



CONFERENCE

STRATEGIES FOR INCREASING TRANSFER STUDENT ENROLLMENT AND SUCCESS

December 6 - 8, 2017

Denver, CO



 **ACADEMIC
IMPRESSIONS**

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OVERVIEW

Join us to learn how you can cultivate partnerships between two- and four-year institutions, increase your transfer enrollment, and help transfer students persist to graduation. Throughout this three-day training we will focus on:

- Assessing your transfer program strengths and weaknesses
- Understanding current transfer trends and best practices
- Cultivating successful two- and four-year relationships
- Developing articulation agreements for specific programs
- Collaborating with faculty on transfer agreements
- Organizing pre-transfer advising, orientation, and peer mentor groups

Developing better transfer programs can be greatly beneficial for both two- and four-year institutions if executed properly. Two-year institutions can use their relationships with surrounding four-year institutions to market to prospective students who intend to transfer. Four-year institutions benefit from having a sustained pool of students to recruit from feeder schools. As such, we have assembled experts from both two- and four-year institutions to deliver the unique perspectives of each institution type.

WHY THIS TRAINING IS CRITICALLY IMPORTANT

Transfer students represent a significant opportunity for both institutions and students. However, this is an opportunity that has not been leveraged to its full potential. The statistics below are an indicator that transfer student pathways remain an underdeveloped avenue for institutions and students.

Transfer students represent a growing percentage of the overall student body (National Student Clearinghouse, 2012)
Only 25% of those who start at a community college end up transferring to a 4-year institution (CCRC)
About four million community college students intend to transfer to four-year institutions, but don't (EAB)

POST-CONFERENCE WORKSHOP: SUPPORT SYSTEMS FOR RETAINING TRANSFER STUDENTS

Take an in-depth look at how peer mentors, academic support groups, and informal social gatherings can help your transfer students overcome hurdles that often discourage transfer students from continuing their education.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/strategies-for-increasing-transfer-student-enrollment-and-success/



WHO SHOULD ATTEND

This program was specifically designed to benefit those involved with:

- Transfer Student Success
- Transfer Enrollment
- 2-year/4-year Partnerships or 2+2 programs
- First-Year Experience programs if they include serving transfer students

LEARNING OUTCOME

After participating in this conference, you will have initial steps for increasing your transfer enrollment and completion.

CONTACT US FOR MORE INFORMATION

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



AGENDA

DAY ONE: WEDNESDAY, DECEMBER 6, 2017

12:30 - 1:00 p.m.

Registration

1:00 - 1:45 p.m.

Welcome and Introductions

This session will serve as an introductory activity for the conference. You will be asked to answer the following questions:

- What are your main challenges, and what are you doing well?
- What partnerships do you currently have?

You will work in small groups and will be asked to write your answers on flip charts.

1:45 - 2:30 p.m.

Understanding Transfer Trends and Opportunities

This opening session is designed to provide you with data and trends and help you understand the opportunities that exist around transfer more broadly in the market.

2:30 - 2:45 p.m.

Break

Strategies for Increasing and Facilitating Enrollment for Transfer Students

2:45 - 3:45 p.m.

Cultivating Relationships with Community Colleges

This session, co-presented by a two-year institutional representative and a four-year institutional representative, is aimed at helping you understand how to best go about cultivating relationships with community colleges.

3:45 - 4:30 p.m.

Working Session

In this session, you will participate in an activity to identify steps for cultivating relationships with your top-priority two- or four-year institutions.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY TWO: THURSDAY, DECEMBER 7, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 10:15 a.m.

Forming Effective Articulation Agreements

In this session, you will learn how to go about approaching articulation agreements, who should oversee the process, what constitutes a strong articulation agreement, and how to maintain their momentum.

10:15 - 10:30 a.m.

Break

10:30 - 11:15 a.m.

Activity: Articulation Agreements

In this working session, you will have an opportunity to prioritize the programs for your articulation agreements and identify key partners and initial steps you need to take to move forward.

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

Collaborating Effectively with Faculty and Other Stakeholders in the Transfer Process

Many working in the transfer space at four-year institutions express challenges they face in gaining faculty buy-in and support for transfer agreements with two-year institutions. This session will provide discussion and best practices for how to get the faculty “on the bus.” We will discuss how transfer personnel can facilitate two-year/four-year partnerships with faculty to ensure that students are successful.

12:15 - 1:15 p.m.

Lunch (included in registration fee)

1:15 - 2:30 p.m.

