



CONFERENCE

SMART GROWTH STRATEGIES FOR ONLINE LEARNING

June 19 - 21, 2013
Atlanta, GA



**Atomic
Learning**

www.atomiclearning.com/highed



ACADEMIC
IMPRESSIONS



OVERVIEW

Many institutions seeking to improve student access and increase degree completion rates look to online programs and courses as a solution. Most, however, are developing online programs with little or no strategic planning. Without proper alignment to institutional mission and goals and with little attention paid to long-term sustainability, many online programs fail to meet their full potential.

Join us in Atlanta for a conference designed to help you develop a “smart growth” strategy for your online programs. Drawing on the experience of our faculty—all of whom have successfully managed the academic planning, development, and growth of online programs at their diverse institutions—you will leave this conference with a working plan that will help guide both the short- and long-term development and growth of online learning for your institution.

LEARNING OUTCOME

After participating in this conference, you will be able to develop a plan to strategically grow your online programs.

WHO SHOULD ATTEND

This highly rated annual conference is appropriate for mid- and senior-level academic administrators in the early stages of developing or growing online programs. Because of the opportunities for collaboration provided by the working sessions woven throughout the conference, we encourage you to bring members of your academic programs planning team. Register two people from your institution and a third can attend for half-price.

Learn a “smart growth” approach to expanding online course offerings at one of our most highly rated annual events.



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!



AGENDA

WEDNESDAY, JUNE 19, 2013

- 12:00 - 1:00 p.m.** Registration
- 1:00 - 1:30 p.m.** Opening comments/introductory activities
- 1:30 - 2:45 p.m.** Setting Goals for Going Online
As part of the program overview, we will delve into some gaps, questions, barriers, and concerns with online education. We will share some success stories and discuss how this workshop can help you and your institution set realistic goals for moving forward.
- 2:45 - 3:00 p.m.** Afternoon break
- 3:00 - 4:30 p.m.** National Context—Setting the Environment and Common Understandings
What are your plans for developing and sustaining your online learning initiatives? What are your aspirations and expectations? In understanding your particular and critical needs, we will discuss some national trends that are impacting online education, such as competency-based learning, credit for prior learning, \$10k degrees, and MOOCs. In order to maximize your learning, you will leave with homework of things to consider for day two. Your questions will be used as a guide for our discussion.
- 4:30 - 5:30 p.m.** Networking reception (included in registration fee)

THURSDAY, JUNE 20, 2013

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 9:45 a.m.** Open conversation
This is an open discussion based on the homework questions.



AGENDA

THURSDAY, JUNE 20, 2013 (CONTINUED)

9:45 - 11:00 a.m.

Institutional Readiness and Critical Success Factors

Making the case for online academic planning and development that aligns with your institutional mission and goals can be difficult. We will walk you through the process for making high-level decisions to ensure your institutional readiness. In doing so, we will concentrate on the following intangibles that would ensure your institutional success:

- Faculty and course development
- Online faculty and student support
- Longitudinal assessment
- Accreditation
- Scalable and reliable technology (LMS, etc.)

11:00 - 11:15 a.m.

Morning break

11:15 a.m. - 12:30 p.m.

Finances of Online Learning

Financial success follows academic success; the reverse is seldom true. Why does online learning sometimes cost more? Where does the money come from and where does it go? Why should you consider commercial partnership—build vs. buy options? In this session, we will address an array of financial issues for online learning, including:

- Fiscal pressure on higher education
- Pressures to reduce costs
- Tuition
- Return on investment (ROI)
- Budgeting for success and budgeting for scalability

12:30 - 1:45 p.m.

Lunch (included in registration fee)

1:45 - 3:00 p.m.

Barriers and Challenges

What barriers and challenges does your institution face? What challenges do you face as administrators of online programs? Together, we will find strategies to help you break through the barriers. We will also help you develop convincing messages to deliver to your various constituents.

3:00 - 3:15 p.m.

Afternoon break



AGENDA

THURSDAY, JUNE 20, 2013 (CONTINUED)

3:15 - 4:45 p.m.

