

EVALUATING ACADEMIC SUPPORT SERVICES FOR CONTINUOUS IMPROVEMENT

May 23-24, 2011 • San Diego, CA



ACADEMIC • IMPRESSIONS

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OVERVIEW

While usage data is important, few campuses strategically operate their student success or learning centers based on comprehensive student data. This conference highlights how administrators can collect and analyze several types of data to ensure that their success center or academic support functions are performing at a high level and have the appropriate amount of budgetary support.

WHO SHOULD ATTEND

Directors of student success centers or learning centers and key colleagues who will be able to influence improvement in academic support services will leave with strategies to use data to improve their student success functions.

LEARNING OUTCOME

Use evaluation data to encourage continuous improvement and show the impact of evaluation on your success center's work.

A TEAM EFFORT

Ensuring student success is a campus-wide effort and requires the investment and support of administrators across campus, particularly combining resources from institutional research or assessment and student affairs. To encourage team participation, every fourth registration from the same institution is complimentary for this conference.

POST-CONFERENCE WORKSHOP

Join your colleagues for a full-day workshop and design learning objectives and outcomes for your student success center. You will learn ways to think about, write, and apply learning outcomes in a practical setting through lecture, discussion, and hands-on activities. After this workshop, you will be able to:

- Develop learning objectives for a student success center
- Identify indicators of student learning
- Develop practical means of collecting assessment data
- Identify next steps for creating your assessment plan
- Integrate assessment work into broader program review efforts

Learn how to use evaluation data to show the impact of your student success functions and identify areas for improvement.

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AGENDA

MONDAY, MAY 23, 2011

12:30 – 1:00 p.m.

Registration

1:00 – 1:15 p.m.

Opening Comments and Introductions

SECTION 1: THE DATA

1:15 – 2:30 p.m.

Data Considerations

Many student success centers currently collect usage data (number of appointments, number of students seen, etc.). This session will go beyond these measures to highlight other student data that might be considered. Faculty will share a variety of creative success center data indicators and help participants brainstorm their own data considerations.

2:30 – 2:45 p.m.

Break

2:45 – 4:00 p.m.

Data Collection

How are you collecting data? How are you getting data if you're not collecting it yourself? Armed with ideas for the type of data to collect, this session will discuss ways of mining and collecting data to ensure that the data is able to paint a complete picture of the strengths and challenges of any center.

4:00 – 5:00 p.m.

Working Session

This session will give participants time to record relevant and future data indicators and data collection methods in their workbook.

5:00 – 6:00 p.m.

Networking Reception

TUESDAY, MAY 24, 2011

8:30 – 9:00 a.m.

Continental Breakfast (included in registration)

9:00 – 10:15 a.m.

Using the Data

Understanding that there will be differing levels of data analysis expertise in the room, this session will showcase some common, practical, and straightforward ways to analyze the data. Attention will be given to how to compare and collapse different indicators to show results, rather than how to use statistics.

10:15 – 10:30 a.m.

Break

SECTION 2: MANAGEMENT AND COORDINATION

10:30 – 11:45 a.m.

Cross-Campus Partnerships

Knowing your cross-campus partners and how best to work with them is an art, not just a skill. This session will discuss how to help others buy in to your project and work collaboratively to ensure your success center can thrive.

11:45 a.m. – 1:15 p.m.

Lunch

1:15 – 2:30 p.m.

Coordinating This Project

Ongoing leadership is needed to coordinate continuous improvement. This session will focus on two important questions: How can you help staff contribute to this effort? What resources are needed for this effort to be successful?

2:30 – 2:45 p.m.

Break

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AGENDA

TUESDAY, MAY 24, 2011 (CONTINUED)

SECTION 3: CONVEYING THE IMPACT

- 2:45 – 4:00 p.m. **Organizing the Collected Information to Tell a Story**
Now that your data has a story to tell about your center, you will need to tell it to different stakeholders in different ways. This session will share ways to promote and display the information about your center.
- 4:00 – 5:00 p.m. **Putting the “Continuous” into “Continuous Improvement”**
Faculty will share final thoughts with participants about keeping the momentum going and will offer tactics for ongoing evaluation to help retain a commitment to continuous improvement.

WEDNESDAY, MAY 25, 2011

OPTIONAL POST-CONFERENCE WORKSHOP: MEASURING STUDENT LEARNING IN YOUR STUDENT SUCCESS CENTER USING OUTCOMES-BASED ASSESSMENT

- 8:30 – 9:00 a.m. **Continental Breakfast (included in workshop registration)**
- 9:00 – 9:15 a.m. **Opening Comments and Introductions**
- 9:15 – 10:00 a.m. **The Assessment Model**
This overview will provide you with an understanding of the assessment model that will be used throughout the rest of the day. After reviewing the purpose of and urgent need for assessment, you will learn how assessment professionals talk and think about assessment.
After this session, you will be able to:
 - Define assessment, evaluation, goals, learning objectives, and learning outcomes
 - Identify the six parts of the assessment model
 - Identify the three phases of implementation
- 10:00 – 10:30 a.m. **Morning Break**
- 10:30 – 11:15 a.m. **Working Session: Know and Do**
Join us for this interactive exercise and discuss the strengths and weaknesses of different approaches to student learning outcomes. You will then participate in a facilitated brainstorming session that will help you develop learning outcomes for your departments.
- 11:15 a.m. – 12:00 p.m. **Indicators, The Matrix, and Wrapping Up Phase I**
This session will bring together the material from the morning, summarizing and demonstrating how to begin implementing learning outcomes conducting basic assessments of student learning objectives.
You will learn to:
 - Identify indicators of student learning
 - Map programmatic efforts to learning objectives
 - Connect the assessment model to phase I implementation
 - Analyze indicator data to conduct basic assessment
 - Generate professional development strategies that address knowledge and skills, motivation, and organizational barriers
- 12:00 – 1:00 p.m. **Lunch (included in workshop registration)**

