



CONFERENCE

MEASURING THE SUCCESS OF YOUR RETENTION EFFORTS

May 20 - 22, 2014
San Antonio, TX



ACADEMIC
IMPRESSIONS



Learn how you can better use data indicators to assess your institution's retention efforts.

OVERVIEW

Everyone knows their retention rate; fewer know the details of where their biggest challenges occur in retaining students. Institutions often don't have a framework to evaluate their initiatives, nor do they have the data acumen to really measure the success of programs.

Join us for a learning institute that will walk you through four main areas of measurement to help create a framework for assessing your overall retention strategy, as well as how to comprehensively measure the success of individual student success programming. The four main areas of measurement are:

- Institutional outcomes and mission/values driven data
- Performance outcomes
- Learning outcomes
- ROI of retention initiatives

WHO SHOULD ATTEND

This event is designed for higher education professionals charged with improving retention, including enrollment managers, student and academic affairs leaders, and assessment coordinators or committee members. Four-year and two-year institutions alike will benefit from this conference. This event is right for you if you are tasked with measuring and assessing the effectiveness of your retention initiatives and overall retention program/plan and want to become more evidence-based in decision making.

ATTEND AS A TEAM AND SAVE!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, **for every two registrants, the third is 1/2 off!**

LEARNING OUTCOME

After participating in this conference, you will be able to measure the success of your specific retention initiatives and overall retention strategy.

[CLICK HERE TO REGISTER](#)



PRE-CONFERENCE ONLINE TRAINING: CONDUCTING A SELF-AUDIT OF YOUR RETENTION DATA AND PROGRAMS

APRIL 29, 2014

1:00 - 2:30 p.m. EDT

Included in your conference registration, this pre-conference online training session will help you understand which data your retention team is collecting (and using), as well as the retention programs you have in place. You will leave with a worksheet that organizes the different programs, goals, and student served. This worksheet will be used in the program.

Agenda for Online Training

- Step One of the Audit: Institutional Level Overview of Programs and Gaps
- Step Two of the Audit: Identification of Retention Programs and Program Components
- Step Three of the Audit: Identification of Specific Action Needed by Program
- Step Four of the Audit: Connecting Data to Programs

Format

This training event is designed to help you establish a framework for measuring and interpreting your student success data. Participants will be guided through this framework using hands-on activities that you can take back to campus.



AGENDA

DAY 1

- 12:30 - 1:00 p.m.** Registration
- 1:00 - 1:15 p.m.** Welcome and introductions
- 1:15 - 3:00 p.m.** Institutional Outcomes: How Does Your Institution Measure Student Success?
This conference opens with a discussion on the different types of data indicators that are tracked at your institution (retention, GPA, grad rate, course completion, hours earned/hours attempted, etc.). Our faculty will outline the breadth of institutional outcomes and how these connect to mission-driven and/or values-driven data. You will make the connection between data sound bites and useful data that helps make decisions about programs, funding, and planning.
- 3:00 - 3:15 p.m.** Break
- 3:15 - 5:00 p.m.** Institutional Outcomes: Matching Outcomes and Programming
Many institutions have common attrition goals for students; unfortunately, they are unable to make clear progress towards those goals. For example, many campuses focus on first year student success but can't understand why students leave as a first semester sophomore. This often is because there is a gap between the retention goals and retention initiatives. This session will show how to make these connections and ask the right questions to use data as evidence for future programming.
- 5:00 - 6:00 p.m.** Networking reception (included in registration fee)



AGENDA

DAY 2

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 9:45 a.m.** Retention Program Goal-Setting
Just as you have institutional goals, you should have programmatic goals for your retention efforts. This session will outline some common pitfalls with setting programmatic retention goals and how to address them.
- 9:45 - 11:45 a.m.** Programmatic Outcomes (includes break)
How do you measure the success of your different retention initiatives and programs? This extended activity and working session will showcase the breadth of options for evaluating a program and help you determine how to prioritize which data indicators are necessary for effectively evaluating your retention programming.
- 11:45 a.m. - 12:30 p.m.** Writing Learning Outcomes for Retention Initiatives and Programs
Assessing student learning in retention programs is often overlooked, or outcomes are written too ambitiously so as never to be measured. Faculty will share sample lessons learned from writing and measuring learning outcomes for retention programs.
- 12:30 - 1:45 p.m.** Lunch (included in registration fee)
- 1:45 - 2:45 p.m.** Quick and Dirty Data Collection
Faculty will share sample data collection techniques to help find out some of the information you might be challenged with collecting on your own.
- 2:45 - 3:45 p.m.** Quick and Dirty Data Analysis
This session will highlight ways to move from simple data analysis (cross tabs, simple report of data, logistic/controlled regressions) to more complex depending on the research question you are asking. The intent is not to spend a lot of time teaching you how to analyze data, but rather how to connect your research question to the type of analysis you might perform.
- 3:45 - 4:00 p.m.** Break
- 4:00 - 5:30 p.m.** Working Session
This session will allow you to consolidate all you have learned thus far and work on applying the measurement framework to your own retention goals. Faculty will be on hand to answer questions and spend some time with each participant to answer any questions.



