ENGAGING AND RETAINING ONLINE STUDENTS

February 23 & 25, 2011 :: 1:00 – 2:30 p.m. EST

"The conference is one not to be missed for all higher education program directors and academic advisors."
— *Kristen Lovett, Online Learning, Northern Kentucky University*

"All administrators at universities who have online programs and are concerned about retention should view this webcast. It highlights the need for an integrated program if online programs are to not only succeed but thrive."
— *Carrie McLachlan, Western Carolina University*

ACADEMIC · IMPRESSIONS
WEB CONFERENCE

OVERVIEW

More than 22 million students are projected to take some or all of their classes online in the next five years. While online enrollments are growing annually, student attrition in online education is higher than traditional on-campus programs.

Join us online in this two-part series to discuss critical retention metrics, how to measure the cost of attrition, and what programming can engage online students.

WHO SHOULD ATTEND

- Online program directors and managers
- Academic advisors
- Student services personnel
- Retention and enrollment staff

SESSION 1: APPROACHES TO ENGAGING, CONNECTING, AND RETAINING ONLINE STUDENTS

FEBRUARY 23, 2011 :: 1:00 – 2:30 P.M. EST

LEARNING OUTCOME

As a result of this webcast, you will be able to effectively engage online students within their life cycle (from pre-enrollment to first-year student experience to graduation) and integrate online student services into instruction and assessment.

AGENDA

- Increasing inventory of quality academic online programs
- Community development from point of first contact through graduation and alumni involvement
- Importance of pre-enrollment orientation in retaining multigenerational learners
- Reality of online resource portals
- Early engagement through the online first-year student experience
- Strategies for bringing campus support services and events to students globally
- High-impact instructional strategies, engaging assignments, and measurable academic development
- Increasing retention and brand recognition through quality programming and instruction

Learn how to integrate online student services into instruction and assessment and use retention metrics to support long-term program sustainability.

SESSION 2: USING DATA AND METRICS TO IMPROVE STUDENT PERSISTENCE
FEBRUARY 25, 2011 :: 1:00 – 2:30 P.M. EST

LEARNING OUTCOME

As a result of this webcast, you will be able to effectively use retention metrics from both online undergraduate and graduate programs to support long-term program sustainability.

AGENDA

- Trends in online student enrollments
- Defining and measuring retention and attrition for two-year and four-year online programs
- Factors leading to student attrition
- Engaging and retaining multigenerational learners through online human touch and social presence
- Best practices and data for increasing engagement, persistence, graduation rates, and institutional affinity
- Retention through data management
- Stakeholder management

INSTRUCTOR

Kristen Betts, Associate Clinical Professor, School of Education's Higher Education Program, Drexel University
Kristen's expertise is centered on the recruitment, engagement, and retention of online/blended students and faculty. She is the founding director of the online Master of Science in Higher Education (MSHE) program at Drexel, and she is currently the director of the blended Ed.D. program in educational leadership and management for the Philadelphia campus. In 2008, the MSHE program received the Best Practices Award in Distance Learning Programming from the United States Distance Learning Association (USDLA). In 2009, Kristen was named as one of Drexel University's award recipients for Outstanding Online Instructor. In 2010, Drexel University was awarded the Sloan Consortium Award for Excellence in Institution-Wide Online Education. Kristen presents nationally and internationally as a keynote speaker and as a conference presenter. She is also a reviewer for four refereed journals relating to online and blended education.

LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of $195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost. 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**

REGISTRATION FEES

Postmarked on or before February 16, 2011

Single Site Connection: Engaging and Retaining Online Students

☐ **BEST VALUE:** Both Sessions_____ $650.00 USD

☐ **One Session:** ☐ Session One ☐ Session Two _____ $350.00 USD

Additional Site Connections: Engaging and Retaining Online Students_____ $195.00 USD per session

Session One — Quantity:_____ Session Two — Quantity:_____

(After February 16, 2011, an additional $75.00 fee for the first connection and $50.00 fee for each additional connection applies)

☐ Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM _____ $175.00 USD

☐ Can't attend the live session? Please send me a CD-ROM recording of this webcast _____ $350.00 USD

(For CD-ROM orders outside the United States and Canada, a $35 international shipping fee will be added.)

Total amount enclosed or to be charged $_____

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

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Job Title _____

Institution/Organization _____ Address _____

City _____ State/Province _____ Zip/Postal Code _____ Country _____

Telephone _____ Fax _____ Email _____

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name _____ Additional Contact Phone _____

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Academic Impressions is happy to offer *Higher Ed Impact*, a free industry scan of news, trends, and fresh research on higher education, delivered in an easy-to-scan email.

☐ **Sign me up for *HEI: Daily Pulse*** – impactful news, trends, and practices, sent daily

☐ **Sign me up for *HEI: Weekly Scan*** – the week's most critical news, with analysis of top stories and trends, sent on Fridays

☐ **Sign me up for *HEI: Monthly Diagnostic*** – practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

PAYMENT METHOD

We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by December 17, 2010. A $75 processing fee will be assessed. After December 17, 2010 a credit (less $75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions' liability is limited to a refund of this registration fee only.

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

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