



CONFERENCE

DEVELOPING A ONE-STOP CENTER FOR ADVISING, RETENTION, AND CAREER SERVICES

October 18 - 20, 2017

Orange County, CA



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ACADEMIC
IMPRESSIONS



Leave with a working plan to develop or improve a one-stop success center on your campus.

OVERVIEW

Learn how you can take an integrated one-stop approach to providing unified and coordinated services in advising, retention, and career services to support student success. Throughout the event, you will build a working plan to coordinate the student success effort on your campus and take an in-depth look at:

- Building buy-in for adopting a one-stop approach
- Assessing and improving your current services
- Technologies and tools that can help you make the shift
- Space and staffing considerations you should keep in mind
- Common challenges and how to overcome them

During the event, you will have an opportunity for small group consultation time with one of our experts. You will leave with action steps to help you develop a one-stop center for advising, career services, and retention.

POST-CONFERENCE WORKSHOP: LEADING A ONE-STOP CENTER

Leading a one-stop center can present challenges as you combine overall goals, work flow, personnel, and mission. In this workshop you will learn how to lead a one-stop center so that each department operates as an integral part of the center.

As an added benefit of the post-conference workshop, you will receive an electronic Staff Demand Forecasting Model template. This template will help directors and office managers set policy and inform practice to predict realistic levels for current employees. While this was designed specifically for academic advisors and success coaches, it is easily adaptable to other higher education areas.

TWO RETENTION PROGRAMS, ONE LOCATION

[Developing a Comprehensive Retention Plan](#) will be held prior to this event in the same meeting space. Your institution can receive a \$500 discount when you sign up for both events. If you are interested in doing so, please reach out to Elizabeth Hubbell at elizabeth@academicimpressions.com or 720-988-1218.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/developing-one-stop-center-advising-retention-and-career-services-october-2017



WHO SHOULD ATTEND

This program is ideal for institutional teams from private, public, and community colleges who are in the process of developing a student success center for on-campus students that encompasses advising, retention, and career services. This may include leadership from:

- Academic Support
- Student Success and Retention Centers
- Academic Advising
- Career Services

When you register two people from your institution, a third can attend for 50% off!

LEARNING OUTCOME

After participating in this conference, you will have a working plan for developing or improving a one-stop success center for advising, retention, and career services.



AGENDA

DAY 1: WEDNESDAY, OCTOBER 18, 2017

12:00 - 12:30 p.m.

Conference Registration

12:30 - 12:45 p.m.

Opening Remarks and Introduction

12:45 - 2:00 p.m.

Retention Simulation

In this interactive simulation, you will have an opportunity to understand how it feels to navigate through student support services. The activity will allow you to explore the challenges and successes a student may experience in seeking out on-campus help.

2:00 - 2:15 p.m.

Afternoon Break

2:15 - 3:15 p.m.

Identifying Best Practices in Supporting Student Success

Building on the last session, you will identify what students need to make the best use of on-campus support services, programs, and networks. We will also explore and discuss research on best practices in providing student support systems. What is the role and how do you leverage and coordinate various campus programs to best meet students' needs?

3:15 - 4:15 p.m.

Working Session: Assessing Current Services

In this session, you will take a close look at your current services, assess gaps and opportunities for improvement, and identify potential partnerships. You will have a workbook to help with your discussion and to focus on critical questions you should be asking.

4:15 - 4:45 p.m.

Wrap-Up

4:45 - 5:45 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY 2: THURSDAY, OCTOBER 19, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

Consultation Option #1

9:00 - 10:15 a.m.

Building Partnerships

This session will look at starting the conversation, bringing the right people to the table, and facilitating tough conversations associated with changing to a one-stop model.

10:15 - 10:30 a.m.

Morning Break

10:30 - 11:45 a.m.

Setting Goals for Your One-Stop

In this session, the faculty will address models for building a collaborative leadership community and preliminary goal-setting.

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

Lunch (included in registration fee)

12:45 - 1:45 p.m.

Working Session: Building Partnerships and Setting Goals

Drawing on the information from the previous sessions, you will begin identifying critical partnerships on your campus and setting overall goals for your one-stop center. You will have a workbook to scaffold your discussions.

1:45 - 3:00 p.m.

