ONE-STOP FOR ENROLLMENT SERVICES: IMPROVING SERVICE TO STUDENTS
June 27 - 29, 2016
San Antonio, TX
Improve your one-stop center regardless of its stage of development.

OVERVIEW

Learn how you can advance your one-stop center for enrollment services. You will receive guidance from our expert faculty, visit a successful one-stop enrollment center, and learn how you can continuously improve your service to students. Your conference workbook will help you implement what you learn at the conference on your own campus. Throughout the conference, we will discuss how to:

- Clarify vision, mission, and goals
- Build buy-in and continuous change management
- Train one-stop staff
- Integrate contact center and emerging technologies
- Track usage and measure effectiveness

You will leave this conference with fresh ideas and an action plan for building or improving your one-stop center.

SITE VISIT: TOUR OF THE ONE-STOP ENROLLMENT CENTER, THE UNIVERSITY OF TEXAS AT SAN ANTONIO

Included in your registration, this tour will showcase the One-Stop Enrollment Center at the University of Texas, San Antonio. Following the tour, you will have the opportunity to participate in a Q&A panel discussion with the one-stop staff at UTSA to discuss the specifics of how their institution has been able to continuously improve its service to students.

POST CONFERENCE WORKSHOP: ONE-STOP COMMUNICATION: BRANDNG, WEB, AND SOCIAL MEDIA

Learn from our instructors and your peers about best practices for better integrating branding and digital communication into your own one-stop center.

http://www.academicimpressions.com/conference/one-stop-enrollment-services-improving-service-students
BRING YOUR ONE-STOP TEAM - REGISTER TWO, GET ONE 50% OFF!

This conference has been designed to benefit both those in the planning and building stages of their one-stop implementation as well as those who are further along in their one-stop’s lifecycle. Team participation from the following functional areas is strongly encouraged:

- Enrollment and Admissions
- Financial services and financial aid
- Student Services
- Registrar’s office

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Assistant Conference Director at Sarah@academicimpressions.com or 720-988-1216 if you’d like additional information about the program.

LEARNING OUTCOME

After participating in this conference, you will be able to advance your one-stop center to improve student service on your campus.
AGENDA

MONDAY, JUNE 27, 2016

11:30 a.m. - 12:00 p.m.
Conference Registration

12:00 - 12:10 p.m.
Welcome and Introductions

12:10 - 1:30 p.m.
Clarifying Your Vision, Mission, and Goals
In our opening session, you will participate in an exercise to help you focus in on the unique vision, mission, and goals of your existing or soon-to-be one-stop center. This will serve as the foundation through which you will approach the rest of our sessions throughout the conference.

1:30 - 2:30 p.m.
Gaining Buy-In and Campus Support
Buy-in is one of the most challenging obstacles that one-stop professionals face, both in the planning and the measuring & improving phases of the one-stop lifecycle. In this session, we will discuss how you can best gain and maintain buy-in from the “parent offices” that make up your one-stop as well as from the broader campus community as a whole. You will be given the opportunity to share your specific experiences and challenges in this area with the group.

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

2:45 - 4:00 p.m.
Business Process Redesign (includes working time)
Business process redesign (BPR) is just as relevant for existing one-stop centers as it is for one-stop centers in their nascent stages. In this session, you will learn keys to successful BPR and change management practices, and will then be given the opportunity to discuss and apply what you have learned through a group exercise.

4:00 - 4:45 p.m.
Physical Space Design
In this session, each of our instructors will provide an overview with visuals of what their own physical spaces look like at their respective one-stop centers, and will explain the rationale behind the layout and the design choices they made. You will come away from the session with new ideas and inspiration for physical space design and improvement at your own one-stop center.

4:45 - 5:15 p.m.
Activity-Physical Space

If you are in the planning stages of your one-stop center: Sketch out a design for what your physical space could look like and provide a rationale for the design and layout elements you include.

If you have an existing one-stop center: think about continuous improvement of your physical space. If you were to conduct a servicescape audit or environmental scan, what would you find? What is on your wishlist for upgrading your physical space? How does traffic currently flow throughout your one-stop center, and could your traffic flow be streamlined? You will come back together as a group and share your plans and findings.

