



CONFERENCE

# DEVELOPING STRATEGIC STUDENT AFFAIRS AND ACADEMIC PARTNERSHIPS FOR STUDENT SUCCESS

June 19 - 21, 2017  
San Antonio, TX



ACADEMIC  
IMPRESSIONS



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*Develop a working plan to align curricular and co-curricular objectives for student success.*

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## OVERVIEW

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Learn how you can develop strategic partnerships between student affairs and academic departments on your campus to improve students' experience and success. This learn-and-work training focuses on the structural and cultural aspects of developing a successful partnership. You will learn how to:

- Assess your institutional readiness to embark on this partnership
- Identify and prioritize the partnerships that represent quick wins and lasting impact
- Gather the necessary support from stakeholders and manage resistance to change
- Plan for budgetary challenges that may occur as a result of the partnership
- Rethink reporting structures and organizational charts
- Develop metrics to track the success of your initiative

This program is designed to help you develop a working plan that you can use as you break down silos between faculty and student services. Following each lecture session is working time for you to apply what you learn to your unique institutional context.

## BRING YOUR LEADERSHIP TEAM

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Successful partnerships require buy-in from leaders in both academic and student affairs. We recommend that these leaders attend the event together to develop a shared vision of what the partnership will look like at your institution. This may include:

- Vice Presidents, Deans and Directors of Student Affairs/Development
- Vice President, Associate Vice President and Directors of Academic Affairs
- Leaders at the executive level who have recently considered or are currently considering creating strategic partnerships between SA and AA

To encourage team participation, when you register two people, a third can attend for 50% off of the registration price.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/developing-strategic-student-affairs-and-academic-partnerships-student-success](http://www.academicimpressions.com/conference/developing-strategic-student-affairs-and-academic-partnerships-student-success)



## LEARNING OUTCOME

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After participating in this conference, you will have a working plan to create effective student affairs and academic partnerships to enhance student experience and success.

## CONTACT US FOR MORE INFORMATION

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



## AGENDA

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### DAY ONE: MONDAY, JUNE 19, 2017

12:00 - 1:00 p.m.

#### **Registration**

1:00 - 1:45 p.m.

#### **Defining Students Affairs in Today's Context**

In this session, you will learn how integrating SA and AA helps institutions to better meet the holistic needs of today's students. With changing demographics and increased expectations from students, institutions must find ways to collaboratively address curricular and co-curricular outcomes.

1:45 - 2:30 p.m.

#### **Assessing Your Institution's Readiness for SA/AA Partnerships**

The integration of Student Affairs and Academic Affairs is generally directed by members of the highest levels of leadership of an institution. This session will address key factors for successfully integrating these services as well as the factors that can impede successful integration. We will discuss the importance of working within an organization's culture and minimizing conflict.

2:30 - 3:00 p.m.

#### **Working Time**

In this session, you will have the opportunity to use a checklist to assess your institution's readiness for this change, discuss plans with peers, and learn how other institutions are approaching this phase of the partnership.

3:00 - 3:15 p.m.

#### **Break**

3:15 - 4:30 p.m.

#### **Prioritizing Challenges**

One of the first steps in creating SA/AA partnerships is identifying areas where such a partnership would make the biggest and most immediate impact on student success. In this session, you will hear how other institutions prioritized their partnerships efforts. You will be given time to identify your highest priorities in terms of SA/AA partnerships on your campus.

4:30 - 5:30 p.m.

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



## AGENDA

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### DAY TWO: TUESDAY, JUNE 20, 2017

8:30 - 9:00 a.m.

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

9:00 - 10:15 a.m.

**Keys to Getting Started and Pitfalls to Avoid**

Getting your partnership off on the right foot is paramount to its success. In this session, you will hear how different institutions communicated their plans, gathered support from stakeholders, and successfully launched their partnership.

10:15 - 10:30 a.m.

**Break**

10:30 - 11:45 a.m.

**Budgetary Considerations**

Any new partnership must also consider the impact on budgets and finances. In this session, you will hear how other institutions planned for additional costs incurred by new partnerships.

11:45 a.m. - 12:45 p.m.

**Lunch (included in registration fee)**

12:45 - 1:15 p.m.

**Working Time**

In this session, you will have an opportunity to consider your first steps for launching your partnerships when you return to your institution. You will also look at budgetary considerations for your initiative.

1:15 - 2:30 p.m.

**Staffing Considerations: Creating New Roles and Reporting Structures**

Reporting structures can facilitate or impede SA/AA partnerships. In this session, you will see examples of how three institutions reworked reporting structures to better align the work between SA and AA. You will have time to rethink your reporting structures to further support the integration of the curricular and co-curricular programming.

2:30 - 2:45 p.m.

**Break**

2:45 - 3:30 p.m.

**Working Time**

In this final session of the day, you will have time to consider how roles and reporting structures should be aligned in order to have the biggest impact on your student success goal. You will share how the information you have received at this conference has informed your next steps in creating SA/AA partnerships on your campus and will hear how other institutions are planning their initial steps.

3:30 - 4:00 p.m.

**Day Two Wrap-Up**



## AGENDA

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### DAY THREE: WEDNESDAY, JUNE 21, 2017

8:30 - 9:00 a.m.

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

9:00 - 10:15 a.m.

**Managing Resistance to Change**

Any systemic change to traditional structures will involve determining and managing the personnel who may or may not initially be on board. In this session, you will learn a proven method for breaking through resistance to change to better impact your institution. You will learn practical strategies for understanding why resistance occurs, properly addressing concerns, and motivating your team to embrace change.