Models for One-Stop Student Success

The faculty will present models and provide institutional examples of “gold-standard” one-stop student success centers. Learn about award-winning programs in various types of institutions and services and why they work. This session will show you what the best programs in the country are offering and how.

3:00 - 3:15 p.m.

Afternoon Break

3:15 - 4:15 p.m.

Systems and Logistics

In this session, the faculty will highlight systems for helping students navigate through their services. They will help you think through the coordination and logistics involved in efficiently getting students through the door and to the services they need.

4:15 - 5:00 p.m.

Working Session

In this working session, you will have a chance to consider the various models that you can adopt or adapt to, as well as logistics that will ensure the one-stop success.

5:00 - 5:30 p.m.

Consultation Option #2



AGENDA

DAY 3: FRIDAY, OCTOBER 20, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

Consultation option #3

9:00 - 9:45 a.m.

Space Considerations

In this space-focused session, the faculty will walk the group through the considerations you need to give to the physical location of services, including taking advantage of current space, lobbying for better space, and engaging students beyond the center.

9:45 - 10:30 a.m.

Leadership Structures and Staffing Considerations

In this session, the faculty will go through various models of leadership structures for one-stop student success approaches. Every school will need to design a structure that is unique to its needs, but this session will provide typical structures that your institution can use as models to help develop the right structure for your campus. The faculty will also discuss the difficult subject of staffing. One-stop student success efforts often involve restructuring current staffing and organization structures. How do you build on the strengths and passions of your current programs, staff, and individuals during change?

10:30 - 10:45 a.m.

Morning Break

10:45 - 11:45 a.m.

Working Session: Final Working Time

Drawing on the information from the previous session, you will have an opportunity to work on space and staffing considerations. You will have a chance to share our key first steps that you plan to take as you return to your institutions.

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

Conference Wrap-Up



AGENDA

DAY 3: FRIDAY, OCTOBER 20, 2017 (CONTINUED)

Post-Conference Session: Leading a One-Stop Center

12:00 - 1:00 p.m.

Lunch for Post-Conference Attendees

12:30 - 1:00 p.m.

Registration

1:00 - 4:00 p.m.

Leading a One-Stop Center

Leading a one-stop center can present challenges as you combine overall goals, work flow, personnel, and mission. In this post-conference session, you will learn how to lead a one-stop center so that each department operates as an integral part of the center. We will discuss:

- Overview of Appreciative Education
- Using the Appreciative Education model to shape the culture of your center from a management perspective
- Using a human resource assessment tool for staffing, budgeting, and resourcing a one-stop shop

You will have a time to plan based on what you have learned and will leave with a working plan for leading your one-stop center for advising, career services, and retention.

As an added benefit of the post-conference workshop, you will receive an electronic Staff Demand Forecasting model template. Using 'work-load analysis' as applied to higher education, an adoptable forecasting spreadsheet helps directors and office managers set policy and inform practice to predict realistic levels for current employees. This template was developed specifically for academic advisors and success coaches to determine caseload levels, advising duties and other responsibilities. It is easily adoptable to most higher education areas. In addition to understanding the level of workload for current staff, it may be used to articulate the need for additional staffing in a data driven format that leaves no doubt as to what additional staffing could achieve if funded.



INSTRUCTORS

Amjad Ayoubi, Ph.D., Senior Associate Dean, Tulane University

Amjad Ayoubi oversees academic and career advising, success coaching, academic support services such as tutoring and supplemental instruction and academic services for student athletes. Amjad joined Tulane University after Hurricane Katrina; helped rebuild Career Services operations; and later helped reorganize, expand, and enhance academic advising. In 2012 Amjad and his staff initiated a new success coaching department modeled after a life coaching model. Amjad supports a team of dedicated staff who helped increase the retention rate at Tulane from 87% to 92% and the graduation rate from 78% to 83% in the past six years.

Amjad believes that integrating academic and career advising is critical to the overall success of students and the university. He also believes that building an ecosystem that contains integrated academic and career advising will help students connect their education to their future career goals and will help the university deliver services in a more coherent and intentional manner.

