



CONFERENCE

# STRATEGICALLY MANAGING AND OPTIMIZING ENROLLMENT FOR SUMMER AND SPECIAL SESSIONS

October 4 - 6, 2017  
Orlando, FL

 **AD ASTRA**  
INFORMATION SYSTEMS

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**ACADEMIC**  
IMPRESSIONS



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*Learn how you can boost the programs you offer outside of the traditional academic year.*

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## OVERVIEW

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This highly interactive conference will teach you the financial and operational models for managing enrollment outside of the traditional academic calendar. Learn how you can take a more strategic approach to your summer and special sessions to:

- Use data to establish a better program offering
- Boost enrollment in the programs you offer
- Reduce your tuition costs and operating expenses
- Mitigate bottleneck effects in general education classes
- Identify and recruit students who are likely to participate
- Accelerate student graduation timelines and improve academic success

## CONFERENCE WORKBOOK

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Throughout the entire training you will have the opportunity to hear best practices, review existing models, develop a working plan, and apply what you learn to your specific institutional context. Included with your registration is a conference workbook with worksheets and exercises that can facilitate greater learning and application of the concepts.

## PRE-CONFERENCE WORKSHOP: USING DATA ANALYTICS TO ASSESS AND IMPROVE YOUR MARKETING COMMUNICATION EFFORTS

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This workshop will focus on helping you understand how to use data analytics to improve your summer and special sessions. Our expert speaker will share ways to assess student course needs, drive revenue, mitigate risk/unneeded costs, and optimized marketing efforts.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/strategically-managing-and-optimizing-enrollment-summer-and-special-sessions](http://www.academicimpressions.com/conference/strategically-managing-and-optimizing-enrollment-summer-and-special-sessions)



## BRING YOUR TEAM

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Because planning and implementation of special sessions involves many stakeholders across campus, you are encouraged to bring a team of colleagues responsible for expanding academic programs and increasing student enrollment. This program will appeal to academic leaders and enrollment managers. However, other stakeholders across campus are encouraged to attend.

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

## LEARNING OUTCOME

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After participating in this conference, you will be able to understand the financial and operational models for managing and optimizing enrollment for special sessions.

## CONTACT US FOR MORE INFORMATION

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Contact Michelle Sponholz, Program Manager at [michelle@academicimpressions.com](mailto:michelle@academicimpressions.com) or 720-496-4492 if you'd like additional information about the program.



## AGENDA

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DAY 1: WEDNESDAY, OCTOBER 4, 2017

### **Pre-Conference Workshop: Using Data Analytics to Assess and Improve Your Marketing Communication Efforts**

8:00 - 9:00 a.m.

**Registration and Continental Breakfast for Pre-Conference Workshop Attendees (included in workshop registration fee)**

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

#### **Pre-Conference Workshop: Using Data Analytics to Assess and Improve Your Marketing Communication Efforts**

This workshop will focus on helping you understand how to use data analytics to improve your summer and special sessions. Our expert speaker will share ways to assess student course needs, drive revenue, mitigate risk/unneeded costs, and optimized marketing efforts. Below are questions that will be answered throughout this workshop:

- How are the baseline trends for course demand?
- What are the best strategies to drive course demand and increase revenue and student success?
- What steps can you take to mitigate risk of low enrollment or cancellation?
- How do you use data analytics to improve your internal and external communication plan?
- What are key considerations when planning an electronic communication to students and/or other groups?
- How do you assess the effectiveness of electronic communications and marketing?
- How do you use these assessments to fine-tune and make your communications/marketing efforts more effective?

12:00 - 1:00 p.m.

**Lunch for Pre-Conference Workshop Attendees (included in workshop registration fee)**

12:30 - 1:00 p.m.

**Registration for Main Conference**

1:00 - 1:30 p.m.

**Welcome and Introductions**

### **Part 1: Why Summer and Special Sessions?**

1:30 - 2:45 p.m.

#### **Summer and Special Sessions: Benefits to Institution, Faculty, and Students**

Our opening session focuses on the benefits of summer and special sessions. We will discuss not only why an institution benefits but also how program offerings outside of the traditional academic calendar can benefit students and faculty. This session will lay the foundation for how to gain buy-in for special sessions internally as well as how to effectively market these opportunities to students.

2:45 - 3:00 p.m.

**Afternoon Break**



## AGENDA

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### DAY 1: WEDNESDAY, OCTOBER 4, 2017 (CONTINUED)

3:00 - 4:00 p.m.

