



CONFERENCE

# BOOTCAMP FOR NEW STUDENT AFFAIRS DIRECTORS

July 24 - 25, 2017

San Diego, CA



**ai** ACADEMIC  
IMPRESSIONS



.....

*Identify areas of strength and growth to ensure your success as a new student affairs director.*

.....

## OVERVIEW

---

Learn the skills you need to succeed as a new director in your student affairs unit. You will join a cohort of peers who have recently entered a student affairs directorship as you work to become comfortable and efficient as both a leader and a manager within your department. We will cover common challenges that new directors face, including:

- Learning how to lead, manage, and delegate
- Determining the internal and external priorities for your department
- Moving your initiatives forward by influencing up, across, and down
- Making important financial and budgetary decisions
- Navigating your new human resources duties

You will leave this event with a defined roadmap for you to improve the leadership and management that you offer to your department. You can use this roadmap as you continue to grow as a leader and manager.

## WHO SHOULD ATTEND

---

If you are an aspiring or current director in student affairs, then this program is designed for you. The training you receive will help you navigate the first two years of your directorship and provide a foundation for your future career growth. When you register two people from your institution a third can attend for 50% off!

## LEARNING OUTCOME

---

After participating in this conference, you will be able to identify areas of strength and growth to ensure your success as a new student affairs director.

## CONTACT US FOR MORE INFORMATION

---

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.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/bootcamp-new-student-affairs-directors](http://www.academicimpressions.com/conference/bootcamp-new-student-affairs-directors)



## AGENDA

---

### MONDAY, JULY 24, 2017

8:00 - 8:30 a.m.

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

8:30 - 8:45 am

**Opening Comments and Introductions**

8:45 - 9:15 a.m.

**Understanding Leadership Framework**

In this opening session, you will learn the framework that will drive our two days of learning. In your new role as director, you will have two distinct parts of your job: your role as a leader and your role as a manager. You will get an overview of these two components and begin to think about your areas of strength and growth.

9:15 - 10:15 a.m.

**Current Trends in Student Affairs Success**

More than ever, institutions must address student retention and success in order to remain viable in the higher ed marketplace. Institutions are answering this call through innovative partnerships outside of their departments (e.g. academic affairs), rethinking internal structures (e.g. combining advising and career services), and developing new models to meet the needs of a diverse and growing population of students. Your role as a director will be to lead efforts to work holistically and strategically with other departments. In this session, you will hear key trends that are shaping student affairs and how your department must play an integral role in your institution's overall student success goals.

10:15 - 10:30 a.m.

**Break**

10:30 - 11:30 a.m.

**Breakout Session: Focusing on the Needs of Your Specific Department**

In this session, you will break into groups based upon your student affairs function. You will perform a mini-SWOT analysis (Strengths, Weaknesses, Opportunities, and Threats) using what you have learned in the previous session to determine internal and external priorities for your department.

### **Key Leadership Tenets for Directors**

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

**Setting the Stage for Effective Leadership**

This session will outline the skills you need to determine others' motivations, how those motivations fit with your institutional mission, and how to advance your initiatives by managing up, across, and down. Also discussed will be how you can mitigate conflict and address resistance to change.

12:30 - 1:30

**Lunch (included in registration fee)**

1:30 - 2:15 p.m.

**Setting the Stage for Effective Leadership (continued)**



## AGENDA

---

### MONDAY, JULY 24, 2017 (CONTINUED)

2:15 - 3:30 p.m.

#### **Moving Your Vision and Articulating Success Metrics**

New directors have the task of communicating their vision for their department both internally and externally and conveying how that vision aligns with the institution's strategic plan. They also have the task of defining how they will measure their progress and success. In this session, you will learn how to start your directorship off on the right foot by effectively communicating your vision in a way that brings your team together and how to collaboratively set benchmarks to show progress towards that vision. You will learn how to become an advocate for your department in order to be involved with key committees and decisions at your institution.

3:30 - 4:15 p.m.

#### **Working Time**

In this session, you will have time to work on communicating your vision and writing your initial success metrics. Project management tools will be provided to help you backwards plan as you work.

### **Key Management Tenets as Directors**

4:15 - 5:15 p.m.

#### **Making Financial and Budgetary Decisions**

Your new role as a director likely includes working within a budget and making financial decisions. This session will provide you with tools and protocols that you can use to prioritize and maximize your budget. You will learn the financial "do's and don't's" as well as how to assess your current financial landscape and allocate resources.

