



CONFERENCE

# DIVERSE TALENT RECRUITMENT AND RETENTION

September 25 - 27, 2017

Denver, CO



ACADEMIC  
IMPRESSIONS



*Learn how you can implement a diverse talent acquisition and retention strategy on your campus.*

## OVERVIEW

Recruiting and retaining diverse talent must be a key priority for colleges and universities. However, hiring diverse and high-performing talent can be challenging due to limited resources, perspective, and commitment. In this training, you will learn strategies you can use to improve your candidate search, hiring process, and retention of diverse talent. This event combines lecture, small group consulting, and working time to ensure that you leave with a working plan to bring back to your campus.

## PRE-CONFERENCE WORKSHOP: TALENT ACQUISITION OF LGBTQI STAFF AND STAFF WITH DISABILITIES

Often, when discussions of recruitment and retention of underrepresented populations occur, there is coded language used relating only to race or the gender binary. During this workshop, we will discuss the challenges and opportunities for specific recruitment and retention practices of LGBTQI staff and staff with disabilities.

## WHO SHOULD ATTEND

Inclusive excellence initiatives impact every corner of campus. As such, leaders from all departments and divisions of higher education are encouraged to attend. This may include:

- HR talent acquisition staff
- Academic affairs leadership
- Student affairs leadership
- Chiefs of staff
- Search managers
- Chief diversity officers
- Communications/marketing staff
- Enrollment management staff

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/conference/diverse-talent-recruitment-and-retention](http://www.academicimpressions.com/conference/diverse-talent-recruitment-and-retention)



## LEARNING OUTCOME

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After participating in this conference, you will have developed a keen set of strategies to implement a diverse talent acquisition and retention plan on your campus.

## CONTACT US FOR MORE INFORMATION

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Contact Mickey Fitch, Program Manager at [mickey@academicimpressions.com](mailto:mickey@academicimpressions.com) or 720-988-1239 if you'd like additional information about the program.



## AGENDA

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### DAY ONE

8:00 - 9:00 a.m.

**Registration and continental breakfast (included in workshop registration ) for pre-conference workshop attendees**

9:00 a.m. - 12:00 p.m.

**Pre-Conference Workshop: Talent Acquisition of LGBTQI Staff and Staff With Disabilities**

Often, when we have discussions regarding recruitment and retention of underrepresented populations, there is coded language used relating only to race or the gender binary. Does your campus incorporate practices and policies to include those with different abilities, gender identity, or sexual orientation? Does your recruitment and retention process address intersectionality of identity? In this workshop, we will discuss the challenges and opportunities for specific recruitment and retention practices of LGBTQI staff and staff with disabilities. You will be able to connect what you learn during this workshop to the following conference and increase your ability to recruit and retain LGBTQI staff and staff with disabilities.

12:00 -1:00 p.m.

**Lunch for pre-conference workshop attendees (included in workshop registration)**

12:30 - 1:00 p.m.

**Registration for Main Conference**

1:00 - 2:30 p.m.

**Understanding the Need for Diverse Talent**

Our opening session will lay the groundwork for the rest of the event by openly and candidly discussing the needs and challenges associated with having diverse leadership at all levels of the institution. Specifically we will look at the current leadership trends with underrepresented populations, politics, and leadership demographics.

2:30 - 2:45 p.m.

**Break**

2:45 - 4:30 p.m.

**Assessing Your Institutional Readiness for Diverse Talent Acquisition**

Hiring diverse leaders is both a marathon and a sprint. During this session, you will complete an environmental scan and assessment of your own institution's readiness for hiring diverse leaders. We'll also take a closer look at the benefits of being ahead of the curve on diverse talent acquisition, institutional access or reluctance for acquiring new talent, and the political and demographic realities of your institutional readiness for recruiting diverse talent.

4:00 - 5:00 p.m.

**Networking reception (included with registration fee)**



## AGENDA

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### DAY TWO

8:30 - 9:00 a.m.

**Continental breakfast (included in registration fee)**

9:00 - 10:30 a.m.

**Taking the First Steps in Talent Acquisition and Cultivation**

It is critical to take strategic and deliberate steps toward recruiting a diverse and talented pool of leaders. This opening session of day two will offer tangible methods to bring inclusive excellence into all aspects of your search process. We will look at gathering your search committee, recruiting and networking, as well as looking for the right candidate.

10:30-10:45 a.m.

**Break**

10:45 a.m. - 12:00 p.m.

**Working/Consultation Session**

During this working session, our faculty will be available to help you with your readiness assessments, questions around search processes, and your own pathways for success. This working time will help you formulate the first steps of your diverse recruitment and retention plan.

12:00 - 1:00 p.m.

**Lunch (included in registration fee)**

1:00 - 2:30 p.m.

**Understanding Onboarding, Socializing, and Internal Relationship Building**

Properly onboarding new hires is a critical, yet often underdeveloped process in higher education. This session will show you strategies for ensuring that your new hires are engaged and connected to the campus and surrounding community. Special attention will be paid to the impact of relocation and how to work with difficult internal relationships.

2:30 - 2:45 p.m.

**Break**

2:45 - 4:00 p.m.

**Developing Mentoring/Mentorship On-Campus**

New faculty and staff need ongoing development even after being onboarded. We will explore the purpose and role of mentoring in your diverse talent recruitment plan. You will learn what mentoring is and isn't, as well as how you can create intentional connections both on and off campus.



## AGENDA

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### DAY THREE

8:30 - 9:00 a.m.

**Continental breakfast (included in registration fee)**

9:00 - 10:30 a.m.

**Nurturing Your Hire: Key Staff Retention Practices**

The first session of the final day will provide a variety of retention methods that are effective with new hires. We will explore pathways for advancement and promotion, the role of professional development, and other key retention practices. We will also discuss the role of internal leaders and allies.