AGENDA

DAY 3

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 10:30 a.m.** Tying It All Together
This capstone session will highlight best practices and lessons learned from each faculty member to help you use data more effectively on your campus to identify and retain students.
- 10:30-10:45 a.m.** Morning break
- 10:45 - 12:00 p.m.** Working Session & Final Q&A
This final session will allow you to review and revise your retention measurement plan. Faculty will be available for feedback.

POST-CONFERENCE WORKSHOP: PROGRAM PRIORITIZATION ACTION PLAN

- 12:00 - 1:00 p.m.** Lunch for post-conference attendees (included in workshop registration fee)
- 1:00 - 4:30 p.m.** Post-Conference Workshop: Program Prioritization Action Plan
This afternoon workshop will help your team work towards continuous improvement with your retention initiatives by establishing evaluation criteria and determining which programs to continue to fund, which programs need more data to make informed decisions, and which programs might be discontinued due to their ineffectiveness. Each participant will develop a plan of action for establishing criteria, systematically reviewing programs, and gaining buy-in.



INSTRUCTORS



JENNIFER JONES / Clinical Assistant Professor, University of Alabama
Adjunct Faculty

Minnesota State University, Mankato

Dr. Jennifer Jones is currently an adjunct faculty member at Minnesota State University, Mankato and works with colleges and universities on the implementation of early alert systems. Previously, Jennifer was a clinical assistant professor of higher education at the University of Alabama and also served as the director of academic retention at UA for three years. In that role, she evaluated student retention data to create, implement, and manage appropriate support programs for first-year students struggling to acclimate to campus life. She, primarily, managing a web-based retention program designed to engage first-year students in an online community and connect them with campus resources and information. Additionally, Jennifer garnered significant work experience in residential life and university development through positions at the College of William and Mary, Hamline University, the University of Connecticut, and the University of Eastern Illinois.



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 / Director of Assessment, Enrollment Management and
Student Affairs

Northern Arizona University

Margot has worked in both K-12 and higher education assessment for over fifteen years. Currently, she oversees the assessment activities for the fourteen 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

The conference will be held at:

Hyatt Regency San Antonio
123 Losoya St
San Antonio TX 78205

To reserve your room, call (210) 222-1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$189 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of May 19-21, 2014. Reservations must be made by April 28, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

With a spectacular location directly on the River Walk that overlooks the historic Alamo mission, Hyatt Regency San Antonio offers luxurious accommodations and a full range of modern services and amenities for your comfort and convenience. We are surrounded by a large variety of restaurants, bars, clubs, shops and tourist attractions.



Airport: San Antonio International Airport (SAT)

Taxi - \$24 one-way, per car

Seating and Luggage: 6 passengers / amount of luggage depends on size of bags

Pick Up: Lower level of the airport

SATRANS Airport Shuttle - \$19 one way

**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

REGISTRATION FEES

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Tuesday, breakfast and lunch on Wednesday, and breakfast on Thursday, as well as refreshments and snacks throughout the conference.

Best Values	Conference	Workshop
Conference + Post-Conference Workshop - \$1795 USD (includes pre-conference online training) <input type="checkbox"/> __ # of attendees	Conference only - \$1495 USD (includes pre-conference online training) <input type="checkbox"/> __ # of attendees	Post-Conference workshop only - \$395 USD <input type="checkbox"/> __ # of attendees
Total_____	Total_____	Total_____

**ATTEND AS A TEAM** - remember, when 3 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/measuring-success-your-retention-efforts-may-2014>



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CONFERENCE REGISTRATION INFORMATION

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

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

EMERGENCY CONTACT INFORMATION

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)

CHECK/INVOICE

AMOUNT TO CHARGE: _____

☐ 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



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.

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.