PLANNING FOR ONLINE STUDENT RETENTION AND SUCCESS

September 23 - 25, 2013
Atlanta, GA

OVERVIEW

The promise and potential to transform lives through online learning are enormous. Often, the promises of certificates and degrees earned online are never met. In order to improve online student retention at a time of increasing competition and rapidly changing technology, institutions need methods to track students, document progress, and put specific practices in place to ensure success.

Join your colleagues and our expert instructors—from public, private, and community colleges—in Atlanta to discuss practical strategies for online student retention. You will engage in small and large group discussions, role-playing, brainstorming, and planning as you develop an action plan specific to the needs of your institution. You will leave the conference with a planning workbook that you and your colleagues can apply directly to your work.

LEARNING OUTCOME

After participating in this conference, you will have a plan to improve your online retention and success efforts.

WHO SHOULD ATTEND

If you want to increase your online students' academic success and retention rates, learn support strategies, or reinforce what you know, this program is for you. Online program managers, academic advisors, student services personnel, and retention and enrollment staff will benefit from this conference.

PROGRAM FORMAT

As we model adult learning behavior, our instructors will engage you in small and large group discussions, role-playing, and planning throughout the conference. They will share case studies from a diverse set of institutions—from public, private, and community colleges. You will leave this conference with a plan you can apply directly to your work and institutional setting.

Learn how to retain and prepare online students for success. Bring your team, and develop a plan you can apply directly to your institution.

Attend as a Team and Save!

We know that critical issues and challenges require the input and support of many campus stakeholders. To help make it possible for your team to attend, for every two registrants, the third is 1/2 off!

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AGENDA

OPTIONAL PRE-CONFERENCE WORKSHOP: ONLINE STUDENT RETENTION FOR COMMUNITY COLLEGES

8:00 - 9:00 a.m.   Registration and continental breakfast for pre-conference workshop attendees (breakfast included in workshop registration fee)

9:00 a.m. - 12:00 p.m.   Optional pre-conference workshop: Online Student Retention for Community Colleges

Community college students have unique challenges because of the distinct pressures they face. They experience academic failure, dropping out, stopping out, and frequent swirl for various personal, academic, and other reasons. When it comes to succeeding in the online environment, community college students, are working at a considerably greater disadvantage. This workshop will provide approaches to retaining online students that are unique to community colleges. Discussion will center on data collection and analysis, student and faculty development, and support services.

As a result of this workshop, you will gain a broader perspective of the online retention issues facing community colleges and effective support services to remedy them.

12:00 - 1:00 p.m.   Lunch for pre-conference workshop attendees (included in workshop registration fee)

12:00 - 1:00 p.m.   Main conference registration

1:00 - 1:30 p.m.   Welcome and introductory activity

1:30 - 3:00 p.m.   Understanding Student Retention Lifecycle

Many policymakers continue to rely on traditional student retention and success measures and standards. These measures and standards are grounded in the traditional view that students are young, residential, full time, and well prepared for university-level work. This approach conflicts with the reality that students engaging with institutions online tend to be older, working, part time, and from a wide range of educational and personal backgrounds. In this session we will look at online student retention as it relates to the entire student lifecycle. We will identify the kinds of data institutions need to collect about their online students and how the data can be used to increase students' chances for success. You will learn how to create a dashboard to monitor progress and performance within the student lifecycle.

3:00 - 3:15 p.m.   Break

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MONDAY, SEPTEMBER 23, 2013 (CONTINUED)

3:15 - 4:45 p.m.   Critical Online Support Services

Increasing the retention rates and success of online students requires an institution-wide commitment to providing the necessary academic support systems and services. In this session we will examine support services that have been shown to be critical for students taking many or all of their courses online. We will include a discussion of the role that faculty members and academic advisors play in ensuring that students have the support they need to succeed in online study.

- Role of faculty and academic advisors in online student retention
- Personalized communication on a large scale—profile students based on analytics
- Early Alert systems
- Coaches/Mentors
- Role of peers

5:00 - 6:00 p.m.   Networking reception (included in registration fee)

TUESDAY, SEPTEMBER 24, 2013

8:30 - 9:00 a.m.   Continental breakfast (included in registration fee)

9:00 - 10:15 a.m.   Understanding Intervention and Human Resource

High-Touch student retention interventions can be a costly investment in terms of human resources. However, student retention is mission critical and one of the most cost-effective ways for institutions to retain revenue. In this session, we will discuss the applicability of high-touch interventions to the online learning environment.

10:15 - 10:30 a.m.   Morning break

10:30 a.m. - 12:00 p.m. Incorporating Technology and Automation into Retention Efforts

This session will help you identify strategies and technologies that can be leveraged to automate retention efforts. The session will also introduce a few technologies—electronic advising system, customer service management, automation, etc.—and discuss important considerations in the implementation process. The discussion will center on how to leverage technology and data to automate and personalize student communication and retention outreach.