10:15 - 10:30 a.m.

**Break**

10:30 - 11:00 a.m.

**Working Time**

In this working session, you will have a chance to refine your SA/AA partnership model and to consider how you will communicate the new initiative to stakeholders. Facilitators will offer consultation during this time.

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

**Creating Metrics to Measure Success**

Once you have successfully created and implemented your SA/AA partnership, how will you measure its impact? In this session, you will learn how other institutions have measured success and how you can adapt those models to your own initiatives.

12:00 - 12:15 p.m.

**Closing Session**



## INSTRUCTORS

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### **DeWayne Frazier, Vice President for Academic Affairs, Iowa Wesleyan University**

DeWayne currently serves as the Vice President for Academic Affairs and Dean of the College at Iowa Wesleyan University. Dr. Frazier's portfolio includes the Adult and Graduate Programs, library services, academic support, international education, Registrar Office, Office of Student Development, career services, community service office, campus ministries and the university academic divisions (Business, Education, Humanities, Nursing, and Sciences). Dr. Frazier serves on the President's Cabinet and is also a full professor in the Division of Business.

Prior to coming to Iowa Wesleyan, Dr. Frazier was the associate vice president for academic affairs and dean of the Graduate School at Campbellsville University in Kentucky, where he oversaw 17 different graduate programs in various disciplines. Prior to his work at Iowa Wesleyan, Dr. Frazier served as the Senior Vice President for International Programs at Upper Iowa University (UIU). There, Dr. Frazier oversaw campus internationalization efforts, including the implementation of an international student recruitment plan and the growth of UIU's academic extension centers abroad.

### **Marilu Goodyear, Associate Vice Chancellor for Academic Program Development, University of Kansas-Edwards Campus**

Marilu Goodyear has thirty years' experience as an academic program manager, information technology leader and librarian. Presently, she is Associate Vice Chancellor at the University of Kansas Edwards Campus in Kansas City. In this position, she works across the University to develop academic programs targeted at Kansas City area workforce development needs. Previously, she served for seven years as the Director of the School of Public Affairs and Administration at the University of Kansas which is #1 ranked by U.S. News and World Report. From 1999 to 2005, she held the position of Vice Provost for Information Services and Chief Information Officer (CIO) at the University of Kansas where she oversaw the delivery of library, information technology, networking, telecommunications, and printing services. Dr. Goodyear holds a Ph.D. from the University of Colorado in public administration and masters' degrees in public administration and library/information science. She is a Fellow of the National Academy for Public Administration. She specializes in decision-making processes, service management, policy development, organizational structure, human resource management, organizational change and interpersonal effectiveness.

### **Julie Nash, Vice Provost for Student Success, University of Massachusetts-Lowell**

Julie is vice provost for student success, where she oversees retention and student success, curriculum, and accreditation. Prior to serving as vice provost, Dr. Nash served as Associate Dean for Undergraduate Studies in the College of Fine Arts, Humanities and Social Sciences, as Honors Director, and as Gender Studies Director.



## INSTRUCTORS

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### **Christopher Romano, Vice President for Enrollment Management and Student Affairs, Ramapo College**

In his current role, Christopher leads the division of enrollment management, including the offices of admissions, advising and first-year experience, career services, financial aid, marketing and web administration, athletics, residence life, the Educational Opportunity Fund, public safety, and the division of student affairs. Christopher chairs the strategic enrollment management planning committee and is responsible for the development and maintenance of Ramapo's strategic enrollment management plan aimed at defining targets for rates of enrollment, persistence, and graduation, but also developing strategies to help the college reach its optimum enrollment levels. He serves as a member of the president's cabinet as well as other administrative bodies to ensure that institutional conversations and decisions take into account the impact not only on incoming student enrollment, but also on the way those decisions impact the perception, experience, and ultimate success of current students. Prior to serving as the vice president, Christopher served as the associate vice president of enrollment management and as the special assistant to the president of Ramapo College, where he was responsible for strategic planning, resource allocation, and institutional effectiveness.

Christopher earned his bachelor's degree in international relations from Saint Joseph's University (PA) and a master's in higher education administration from Harvard University. He has presented nationally on strategic enrollment management as a model for implementing change, the student engagement project at Ramapo, marketing/branding in the context of enrollment management, developing an institutional model for student success and utilizing data and modeling to predict student retention. His professional work concentrates on strategic planning, student success, higher education leadership, student engagement, and using data to drive decision making.





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

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 - 21, 2017 :: San Antonio, TX

### HOTEL:

Grand Hyatt San Antonio  
600 E. Market Street  
San Antonio, TX

To reserve your room, please call 210.224.1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$190 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of June 18, 19 and 20, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to 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:

Set along the spectacular River Walk, Grand Hyatt San Antonio located near the downtown restaurants, sites, and attractions that make San Antonio one of the most culturally rich cities in the country.

The hotel is located 8 miles from San Antonio International Airport (SAT).

Shuttle transportation to and from San Antonio International Airport and downtown is provided for a fee by SATTRANS, the city's official airport shuttle, between 7:00 AM and 1:00 AM, daily.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## PRICING (CIRCLE ONE)

**Your registration fee includes:** Full access to all conference sessions and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, and breakfast 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.

CONFERENCE	WITH AI PRO MEMBERSHIP
Developing Strategic Student Affairs and Academic Partnerships for Student Success	Get \$100 OFF with your AI Pro Membership
<a href="#">Learn More</a>	<a href="#">Learn More</a>
\$1,295	\$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.

### 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.