



CONFERENCE

# CREATING EFFECTIVE EXTERNAL PARTNERSHIPS IN STUDENT AFFAIRS

June 19-20, 2017

Orlando, FL



 **ACADEMIC  
IMPRESSIONS**



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*Learn a model for executing strategic external partnerships in student affairs.*  
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## OVERVIEW

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Strategic partnerships with community organizations, foundations, businesses, and donors offer tremendous opportunities for student affairs units. Whether your unit is looking to increase revenue, develop stronger career placement for students, advance student success initiatives, or even outsource student services, you will need to approach these partnerships with care. Throughout this hands-on workshop you will work through how to:

- Determine your institutional and departmental drivers for exploring partnerships
- Identify potential gaps and how you can build coalitions to fill them
- Ensure that your vision, values, and mission align with those of your partner
- Create an implementation plan tailored to your institution
- Evaluate the success of your partnership and communicate it to leadership

## CONSULTATION SESSIONS FOR IMPLEMENTATION

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Each partnership comes with its own unique complications for implementation. During the second day of the conference, you will have the opportunity for an individual or group consultation with one of our experts to receive guidance on your implementation plan.

## WHO SHOULD ATTEND

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This training was designed for leaders in student affairs who are in the early stages of exploring external partnerships. This may include:

- Vice presidents of student affairs
- Deans of students
- Directors of student affairs units
- Extension/outreach staff

**When you register two people for the conference, a third can attend for 50% off!**

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/creating-effective-external-partnerships-student-affairs](http://www.academicimpressions.com/conference/creating-effective-external-partnerships-student-affairs)



## LEARNING OUTCOME

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After participating in this conference, you will be able to impart a successful model of external partnerships in student affairs on your campus.

## CONTACT US FOR MORE INFORMATION

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Contact Mickey Fitch, Program Manager at [mickey@academicimpressions.com](mailto:mickey@academicimpressions.com) or 720-988-1239 if you'd like additional information about the program.



## AGENDA

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### DAY 1

8:30 - 9:00 a.m.

#### **Registration and Continental Breakfast (included in registration fee)**

9:00 - 10:30 a.m.

#### **Priming the Pump for Partnerships**

In this opening session, you will participate in a number of exercises aimed at preparing you to create external partnerships. You will focus on completing:

- A list of departmental and institutional drivers for exploring partnerships
- A scan of your student affairs division for opportunities
- A plan to avoid common pitfalls associated with external partnerships

Additionally, we will explore the concepts of risk aversion versus risk interest, design thinking, planfulness, and entrepreneurship mindset for partnerships.

10:30 - 10:45 a.m.

#### **Break**

10:45 a.m. - 12:00 p.m.

#### **Building Your Skills and Team**

After detailing the drivers for your own institutional partnership, you need to figure out how to operationalize your external partnerships. This session turns the focus to HOW you and your team will:

- Identify unmet partnership needs
- Build coalitions around unmet needs

12:00 - 1:00 p.m.

#### **Lunch (included in registration fee)**

1:00 - 2:30 p.m.

#### **Understanding Vision, Values, and Mission**

The most successful partnerships happen when you and your partner's vision, mission, and values are aligned. This session will help you clarify your own vision, values, and mission.

2:30 - 2:45 p.m.

#### **Break**

2:45 - 4:00 p.m.

#### **Know Your Partner**

This session begins with brainstorming a list of potential partners that could meet your student affairs needs. We will then walk through a series of questions to help identify partners that may not have come out of your initial brainstorm. Once we have identified a large list of potential partners, you will work to explore which organizations share similar vision, values, and mission to your own organization. We will also brainstorm risk identification and elements of buy-in from outside organizations.

4:00 - 5:00 p.m.

#### **Networking Reception (included in registration fee)**



## AGENDA

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### DAY TWO

8:30 - 9:00 a.m.

**Continental Breakfast (included in registration fee)**

9:00 - 10:30 a.m

**Designing Implementation, Assessment, and Faculty Consultation**

In the first session of our final day, we will walk you through a well-tested implementation plan that can be adapted to your unique partnership projects. After you get started on your implementation plan, we will discuss ways for you to assess the success of your project on both and micro and macro level. Individual or group consultation with a member of our faculty is available during this session.

10:30 - 10:45 a.m.

