



CONFERENCE

# INCREASING ENROLLMENT WITH SUMMER AND SPECIAL SESSIONS

June 16 - 18, 2014  
Chicago, IL



AD ASTRA

<http://www.aais.com>



ACADEMIC  
IMPRESSIONS



*Boost enrollment by approaching your academic calendar more strategically.*

## OVERVIEW

Many institutions are looking to special session courses to:

- Boost enrollment
- Reduce tuition costs
- Expand course offerings
- Enhance student success

These courses draw large numbers of students who want to graduate early, enjoy smaller class sizes, satisfy prerequisites, and complete their most challenging courses outside the traditional academic calendar.

Join us in Chicago to learn how your institution can increase enrollment through special sessions—summer sessions, winter sessions, maymester, etc. This highly interactive conference will teach you the financial and operational models for managing enrollment outside of the traditional academic calendar. **You will have the opportunity to review existing models, develop a working plan, and apply what you learn to your institution.**

## BRING YOUR TEAM

Because planning and implementation of special sessions involves many stakeholders across campus, you are encouraged to bring a team of colleagues responsible for expanding academic programs and increasing student enrollment. This program will appeal to **academic leaders and enrollment managers**. However, other stakeholders across campus are encouraged to attend.

To encourage team participation, **for every two people who register from the same institution, a 3rd registrant can attend for half price!**

## LEARNING OUTCOME

After participating in this conference, you will be able to understand the financial and operational models for managing and optimizing enrollment for special sessions.

[CLICK HERE TO REGISTER](#)

**RELATED PODCAST**

*Conversations that Matter: Approaching the Academic Calendar More Creatively*

**CONFERENCE FORMAT**

This conference is structured to balance

- Information sharing
- Targeted learning activities
- Group work
- Collaboration with colleagues

Through the use of case studies, collaborative work, and instructor guidance, you will be able to directly apply the knowledge gained during the conference. You will leave the conference with a working plan that you can immediately use at your institution.

**CONTACT TUNDE WITH QUESTIONS, OR IF YOU WANT TO CONTRIBUTE**

Do you have questions about whether this event is right for you? Are you interested in contributing your expertise to this program? Contact Tunde Brimah, conference director, at 720.988.1220 or [tunde@academicimpressions.com](mailto:tunde@academicimpressions.com) to learn more.

**SAVE \$100 ON THIS EVENT WITH AI PRO!**

Available with: **Ai Teaching & Learning Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact [kevin@academicimpressions.com](mailto:kevin@academicimpressions.com) for more information about AI Pro.



# AGENDA

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MONDAY, JUNE 16, 2014

## PRE-CONFERENCE WORKSHOP: USING ANALYTICS TO ASSESS AND IMPROVE YOUR MARKETING COMMUNICATION EFFORTS

- 8:00 - 9:00 a.m.** Registration and continental breakfast for pre-conference workshop attendees (included in workshop registration fee)
- 9:00 a.m. - 12:00 p.m.** Pre-Conference Workshop: Using Analytics to Assess and Improve Your Marketing Communication Efforts
  - What are key considerations when planning an electronic communication to students and/or other groups?
  - What are the current trends/apps/technologies used in student communication?
  - What are the best ways to reach parents and others electronically?
  - How do you assess the effectiveness of electronic communications and marketing?
  - How do you use these assessments to fine-tune and make your communications/marketing efforts more effective?
- 12:00 - 1:00 p.m.** Lunch for pre-conference workshop attendees (included in workshop registration fee)
- 12:00 - 1:00 p.m.** Registration for main conference
- 1:00 - 1:30 p.m.** Welcome and Introductions

## PART 1: WHY SPECIAL SESSIONS?

- 1:30 - 2:45 p.m.** Benefits of Special Sessions to Institution, Faculty, and Students  
Enrollment in special sessions significantly benefits both institutions and students. For institutions, special session enrollment enhances revenue, improves facility utilization, and facilitates other academic objectives. For students, participation in special sessions is associated with improved retention, accelerated degree completion, and increased interaction with faculty members. We'll explore the opportunity of special sessions and their benefits to institutions, faculty, and students.
- 2:45 - 3:00 p.m.** Afternoon break



# AGENDA

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## MONDAY, JUNE 16, 2014 (CONTINUED)

