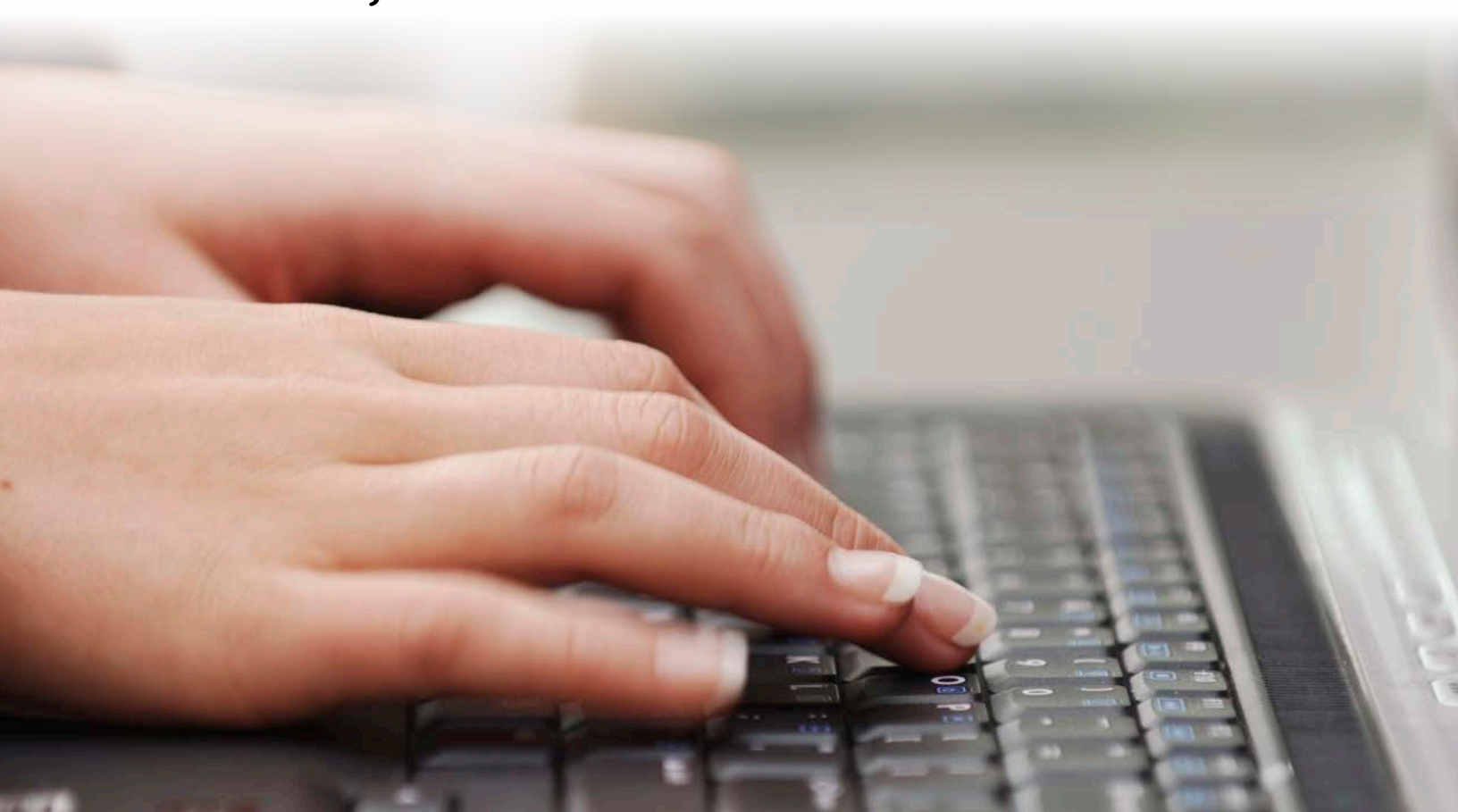




CONFERENCE

# APPLYING DIGITAL TECHNOLOGIES TO IMPROVE ACADEMIC ADVISING

December 8 - 9, 2014  
Orlando, FL





*Apply digital advising technologies in a hands-on setting.*

## OVERVIEW

Advising programs administrators are being asked to do more with less and to make processes efficient while providing superior student service. To address these challenges, and to meet the 24-hour service expectations of today's "high-touch, high-tech" students, many advising programs are exploring advising technologies. Are you currently using digital technologies to address these challenges in the best way possible?