5:15 - 6:15 p.m.

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

### TUESDAY, JULY 25, 2017

8:00 - 8:30 a.m.

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

8:30 - 9:15 a.m.

#### **Personnel Management**

Directors work with their teams on a day-to-day basis to learn status updates, motivate their staff, and step in to aid when needed. In this session, you will learn key steps in managing your personnel.

9:15 - 10:15 a.m.

#### **Navigating Your New HR Duties**

One area that new directors often find the most challenging is managing their new Human Resources duties. From hiring, to inspiring, to firing, learning both the legal and relational aspects of this part of your job will help you to make sound decisions as you build your team. You will connect this session to the earlier learning on managing conflict.

10:15 - 10:30 a.m.

#### **Break**



## AGENDA

---

### TUESDAY, JULY 25, 2017 (CONTINUED)

10:30 - 11:30 a.m.

**Working Session: Defining Your Leadership Roadmap and Key Resources for Success**

In this session, you will begin to develop your roadmap for leadership. You will identify your unique strengths and areas of growth and set short, mid-term, and long-term goals. You will have opportunities to work with one of our speakers for short consultation sessions. Key resources will be shared and you will identify two to three priorities for your leadership development. You will then present your roadmap to the group to gain their insights.

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

**Wrap Up**



## INSTRUCTORS

---

### **Jeremy Podany, Executive Director of Corporate Services and Career Education, Colorado State University**

Jeremy serves as the Executive Director of Career and Corporate Services, overseeing The Career Center and Ascend at Colorado State University. He provides strategic direction to all facets of student career education, employer connections, and corporate education and services. Jeremy is also the co-inventor of two technologies started at Colorado State that are now being used at multiple universities around the nation: The Fairs App and Career Tools.

Prior to coming to Colorado State in 2012, Jeremy spent 11 years in Career Services at Indiana University where he was The Director of Career Services at the School of Informatics and Computing for 6 of those years. Jeremy has spent time with nearly 1000 companies, has trained hundreds of organizations, leaders, and students and is passionate about building partnerships with industry.

Jeremy received his Bachelors degree in Education from Western Michigan University, and his Masters in Higher Education Administration from Indiana University. Outside of work, he enjoys walking and laughing with his wife and four children, is an avid college basketball fan, and loves trying new restaurants.

### **Dr. Karen M. Whitney, President, Clarion University**

Dr. Whitney is responsible for developing and supporting the university's very successful leadership team; on-going strategic planning/action; communicating & advocating the university's promise for our students, alumni, employers & the community; fund raising for excellence; and building collaborative and effective partnerships to extend the university's mission.

Karen Whitney has effectively led efforts to raise Clarion University's reputation of academic quality and high impact college experiences. Since 2010 several major efforts have transformed Clarion University including significant improvements to campus facilities with more than \$150 million of construction and renovation projects completed or underway designed to enrich the student learning and community engagement experience.



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

---

July 24 - 25, 2017 :: San Diego, CA

### HOTEL:

San Diego Marriot Mission Valley  
8757 Rio San Diego Dr.  
San Diego, CA 92108

To reserve your room, please or call (619) 693-3800. 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 July 23 and 24, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to June 26, 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:

Marriott hotel blends the luxuries of comfort and convenience with easy access to popular attractions including Old Town, Mission Bay, the Rio Vista Trolley, SeaWorld® San Diego, and Petco Park, home of the San Diego Padres. Immerse yourself in the energy of this Mission Valley hotel, featuring a unique blend of Spanish accents and tropical landscaping. Enjoy a host of amenities and services, from breathtaking balcony views and gourmet dining at DEN to the fully equipped fitness center and outdoor pool with a waterfall. Well-appointed guest rooms offer high-speed Internet and luxurious bedding.

### TRANSPORTATION:

The hotel is located 8 miles NE of San Diego International Airport

- Express Shuttle Service: \$12 (one way); reservation required
- Estimated Taxi Fare: \$22 (one way)





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.

CONFERENCE	WITH AI PRO MEMBERSHIP
Bootcamp for New Student Affairs Directors	Get \$100 OFF with your AI Pro Membership
	<a href="#">Learn More</a>
\$1,195	\$100 OFF

### EARLY BIRD PRICING

Postmarked on or before July 7, 2017. For registrations postmarked after July 7, 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.