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

1:15 - 2:45 p.m.   Understanding Intervention to Put in Place

Students taking online classes do so with varying educational goals, comfort with technology, expectations of learning, and educational abilities and experiences. Understanding these factors for your learners will help you determine the appropriate situational, dispositional, institutional, and epistemological barriers to address. A variety of tools and interventions will be explored.

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2:45 - 3:00 p.m.   Break

3:00 - 4:30 p.m.   Cost of Retaining New Students

The human and technological resources needed to ensure student success online are very expensive. Institutions need to make wise choices about where to invest in order to have high quality and cost effectiveness, especially in times of economic uncertainty. In this session we will look at the cost of student attrition and failure and the benefit of innovation and investment in the improvement of retention and success. We'll use the rest of the time to conduct a role-playing activity in order to problem-solve some challenges faced by new students.

WEDNESDAY, SEPTEMBER 25, 2013

8:00 - 8:30 a.m.   Continental breakfast (included in registration fee)

8:30 - 9:45 a.m.   Academic and Social Engagement

Engagement in the online course includes peer-to-peer interaction, instructor-to-student feedback, and learner-with-world exposure. Advances in learning management systems, social media tools, and learner expectations demand we continuously revisit what engagement means in an online environment. This session will explore what engagement means to students—from the moment of inquiry to the transition from student to alumni. You will discover the value of different means of engagement to achieve short term goals while retaining students. The session will explore how to train and engage faculty and staff, the ways to incorporate synchronous options, and new course design principles.

9:45 - 10:00 a.m.   Break

10:00 - 11:30 a.m.   Incorporating Retention Plan and Strategy into Institutional Operational Plan

Retaining students requires an institutional commitment from all members of staff, administration, and faculty. Colleges typically fail in their retention efforts due to failure of communication and teamwork. Each academic and functional unit may have a potentially effective retention strategy in place, but the individual interventions and plans need to build on and support one another. For this reason, colleges need a strategic enrollment management (SEM) plan that is developed and implemented by all units and divisions of the college. You will learn skills to engage a campus, develop and sustain the focus for developing the plan, and keep the momentum during the implementation of the plan. Sample SEM plans will be available.

11:30 a.m. - 12:00 p.m.   Wrap up and program takeaways

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AGENDA

OPTIONAL POST-CONFERENCE WORKSHOP: MEASURING AND BENCHMARKING YOUR RETENTION SUCCESS

12:00 - 1:00 p.m.   Lunch for post-conference workshop attendees (included in workshop registration fee)

1:00 - 4:00 p.m.   Optional post-conference workshop: Measuring and Benchmarking Your
Retention Success

It's all about data—decision making in institutions with large online programs must be driven by accurate, in-depth information about students and the steps being taken to improve their rates of retention and success. In this workshop we will examine in greater detail the kinds of data available to institutions, the mechanisms for obtaining data, and the conclusions that can and cannot be drawn from them about the effectiveness of retention and success initiatives. We will include a discussion of benchmarking, both internal and external, as a means of determining reasonable and attainable retention and success rates.

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INSTRUCTORS

KISHIA BROCK / **Vice President of Student Affairs**
Rio Salado College

Kishia serves for Rio Salado College, the largest in headcount of the ten Maricopa Community Colleges, and the largest public online community college in the nation. Rio Salado serves more than 41,000 online students annually.

Kishia was appointed to her position in 2011 after serving as the college's interim vice president and previously dean of Enrollment Management. In her current role, Kishia plans, organizes, and directs the Student Affairs and Institutional Advancement division. She is a prominent advocate for student success in higher education. For the last 15 years, she has led in the development, oversight, and transformation of major student affairs initiatives on a local and national level, created transformational approaches to managing a high-volume online student services model, and forged innovative alliances and partnerships with educational providers while working for Rio Salado College.

PAMELA MONACO / **Vice President and Chief Academic Officer**
Southwestern College Professional Studies

Pamela has spent her career working with non-traditional students. Since 2000, she has been an instructor and administrator for online programs at the University of Maryland University College, University of Massachusetts Amherst, and Brandman University. Responsibilities have included converting all on-ground courses to blended and online delivery for a large system, developing and delivering online learner academic support, and managing academic intervention programs. In addition to presentations on assessment, retention, and curriculum development, Pamela gives workshops on generational divide and political theatre.