Join us for a hands-on event that will examine institution-specific points of interaction and allow your team to review best practices for integrating new technology into your advising program. To help you determine which solution may be best for your institution, we will assist in evaluating specific communication, engagement, and workflow products with a wide range of features and costs.

You will leave this event with an action plan to connect your advising center goals with an overarching communication plan that seamlessly incorporates technology.

## WHAT YOU WILL LEARN

By following a "work and learn" institute format and drawing upon our instructors' vast experience in the field of academic advising technology application, our conference faculty will present information aimed at answering the following questions:

1. How can you assess what you are currently doing and determine what is, or is not, effective?
2. How can your institution improve advising through a "communication plan" that looks at message, method of delivery, and technology?
3. What are best practices for connecting technology to your communication plan?
4. What innovative practices are institutions using to engage students digitally?
5. How do you coordinate it all and get started?

## LEARNING OUTCOME

After participating in this conference, you will be able to strategically incorporate digital technology to improve academic advising on your campus.

[CLICK HERE TO REGISTER](#)

<http://www.academicimpressions.com/conference/applying-digital-technologies-improve-academic-advising>



## WHAT YOU SHOULD BRING

Make sure you bring your device of choice (laptop, tablet, smart phone, etc.) to take part in the hands-on experience. There will be wireless internet and charging stations available at the event.

After the main conference, attend the “Media Production for Advising Departments” workshop to create some functional content to use on your advising website.

## WHO SHOULD ATTEND

This program is ideal for institutional teams whose institutions (online or on-ground) are beginning or improving the integration of technology to enhance student engagement and learning. Those who will benefit the most include:

- Directors and assistant directors of advising
- Vice presidents, associate vice presidents, provosts overseeing academic advising
- Professional or faculty advisors
- IT professionals assisting academic advisors with their use of technology
- Center for Teaching and Learning professionals assisting with the use of technology for advising

## CONTACT US FOR MORE INFORMATION

Contact **Cory Phare**, Assistant Conference Director at [cory@academicimpressions.com](mailto:cory@academicimpressions.com) or 720-988-1237 if you'd like additional information about the program.



### SAVE \$100 ON THIS EVENT WITH AI PRO!

Available with: **AI Student Affairs Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact [Bridget@academicimpressions.com](mailto:Bridget@academicimpressions.com) for more information about AI Pro.



# AGENDA

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## MONDAY, DECEMBER 8, 2014

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

**9:00 - 10:15 a.m.** Defining Academic Advising Technology  
"Technology" means many things to many different people. What does this mean on and for your campus? In this session, faculty will give an overview of the academic advising technology landscape, along with trends and research implications as they relate to best practices.

**10:15 - 10:20 a.m.** Break

**10:20 a.m. - 12:00 p.m.** Policies and Usage Strategies  
Now that you've got a handle on the scope of advising technology research, you'll need to consider institutional frameworks for putting it into practice. This includes both existing policy implications as well as creating/modifying usage strategies to inform a technology action plan and its implementation. Attendees will examine effective policy/usage examples and practice using resources to implement them in this session.

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

**1:00 - 5:00 p.m. (break included)** Using and Selecting Technology Solutions  
The best way to examine how technology resources may help improve your advising department is to use them. This hands-on session will allow you to test and select which resources fit best into your action plan.

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



# AGENDA

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## TUESDAY, DECEMBER 9, 2014

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

**9:00 - 10:15 a.m.** Identifying and Measuring Points of Engagement

After becoming familiar with advising technology trends and ways to improve processes, how do you use them to strategically and systematically engage students? Our expert faculty will assist you in identifying opportunities to prioritize and apply resources based upon your priorities. This will be done through the use of the technology action plan to inform a strategic student communication plan.

**10:15 - 10:25 a.m.** Break

**10:25 a.m. - 12:00 p.m.** Communication and Continual Learning

You'll now put the pieces in place to create actionable change after the conference. You'll also discuss ways to measure the impact/value of the resources on departmental priorities. Finally, our faculty will walk you through the key component of this wrap-up: learning how to serve as advocates for continual process improvement through technology.