- 3:00 - 4:00 p.m.** Not Just a Summer Session—Understanding Special Sessions  
In order to work from a common definition and understanding, we'll spend this time to dissect special sessions, what they mean, length they span, and the purpose of each term.
- Maymester
  - Early summer
  - Full summer
  - Late summer
  - Mid-Fall and spring breaks
  - Winter sessions
  - January terms
- 4:00 - 4:30 p.m.** Case Studies from Model Institutions  
You will hear case studies from model institutions about various special sessions and their benefits.
- 4:30 - 5:30 p.m.** Networking reception (included in registration fee)

## TUESDAY, JUNE 17, 2014

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 10:15 a.m.** Characteristics of Students Likely to Attend Special Sessions  
Understanding the characteristics of students that are more or less likely to attend special sessions is critical. We'll review some practical research on students' interests and behaviors related to the choice to enroll in special terms. You will consider how your institution can optimize special sessions for the characteristics of your students.
- 10:15 - 10:30 a.m.** Morning break

## PART 2: HOW TO CREATE, ADMINISTER, AND OPTIMIZE SPECIAL SESSIONS.

- 10:30 - 11:30 a.m.** Financial Models and Incentives
- Strategic enrollment management
  - Centralized versus decentralized models
  - Typical special session business models
  - Incentive pricing
  - Revenue sharing



# AGENDA

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TUESDAY, JUNE 17, 2014 (CONTINUED)

**11:30 a.m. - 12:00 p.m.** Working Activity

Given what you've learned in the previous session and through case scenarios, you'll have the chance to apply concepts to your campus setting.

**12:00 - 1:15 p.m.** Lunch (included in registration fee)

**1:15 - 2:15 p.m.** Academic Policies and Procedures

- Identifying courses
- Listing and opening for registration
- Add/Drop, withdrawals, refunds
- Minimum course enrollments
- Study abroad
- Housing contracts

**2:15 - 2:45 p.m.** Working Session

With your worksheet in hand, you will start to apply the financial models and incentives and academic procedures to your institution. You will receive guidance from your instructors.

**2:45 - 3:00 p.m.** Afternoon break

**3:00 - 4:00 p.m.** Faculty Contracts

- Setting rates of pay
- Determining enrollment incentives
- Processing contracts

**4:00 - 4:30 p.m.** Case Studies from Model Institutions

We will use your questions as a guide for discussing case studies from model institutions related to the development of faculty contracts. In order to maximize your learning, you will leave with a list of considerations for the following day.



# AGENDA

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WEDNESDAY, JUNE 18, 2014

- 8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)
- 9:00 - 9:30 a.m.** Open Conversation  
This is an open discussion based on the list of considerations that were provided in the previous session: Case Studies from Model Institutions.
- 9:30 - 10:45 a.m.** Marketing  
In this session, we'll share best practices and proven approaches for leveraging your reach. Our discussion will focus on:
- What to do to promote special sessions
  - What works
  - How to assess marketing efforts
- 10:45 - 11:00 a.m.** Morning break
- 11:00 - 11:30 a.m.** Working Activity  
Now that you have several ideas about leveraging marketing, how would you apply them to your institution?
- 11:30 a.m. - 12:00 p.m.** Program Takeaways/Wrap-Up  
You will have the opportunity to share your takeaways and next steps with the conference instructors and your colleagues. Conference instructors will offer any guidance to you as necessary.





# INSTRUCTORS



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**JAMIE BILELLA / Vice President for Enrollment Management and Marketing**

*Valley Forge Military Academy and College*

In Jamie's position at VFMAC, he is responsible for the development and direction of the institution's overall recruiting, retention, and marketing functions for the Academy and the College. Included in this is development and oversight of day-to-day operations within enrollment management, and shaping the strategic direction of the office and developing long-range goals and operational processes.

Jamie's background spans both public and private higher education institutions. Prior to Valley Forge, he worked at Montclair State University as the Associate Dean of Extended Learning and Special Academic Programs where he was responsible for the marketing, recruitment, and management of online programs, summer and winter sessions, and K-12 pipeline programs. Prior to that he served as Dean of Academic Operations, and Associate Dean of Business and Computer Information Systems Programs at DeVry University.

Jamie is passionate about data analysis and marketing and enjoys marrying the two interests to analyze yield and maximize program exposure, awareness, and student engagement. He collects and analyzes quantitative and qualitative data to identify key opportunities to better address student needs and strategic institutional goals.



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**CYNTHIA "CINDY" DELUCA / Assistant Vice Provost for Innovative Education**

*University of South Florida*

Cindy is the founding director of the University of South Florida's new Summer Institute as the university implements a plan to enhance its summer education offerings and experiences. Previously, Cindy was the associate vice provost of enrollment management and services at North Carolina State University where she provided strategic vision, leadership, and direction for all aspects of summer sessions, Joyner Visitor Center, new student orientation, and parents and families services. Under her leadership the university's summer sessions have undergone a transformation to a student-centered, college-led model that continuously examines how student success might be enhanced by strategically building summer into the university's overall approach to academics.