5:15 - 6:15 p.m.
Networking reception (included in registration fee)
AGENDA

TUESDAY, JUNE 28, 2016

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

8:30 - 9:45 a.m.
Staffing Models and Service Competencies (includes activity)
To start off the second day of our conference, we will focus on one-stop staffing models. Topics for discussion will include number of staff, considerations for scheduling and hours of operation, job descriptions, problem-solving around challenges related to hiring and turnover, and (last but not least) the kinds of service competencies you want your staff to possess or to develop as part of their roles. As part of this session, you will engage in an exercise that will help you apply these concepts to your own context.

9:45 - 11:15 a.m. (includes break)
Staff Training
Building upon our previous conversation about staffing models, this training will focus on staff training. We will discuss what staff training should look like from both a preliminary and an ongoing training perspective. Our expert instructors will share details about what their own training programs look like for their one-stop staff.

11:15 - 11:45 a.m.
Working Time: Staff Training
During this time, you will have time to reflect upon the concepts presented in our training session and think critically about your own training process for your one-stop center. If you are just beginning to build training, what could that look like? If you already have a training program in place, where are the current gaps and pain points, and what could you do to make your training process more robust? Instructors will circulate around the room as you are working to coach you individually on and provide feedback on your training models.

11:45 a.m. - 12:45 p.m.
Lunch (included in registration fee)

12:45 p.m. - 4:30 p.m.
Site visit to the One-Stop Enrollment Center, The University of Texas at San Antonio
Visit the one-stop center at the University of Texas at San Antonio. Through both a tour and a Q&A panel discussion with one-stop stakeholders at UTSA, we will discuss the specifics of how the institution has been able to continuously improve its service to students.
AGENDA

WEDNESDAY, JUNE 29, 2016

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

8:30 - 9:00 a.m.
Site Visit Debrief Discussion
We will use this time to debrief our site visit to the one-stop center at The University of Texas at San Antonio in a group discussion format.

9:00 - 10:30 a.m.
Contact Center and Technology Considerations
In this session, you will discuss considerations for integrating a contact center and other emerging technologies into your one-stop. Queuing systems, outsourcing vs. insourcing, measuring contact center effectiveness, and CRM systems will all be topics of conversation among the group during this time.

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

10:45 a.m. - 12:00 p.m.
Tracking Usage and Effectiveness (includes working time)
During our final session, we will review a number of ways to measure and track usage and effectiveness within your one-stop center with an eye toward continuous improvement. You will be given time to identify what your own key performance indicators (KPIs) are and will be asked to share them (as well as any best practices you have developed for reporting and sharing results out across campus) with the group as a whole.

12:00 - 12:15 p.m.
Final Q&A and Workshop Wrap-Up

Post-Conference Workshop: One-Stop Communication: Branding, Web, and Social Media

12:15 - 1:15 p.m.
Lunch for Post-Conference Workshop Attendees (included in workshop registration fee)

1:15 - 4:15 p.m.
Post-Conference Workshop: One-Stop Communication: Branding, Web, and Social Media
During this three-hour post-conference workshop, you will be exposed to a variety of institutional case studies and will be guided through a series of activities to help you improve your current branding efforts and digital communication strategies within your one-stop center. Topics of conversation during the workshop will include:

- Questions of branding: one-stop names, logos, mascots, colors
- Techniques for spreading campus awareness of the one-stop and the services it provides
- Maintaining effective ongoing communication with students, faculty, and staff
- The use of social media to communicate with students
- Creating effective one-stop websites
**INSTRUCTORS**

**Dennis Day, Former Vice President of Student Success and Engagement, Johnson County Community College**
With more than thirty years of higher education experience and having visited more than fifty campuses in the U.S. and Europe, Dennis has developed an in-depth knowledge of divergent student service models. While at Johnson County Community College, he worked to create service delivery systems designed to maximize the method of delivery, provide information directly to students, and use the latest technology. Throughout his time at JCCC, Dennis provided leadership for a new student experience model, implementation of web-based products, and construction of the new student center containing the Success Center, a model one-stop center visited by more than seventy colleges and universities.

