IMPROVING ONLINE STUDENT RETENTION AND SUCCESS

May 17 - 19, 2017

Orlando, FL

Develop a series of action plans to increase online student success at your institution.

OVERVIEW

Online student retention and success have become critical amidst recent declines in online program enrollment across many institutions. Join your colleagues and our expert instructors—from public, private, and community colleges—in Orlando to discuss practical strategies for online student retention. This is the only conference of its kind that will allow you to:

→ Take a holistic approach to the issue of online student retention that combines both student support and instructional perspectives

→ Learn from a multiplicity of proven approaches to online student success from institutions like Norwich University, the University of Maryland University College, and Drexel University

→ Walk away with a draft of a plan that you and your colleagues can use to increase online student success at your institution

EXAMPLES ROOTED IN PRACTICE, NOT THEORY: LEAVE WITH A PLAN

To help you apply the concepts that will be learned at this conference to your own context, you will be given plenty of hands-on working time and will walk away with the scaffolding of a plan that you can use to increase online student success at your own institution.

PRE-CONFERENCE WORKSHOP: ASSESSING INCOMING STUDENT READINESS

Learn how you can go about better evaluating the preparedness of your online student cohorts. You will leave the workshop ready to implement new assessment strategies or improve upon those you already have in place.

VISIT EVENT PAGE

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WHO SHOULD ATTEND

If you want to increase your online students' academic success and retention rates, learn support strategies, or reinforce what you know, this program is for you. Institutional teams consisting of online program managers, academic advisors, faculty, student services personnel, and retention and enrollment staff will benefit from this conference. **Register 2 colleagues from your institution and a third can attend for 50% off!**

LEARNING OUTCOME

After participating in this conference, you will be able to improve your online retention and student success efforts.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.

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AGENDA

PRE-CONFERENCE WORKSHOP: ASSESSING INCOMING STUDENT READINESS

8:30 - 9:00 a.m.
Continental breakfast for pre-conference workshop attendees (included in workshop registration fee)

9:00 a.m. - 12:00 p.m.
Pre-Conference Workshop: Assessing Incoming Student Readiness
In this pre-conference workshop, you will learn how you can go about better evaluating the preparedness of your online student cohorts. You will leave the workshop ready to implement new assessment strategies or improve upon those you already have in place. Specific topics of conversation will include:

→ Assessment of critical thinking skills and technology literacy
→ Standardized placement testing
→ Techniques for evaluating students' writing abilities
→ Considerations for setting up a CBE model for prior learning assessment (PLA) in the online space

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

DAY ONE (HALF DAY): CONNECTING DATA TO PROGRAMS

12:30 - 1:00 p.m.
Registration

1:00 - 1:30 p.m.
Welcome and introductions

1:30-3:30 p.m.
Data and Decision-Making
In this opening session of the conference, we will focus on the topic of retention data: which specific data points you should be examining, how you can identify patterns in your data to identify persistence and retention challenges, and how you can effectively analyze your data to make informed decisions. What programs or services might you want to pilot or test based on what your data is telling you? How can you move from being predictive to prescriptive with your data capabilities? Our instructor will provide numerous examples from his own institution and we will engage in group discussion around these topics.

3:30 - 3:45 p.m.
Break

3:45 - 4:45 p.m.
Beginning Your Plan: Working Time
This block of working time will center around the baseline retention data collection, tracking, and analysis that you need to be doing with regards to your online student cohorts. You will be given time to work through a series of worksheets at your tables, or in your teams, that will help you take stock of which data points you already have and actively track, which you still need, and will help you identify gaps or challenge areas in your current data analysis capabilities. Conference instructors will be on hand for individualized coaching and consultation as needed.

4:45 - 5:45 p.m.
Networking Reception (included in registration fee)

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DAY 2: STUDENT SUPPORT PROGRAMS AND TRAINING TOOLS

8:00 - 8:30 a.m.
Continental Breakfast (included in registration fee)

8:30 - 9:30 a.m. presentation; 9:30 - 10:30 a.m. activity
Implementing and Managing Successful Online Student Orientations
Creating a purposeful orientation experience that is specifically geared toward online students can go a long way to promote retention on the front end. Our second day together will open with an in-depth case study of one institution's creative approach to online student orientation. Best-practice strategies pertaining to orientation format, implementation, topics to include, and delivery will be addressed, and you will be given time to share your current strategies in this area with the group at large.