Faculty Competencies

Faculty are vital to the sustainability of online programs. Understanding the faculty role in online academic planning and development is crucial to effective instruction, student engagement, retention, and satisfaction. Teaching online, particularly in the first few years, is perceived as more intensive than in a face-to-face environment. Therefore, institutions must deal with the opportunity costs of faculty involvement in this format. Discussion will be on:

- Engaging faculty members
- Convincing faculty that online learning works
- Making faculty successful online
- Reducing the risk of failure
- Intellectual property
- Workload
- Academic issues—tenure, promotion, scholarship

FRIDAY, JUNE 21, 2013

8:00 - 8:30 a.m.

Continental breakfast (included in registration fee)

8:30 - 10:00 a.m.

Student and Academic Support Services/Structure

Who are our students, how do we serve them, and what are their needs and expectations? Is online learning a model that is more congruent with students' lifestyles, and would it help them become more active learners? How do you build student support services that are accessible to all online learners? Key considerations will be given to online learning's impact on campus academic services and resources, and we will discuss steps to developing institutional partnerships with:

- Admissions/Financial Aid
- Library
- Advising
- Student support—tutoring, mentoring, coaching, concierge
- Retention services—analytics

10:00 - 10:15 a.m.

Morning break



AGENDA

FRIDAY, JUNE 21, 2013

10:15 - 11:30 a.m.

Measuring Success

Assessing and evaluating your program is the only way to empirically validate your success. How will you know if you're succeeding, and what does success look like? What longitudinal data, trends, and formative and summative evaluation will you need to collect to measure your success? How can you harness data to make continual improvements? While tackling these questions, we'll discuss the measurement of learning outcomes, how to ensure objectivity, and how such measurement plays into the planning and resource allocation and utilization.

11:30 a.m. - 12:00 p.m. Program Takeaways

You will have the opportunity to share your takeaways and next steps with the conference instructors and your colleagues. We'll also provide some thoughts about the future of online learning.

OPTIONAL POST-CONFERENCE WORKSHOP: INSTITUTIONAL AND VENDOR PARTNERSHIP ON MOVING PROGRAMS ONLINE

12:00 - 1:00 p.m.

Lunch for post-conference workshop attendees (included in workshop registration fee)

1:00 - 4:00 p.m.

Optional post-conference workshop: Institutional and Vendor Partnership on Moving Programs Online

Rather than build capacity to offer and operate online learning programs within the individual academic units, or even coordinate full-service support centrally, institutions are choosing to outsource the development of fully online programs to for-profit vendor partners. The decision to outsource is becoming a game changer as it not only introduces new models for the development and delivery of online degrees, it reimagines the actual teaching, learning, and practicum. Join us in this workshop as we share some key considerations for institutional and vendor partnership in program development. We will discuss the following issues:

- Academic mission
- How to build such partnerships
- Outsourcing
- Buying expertise
- Cost-shifting



INSTRUCTORS



KISHIA BROCK / Vice President of Student Affairs

Rio Salado College (Tempe, AZ)

Kishia serves for Rio Salado College, the largest in headcount of the ten Maricopa Community Colleges, and the largest public online community college in the nation. Rio Salado serves more than 41,000 online students annually.

Kishia was appointed to her position in 2011 after serving as the college's interim vice president and previously dean of Enrollment Management. In her current role, Kishia plans, organizes, and directs the Student Affairs and Institutional Advancement division. She is a prominent advocate for student success in higher education. For the last 15 years, she has led in the development, oversight, and transformation of major student affairs initiatives on a local and national level, created transformational approaches to managing a high-volume online student services model, and forged innovative alliances and partnerships with educational providers while working for Rio Salado College.



LUKE DOWDEN / Director of Distance Learning

University of Louisiana at Lafayette

As Director of Distance Learning, Luke started the first Office of Distance Learning at UL Lafayette responsible for faculty professional development, online program planning and implementation, and instructional technology upgrades and acquisitions. He leads a consortium of 11 public member institutions, which provide 29 online accelerated degree programs, as Executive Director of the Center for Adult Learning in Louisiana (CALL). Under Luke's leadership, CALL has garnered state and national recognition for its use of four core strategies to serve adults. He previously served as Dean of Accelerated Learning at Bossier Parish Community College where he led a unit of professional faculty and staff in the creation and delivery of six online accelerated Associate degree programs.