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WEDNESDAY, MAY 25, 2011 (CONTINUED)

- 1:00 – 2:00 p.m. **Working Session: Writing Student Learning Outcomes**
You will write your own student learning outcomes using the vocabulary of assessment professionals. The group will then work together to evaluate the learning outcomes to see whether they are concrete, challenging, and current.
- 2:00 – 3:15 p.m. **Practical Assessment Strategies and Developing Rubrics**
Once you have identified the student learning outcomes your department wants to focus on, you must be able to collect and use assessment data. In this session, you will learn about different kinds of data and the roles each can play in assessment. In a hands-on activity, you will practice developing rubrics for an assessment strategy in order to evaluate student learning.
- 3:15 – 3:30 p.m. **Afternoon Break**
- 3:30 – 4:15 p.m. **Analyzing Data and Making Decisions**
Now that you have begun collecting student learning data, you must be able to analyze the data and make recommendations on how to improve your activities and outreach. This session will show you how to map learning outcome data to your broader objectives to form a picture of student success.
- 4:15 – 5:00 p.m. **Action Plan and Audit**
This session will allow you to work in small groups to formulate an action plan to take back to campus for the beginning steps of your career services assessment. You will also discuss how to integrate assessment into your program review. In addition, participants will share their first steps and learning outcomes with colleagues for feedback from a variety of sources. Faculty will reinforce a recommended time frame and process.

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INSTRUCTORS

David Clickner, Director, College Learning Centers, Hudson Valley Community College

David's work focuses on overseeing centers that provide instructional support services to students with a wide range of skills, developing and implementing programming designed to retain students, and using data to fuel continuous improvement. He has spoken regionally and nationally on the topics of continuous improvement and academic support programming. His experience in education ranges from the elementary to the graduate level. He is currently pursuing a Ph.D. in literacy.



John Hoffman, Instructor, California State University, Fullerton

John coordinates the Student Development in Higher Education program at California State University and also teaches in the Ph.D. program in education. He has presented on learning and assessment in the co-curriculum at several local and national conferences. Before transitioning to the classroom, he spent more than 10 years working in administrative roles in student affairs, academic administration, and fundraising. He spent six years as a dean of students in private Christian universities, where he first developed his approach to assessment, and he has refined the process through his work as an instructor and through collaborative efforts with colleagues at other colleges and universities.

HOTEL RESERVATIONS

The conference will be held at:
Loews Coronado Bay
4000 Loews Coronado Bay Road
Coronado, CA 92118

To reserve your room, call 1-800-815-6397. Please indicate that you are with the Academic Impressions group to receive the room rate of \$159 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of May 22-24, 2011. Reservations must be made by May 2, 2011. There are a limited number of rooms available at the conference rate. Please make your reservations early.



Loews Coronado Bay is situated on a private, 15-acre peninsula surrounded by the Pacific Ocean and the Coronado Bay, just minutes from downtown Coronado. This luxury California resort is across the street from Silver Strand State Beach, four miles from Coronado Village, and nine miles from downtown San Diego. In addition to private beach access and breathtaking views of the San Diego Bay, the resort features The Market Cafe, Azzura Point Restaurant, La Cantina Bar and Grill, and Cays Lounge. Downtown Coronado also offers the Ferry Landing Marketplace, a bayside complex of charming shops and restaurants.

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Attend as a team – remember, if you register as a group, every fourth registrant is free. 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

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

Postmarked on or before May 6, 2011

- BEST VALUE:** Evaluating Academic Support Services for Continuous Improvement and post-conference workshop _____ \$1395 USD
- Evaluating Academic Support Services for Continuous Improvement _____ \$995 USD
(For registrations postmarked after May 6, 2011, an additional \$100 fee per registrant applies)
- Post-conference workshop: Measuring Student Learning in Your Student Success Center Using Outcomes-Based Assessment _____ \$495 USD
- Check here if you have any dietary or accessibility needs. Please list any needs in the space below and we will do our best to accommodate you.

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

CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name _____ Name Preferred for Badge _____
Job Title _____ Institution/Organization _____
Address _____
City _____ State/Province _____ Zip/Postal Code _____ Country _____
Telephone _____ Fax _____ Email _____

For registration confirmations and pre-conference communication. (FOR ADDITIONAL REGISTRANTS, PLEASE COMPLETE ADDITIONAL FORMS.)

Additional Contact Name _____ Additional Contact Phone _____
Additional Contact Title _____ Additional Contact Email _____
Emergency Contact Name _____ Emergency Contact Phone _____

FREE HIGHER ED NEWS AND ANALYSIS

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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Please charge my credit card: (Visa, MC, AmEx)

Name on Card _____
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4 digits on front of AmEx) _____

CHECK/INVOICE

- My check is included and covers _____ registration(s)
Check # _____
- Please invoice me
Purchase Order # _____
(PO# not required to receive invoice)

REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 25, 2011. A \$100 processing fee will be assessed. After February 25, 2011 a credit (less \$100 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.