#### **Case Studies: Transforming Your Special Sessions**

It can be a challenge to know how you can get more out of your special session programs. During this discussion you will hear how our experts transformed their summer and special session programs. As each expert shares his or her model, he or she will answer the following questions:

- How are your summer and special sessions offices/units organized?
- Why did your institution make this strategic investment in summer and special sessions?
- How do you determine your course offerings for summer sessions?
- How do you market summer and special sessions to students and parents?
- What successes and lessons have your institution learned?
- Do you have summer studies programs that target specific student populations?

4:00 - 5:00 p.m.

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

### DAY 2: THURSDAY, OCTOBER 5, 2017

8:30 - 9:00 a.m.

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

9:00 - 10:15 a.m.

#### **Not Just a Summer Session: Understanding Special Sessions**

In order to work from a common definition and understanding, we'll spend this time dissecting special sessions: what they mean, the length they span, and the purpose of each term.

- Maymester
- Early summer
- Full summer
- Late summer
- Mid-Fall and spring breaks
- Winter sessions
- January terms

10:15 - 10:30 a.m.

#### **Morning Break**

10:30 - 11:30 a.m.

#### **Characteristics of Students Likely to Attend Special Sessions**

Having an understanding of the common characteristics of students who attend special sessions can help you both optimize your program to fit their needs as well as identify who on your campus may be interested in enrolling. During this session we will review practical research on student interest and behaviors as they relate to enrolling in special sessions.



## AGENDA

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### DAY 2: THURSDAY, OCTOBER 5, 2017 (CONTINUED)

#### Part 2: How to Create, Administer, and Optimize Special Sessions

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

##### **Financial Models and Incentives**

During this session you will hear about the different financial models institutions use when they are optimizing summer and special sessions. These models will also outline incentives institutions offer to students and faculty to increase interest in participation.

- Strategic enrollment management
- Centralized versus decentralized models
- Typical special session business models
- Incentive pricing
- Revenue sharing

12:30 - 1:30 p.m.

##### **Lunch (included in registration fee)**

1:30 a.m. - 2:00 p.m.

##### **Working Activity: Financial Models and Incentives**

After learning about the various financial models and incentives that exist for special sessions, we will focus on applying the concepts to our own institutions. During this activity, you will be guided through a worksheet to help you consider which models and incentives will work best at your institution.

2:00 - 3:15 p.m.

##### **Academic Policies and Procedures**

This session will dive into the policies and procedures you need to consider when developing or enhancing your summer and special sessions. These are the nuts and bolts decisions that include:

- Which courses to offer
- Listing the courses and opening for registration
- Add/Drop, withdrawals, refunds
- Minimum course enrollments
- Study abroad
- Housing contracts
- Faculty contracts

3:15 - 3:30 p.m.

##### **Afternoon Break**

3:30 - 4:00 p.m.

##### **Working Activity: Academic Policies and Procedures**

After discussing the policies and procedures that need to be worked through, you will have time to apply them. Using a worksheet, you will have the opportunity to determine the policies and procedures you already have in place and the areas that need enhancement.



## AGENDA

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### DAY 2: THURSDAY, OCTOBER 5, 2017 (CONTINUED)

4:00 - 5:00 p.m.

#### **Case Study #2: Transforming Your Special Sessions**

During this second case study session, our remaining expert speakers will share how each transformed his or her summer and special session programs. As each speaker shares his or her model, they will answer the following questions:

- How are your summer and special sessions offices/units organized?
- Why did your institution make this strategic investment in summer and special sessions?
- How do you determine your course offerings for summer sessions?
- How do you market summer and special sessions to students and parents?
- What successes and lessons have your institution learned?
- Do you have summer studies programs that target specific student populations?

### DAY 3: FRIDAY, OCTOBER 6, 2017

8:30 - 9:00 a.m.

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

9:00 - 9:30 a.m.

#### **Open Conversation: Organizational Structures and Reporting**

This is an open discussion based on the Case Studies from Model Institutions. You will have the opportunity to ask our experts questions about best practices for organizational structure and reporting.

9:30 - 10:45 a.m.

#### **Marketing Your Summer and Special Sessions**

In this session, we'll share best practices and proven approaches for leveraging your reach. Our discussion will focus on:

- What you can do to promote special sessions
- What practices really work
- How you can assess the performance of your marketing efforts

10:45 - 11:00 a.m.

#### **Morning Break**

11:00 - 11:30 a.m.

#### **Working Activity: Promoting Special Sessions**

Now that you have several ideas about leveraging marketing, you will have time to apply what you learn and begin looking at how you will market summer and special sessions at your institution.

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

#### **Program Takeaways/Wrap-Up**

You will have the opportunity to share your takeaways and next steps with the conference instructors and your colleagues. Conference instructors will offer necessary guidance.