10:30 - 10:45 a.m.
Break

10:45 a.m. - 12:15 p.m.
Providing Tutoring and Writing Support Services in the Online Environment
In this session, we will explore ways in which you can effectively provide tutoring and writing support services--both critically important--for your online students. We will discuss possible delivery formats, in-house vs. outsourcing options, methods for meaningfully connecting students to these resources and helping them take advantage of the support, and will share a number of concrete examples of how this is currently being done at other institutions.

12:15 - 1:30 p.m.
Lunch (included in registration fee)

1:30 - 2:30 p.m.
Continuing Your Plan: Working Time
Here, at the halfway point of the conference, you will be given a full hour to get together with your teams and work on the portions of your draft plans that have to do with specific online support programs and services. Templates and worksheets will be provided, and conference instructors will be on hand for questions and individualized coaching and consultation as needed. You will be asked to share what progress you have made with the group at the end of the session.

2:30 - 2:45 p.m.
Break

2:45 - 4:45 p.m.
Concurrent Sessions
During this time, you will self-select into one of the following sessions, depending on what is best suited to your job duties and areas of interest:

Student Support: Best Practices for Advising Communication and Automation
This session will feature a focused conversation on best-practice techniques for advising communication for online students. Which advising communication philosophies work best at different institutions? How can automation and other digital technologies help maximize impact and efficiency in your advising processes? What "communication plans" are other institutions using? You will be given ample time to discuss these topics with the group and to plan for improvement of your own strategies in this area.

Online Faculty Training: Structure, Content, and Delivery
This session will feature a similarly focused conversation on the topic of training programs for online faculty. How are other institutions training faculty to teach effectively online? What does the format of those training programs look like, and which aspects of effective online teaching are they most emphasizing? What content is being covered? You will hear a presentation from one institution that has implemented an exemplary faculty training program, and will also be given time to identify your own strengths and opportunities for improvement in this area at your institution.

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DAY 3: THE ROAD AHEAD

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

9:00 - 10:00 a.m.
Finalizing Your Plan
During this block of working time, you will have the opportunity to work on completing the third and final portions of your draft plans. As with the previous segments of working time, the conference instructors will be circulating around the room to provide individual help and guidance as needed.

10:00 - 10:15 a.m.
Break

10:15 a.m. - 12:00 p.m.
Measuring the Effectiveness of Your Retention Programs
Our final conference session will focus on metrics and measurement for the various online student retention programs and initiatives you have in place. You will learn how to more effectively use data to make informed decisions about which programs to keep, cut, or scale up, and will see examples of this kind of data-based programmatic decision-making from our expert instructor.

12:00 - 12:30 p.m.
Moving Forward: Key Takeaways and Conference Wrap-Up

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INSTRUCTORS

Dr. Kristen Betts, Clinical Professor, EdD Program in Educational Leadership & Management, Drexel University
Dr. Kristen Betts is a Clinical Professor in the EdD Program in Educational Leadership & Management in the School of Education at Drexel University. Dr. Betts has over 20 years of experience in higher education serving in key leadership positions within private, public, and for-profit institutions as a program director, Senior Director for e-Learning, (90+ online and blended programs), Director of Online & Blended Learning, and Chief Academic Officer. She has also served as a Trustee at a research university. Dr. Betts' expertise is in higher education, online and blended learning, curriculum and instructional design, strategic planning, and evaluation. Her research focus is on online and blended learning, Online Human Touch/*high touch*, Brain-Targeted Teaching, 21st century skills, workforce/career development, student/faculty retention, eAdvising, eStudent Affairs, accessibility, and faculty development. Dr. Betts is a reviewer for a regional accrediting organization, a Quality Matters certified peer reviewer, and an instructor for the Online Learning Consortium Advanced Certificate program. Dr. Betts serves as a conference reviewer for several national and international associations. She has been a reviewer for 12 journals and been a guest editor for two special issues of a refereed journal. Dr. Betts has received distinguished national awards for her work in higher education and online learning including the CITE 2015 Award by Pearson for Excellence in Online Administration. Dr. Betts has also been a keynote speaker at conferences and government-supported events in Sweden, South Korea, Canada, and across the United States.

