



CONFERENCE

DEVELOPING A COMPREHENSIVE RETENTION PLAN

October 17 - 19, 2016

New Orleans, LA



ai ACADEMIC
IMPRESSIONS



.....
Develop a comprehensive retention plan tailored to your unique institutional context.
.....

OVERVIEW

Learn how to develop a campus-wide retention plan that ties mission, data, and programming together into a unified approach. Whether you are looking to improve on an existing plan or are just getting started, you will leave this conference better able to approach retention in a holistic manner by:

- Beginning before students arrive on campus
- Tying retention data, programming, and goals together
- Auditing and evaluating your existing programs
- Prioritizing which retention programs to cut and which to keep

TAILORED COACHING SESSIONS

As part of this conference, you will have the opportunity to participate in a group coaching session with peers and an expert faculty member from like institutions. You will discuss your current retention plans, initiatives, and challenges to building a comprehensive approach.

BUILD YOUR PLAN AS A TEAM

This event is designed for higher education professionals and committees charged with improving retention or student success. You will leave this event with an outlined plan built from the practical tips and individualized coaching you will receive from our expert instructors. **When you register two people a third can attend for 50% off!**

“Working on retention with our institutional team in a focused setting was extremely valuable. The staff was helpful with insights and questions to keep us on track.”

- Wendy Merb-Brown, Director of Learning Community Programs, Ohio University

[VISIT EVENT PAGE](#)

<https://www.academicimpressions.com/conference/developing-comprehensive-retention-plan-october-2016>



PRE-CONFERENCE WORKSHOP: SIMPLIFIED DATA FOR RETENTION AND STUDENT SUCCESS PROFESSIONALS

This workshop is designed for non-IR professionals who want to learn techniques for asking research questions, collecting and analyzing data, and explaining and using the results.

LEARNING OUTCOME

After participating in this conference, you will be able to develop a comprehensive retention plan based on data, mission, and resources.

CONTACT US FOR MORE INFORMATION

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



AGENDA

DAY 1: MONDAY, OCTOBER 17, 2016

Pre-Conference Workshop: Simplified Data for Retention and Student Success Professionals

8:30 - 9:00 a.m.

Continental breakfast (included in workshop registration fee) and registration for pre-conference workshop attendees.

9:00 a.m. - 12:00 p.m.

Pre-Conference Workshop: Simplified Data for Retention and Student Success Professionals

Institutional data can be a powerful tool for helping you and your colleagues understand retention and attrition, design new initiatives, and assess and evaluate your student success programming. Student affairs and enrollment professionals are sometimes unfamiliar with using data and struggle with ways to understand it, use it effectively, and work with Institutional Research (IR) to obtain answers to questions about student performance and experiences. This workshop is designed for non-IR professionals who want to learn the basics of defining student success at their institution, working with IR colleagues to specify research questions, collecting and analyzing data, and reporting results.

Before the workshop, you will be provided with strategies for defining student success based on your institutional context and student profile. You will also receive a guide for defining and asking four different types of research questions. During the workshop, you will learn strategies for:

- Collecting and compiling data
- Analyzing data and interpreting your results
- Reporting your findings to different internal and external audiences

12:00 - 1:00 p.m.

Lunch for pre-conference attendees (included in workshop registration fee)

12:30 - 1:00 p.m.

Main conference registration

1:00 - 2:00 p.m.

Welcome and Setting the Stage for Retention: Defining a Comprehensive Approach

This opening session will help you understand core components of a comprehensive approach to retention planning: data, programming, assessment, and buy-in. Faculty will introduce themselves and share the steps they took at their campuses to embrace a comprehensive approach to retention.

2:00 - 3:00 p.m.

Start at the Beginning: The Role of Admissions in the Comprehensive Plan

Effective retention programming begins before freshman year. You need to understand the profile of the entering class before you create programming. During this session, you will review the admissions application data that is important to retention programming, including: demographics, academic preparation, financial aid eligibility, and other indicators of student success.

3:00 - 3:15 p.m.

Break



AGENDA

DAY 1: MONDAY, OCTOBER 17, 2016 (CONTINUED)

3:15 - 4:15 p.m.

Data, Programming, and Goal Setting

Professionals charged with improving retention rates know that data is important; however, they often need guidance on how to understand patterns, tie data to programming goals, and set realistic goals for improvement. This session will help you understand what your data says about your institutional priorities and how you can begin the planning process and involve other stakeholders. You will review several case studies that provide examples of how to get started in isolating your institutional data patterns and begin the goal-setting process for optimal results.

4:15 - 5:00 p.m.

Coaching time

During this time, you will have dedicated individualized coaching time with members of our speaker panel. Each faculty member will meet with similar institutions to discuss current retention plans, initiatives, and challenges to building a comprehensive approach.

5:00 - 6:00 p.m.

Networking reception (included in registration fee)

DAY 2: TUESDAY, OCTOBER 18, 2016

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:45 a.m.

Turning Data into Programs

Now that you understand your retention patterns, your current programs, and your goals for improvement, you need to start selecting programming options that will serve your comprehensive plan. During this session, faculty will share examples of new programs they have implemented based on their data analysis. You will then work to design retention programs that meet your unique institutional retention goals.

10:45 - 11:00 a.m.

Break

11:00 a.m. - 12:15 p.m.

Self-Audit of Programs

This session will help you understand which programs you already have in place, which ones are working effectively, and which ones could be improved. You will begin working on a retention road map for your institution and will identify retention priorities based on enrollment goals, student data, attrition factors, and institutional resources.

12:15 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 2:30 p.m.