10:30 - 10:45 a.m.

**Break**

10:45 a.m. - 12:00 p.m.

**Bringing It All Together: Working Session and Conference Wrap-Up**

This final working session is an opportunity for you to put your plans to paper for when you return to campus. Presenters will be available for consultation and assistance as you think about your first steps on your home campus.



## INSTRUCTORS

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### **Dr. Willette Burnham-Williams, Chief University Diversity Officer, Medical University of South Carolina**

Dr. Willette S. Burnham-Williams is an experienced executive leader in higher education with over 35 years of progressively complex executive-level roles and a specific focus in student affairs. She has held leadership positions at four distinct institutions of higher education - Williamsburg Technical College, The Citadel Military College of SC, The College of Charleston, and the Medical University of SC. Her tenure at each organization contributed to developing and strengthening her expertise in student affairs administration, organizational strategic planning, assessment, institutional effectiveness, team goal setting, resource allocation, fundraising, student development, student persistence and retention, student conduct, crisis management, collaboration, facilities management, access, equity and inclusion, as well as co-curricular program development. Particularly adept at women's leadership development, student advocacy, program management, and team building for diverse communities, Burnham-Williams is committed to mentoring women and adhering to comprehensive and intentional professional practice of inclusion.

### **Elizabeth Ortiz, Vice President for Institutional Diversity and Equity, DePaul University**

Elizabeth joined DePaul University in 2002 and is currently vice president of institutional diversity and equity. Prior to her work at DePaul, she was director of affirmative action, diversity, and employee relations at Northern Illinois University.

Her college and university experience spans over thirty years in both the public and private sector, including the Chicago community college system. She has worked on diversity initiatives in several areas including recruitment, retention, training, programming, and climate issues for diverse students, faculty, and staff. Elizabeth also has worked extensively in issues of higher education and in particular in raising awareness for Latino students, educators, community representatives and others who are committed to Latino representation and advancement in all aspects of higher education. She is a sought-after consultant, lecturer, and workshop presenter on diversity issues and best practices.

Her professional service includes community and professional boards that emphasize multiculturalism as well as recruitment and retention initiatives for diverse student and workforce populations. In 2014 Elizabeth was selected to be an American Council on Higher Education Fellow, part of a leadership program designed to groom university provosts and presidents. She serves on the board of Diversifying Our Faculties in Illinois Program and the Illinois African-American and Latino Higher Education Alliance. She also serves as an officer of the National Association of Diversity Officers in Higher Education and past president of the Illinois Latino Council on Higher Education.

### **Petey Peterson, Director of LGBTQA Affairs, Wright State University**

Petey received their bachelor's in Communication Studies & Child Adult and Family Services and master's in Educational Leadership & Policy Studies with a focus in higher education and student affairs from Iowa State University. While at Iowa State University, Petey served as the Graduate Assistant for the Margaret Sloss Women's Center. Before coming to Wright State University, Petey served as the program coordinator for the Office of LGBTQI Life at Vanderbilt University, developing the Trans@VU website so transgender and gender non-conforming students have a place to access information regarding their most pressing needs. Petey also led Safe Zone training and the OUT in Front LGBTQQA+ College Conference. They currently serve on the International College Personnel Association (ACPA) Coalition for LGBT Awareness as the Equity Officer and is a member of the Consortium of Higher Education LGBT Resource Professionals. Petey is excited and honored to serve as the first Director for the Office of LGBTQA Affairs at Wright State University.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		<b>Intimate, workshop-style event with personalized attention</b>
Many concurrent sessions; forcing choice		<b>One focused learning track</b>
Uneven sessions and less outcome-focused, driven by an open call for proposals		<b>Needs-driven</b> and meticulously planned with practical outcomes <ul style="list-style-type: none"> <li>Action plans and next steps to use upon returning to campus</li> <li>Carefully-vetted expert instructors that are also practitioners in the field</li> </ul>
Lecture-based		<b>Learner-centric</b> and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to <b>truly connect with colleagues</b> in the same position at other institutions
Some slide presentations posted online after the event		<b>200+ page workbooks</b> 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

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September 25 - 27, 2017 :: Denver, CO

### HOTEL:

Denver Marriott City Center  
1701 California Street  
Denver, CO 80202

To reserve your room, please call 303-297-1300. Please indicate that you are with the Academic Impressions group to receive the group rate.

### ROOM RATE:

The rate is \$170 for single or double occupancy, plus applicable tax.

### ROOM BLOCK DATES:

A room block has been reserved for the nights of September 24, 25, and 26, 2017.

### RATE AVAILABLE UNTIL:

Make your reservations prior to September 3, 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:

The Renaissance New Orleans Pere Marquette French Quarter Area Hotel is located near many distinct attractions that have made New Orleans so iconic.

### TRANSPORTATION:

This AAA 4-Diamond hotel is centrally located in downtown Denver. Enjoy luxury and convenience near Denver's Coors Field, Pepsi Center, Sports Authority Field at Mile High, and the chic LoDo District. Head to 16th Street Mall near our Denver hotel for the great dining, vibrant nightlife, and trendy shopping in Downtown.

Hotel is 26 miles from Denver International Airport (DEN). Transportation options include:

- Shuttle, fee: \$11 (one way)
- Estimated taxi fare: \$60 (one way)



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.

A \$500.00 surcharge applies to registrants from corporations.

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
<a href="#">Learn More</a>			
\$1,595	\$1,295	\$395	\$100 OFF

### EARLY BIRD PRICING

Postmarked on or before September 8, 2017. For registrations postmarked after September 8, 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.**

Empty space for dietary or accessibility 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](http://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.

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### 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.