Breakout Session: Case Study of Two Distinct Two-Year/Four-Year Partnerships

In this session, two institutions with distinct two-year/four-year partnership models will present case studies that will cover:

- How the partnership was formed
- An in-depth overview of what the model looks like and entails (staff, credit transfer, stakeholders involved, etc.)
- What kind of outcomes the partnership was yielded on both the two-year and the four-year institutional sides

We will break you into groups by institutional types.

2:30 - 2:45 p.m.

Break



AGENDA

DAY TWO: THURSDAY, DECEMBER 7, 2017 (CONTINUED)

Strategies for Improving Transfer Student Success

2:45 - 4:00 p.m.

Best Practices in Pre-Transfer Advising

Pre-transfer advising is something that many institutions practice, but each takes on a slightly different approach. In this session, you will learn how one institution approaches pre-transfer advising, including advising communication strategies around credit articulation and tips for increasing engagement/success when interacting with potential transfer students.

4:00 - 4:15 p.m.

Day 2 Wrap-Up

FRIDAY, DECEMBER 8, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:30 a.m.

Designing Successful Transfer Student Orientations

A key step in getting transfer students enrolled and set up for success is creating a transfer-specific orientation specific to your transfer population. This session will provide examples of how other institutions have organized their transfer-specific orientations, particularly for non-traditional students such as veterans, adult learners, and international students. You will get ideas on timing, format, length, and content that you can modify for your needs.

9:30 - 10:15 a.m.

Working Time: Orientations

In this working session, you will have an opportunity to draft a plan for your transfer orientation session. Faculty will be on-hand for consulting.

10:15 - 10:30 a.m.

Break

10:30 - 11:45 a.m.

Creating Successful Transfer Peer Mentor Programs

Many institutions use peer mentor programs as a means of engaging transfer students once they are enrolled and on campus. In this session, one institution will provide an in-depth look at the peer mentor program they are currently running for transfer students. You will come away from the session with ideas about how to go about creating or improving your own transfer peer mentor program. This model has been highlighted at several conferences due to its success.

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

Final Questions and Wrap-Up



AGENDA

DAY TWO: THURSDAY, DECEMBER 7, 2017 (CONTINUED)

Post-Conference Workshop: Support Systems for Retaining Transfer Students

12:00 - 1:00 p.m.

Lunch for Post-Conference Attendees (include in workshop registration fee)

1:00 - 4:00 p.m.

Post-Conference Workshop: Support Systems for Retaining Transfer Students

This post-conference workshop will dive deeper into retaining transfer students. We will take an in-depth look at how peer mentors, academic support groups, and informal social gatherings can help your transfer students connect with others on campus, experience a sense of belonging, and overcome hurdles that often discourage transfer students from continuing their education.



INSTRUCTORS

Tom Gutto, Director of Transfer Enrollment Services, Loyola Marymount University

Tom is responsible for leading programs and initiatives within Enrollment Management, and collaborating across the institution, to create partnerships and systems that best support transfer students both as incoming students as well as during their time at LMU. Tom works very closely with each LMU college to ensure not only the matriculation and smooth transition of new students, but also the successful completion of their LMU academic experience. He continuously strives to strengthen relationships with local community college partners with the goal of achieving a more efficient and transparent transfer to LMU.

Tom was honored to receive the Bonita C. Jacobs Transfer Champion Rising Star Award from the National Institute for the Study of Transfer Students, which recognizes individuals who have demonstrated exceptional advocacy and leadership in the development and implementation of transfer-focused activities that have significantly improved transfer student access, persistence, and success.

Jonathan Fries, Assistant Director of First Year Programs, Lynchburg College

In his role as Assistant Director Jonathan oversees Transfer, Adult Learner, Commuter, and Second-Year student services. This includes overseeing the transfer peer mentoring program, Transfer Orientation, Adult Orientation, Second-Year Welcome Week, Tau Sigma: Transfer Honor Society, and the Commuter Student Association. He has 10 year experience working in higher education, with four of those years working directly with transfer and adult learners. Currently, he is serving as the co-chair for the Transfer Network for NODA the Association of Orientation, Transition, and Retention in Higher Education. He has presented at numerous conferences on Transfer, First-Year, Second-Year, and Commuter students. Some topics have included 'Creating an Innovating Transfer Student Experience', 'Creating Successful Transitions: The Transfer Orientation Experience', 'Lynchburg College Legacy: Blazing the Path to Staying Relevant in FYE', 'Drive-in and Stay: Transitioning Your Approach to Commuter Student Programming and, Climbing the Second Year Mountain to Success.' He has experience in developing guided pathway programs with Lynchburg College and the local community college in Lynchburg. Past leadership roles have included the NODA Region 8 Graduate Coordinator, Chair of the Staff Advisor Committee for Lynchburg College, and co-chair of Second-Year Success Committee. He has co-coordinated the Emerging Leader Retreat for first and second year students at Lynchburg College for the past two years.

