



CONFERENCE

IMPLEMENTING A STRATEGIC APPROACH TO YOUR ADVISING PROGRAM

June 5 - 7, 2017

New Orleans, LA



ai ACADEMIC
IMPRESSIONS



Maximize the impact of your academic advising program.

OVERVIEW

Academic advising is a key success strategy to increase student persistence and success. Despite this, few campuses have implemented a strategic approach to advising. During this training, we will take an in-depth look at best-practice research, advising methodology, and implementation of system-wide change.

Join us to explore the key elements of an effective advising program: mission alignment, organization, training, delivery, and assessment. Through lecture, activities, and discussion, you will finalize a working action plan that will allow your team to:

- Tie advising mission, goals, and organization to your institutional mission and stakeholders
- Articulate the strengths and weaknesses of various advising strategies
- Employ assessment strategies throughout the advising process to make informed decisions
- Address the needs of both faculty and professional advisors

Breakout sessions during the training will place you in working groups with peers who are in similar stages of the strategic planning process to address specific needs for both faculty and professional advisors.

FULL DAY PRE-CONFERENCE WORKSHOP: IDENTIFYING AND TRAINING ESSENTIAL ADVISOR SKILLS

Learn how you can develop a new or improved advisor training plan for your institution through a tried and true development rubric. You will leave with a plan that is tailored to your specific institutional needs and have a defined path for implementing it.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/implementing-strategic-approach-your-advising-program



BRING YOUR TEAM

This program is ideal for institutional teams who are thinking about creating or working on a strategic plan to maximize the impact of academic advising on student success and retention, including:

- Directors of academic advising and student success services and programs
- Professional advisors, who will have an opportunity to network with other full-time advisors and learn from facilitators who lead professional advisors
- Faculty advisors, who will have an opportunity to network with other faculty advisors and learn from facilitators who lead faculty advisors in their institutions
- Retention coordinators and specialists
- Academic leaders who oversee a variety of support services, including academic advising

LEARNING OUTCOME

After participating in this conference, you will be able to inform your strategic plan to maximize the impact of academic advising on student success and retention at your institution.

CONTACT US FOR MORE INFORMATION

Contact Elizabeth Hubbell, Program Manager at elizabeth@academicimpressions.com or 720-988-1218 if you'd like additional information about the program.



AGENDA

MONDAY, JUNE 5, 2017

9:00 a.m. - 4:00 p.m. (includes continental breakfast and lunch)

Pre-Conference Workshop: Identifying and Training Essential Advisor Skills

Every institution has a unique set of challenges and needs when examining academic advisor competencies and skills. Developing a tailored pathway to train new and experienced advisors on these skills can be a simple process when approached with a focused format. Join us for a pre-conference workshop that will help you take the lead on advisor training by implementing a proven development rubric. We will discuss:

- Defining quality advisor training
- Essential skills for academic advising
- Drafting an advisor self assessment
- Using rubrics for self assessment
- Developing learning modules
- Constructing framework for an advisor training program

You will leave with a new or improved advisor training plan tailored to your institutional needs and a path for implementation.

TUESDAY, JUNE 6, 2017

Day 1: Main Conference

8:30 - 9:00 a.m.

Continental Breakfast (included in conference registration)

9:00 - 10:30 a.m.

Student Success Simulation

This activity underlines the importance of advising in student success. Our faculty will facilitate a dialogue to help demonstrate retention initiatives through the eyes of at-risk students. In the simulation debrief, the faculty will share recent data that highlights the importance of student advising on campus.

10:30 - 10:45 a.m.

Break

10:45 - 11:30 a.m.

Digging into the Research on Retention and Advising

Take an in-depth look at the current research on retention, degree completion, and student success as it relates to advising and assessment.

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

Working Session

You will have working time with a guided discussion on how the research on student retention and success relates to your institution.

12:00 - 1:00 p.m.

Lunch (included in conference registration)

1:00 - 2:00 p.m.

Defining Quality Advising Across Campus

The afternoon will begin with a session on developmental advising techniques. The activities will lead to building quality advising approaches and measurements, based on current research and practice.



AGENDA

TUESDAY, JUNE 6, 2017 (CONTINUED)

2:00 - 2:45 p.m.

Aligning Advising and Institutional Mission Statements

Learn how to effectively tie your advising mission to the institutional mission. You will participate in an activity to help assess your current advising mission statement in order to set the stage for developing, prioritizing, and measuring strong advising goals. Building on the content from the previous sessions, you will analyze your current advising and mission statements. You will discuss how to develop strong advising goals, and have working time to set goals for your advising program.

2:45 - 3:00 p.m.

Break

3:00 - 4:00 p.m.

Break-out Session: Setting goals for your advising program

You will break into groups depending on where you are in developing your program. Our faculty will discuss how to use goals to drive the advising priorities of students, your communications on campus, and reporting learning outcomes.

4:00 - 5:00 p.m.

Share out and wrap up

For the final session of the day, you will reconvene to debrief and share your progress with others.

5:00 - 6:00 p.m.

Networking Session (included in conference registration)

WEDNESDAY, JUNE 7, 2017

Day 2: Main conference

8:30 - 9:00 a.m.

Continental Breakfast (included in conference registration)

9:00 - 9:45 a.m.

Considering Advising Delivery Models

In this opening session of day two, you will examine the strengths of various models for delivering advising—including faculty, professional, paraprofessional, counselor, and peer delivery of academic advising—to help inform your institutional plan for advising. You will then consider if your current delivery models are working to support student success or if they need updating.

9:45 - 10:30 a.m.

Break-out Session: Delivery Models

In this break-out session, you will split into faculty vs. professional advisors. You will have consulting time with the facilitators to work on your program.

