening Comments  
The conference will open with a general welcome to conference attendees, an overview of the program, and an introduction to the instructors.
- 1:15 - 2:45 p.m.** An "Evaluation Agenda"  
This session will focus on how to use your campus' operational and learning outcomes to establish an "evaluation agenda." This evaluation agenda will guide you through measurement of your academic support functions and help you: establish research questions, collect data, analyze results, and make informed decisions about efficacy and report results to campus. We will then begin exploring our top research questions.
- 2:45 - 3:00 p.m.** Afternoon Break
- 3:00 - 3:45 p.m.** Identifying Appropriate Data  
In this session, you will learn how to create an effectiveness scale for your goals, measure program functions using student data, and move your data collection beyond appointment numbers and satisfaction surveys.
- 3:45 - 4:15 p.m.** Working Session  
Take a look at your research questions; which indicators do you need to measure success?
- 4:15 - 5:00 p.m.** Data Collection: Integrating a Variety of Evaluative Activities into Your Program and Services  
This session answers the following three key questions: What kind of data can you and your staff collect? How do you collect it? When and how do you integrate evaluative activities into your program?
- 5:00 - 6:00 p.m.** Networking Reception (included in registration fee)



# AGENDA

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THURSDAY, MAY 15, 2014

- 8:30 - 9:00 a.m.** Continental Breakfast (included in registration fee)
- 9:00 - 9:45 a.m.** Data Gathering: Communicating and Working with your Institutional Researchers  
Learn about the role institutional researchers play and how they can help you with collecting student data to evaluate and assess your program. The session will conclude with a discussion of how to best communicate your data needs with your institutional researchers and how to collaborate with institutional researchers on projects.
- 9:45 - 10:15 a.m.** Working Session  
Take another look at your research questions and review the data indicators. Are there other indicators that you can use while answering your research questions?
- 10:15 - 10:30 a.m.** Morning Break
- 10:30 - 11:15 a.m.** Analyzing Data to Determine the Effectiveness of Key Program Functions  
In this session, you will become familiar with common, practical ways to analyze data that do not rely on knowledge of statistics. You will learn how to compare and collapse indicators and how to analyze data to determine if and how well your program is meeting its primary functions.
- 11:15 a.m. - 12:00 p.m.** Working Session  
Each table of participants will receive a case study that outlines a challenge and research question. Participants will talk through how they might analyze the data, and then they will share with the rest of the group.
- 12:00 - 1:15 p.m.** Lunch (included in registration fee)
- 1:15 - 2:30 p.m.** Interpreting Results  
This session will share 3-4 common data results that are often misinterpreted. Faculty will walk through how the results might be used.
- 2:30 - 2:45 p.m.** Afternoon Break
- 2:45 - 3:15 p.m.** Using Data to Reflect on and Strategically Improve Your Program  
This session will bring the conference full circle by looking at how to reflect on the results of your data collection to improve your program. The faculty will discuss how to identify strengths and weaknesses in your program, set new goals, and make recommendations for program improvement.
- 3:15 - 5:00 p.m.** Working/Coaching Time  
We'll give participants time to work on their Evaluation Agendas, incorporating what they've learned throughout the day. They can also sign up with the faculty for time to review their plans and receive individual feedback.



# AGENDA

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FRIDAY, MAY 16, 2014

- 8:30 - 9:00 a.m.** Continental Breakfast (included in registration fee)
- 9:00 - 9:45 a.m.** Identifying Audience and Format  
It is critical to be able to communicate your results clearly so that you can paint an accurate picture of your program's successes and challenges. This session will allow participants to consider various audiences and the best ways to communicate with each audience.
- 9:45 - 10:15 a.m.** Morning Break
- 10:15 - 11:00 a.m.** Action Plan Session  
The conference concludes with a short discussion of the recommended timeframe and process for how and when to integrate assessment into your program. You will also be given time to finish the action plan you will take back to your campus. During this session, you will determine first steps for program assessment and consider how and when to integrate assessment into your program.
- 11:00 - 11:45 a.m.** Final Wrap-up/Q&A



# INSTRUCTORS



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**MARGARET LEARY / Associate Dean of Students**

*University of San Diego*

Among other responsibilities, Margaret coordinates assessment and strategic planning efforts for the student affairs division, facilitates the development and implementation of living-learning communities, and supports institutional assessment and retention efforts at the University of San Diego.