TESTIMONIALS

"I've been to a lot of conferences, but this one is right on target and ready to use in our institution and implement on the go. Just the right amount of time and content. And specifically we learn from each other."
-Jean-Francois Otis, Online Learning Advisor, Laval University

"The conference allowed me to appreciate the structure at my college that allows important constituents to come together. I now know questions I can present to those groups in order to elevate and improve online retention."
-Barbara Abdul-Karim, Chair, Distance Learning and Faculty Development, College of Southern Maryland

INSTRUCTORS

MARK L. PARKER / **Former Assistant Provost and Current Collegiate Associate Professor and Director of Communication Studies**
University of Maryland University College

Mark oversees the bachelor's degree program in Communication Studies and is responsible for the content, quality, and oversight of forty-five lower- and upper-division online and hybrid courses in communication studies, speech communication, journalism, and professional writing. He supervises a cadre of eighty full-time and part-time faculty, most of whom teach fully online. He is also responsible for the assessment of student learning outcomes and the retention and success of students in his program. His areas of research interest include the success and retention of non-native speakers of English in fully online US higher education. He has written papers and made conference presentations on such topics as online student retention and the use of technology to increase access and success in adult and continuing higher education. In 2010, Mark received the University Continuing Education Association's William Rainey Harper Research Award for outstanding contribution to the literature in distance and continuing education. He is the past president of the University of Maryland chapter of the honor society Phi Kappa Phi, and a lifetime member of the society. He has served on the advisory council of the Maryland Distance Learning Association.

TESTIMONIALS

"I thoroughly enjoyed the conference; the information was exactly what I needed to take back to my institution. The presenters were Great!"
-Christal Carmichael, Advisor/Instructor, North Carolina Central University

"Interesting, informative and participation-based, Academic Impressions conferences are a must for the 21st century educator."
-Mark Ryan, Ph.D., Associate Professor, Ashford University

"The information and real life experiences shared by other administrators were the conference's best contribution."
-Leah Klingseis, Director, School of Adult and Professional Studies, Azusa Pacific University

HOTEL RESERVATIONS

The conference will be held at:
Grand Hyatt Atlanta (Buckhead)
3300 Peachtree Road NE
Atlanta, GA 30305

To reserve your room, call 1-888-421-1442 or use **https://resweb.passkey.com/go/AcademicImpressionsSep2013**. Please indicate that you are with the Academic Impressions group to receive the room rate of $185 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of September 22, 23, and 24, 2013. Reservations must be made by September 2, 2013. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Grand Hyatt Atlanta is located in the city's most exclusive neighborhood, Buckhead, and is one of the top-rated hotels in Atlanta, Georgia. Surrounded by popular area attractions, our Atlanta hotel is located close to the World of Coca-Cola museum, the Georgia Aquarium, High Museum of Art, Legoland Discovery Center, and Atlanta History Center. Many of these attractions are easily accessible using convenient MARTA transportation. We are walking distance to luxury shopping at Lenox Square and Phipps Plaza Malls. Travel to this elegant Buckhead hotel is seamless; Hartsfield-Jackson Atlanta International Airport is just 20 minutes away. AADC Shuttle available for $20 each way or $36 round trip. Average taxi is $40 one way.

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

REGISTRATION FEES

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.

Best Values

Conference + pre-conference workshop + post-conference workshop - $1795 USD
☐ __ # of attendees
Corporate surcharge: $500

Conference + one-conference workshop $1495 USD
☐ __ # of attendees
☐ Pre-conf.   ☐ Post-conf.
Corporate surcharge: $500

Conference

Conference only - $1195 USD
☐ __ # of attendees

Corporate surcharge: $500

Workshop

Pre-conference workshop only - $395 USD
☐ __ # of attendees

Post-conference workshop only - $395 USD
☐ __ # of attendees

Total_____   Total_____   Total_____

ATTEND AS A TEAM – remember, for every two registrants, the third is 1/2 off.

EARLY BIRD PRICING
Postmarked on or before September 6, 2013. For registrations postmarked after September 6, 2013, an additional $100 fee per registrant applies.

REFUND/CANCELLATION POLICY
Refunds will be issued only if cancellations are received in writing by June 28, 2013. A $100 processing fee will be assessed. After June 28, 2013 a credit (less $100 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

By submitting this registration form, you agree to the terms and conditions of the above cancellation policy.

Visit our website to register online:

https://www.academicimpressions.com/conference/planning-online-student-retention-and-success

ACADEMIC IMPRESSIONS CANCELLATION AND REFUND POLICIES

100% SATISFACTION PROMISE

SATISFACTION PROMISE

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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.

WEBCASTS AND ONLINE COURSES

For webcasts and online courses, substitute registrants are welcome and may be named free of charge at any time prior to the day of the webcast. When available, you may also switch your webcast or online course order from a live connection to an on-demand download or CD recording (and vice versa) at no additional cost (shipping charges will apply to CD Recording orders outside the U.S. or Canada).

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Institution/Organization

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

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Additional Contact Name   Contact Phone

_____ | _____
Additional Contact Email   Additional Contact Title

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Emergency Contact Name   Emergency Contact Phone

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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

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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)

Remember, for every two registrants, the third is 1/2 off.

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AMOUNT TO CHARGE:_____

☐ My check is included and covers _____ registration(s) Check # _____

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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)

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☐ *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

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