Over the course of her career, Cindy has been an officer in the state, regional, and national summer sessions organizations. She is currently the immediate past president of the North American Association of Summer Sessions. She holds a doctorate in educational leadership from East Carolina University.

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# INSTRUCTORS



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**THOMAS W. SHAVER / Founder and CEO***Ad Astra Information Systems, LLC*

As the founder and CEO of Ad Astra, Tom has been responsible for the strategic direction of much of the development of Ad Astra's software and reporting systems that have been licensed to over 800 college and university campuses.

He is the third generation of the Shaver family associated with The Shaver Partnership, the consulting and architecture firm from which Ad Astra was formed. His father, John Shaver, was an innovative educational architect and planner who has designed over 300 educational facilities, won national design awards, and has been featured in several national publications. Tom began working with his father in 1987. Their consulting work has evolved to include an innovative, capacity-based model for space management and student-centric model for course offering management that are foundational to Ad Astra's offerings. Tom is actively involved as a lead consultant leveraging these models in a change management framework that uses data to justify change and track progress/business impact on college and university campuses.

In 2004, Tom authored a United States business process patent application that was recently approved. The patent protects Ad Astra's inventions in the scheduling software market including: student-specific course demand analysis, historical analysis of course demand and student availability, and high-impact schedule refinement.



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**KEN SMITH / Vice Provost for Resource Management and Institutional Effectiveness***Virginia Tech*

Ken was named the university's vice provost in January of 2013. As vice provost, he provides institutional leadership on issues related to strategic planning and institutional effectiveness and the accomplishment of goals through academic budgets, space plans, and instructional space renovation and improvement. He also oversees the Office of Institutional Research and Effectiveness, the Office of Assessment and Evaluation and the Center for Survey Research.

Ken has served Virginia Tech as a university budget manager, finance officer for the provost, and associate provost. Ken has both chaired and staffed multiple committees charged with overall improvement of special sessions operations at Virginia Tech. He holds a PhD in educational leadership from Virginia Tech.

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# HOTEL RESERVATIONS

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The conference will be held at:  
Hyatt Regency McCormick Place  
2233 S. Martin Luther King Drive  
Chicago, IL 60616

To reserve your room, call 312-567-1234. 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 June 15th, 16th and 17th, 2014. Reservations must be made by May 23rd, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Sweeping views of Chicago and Lake Michigan await you in these spacious guestrooms, and famous sights and attractions such as Soldier Field are just minutes from the hotel. Culinary adventures beckon from every street corner as the cultural diversity of the city is offered in a vast array of cuisines.



**SHUTTLE SERVICE FROM O'HARE INT'L AIRPORT (23 miles):**

GO Airport Express- 1-888-284-3826 (mention Hyatt group code HRMP) or go to [www.hyattshuttle.com](http://www.hyattshuttle.com). Ticket counters are located across from baggage claim areas of terminals 1, 2, and 3 and outside US Customs in terminal 5 outside Door D. The last shuttle leaves O'Hare at 10:30 PM daily. Advanced reservations are highly recommended. FARES: \$28.00 per person one way / \$51.00 per person round trip.

**SHUTTLE SERVICE FROM CHICAGO MIDWAY INT'L AIRPORT (10 miles):**

GO Airport Express- 1-888-284-3826 (mention Hyatt group code HRMP) or go to [www.hyattshuttle.com](http://www.hyattshuttle.com). Ticket counter and loading zone is located by Southwest Airlines baggage claim on the Lower Level. FARE: \$23.00 per person one way / \$42.00 per person round trip. Vans depart airport approximately every 15-20 minutes. Vans depart the hotel throughout the day and advanced reservations are highly recommended.



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

Best Values	Conference	Workshop
Conference + Post-Conference Workshop - \$1495 USD <input type="checkbox"/> __ # of attendees	Conference only - \$1195 USD <input type="checkbox"/> __ # of attendees	Post-Conference workshop only - \$395 USD <input type="checkbox"/> __ # of attendees
Total _____	Total _____	Total _____

### EARLY BIRD PRICING

Postmarked on or before May 30, 2014. For registrations postmarked after May 30, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/increasing-enrollment-summer-and-special-sessions>



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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



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)	

**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

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