Before arriving at USD, she gained experience in residential life, counseling, and other areas in student affairs from Villanova University, Arcadia University, University of the Pacific, and Dartmouth College.



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**PAULA KRIST / Director, Institutional Research & Planning**

*University Of San Diego*

Paula S. Krist, PhD has been active in institutional research and assessment since 1994. She has presented numerous sessions and workshops on assessment topics in academic and student affairs and was a faculty member for both of the Association for Institutional Research's Assessment Institutes. She has presented workshops on assessment topics at regional and national conferences, including the 2013 Western Association of Schools and Colleges (WASC) Academic Resource Conference, the 2013 AIR Forum and the 2013 California Association for Institutional Research (CAIR) conference.

Prior to coming to the University of San Diego, Paula was the director of operational excellence and assessment support at the University of Central Florida and the director of institutional research and assessment at the Florida Institute of Technology. In these roles, Paula provided leadership in all university-level institutional effectiveness efforts and worked closely with the Faculty Center for Teaching and Learning (FCTL) at UCF. Her PhD from the University of North Carolina at Chapel Hill is in educational psychology.

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# INSTRUCTORS



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**RANDY OTT / Director, Center for Academic Success Programs (CASP)**

*Western Michigan University*

Randy directs the umbrella unit (CASP) within WMU that includes serving veteran students, students without a declared major, and first-generation students, as well as providing academic services such as service learning, tutoring, and writing assistance. Randy's career spans more than fifteen years in secondary education and higher education. His time in higher education include roles in residence life, student conduct, and his current role.

Randy holds a doctoral degree in educational leadership with an emphasis in higher education administration. His research interests include leadership, how students connect to the university, and how masculinity shapes student success.

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# HOTEL RESERVATIONS

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The conference will be held at:

Hyatt Regency Mission Bay  
1441 Quivira Rd  
San Diego CA 92109

To reserve your room, call (619) 224-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of May 13 - 15, 2014. Reservations must be made by April 30, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Drink in the view, relax on a deck chair and watch the boats in the marina, or luxuriate in the new eco-friendly Blue Marble spa – you can do it all at Hyatt Regency Mission Bay Spa and Marina. Now the premier choice among San Diego resort destinations, this coastal chic property is located on Mission Bay – the largest aquatic preserve in the US – and surrounded by the serenity of azure blue water. Eight acres of lush landscaping are dotted with serene gardens, three freestyle swimming pools with the only waterslides offered at a San Diego hotel, and observation decks with a panoramic view Pacific Ocean and Mission Bay.

When you're ready to explore, Mission Beach is close by, and so are SeaWorld, the San Diego Zoo and Wild Animal Park, Belmont Park, championship golf courses, Old Town San Diego, and the Gaslamp District. You can also stroll the boardwalk and discover treasures in the shops located throughout Mission Beach. This hotel is located approximately five miles, or 15 minutes, from San Diego International Airport (SAN).







**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

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 Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, as well as refreshments and snacks throughout the conference.

Conference
Conference only - \$1195 USD <input type="checkbox"/> __ # of attendees

Total \_\_\_\_\_



**ATTEND AS A TEAM** - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

### EARLY BIRD PRICING

Postmarked on or before May 2, 2014. For registrations postmarked after May 2, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/academic-support-program-assessment>



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## CONFERENCE REGISTRATION INFORMATION

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Print Name

Job Title

Institution/Organization

What name do you prefer on your name badge?

Address

City

State/Province

Zip/Postal Code

Country

Telephone

Email

**IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.**

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

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

## ADDITIONAL CONTACT INFORMATION

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Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

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Emergency Contact Name

Emergency Contact Phone



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**PAYMENT METHOD**

We accept Visa, MasterCard, and American Express 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**



Name on Card

Account Number

Billing Address

Billing City

Billing State

Billing Zip Code/Postal Code

Exp. Date

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

**AMOUNT TO CHARGE:** \_\_\_\_\_

**CHECK/INVOICE**

- My check is included and covers \_\_\_\_\_ registration(s) Check # \_\_\_\_\_
- Please invoice me, Purchase Order # \_\_\_\_\_ (PO # not required to receive invoice)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

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

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



# ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

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## SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

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## CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

## ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

## ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

## RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.