## INSTRUCTORS

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### **Steven P. Girardot, Ph.D., Associate Vice Provost for Undergraduate Education, Georgia Institute of Technology**

Steven has more than seventeen years of higher education experience and earned both a BS in Chemical Engineering and a Master's Degree in Chemistry from Georgia Tech. He completed his doctorate in Chemistry and Environmental Health at Emory University, and a Master of Public Health (MPH) degree in Epidemiology from the Emory University Rollins School of Public Health.

As Associate Vice Provost, Dr. Girardot oversees academic advising, retention, and other academic programs for the Office of Undergraduate Education. He helped to establish a Summer Session initiative at Georgia Tech and currently oversees this area as well. At the national level, he serves as the Regional Vice President for the Southern Region of NAASS (North American Association of Summer Sessions) and is the Chair of NAASS' 2017 Annual Conference.

### **Daphne Rankin, Associate Vice Provost for Strategic Enrollment Management, Virginia Commonwealth University**

Daphne has more than twenty-five years of higher education experience. She received her undergraduate degree from the University of North Carolina at Greensboro, and her M.S. in Sociology and Ph.D. in Public Policy and Administration from VCU.

An innovative and enthusiastic educator, administrator, and communicator, Daphne has extensive experience in student transition, retention, and success. Since joining the university's administration in 2004, she has assumed progressive leadership responsibilities in curriculum development, student retention, parent and family programs, enrollment management, summer studies, and intersession programs. Dr. Rankin served as VCU's first Director of Student Engagement and helped develop the University College. As the Associate Vice Provost for Instruction, she introduced VCU's Summer Reading Program and expanded New Student Orientation to include a robust program for parents and families. Since joining Strategic Enrollment Management, Dr. Rankin has worked to enhance VCU's Summer Studies and Intersession programs through the use of data analytics and a comprehensive marketing campaign.

### **Dr. Stephen Schultheis, Assistant Vice President for Enrollment Management, Clayton State University**

Dr. Schultheis has been engaged in higher education for 17 years within a variety of enrollment management, student affair, and academic roles. He has presented and been published on admissions, retention, and enrollment management topics as well as participating on the Enrollment Management Committee with AACRAO. He earned his master's degree at Columbia University and his doctorate at St. John Fisher College.

### **Ken Smith, Vice Provost for Resource Management and Institutional Effectiveness, Virginia Tech**

Dr. Ken Smith has served in his current role since January 2013. As vice provost, Ken provides institutional leadership on issues related to academic budgets, academic capital outlay planning, academic space management and institutional data and continuous improvement processes. He is currently leading the university's efforts to implement a new performance based budget system, including designing and implementing new methods for data sharing and predictive analytics to inform resource allocation.

Prior to his appointment as vice provost, Ken served as associate provost overseeing the budgetary and fiscal operations of the academic support units in the Office of the Senior Vice President and Provost. Ken also served as Assistant Director for Budget Operations in the Virginia Tech Office of Budget and Financial Planning. Ken holds a PhD in Educational Leadership and Policy Studies from Virginia Tech, and earned both a Masters Degree in Public Administration and a Bachelor's Degree in Political Science from Virginia Commonwealth University.





## INSTRUCTORS

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**Blake Snider, Assistant Dean, Office of Undergraduate Studies, Clemson University**

Dr. Snider has more than fifteen years of higher education administrative and faculty experience. He earned a B.A. in Psychology at Lee University, both a M.S. and a Ph.D. in Human Development and Family Studies at Auburn University, and a M.B.A. in Business Administration at East Tennessee State University (ETSU).

Dr. Snider has extensive experience with summer session administration. His experience includes serving as the founding Director of Summer School at Clemson University, as well as the former Treasurer and current President of the North American Association of Summer Sessions (NAASS). He also has extensive experience with online education delivery and management, off-campus program management, as well as general education assessment.



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

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October 4 - 6, 2017 :: Orlando, FL

### HOTEL:

Wyndham Grand Orlando Resort Bonnet Creek  
14651 Chelonia Pkwy  
Orlando, FL 32821

To reserve your room, please call 407-390-2300. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$179 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of October 3, 4 and 5, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to September 12, 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 Wyndham Grand Orlando Resort Bonnet Creek is a secluded Mediterranean-style hideaway near Disney World®. The resort is surrounded by 500 stunning woodland acres and a picturesque 10-acre lake. The resort is conveniently located and delivers an exceptional array of options for all tastes.

### TRANSPORTATION:

The Wyndham Grand Orlando Resort Bonnet Creek is approximately 20 miles from Orlando International Airport (MCO).

- SuperShuttle: Fare is approximately \$20, per person, one-way.
- Taxi: Fare is approximately \$60 one-way. Rates will vary.



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 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 + 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 15, 2017. For registrations postmarked after September 15, 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.