10:30 - 11:00 a.m.

Morning break and hotel check-out



AGENDA

WEDNESDAY, JUNE 7, 2017 (CONTINUED)

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

Using Data to Inform Decisions in Advising

Starting with an overview of how big data can guide your advising program, this session will provide insights on how to initiate change back on your campus by identifying key stakeholders and communicating the right data to help make your case. You will also have time to finish your action plan.

12:30 - 1:30 p.m.

Lunch (included in conference registration)

1:30 - 2:00 p.m.

Discussion of Systems

This session will focus on the various software tools that advisors use. We will break into like-software groups so that you can ask questions and get ideas for maximizing your use of the software.

2:00 - 2:45 p.m.

Cross-campus Training for Quality Advising

After discussing organization and delivery models, this session will help you reflect on the quality of advising on your campus and how it can be improved through training and assessment. You will also look at the implications that your reflections on quality advising have for advisor training and advising program assessment.

2:45 - 3:00 p.m.

Break

3:00 - 4:00 p.m.

Action Planning Session

In this final planning session you will identify important takeaways from the past two days as well as critical items for your action plan. This planning session is your opportunity to review the plan you have created and receive feedback from conference faculty.

4:00 - 4:30 p.m.

Final wrap up and Q & A



INSTRUCTORS

Tom Grites, Assistant Provost, Stockton University

Tom Grites currently has responsibilities for academic orientation programming, First-Year Experience efforts, transfer student initiatives, liaison with the Division of Student Affairs, and various other projects. He also teaches a seminar course for new transfer students each semester. He previously served as director of academic advising, interim director of teacher education, interim dean of social and behavioral sciences, and assistant to the vice president for academic affairs in his 35-plus years at Stockton.

Dr. Grites was one of the founding members of the National Academic Advising Association (NACADA) and served as its president for two terms. He currently serves as a senior editor of the NACADA Journal and regularly provides other services to NACADA. Dr. Grites has written over 60 journal articles, book chapters, and professional reports; he has delivered more than 125 conference presentations; and he has conducted faculty development workshops and academic advising program reviews on over 130 campuses.

DeLaine Priest, Associate Vice President for Student Development and Enrollment Services (SDES), University of Central Florida

In her current role, Dr. Priest provides leadership and administration to 11 UCF units, over 140 employees, and a budget of over 18 million dollars. These units focus on the transition, retention, and graduation of UCF students. The units also provide transitional support services such as orientation, academic advising, career services, and learning support opportunities that empower students to succeed. Under her leadership SDES has been recognized nationally for the following awards and recognitions: NACADA Outstanding Institutional Advising Program, NACADA Outstanding Electronic Publication Award, NCLCA/LSCHE Website Excellence Award, NASPA Exemplary Program Award, and the Noel-Levitz Retention Excellence Award. Further, she was selected for the HERS Women's Leadership Institute and the National Resource Centers' Outstanding First-Year Student Advocate Award. In addition, she is the principal investigator for the Department of Education, Student Support Services grants. These grants, totaling over 2 million dollars, and were awarded by the department of education to provide opportunities and resources to low-income and first-generation students. Dr. Priest is a strong advocate for student success and works diligently in assisting students to reach their full potential.

Karen Thurmond, Director of Academic Advising and Degree Planning Resources, The University of Memphis

Karen Thurmond's responsibilities include advocacy for academic advising initiatives and for academic advisors serving in a faculty, peer, or professional role. She also coordinates the day-to-day operations of the general education program (core curriculum), degree audit system (DegreeWorks), and an 24/7 system for academic advising appointments (AppointmentPlus) at the University of Memphis, and is a staff member of the Center for Academic Transition, where transfer students are advised in their first semester.

Ms. Thurmond has written for the NACADA monograph on advising transfer students (on four year to four year transfer), and for the NACADA New Advisor Guidebook (on the environment of higher education). She chaired the NACADA Webinar Advisory Board, served on the Administrator's Institute Advisory Board, and served as a member of NACADA's Emerging Leaders Development team, and served as NACADA Region 3 (TN, KY, WV, NC, SC) Chair. Ms. Thurmond most recently completed work with a team to automate the graduation process at The University of Memphis. Ms. Thurmond manages the six-year graduation project at the University of Memphis, where intrusive advising initiatives increased a cohort's six-year graduation rate by 8%.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

June 5 - 7, 2017 :: New Orleans, LA

HOTEL:

Hyatt Regency New Orleans
601 Loyola Avenue
New Orleans, LA 70113

To reserve your room, please call 504-561-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$189 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of June 4, 5, and 6, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to May 8, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

ADDITIONAL INFORMATION:

The Hyatt Regency New Orleans offers you great restaurants, rooms, and unparalleled service. Modern business and meeting facilities, and two restaurants and two bars, plus a full-service Starbucks and 24-hour grab-n-go fresh market means you never have to go outside the hotel for entertainment or business.

The Hyatt Regency is located approximately 15 miles from Louis Armstrong International Airport (MSY) and is conveniently located within walking distance of many of the city's most popular historic sites, entertainment and sports venues, including the neighboring Mercedes Benz Superdome.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

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

Bring your team!

For every two people you register from your institution, receive a third registration at 50% off of the registration price.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Full Day Pre-Conference Workshop	Conference only	Full Day Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships Learn More
\$1,995	\$1,395	\$995	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before May 19, 2017. For registrations postmarked after May 19, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



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.

Empty space for dietary or accessibility needs.

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

ADDITIONAL CONTACT INFORMATION

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

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)

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)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

DAILY PULSE - Scan current events, timely research, and notable practices at other institutions.

WEEKLY SCAN - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.

DIAGNOSTIC - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

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

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

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



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.