Joe Murray, MSHR, Director of University Advising Services, Florida Atlantic University

Joe has worked to guide students toward academic success for over 24 years. Prior to joining the FAU team, Joe spent 22 years as the Director for Academic Advising and Retention Services at Miami (OH) University's Hamilton Campus. He worked to develop and refine the Appreciative Advising Inventory and has been part of a national task force aimed at advancing the concept of Appreciative Advising for both professional and faculty advisors. Joe has facilitated multiple training workshops and retreats to teach the Appreciative model from a customer service and employee management perspective.

Joe specializes in supporting and encouraging cultural change within higher education institutions. He is a certified Appreciative Advisor and served on the faculty for the 2011- 2015 Appreciative Advising Institute. Joe works tirelessly to help traditionally underrepresented students in higher education. He was a driving force behind Ohio Reach, a state and national effort to increase access and retention to higher education for Ohio's Lower Income/Disadvantaged Youth and Foster Care Alumni. He recently resigned from the Ohio Reach governing board to relocate to Florida in order to begin work supporting foster youth in that state. He is now a co-founder for Florida Reach. He has served as the Co-Chair of the First-Generation College Student Interest Group for the National Academic Advising Association (NACADA) from 2007 until 2012.

Anne Valentine, Vice President, Student Experience and Customer Service, Ivy Tech Community College

Anne Penny Valentine joined Ivy Tech Community College in 2013 to launch 14 one stop enrollment services centers throughout the statewide system. This included implementing consistent statewide processes and procedures, transitioning staff into new roles, assisting with facility redesign, and establishing service level agreements and key performance indicators. In 2014, she was named vice president for student experience and customer service, adding admissions, student records, student life and career services to her management team. Additional projects in Anne's portfolio include an early student intervention effort (Project Early Success), evaluating and setting minimum standards for the college's wrap around services, and serving as interim director of government affairs. Prior to joining Ivy Tech, Anne served as Legislative Director, Policy Director and Intergovernmental Affairs Director for Indiana Governor Mitch Daniels where she managed legislative relations between Governor Daniels and the Indiana General Assembly while also directing legislative liaisons for all state agencies. Additionally, she has an extensive background in the customer service field. While serving as Legislative Director with the Indiana Bureau of Motor Vehicles (BMV), she assisted in the implementation of a model to revamp and greatly improve the customer experience at the state's BMV branches. Anne earned her Bachelor of Science from Butler University.

Ivy Tech's approach to student services focuses on removing barriers to enrollment by centering efforts on the student experience, aiming to make smooth transitions from application to assessment to advising to registration.



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 18 - 20, 2017 :: Orange County, CA

HOTEL:

Hyatt Regency Orange County
11999 Harbor Blvd.
Garden Grove, CA 92840

To reserve your room, please call 714-750-1234. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$189 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of October 17, 18 and 19 , 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to September 25, 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 Hyatt Regency hotel near Anaheim, California is conveniently located and is ideal for families, business travelers, and vacationers alike. Kick back and relax in rooms featuring flat screen TVs. Savor Italian cuisine at TusCA restaurant, or enjoy a local microbrew at OC Brewhouse. Then, work off any excess consumption in the 24 hour StayFit™ Fitness center, offering state-of-the-art fitness equipment with integrated LCD TVs for each machine.

You will enjoy perks like an available Disneyland® Resort shuttle, and easy access to the Anaheim Convention Center, Honda Center and Angel Stadium. Just a short drive away, Orange County beaches, shopping outlets and attractions offer hours of leisure fun. For work or fun, there is no better choice than Hyatt Regency Orange County.

John Wayne/Orange County Airport (SNA)

18601 Airport Way
Santa Ana, CA 92707
Distance: 13 miles

Super Shuttle: \$11 per person/one way

Disneyland® Resort Express Bus: \$20 per person - from hotel to airport only

Los Angeles International Airport (LAX)

380 World Way
Los Angeles, CA 90045
Distance: 35 miles

Super Shuttle: \$17 per person/one way



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING

Your registration fee includes: Full access to all conference sessions and materials, access to the networking reception on Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, 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.

BEST VALUE	CONFERENCE	WORKSHOP	WITH AI PRO MEMBERSHIP
Conference + Post-Conference Workshop	Conference only	Pre-Conference Workshop only	Get \$100 OFF With Qualifying AI Pro Memberships
\$1,695	\$1,295	\$545	Learn More
			\$100 OFF

EARLY BIRD PRICING

Postmarked on or before September 29, 2017. For registrations postmarked after September 29, 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

**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.