Resource, Outsource, and Budgetary Considerations

Not all institutions have the resources needed to impact specific retention rates. This session will feature a discussion of no-cost and low-cost strategies you can use to assist with assessment and programming efforts, as well as how best to make the case for additional resources you need.

2:30 - 4:00 p.m.

Working session: Crafting Your Plan (includes break)

During this session, you will begin to work with your teams to craft an initial comprehensive retention plan. You will receive guided feedback from faculty on the feasibility of your planning models.



AGENDA

DAY 3: WEDNESDAY, OCTOBER 19, 2016

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:30 a.m.

Knowing How and When to Eliminate Programs

Successful retention programming requires constant monitoring of outcomes and the ability to make ongoing decisions about programs and resources. During this session, you will review techniques for revising and updating programs.

10:30 - 10:45 a.m.

Break

10:45 - 11:45 a.m.

Setting the Stage for Retention

During this final session, you will hear from faculty about how to avoid the various challenges and pitfalls they faced while planning at their own institutions, as well as some concluding thoughts.

11:45 a.m. - 12:00 p.m.

Final Q&A



INSTRUCTORS

W. Kent Barnds, Executive Vice President and Vice President of Enrollment, Communication, and Planning, Augustana College

Since his arrival at Augustana in 2005, Kent has overseen the largest enrollment in the college's history. He oversees the offices of admissions, financial assistance, and marketing and serves a critical role on the comprehensive retention committee. In the summer of 2012, he served as acting president while the current president was on sabbatical.

Veronica Hipolito, Dean of Student Services, Coconino Community College

Veronica served on the leadership team which created the CCC2NAU program, a partnership between Northern Arizona University and Coconino Community College. This program was recognized with a 2012 Lee Noel and Randi Levitz Retention Excellence Award and the 2012 Outstanding Institutional Advising Program Award from the National Academic Advising Association. She also led a cross-divisional team to secure a \$1.2 million TRiO Student Support Services retention grant, the first for CCC. Prior to CCC, Veronica worked at Northern Arizona University in the Student Housing and Greek Life programs. Veronica has a masters of arts in counseling from Northern Arizona University and is currently pursuing a doctorate of education in higher education and organizational change with Benedictine University.

Bernadette Jungblut, Associate Provost for Accreditation, Academic Planning, and Assessment, Central Washington University

Bernadette is responsible for leading strategic planning, regional accreditation, and the Division of Academic and Student Life outcomes assessment and program evaluation. She also assists faculty members, academic departments, and colleges with discipline-specific accreditation and new program planning, review, and implementation. She previously served as West Virginia University's executive director for academic success initiatives and the first-year experience, and university assessment officer. At WVU, in addition to working on regional and specialized accreditation and outcomes assessment, she supported new student orientation, the first-year seminar, early alert and academic probation programming, and programs for freshmen who were conditionally admitted, exploratory, first in the family in college, lower income, and students of color. Jungblut also has experience with TRiO Student Support Services, the McNair Scholars Program, undergraduate research programs, and honors college programming.

Margot Saltonstall, Director of Assessment for Enrollment Management and Student Affairs, Northern Arizona University

Dr. Margot Saltonstall's work centers on collaborating with staff and faculty to measure and better understand student learning, development, and success in order to improve the student experience and support students from entry through graduation. She has worked in K-12 and higher education assessment for twenty years and holds a PhD in educational psychology and a master's in cultural anthropology.

TESTIMONIALS

"This was by far the most valuable 'retention' conference I've attended. Facilitators were professional, knowledgeable and friendly; I'm so glad our staff attended."

- Erin Price; Assistant Vice President for Student Success; Belhaven University

"I am impressed! Academic Impressions has made an amazing impact on my outlook as a seasoned academic professional."

-Pamela Y. Greer, Senior Associate Director, LAS AAP, University of Illinois at Urbana-Champaign

"This program was very comprehensive and the speakers were knowledgeable. I loved the diversity in the room, which allows for sharing and collaboration."

- Brittanian Gamble, Director of Academic Excellence, Florida A&M University



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

October 17 - 19, 2016 :: New Orleans, LA

HOTEL:

Sheraton New Orleans
500 Canal Street
New Orleans, LA 70130

To reserve your room, please call 504.595.6209. 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 October 16, 17 and 18, 2016.

RATE AVAILABLE UNTIL:

Make your reservations prior to September 23, 2016. 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:

From the French Quarter and Bourbon Street to the Riverwalk and Warehouse District, you'll be fewer than two blocks from everything you want to see.

Reboot and recharge in modern rooms and suites appointed with Sheraton Signature beds. Start your day with a beignet breakfast at Roux Bistro before exploring the shops of Royal Street. Wind down with specialty cocktails and light fare in the wrought iron elegance of the Pelican Bar.

TRANSPORTATION FROM LOUIS ARMSTRONG NEW ORLEANS INTERNATIONAL AIRPORT (MSY)

MyAirportTrip.com is a new airport transportation booking site designed to take the hassle out of getting to and from the airport. It is an easy way to book your airport transportation online from any device. Get the lowest possible rates on taxi, sedan, shuttle, luxury SUV and limousine service. When you land at your destination, your driver will be waiting for you in the transportation center and will greet you by name.

STREETCAR TRANSPORTATION

The New Orleans hotel is also located right on the Streetcar line which provides easy transit along Canal Street, St. Charles Avenue, and the Riverfront. One-way cost: \$1.25. One, three, and five-day unlimited ride passes are also available for \$5, \$12 and \$20 respectively.



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.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Pre-Conference Workshop	Conference only	Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships Learn More
\$1,595	\$1,295	\$395	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before September 30, 2016. For registrations postmarked after September 30, 2016, 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.