**Break**

10:45 a.m. - 12:00 p.m.

**Telling the Story of Partnership and Wrap-up**

When you communicate the success of your partnership, you create an opportunity for yourself to grow and cultivate new projects. As we finish this training, you will explore proven methods for sharing the eventual success of your partnership and how you can use communication to begin new partnership projects.



## INSTRUCTORS

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**Dr. Elizabeth Boretz, Assistant VP for Student Success & Director of Academic Advising, California State University, Fullerton**

Dr. Elizabeth Boretz entered Student Affairs as Founding Director of what came to be the Calvin E. Bright Success Center at the University of California-Merced after an eleven-year career as tenured faculty in the field of Spanish. She discovered the world of learning support early in her faculty career and went on to earn her graduate degree in student affairs ten years after her doctorate. In 2005, Dr. Boretz relinquished tenure and entered the Student Affairs field full-time. Over the years she developed services for returning and transfer students; low-income, first generation underrepresented students; Native American students; and others, having captured more than ten million dollars in grants and gifts on her own. After eleven years as a director, her fund-seeking and management skills helped to win her an appointment as Assistant Vice President for Student Success and Director of Academic Advisement, which led her to California State University, Fullerton in February of 2016. She is a member of the NASPA Journal of Student Affairs Research and Practice Editorial Board. She is also one of the 100 mentors selected for NASPA's 2016-17 Candid Conversations women's mentoring program.

**Dr. Jason Meriwether, Vice Chancellor for Enrollment Management and Student Affairs, Indiana University Southeast**

In his role as Vice Chancellor, Dr. Jason L. Meriwether is responsible for the Student Services Division. He believes that success in student affairs and enrollment management lies in the ability to adapt to new trends in technology and digital engagement, while staying committed to advocacy for learning through collaboration with faculty and academic leaders.

Dr. Meriwether is a contributing author of What Happens on Campus Stays on YouTube, published in 2015. He was named to the Southern Indiana Business Source 20 under 40 Class of 2016, elected as one of Louisville Business First's Top Forty under 40 and Business First's 20 People to Know in Education and Workforce Development, received the Outstanding Kentuckian award, and was commissioned to the Honorable Order of Kentucky Colonels. Dr. Meriwether was elected to and served various roles for the American College Personnel Association (ACPA) Governing Board from 2014 to 2016 and is a current and active member of the National Association of Student Personnel Administrators (NASPA). His current place of employment, Indiana University Southeast, was named one of the "Most Promising Places to Work in Student Affairs" by Diverse Issues in Higher Education in 2015, 2016 and 2017.



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

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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

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June 19 - 20, 2017 :: Orlando, FL

### HOTEL:

Rosen Shingle Creek  
9939 Universal Blvd  
Orlando, FL 32819

To reserve your room, please call 866.996.9939. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$169 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of June 18 and 19, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to Monday, May 29, 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 Rosen Shingle Creek is nestled on a 230-acre site along Shingle Creek. With fifteen restaurants and lounges, the luxurious hotel offers guests a wide selection of cuisines. Rosen Shingle Creek features an award-winning steakhouse, fine dining Italian bistro, an elaborate buffet and à la carte menu serving all meals of the day and everything in between — all in the beautiful setting of turn-of-the-century, Spanish-revival architecture.

### LOCATION AND TRANSPORTATION:

From the Orlando International Airport (MCO) to the Rosen Shingle Creek:

- **SuperShuttle:** Fare is approximately \$18 one-way. Advanced reservations are required. Visit SuperShuttle's website or call 800-258-3826 to make your reservation.
- **Lyft:** Fare is approximately \$25 one-way. Rates will vary.





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 Monday, breakfast on Tuesday, 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.

A \$500.00 surcharge applies to registrants from corporations.

| CONFERENCE                                                  | WITH AI PRO MEMBERSHIP                    |
|-------------------------------------------------------------|-------------------------------------------|
| Creating Effective External Partnerships in Student Affairs | Get \$100 OFF with your AI Pro Membership |
|                                                             | <a href="#">Learn More</a>                |
| \$1,195                                                     | \$100 OFF                                 |

### EARLY BIRD PRICING

Postmarked on or before June 2, 2017. For registrations postmarked after June 2, 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](http://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.

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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.