Mark Parker, Associate Professor & Chair, Division of Continuing Studies, College of Graduate and Continuing Studies, Norwich University
In addition to his duties as Associate Professor and Chair, Mark is responsible for the College's online bachelor's degree completion programs, as well as the online graduate Certificate in Teaching & Learning, and all non-degree continuing education courses and programs. He also oversees the College's quality control initiatives for online courses and the faculty training and development activities.

Prior to joining Norwich University in 2013, he worked at University of Maryland University College, where he served in a variety of roles, including Assistant Provost for Academic Affairs, in which he made major contributions to the development and quality of UMUC's pioneering worldwide online delivery program. He received his bachelor's and master's degrees from Florida State University, and his Ph.D. from the University of Maryland, Baltimore County. His area of specialization is technology-mediated communication in education and the workplace. He is a frequent conference presenter on the topic of the success and retention of online students in higher education. In 2010, he was recognized by the University Continuing Education Association "for outstanding contribution to the body of research on distance education" for his work on the experiences of non-native speakers of English in fully online U.S. university courses. A veteran of the U.S. Air Force, Mark has 25 years of experience in higher education administration and teaching.

Tom Porch, Student Advising and Retention Manager, University of Maryland University College
Tom has over 20 years of experience working in higher education. Since 2001, Tom has held various leadership positions within Strategic Enrollment Management (SEM) at UMUC where he helped establish and lead the original student recruitment and academic advising departments in SEM. As one of the largest public universities in the United States, these departments continue to serve civilian, military and veteran adult online learners at all points of the academic life cycle. Tom is also a certified call center manager where he helped establish a Quality Assurance department and performance management model that measures advising service levels to students.

Currently, Tom creates and implements strategic and innovative retention initiatives with the purpose of increasing re-enrollment growth and driving student success through the use of data and predictive analytics. He has presented to national and international audiences on the strategic use of data and the prescriptive nature of student advising. Prior to his career in strategic enrollment management, Tom completed his undergraduate degree in Biology with a focus on molecular biology. Tom is now in the process of completing his Masters of Science in Project Management at UMUC.

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THE CONFERENCE EXPERIENCE

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OTHERS	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 • 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 recomend 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

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LOCATION

May 17 - 19, 2017 :: Orlando, FL

HOTEL:

Four Points by Sheraton Orlando International Drive
5905 International Drive
Orlando, FL 32819

To reserve your room, please call 407.351.2100. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is $125 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of May 16, 17, and 18, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to April 16, 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:

Four Points by Sheraton Orlando International Drive is centrally located and is less than three miles from all of Orlando's best attractions. Orlando International Airport (MCO) is approximately 17 miles from the hotel. The hotel offers fast and free WiFi, on-site parking, and local Best Brews® craft beer during your stay.

TRANSPORTATION:

Shuttle: Mears Transportation, reservations required. Please call 855.463.2776.

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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.

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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	WITH AI PRO MEMBERSHIP
Conference + Pre-Conference Workshop	Conference only	Pre-Conference Workshop only	Get $100 OFF With Qualifying AI Pro Memberships
			Learn More
$1,595	$1,295	$395	$100 OFF

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EARLY BIRD PRICING
Postmarked on or before April 28, 2017. For registrations postmarked after April 28, 2017, an additional $100 fee per registrant applies.

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REGISTER ONLINE or on the next page.

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CONFERENCE REGISTRATION INFORMATION

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Print Name   Job Title

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Institution/Organization

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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

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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

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Billing Address   Billing City   Billing State

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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.

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CANCELLATION AND REFUND POLICIES

100% SATISFACTION PROMISE

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

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