**Laura DiChiara, Director--Student Navigation Center, Salem State University**
Laura DiChiara is an experienced professional with more than fifteen years in higher education. Presently, she is the Director of Salem State University’s one stop student service center, known as the Student Navigation Center. After having participated in the discovery, planning and implementation phases of the service center, DiChiara is now responsible for managing the integrated service office where she continuously seeks to identify efficiencies in processes and services amongst the functional areas of the registrar, student accounts, financial aid, and ID card services. Previously, she served as the Associate Registrar at Salem State University where she oversaw the delivery of registration, course scheduling and enrollment planning, technology, and customer services. From 2005-2008, she held the position of Associate Director of Student Accounts responsible for collection services. She has also worked 20 years in the hospitality industry last serving as an Operations Manager for Marriott International. DiChiara is currently ABD pursuing an Ed.D at Northeastern University and holds a Master’s Degree in Business Administration from Salem State University. She specializes in service management, organizational change, process improvement and leadership.

**Laura Ericson, Manager - Student Central, Chippewa Valley Technical College**
Laura has worked at Chippewa Valley Technical College in Eau Claire, Wisconsin for over 8 years in various support staff, faculty, and leadership positions, giving her a vast overview of different roles within the technical college system and two-year colleges. In her current role, she oversees the daily operations of Student Central, CVTC’s one-stop enrollment services department, which supports the areas admissions, registration & records, financial aid, student accounts, academic advising, & assessment. Her center has been in operation since 2009, but their second expansion phase is currently being implemented, offering a unique perspective to those interested in planning for future growth of their own center.

Laura's passions within her role in the one-stop are focused on team building, social media, technology, diversity, process improvement, leadership, and employee engagement and development. Laura received her undergraduate degree from Northern Michigan University in Spanish and Psychology, graduate degree from the University of Wisconsin-Stout in Career and Technical Education, and TEFL (Teaching English as a Foreign Language) certification from Canterbury English in Madrid, Spain.
INSTRUCTORS

Amy Giordano, Interim Vice President of Enrollment Management & Student Services, Owens County Community College
Finding better ways to utilize college resources, deliver excellent service, and anticipate the needs of students often before they are able to articulate those needs is what keeps Amy K. Giordano dedicated to higher education. Currently serving as the Interim Vice President of Enrollment Management & Student Services at Owens Community College in Toledo, Ohio, Amy has nearly 20 years of experience working in higher education at institutions that include The Ohio State University, Capital University, Suffolk University, Northeastern University and Owens Community College. Having worked in financial aid, records, advising, service-learning, and student activities provides a wide variety of experiences from which to draw when creating service delivery models that best support student success and completion.

Charged with developing and opening the one stop office at Owens Community College in 2010, and serving as that department’s Director for six years, has allowed Ms. Giordano firsthand knowledge of how to create, implement, and grow a successful one stop office. Understanding the central role of relationship building and ongoing training as keys to continuing success, she is passionate about sharing lessons learned with others. Amy earned a Bachelor’s in History, Masters of Labor and Human Relations and Master of Arts in Higher Education Administration all from The Ohio State University.

Dawn White, Senior Associate Director--One Stop for Student Services, Miami University
Dawn White, Sr. Associate Director in the division of Enrollment Management and Student Success, has worked at Miami University for 17 years and is responsible for management of the One Stop, which opened in the fall of 2014. The One Stop answers questions and provides problem resolution for the Miami University community in the area of registration, enrollment, financial assistance, student records, billing and payment; One Stop services are available on-line, phone and in-person.

Prior to working for the One Stop, she worked for 6 years as a Manager of Gifts and Records in University Advancement and 9 years in Student Financial Assistance where her positions included Financial Assistance Counselor, Assistant Director for Counseling, Assistant Director of Loans and Assistant Director of Scholarships. Having experience in financial assistance has given invaluable insights to her current position within the One Stop.

She holds a Bachelor of Arts degree from Wright State University and a Master of Arts degree from Miami University.