INSTRUCTORS



DIANE J. GOLDSMITH / Director of Learning, Assessment, and Online Education

University of Rhode Island

Diane has over 25 years experience in higher education in a variety of roles including teaching, student affairs, strategic planning, research, grant writing, and e-learning. Until July 2011, she served as the executive director of the Connecticut Distance Learning Consortium (CTDLC), a state higher education consortium whose mission is to promote quality e-learning. She led the research and assessment efforts of CTDLC since its inception and has published and presented nationally on a wide variety of topics related to e-learning, including adult learners, online pedagogy, e-portfolios, supporting online students, building cost-savings collaborations, learning objects, and issues related to assessment and evaluation. As part of this work, she wrote and led several grant-funded initiatives working with two- and four-year, public and private institutional partners to create online support services including a unique collaborative tutoring project. Diane is active in WCET, having served as chair of both the Steering Committee and the Executive Council.



JOEL HARTMAN / Vice Provost for Information Technologies and Resources and Chief Information Officer

University of Central Florida

As the University of Central Florida's CIO, Joel has overall responsibility for library, computing, networking, telecommunications, media services, and distributed learning activities. Joel has been an information technology consultant to both public and private sector organizations and has been active in the development of statewide education and research networks in Illinois and Florida. He has served and held offices on numerous state, regional, and national IT committees in areas including public broadcasting, distributed learning, and networking.

TESTIMONIALS

"The depth and breadth of information was exactly what I needed! All the information will be invaluable as it was focused and highly relevant. I now have an organized and systematic 'best practices' approach to move forward. I highly recommend this program."

-Janet Deal Daniel, Director, Adult Students and Evening Services, University of North Carolina - Charlotte

"I enjoyed the framework for continuing to build our online program. I now have a more systematic approach and resources I can use."

-Irma Alvarez, Dean, Southwestern Community College



HOTEL RESERVATIONS

The conference will be held at:

Westin Peachtree Plaza
210 Peachtree Street NW
Atlanta, GA 30303

To reserve your room, call 404-659-1400. Please indicate that you are with the Academic Impressions group to receive the room rate of \$155 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 18, 19, and 20, 2013. Reservations must be made by May 28, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Westin Peachtree Plaza is located in the heart of downtown Atlanta, GA. Connected to AmericasMart, The Westin Peachtree Plaza, is steps from CNN, Georgia Aquarium, Georgia World Congress Center, and the Georgia Dome. A dedicated staff offers renowned service and unmatched amenities at The Westin Peachtree Plaza, Atlanta. This Atlanta hotel offers a full service business center that is designed with both the business traveler and meeting attendee in mind.

The Westin Peachtree Plaza is approximately 12 miles from Hartsfield-Jackson Atlanta International Airport (ATL). Travel between the airport and hotel:

- MARTA Subway System: The hotel is located at the Peachtree Center Station, approximately one block from the hotel. Fare is \$2.50.
- Taxi: approximately \$25
- The Atlanta Airport Shuttle Service
 - \$16.50 per person
 - Contact: (404) 941-3440





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

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.

Best Values

Conference + post-conference workshop - \$1395 USD
 __ # of attendees

Total _____

Conference

Conference only - \$1095 USD
 __ # of attendees

Total _____

Workshop

Post-conference workshop only - \$395 USD
 __ # of attendees

Total _____



ATTEND AS A TEAM - remember, for every two registrants, the third is 1/2 off.

EARLY BIRD PRICING

Postmarked on or before June 7, 2013. For registrations postmarked after June 7, 2013, an additional \$100 fee per registrant applies.

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by March 22, 2013. A \$100 processing fee will be assessed. After March 22, 2013 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.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

<http://www.academicimpressions.com/conference/smart-growth-strategies-online-learning>



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.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

If you cancel 8 weeks or more prior to the webcast or online course date, you will receive a full refund, less a \$75.00 service charge. If you cancel within 8 weeks of the webcast or online course date, 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 login to view the webcast or online course 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.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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, 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



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

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)	



Remember, for every two registrants, the third is 1/2 off.

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.