## POST-CONFERENCE: MEDIA PRODUCTION FOR ADVISING DEPARTMENTS

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

**1:00 - 4:00 p.m.** Post-conference: Media Production for Advising Departments

Having identified and developed actionable technology priorities throughout the past two days, post-conference attendees will examine specific elements of multimedia production and how they can enhance advising departmental goals. This hands-on session will have participants create video, audio, and static images for use when they return to campus.



# INSTRUCTORS



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**BENJAMIN M. FORCHE / Coordinator of Advising Communication, College of Education and Human Ecology**

*The Ohio State University*

Ben currently serves as the Coordinator of Advising Communication in the College of Education and Human Ecology Office of Undergraduate Student Services at the Ohio State University. He is a big proponent in the use of Appreciative Advising, and technology in his academic advising relationships with students, through virtual advising, mass communication, and automated systems. His incorporation of technology stems from his undergraduate work in Visual Communication Technology. He has also developed the ability to find inexpensive and simple ways to implement technology, in order to gather support from his colleagues and supervisors.

Ben earned a Bachelor of Science in Visual Communication Technology from Bowling Green State University, followed by his Master in Education in Higher Education and Student Affairs from University of South Carolina. In his spare time, he enjoys woodworking, and spending time with his wife, Mandy, and their two dogs, Joey and Chandler-- yes they love the TV show Friends.



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**LAURA PASQUINI / Researcher, Lecturer & Consultant**

*University of North Texas*

Before entering academia, Laura's student development experience involved academic advising, tutoring and supplemental instruction, career counseling, campus activities, first year experience curriculum, orientation programming, and residence life. As an early career researcher, Dr. Pasquini's teaching and research scholarship lies in the areas of open education, collaborative learning environments, and social engagement. Her recent dissertation study involved text mining 250 post-secondary social media guideline and policy documents from 10 different countries (<http://socialmediaguidance.wordpress.com/>).

Dr. Pasquini consults with a number of education, non-profit and corporate associations on optimizing social media for engagement, organizational culture and design, and strategic communication. You can often find Dr. Pasquini tweeting (<https://twitter.com/laurapasquini>) and blogging (<http://techknowtools.wordpress.com/>) about learning, performance, and technology.

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# HOTEL RESERVATIONS

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The conference will be held at:  
Hyatt Regency Grand Cypress  
1 Grand Cypress Blvd,  
Orlando, FL 32836

To reserve your room, call (407) 239.1234. Please indicate that you are with the Academic Impressions group to receive the room rate of \$189 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of December 7 and 8, 2014. Reservations must be made by November 17, 2014. There are a limited number of rooms available at the conference rate. Please make your reservations early.

Discover a secluded luxury hotel set in the heart of Orlando theme park country near Lake Buena Vista. Hyatt Regency Grand Cypress is surrounded by twenty-one acres of shimmering lakes and lush landscaping offering an ideal destination for leisure or business travelers looking to unwind. Just one mile from Walt Disney World® Resort and five miles from Sea World®, Hyatt Regency Grand Cypress offers such an impressive collection of onsite activities, you may have to stay longer just to experience it all.

The hotel is approximately 18 miles from Orlando International Airport (MCO).





**PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259**

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

**Register online at [www.academicimpressions.com](http://www.academicimpressions.com)**

# REGISTRATION FEES

**Your registration fee includes:** Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Monday, breakfast on Tuesday, as well as refreshments and snacks throughout the conference.

**Best Values**

Conference + Post-Conference  
Workshop - \$1395 USD  
 \_\_ # of attendees

Total \_\_\_\_\_

**Conference**

Conference only - \$1095 USD  
 \_\_ # of attendees

Total \_\_\_\_\_

**Workshop**

Post-Conference workshop  
only - \$395 USD  
 \_\_ # of attendees

Total \_\_\_\_\_



**ATTEND AS A TEAM** - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

### EARLY BIRD PRICING

Postmarked on or before November 26, 2014. For registrations postmarked after November 26, 2014, an additional \$100 fee per registrant applies.

Visit our website to register online:

<http://www.academicimpressions.com/conference/applying-digital-technologies-improve-academic-advising>





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

## CONFERENCE REGISTRATION INFORMATION

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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.**

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) \_\_\_\_\_

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

## ADDITIONAL CONTACT INFORMATION

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Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

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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)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

List the names of the registrants you'd like to sign up:

*Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



# ACADEMIC IMPRESSIONS 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.