TESTIMONIALS

“This conference has truly motivated me to return to my College, equipped with knowledge on a number of processes that need to be implemented in order to prepare for the development of a “One-Stop Shop.” I am very excited to go back to Qatar to implement many of these ideas!”
- Shawna Garrett, Registrar, College of the North Atlantic - Qatar

“AI hit this one on the head! The presenters covered the full spectrum of the topic from start up to maintenance to improvement of One Stop Student Centers.”
- Mike Razdrh, Associate Director, Western Carolina University

“I came to the conference overwhelmed by the scope of the project I’ve been asked to implement. I am leaving the conference with a plan and a clear idea of the work that needs to be done.”
- Kathy Davis, Director of Student Records, University of Maine, Presque Isle
### THE CONFERENCE EXPERIENCE

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<thead>
<tr>
<th>OTHERS</th>
<th>ACADEMIC IMPRESSIONS</th>
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<tbody>
<tr>
<td>Typically large annual event</td>
<td>Intimate, workshop-style event with personalized attention</td>
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<td>Many concurrent sessions; forcing choice</td>
<td>One focused learning track</td>
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<tr>
<td>Uneven sessions and less outcome-focused, driven by an open call for proposals</td>
<td>Needs-driven and meticulously planned with practical outcomes</td>
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<tr>
<td>- Action plans and next steps to use upon returning to campus</td>
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<td>- Carefully-vetted expert instructors that are also practitioners in the field</td>
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<td>Lecture-based</td>
<td>Learner-centric and designed for interaction and collaboration</td>
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<td>Large networking events with vendors</td>
<td>Small-scale opportunity to truly connect with colleagues in the same position at other institutions</td>
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<td>Some slide presentations posted online after the event</td>
<td>200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents</td>
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| 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 |

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**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

June 27 - 29, 2016 :: San Antonio, TX

HOTEL:
Westin Riverwalk
420 W. Market St
San Antonio, TX 78205

To reserve your room, please call (210) 224-6500. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:
The rate is $189 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:
A room block has been reserved for the nights of June 26, 27 and 28, 2016.

RATE AVAILABLE UNTIL:
Make your reservations prior to June 14, 2016. 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:
Named as one of the World’s Best Places To Stay by Conde Nast Traveler’s acclaimed Gold List, The Westin Riverwalk, San Antonio Hotel features Zocca, one of the city’s most exciting dining destinations, bar, coffee shop, spa services, and much more.

The hotel is approximately 15 miles from San Antonio International Airport (SAT).

TRANSPORTATION:

→ SATRANS
  » Fee: 32 USD; Round trip
  » Travel Time: 12 minutes
  » Contact: (210) 281-9900; Reservation Required
  » About: SATRANS provides regularly scheduled shuttle service from the airport to downtown hotels. Shuttle tickets are sold at the baggage claim areas in both terminals.

→ Yellow Taxi
  » Fee: 24 USD
  » Hours: 24 hours
  » Travel Time: 12 minutes
  » Contact: (210) 222-2222
CONFERENCE

ONE-STOP FOR ENROLLMENT SERVICES:
IMPROVING SERVICE TO STUDENTS
June 27 - 29, 2016 :: San Antonio, TX

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 Monday, breakfast and lunch on Tuesday, and breakfast on Wednesday, 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.

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<tr>
<th>BEST VALUE</th>
<th>CONFERENCE</th>
<th>WORKSHOP</th>
<th>WITH AI PRO MEMBERSHIP</th>
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<td>Conference + Post-Conference Workshop</td>
<td>Conference only</td>
<td>Post-Conference Workshop only</td>
<td>Get $100 OFF with your AI Pro Membership</td>
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EARLY BIRD PRICING
Postmarked on or before June 17, 2016. For registrations postmarked after June 17, 2016, an additional $100 fee per registrant applies.

REGISTER ONLINE or on the next page.
CONFERENCE REGISTRATION INFORMATION

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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

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EMERGENCY CONTACT INFORMATION

| Emergency Contact Name | Emergency Contact Phone |
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

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<td>Billing Zip Code/Postal Code</td>
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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.