Kim Morton, Associate Director, Office of Transfer Services, Appalachian State University

As Associate Director in the Office of Transfer Services (OTS), Kim works with new and current transfer students in engagement and retention initiatives. Kim collaborates with campus partners to coordinate orientation and welcome weekend events as well as plans and hosts numerous transfer specific programming throughout the semester to help transfer students connect both socially and with campus support services in their new environment. Working with both Transfer Student Mentors and Faculty Transfer Mentors, Kim provides transfer students the resources, support and advocacy they need for success at Appalachian. She chairs the Transfer Services Team which is a campuswide advisory board where faculty, staff and students identify and address transfer student needs; chairs the Leadership Team for the Transfer Residential Learning Community; and serves on retention committees including the Early Intervention Team and the Student Success Team. Kim has spent twenty years in higher education, including ten years at a community college where she first began working with students starting the transfer process.



INSTRUCTORS

Cynthia Mosqueda, Faculty Coordinator for First Year Experience Programs, El Camino College

Dr. Cynthia Mosqueda is the faculty coordinator for the First Year Experience Program at El Camino College located in Torrance, California. El Camino College's FYE program has received accolades for exemplary program status through the Academic Senate for California Community Colleges and through the California Community College Chancellor's Office for outstanding contributions toward student success, transfer, and retention. In 2012, Dr. Mosqueda received the First Year Advocate Award from the National Center for First Year Experience and Students in Transition from the University of South Carolina for her work in helping first-year students transition into college life.

Dr. Mosqueda holds a degree in counseling and earned a doctorate in Educational Leadership from UCLA. She has been a strong advocate for community college issues and is currently serving her second term as board member of the Faculty Association of California Community Colleges representing colleges in Southern California. In addition, Mosqueda chairs the professional development committee for FACCC and coordinates numerous conferences throughout the year such as the National California Great Teachers Seminar, Counseling & Inclusion, and Online Teaching. She also provided leadership in developing new technology and activities to improve campus student services, including the online New Student Orientation, Virtual Counseling, the first student portal service (MyECC), High School Senior Days, and the El Camino College Transfer Conference. Mosqueda leads the growing FYE program, which offers an innovative approach to traditional academic offerings by linking courses together through thematic content, by developing skills, and by combining instructional methods. Dr. Mosqueda is also a lecturer in the Rossier School of Education at the University of Southern California and works with graduate students pursuing a degree in counseling who are interested in working with community college students.

Kurt Thiede, Founder & Executive Director, Community College Pathways

Kurt Thiede has worked in higher education administration for over three decades. His senior management responsibilities have included strategic enrollment planning, student recruitment and admission, student retention, financial aid, marketing communications, student life, intercollegiate athletics, and alumni relations. Viewing enrollment management within the context of the prospect-student-alumni lifecycle, Kurt employs strategies and tactics that establish relational pipelines to build and maintain quality and diverse enrollments at the institutions he has served on staff and as a consultant. He believes in collaborating with an institution's leadership to create and implement solutions that address needs and interests specific to their situations.

Through his commitment to the Community College Pathways (CCP) program, Kurt assists four-year institutions with establishing sustainable partnerships with community colleges; these educational pathways provide access to high-quality education for motivated and deserving students, while helping institutions meet their enrollment and graduation goals. Kurt has also held leadership appointments for 18 years at Muhlenberg College and nine at Bucknell University. He served as an enrollment consultant to a variety of higher education clients before committing his professional efforts to the CCP initiative.



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

December 6 - 8, 2017 :: Denver, CO

HOTEL:

Brown Palace
322 17th Street Denver
CO 80202

To reserve your room, please call 303.297.3111. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$199 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of December 5, 6 and 7, 2017 .

RATE AVAILABLE UNTIL:

Make your reservations prior to November 13, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early. Rooms are subject to hotel availability.

TRANSPORTATION:

The Brown Palace Hotel and Spa, synonymous with extraordinary service since 1892, invites you to experience a new level of luxury hotels in Downtown Denver.

Super Shuttle provides transportation from the airport for \$40 per person one way and \$46 round trip. To make arrangements with Super Shuttle, call 1-800-258-3826.

Uber / Lyft: Fare is approximately \$40 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.

BEST VALUE	CONFERENCE	WORKSHOP
Conference + Post-Conference Workshop	Conference Only	Post-Conference Workshop Only
\$1,595	\$1,395	\$395

EARLY BIRD PRICING

Postmarked on or before November 17, 2017. For registrations postmarked after November 17, 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.

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.