



CONFERENCE

# DEVELOPING A COMPREHENSIVE RETENTION PLAN

October 16 - 18, 2017

Orange County, CA





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

## OVERVIEW

---

This conference will help you develop a campus-wide retention plan that ties mission, data, and programming together in a unified approach. Whether you have a retention plan already in place or are just getting started, you will leave this event with an outlined plan built from the practical tips and small-group coaching from our expert instructors.

You will leave this conference better able to approach retention in a holistic manner by:

- Beginning before students arrive on campus
- Tying your retention data, programming, and goals together
- Auditing the existing programs you have, and determining what is working and what can be improved
- Prioritizing which retention programs to cut and which to keep

## SMALL GROUP 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.

## PRE-CONFERENCE WORKSHOP: 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.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/developing-comprehensive-retention-plan-october-2017](http://www.academicimpressions.com/conference/developing-comprehensive-retention-plan-october-2017)



## TWO RETENTION PROGRAMS, ONE LOCATION

---

[Developing a One-Stop Center for Advising, Retention, and Career Services](#) will be held following this event in the same meeting space. Your institution can receive a \$500 discount when you register for both events. If you are interested in doing so, please reach out to Mickey Fitch at [mickey@academicimpressions.com](mailto:mickey@academicimpressions.com) or 720-988-1239.

## BUILD YOUR PLAN AS A TEAM

---

This event is designed for higher education professionals and committees charged with improving retention or student success. This may include enrollment managers, student and academic affairs leaders, and assessment coordinators or committee members. Leadership and frontline staff alike will gain value from this conference. **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**

## LEARNING OUTCOME

---

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



## AGENDA

---

### DAY ONE

#### **Pre-Conference Workshop—Data Simplified: Working with Institutional Data for Retention Purposes**

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—Data Simplified: Working with Institutional Data for Retention Purposes**

Institutional research data is a powerful tool for understanding attrition, planning programs, and predicting enrollment. Student affairs and enrollment professionals are often “afraid” of data and struggle with understanding the information, using it effectively, and working with IR departments to ask the right questions.

This workshop is designed for non-IR professionals who want to learn the basics of data analysis and are seeking ways to manage, extract, and explain results to campus leaders. You will learn techniques for:

- Defining factors associated with retention
- Recognizing patterns and correlations
- Communicating with IR teams to effectively mine data

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.

#### **Introductions 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 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.

**Afternoon Break**

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 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.



## AGENDA

---

### DAY ONE (CONTINUED)

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 TWO

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 must begin selecting programming options that will serve your comprehensive plan. During this session, faculty will share examples of new programs they 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.

#### **Morning 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 THREE

8:30 - 9:00 a.m.

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

9:00 - 10:30 a.m.

**Knowing When and How 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.

**Morning 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 & Conference Wrap-Up**



## INSTRUCTORS

---

### **W. Kent Barnds, 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.

### **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 Analytics & Assessment for Enrollment Management & Student Affairs, Northern Arizona University**

Margot earned her PhD in Educational Psychology and Master's in Cultural Anthropology and has worked in K-12 and higher education assessment for over 20 years. Currently, she is the director of the Analytics and Assessment Office, overseeing assessment activities and analysis for departments in the division of Enrollment Management and Students Affairs (EMSA) at Northern Arizona University. In partnership with EMSA departments, the office conducts strategic analysis and meaningful assessment to positively impact student recruitment and enrollment, enhance the student experience, and improve student success.

## 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		<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

---

October 16 - 18, 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 15, 16, and 17, 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.

### 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 (CIRCLE ONE)

**Your registration fee includes:** Full access to all conference sessions and materials, access to the networking reception on Thursday, breakfast and lunch on Friday, and breakfast on Saturday, 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
\$1,595	\$1,295	\$395	<a href="#">Learn More</a>
			\$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](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.