



CONFERENCE

STRATEGIES FOR SCALING AND GROWING ONLINE PROGRAMS

October 4 - 6, 2017

San Antonio, TX



ACADEMIC
IMPRESSIONS



Become more strategic about your online program growth.

OVERVIEW

Industry data demonstrates that the supply of online programs is now growing faster than demand, and competition for students in the online learning space has become fierce. Institutions that are not proactive and strategic in growing and sustaining their online program offerings will lose out in years to come in this densely populated market.

Join us for a conference that will help you apply a more strategic lens to the way you are currently operating and growing your online programs. Our expert instructors, who represent both public and private institutions with a variety of different degree, non-credit, and certificate programs, will help you address following questions:

- How can we take a more entrepreneurial approach to growing our online programs?
- What kinds of external partnership models exist? How do we gauge institutional readiness for such partnerships?
- How can we strengthen collaboration with faculty to promote buy-in for growth and conduct more effective market research for new programs?
- What role can innovation play as a differentiation strategy for our online programs?

WHO SHOULD ATTEND

This conference has been designed for institutions who wish to grow their online programs, either at the institutional or the individual college level. Both institutions just starting out in the online learning area AND institutions with an established array of online programs in place that are looking to grow or scale even further, will benefit from this event.

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.

LEARNING OUTCOME

After participating in this conference, you will be able to take a more strategic approach to growing your online programs.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/strategies-scaling-and-growing-online-programs



AGENDA

DAY ONE: WEDNESDAY, OCTOBER 4, 2017

12:30 - 1:00 p.m.

Registration for Main Conference

1:00 - 1:30 p.m.

Welcome and Introductions

1:30 - 2:30 p.m.

Creating a Framework for Growth

In our opening session, we will review key industry data and trends surrounding online program growth and potential in higher education. We will review specific examples of institutions that have pursued and achieved online program growth, and will have a conversation as a group around the following questions:

- What is growth? What are the different ways that growth in the online program space can be defined? How are institutions approaching the idea of growth differently?
- How is success defined with regards to growth?
- How can you take a more entrepreneurial mindset throughout this process?

2:30 - 2:45 p.m.

Afternoon Break

2:45 - 3:15 p.m.

Working Time: Vision and Goals to Drive Growth

During this session, you will be given time to define or further refine your specific vision and goals for growth in your online programs based on the presentation you just heard. To help structure this time, you will be given a series of questions to dig into either individually or in your teams.

3:15 - 5:00 p.m.

Resource Planning and Support (includes working time)

Building off the vision and goals you have established, you will listen to a presentation and be given time to strategize around the type of resource planning and support you will need to achieve your growth goals. Topics for conversation include financial models, fee structures, organizational models, and staffing considerations.

5:00 - 6:00 p.m.

Networking Reception (included in registration fee)

DAY TWO: THURSDAY, OCTOBER 5, 2017

8:30 - 9:00 a.m.

Continental Breakfast (included in registration fee)

9:00 - 9:30 a.m.

Q&A/Reflection on Day 1

Participants will have the opportunity to focus on the first day's takeaways and have any questions they may have answered by our on-hand instructors.



AGENDA

DAY TWO: THURSDAY, OCTOBER 5, 2017 (CONTINUED)

9:30 - 10:30 a.m.

Conducting Market Research for New Online Programs

Many institutions seek to increase the number of online programs they offer as part of their growth strategy. But the processes they follow to research market demand and identify degrees to bring online is often not as strategic as it should be. In this session, you will see a wealth of current data about student inquiries and market demand for different types of degree programs. You will learn what kind of data and research you should be doing on the front end in order to ensure the viability and success of your online programs in this current market.

10:30 - 10:45 a.m.

Morning Break

10:45 - 11:30 a.m.

Market Research: Hands-On Activity

During this time, you will be broken up into groups by program type. You will be given some sample market data, as well as a list of potential online programs to consider, and will be asked to work in your groups to determine which program or programs would be the most viable to pursue based on data. All groups will share their findings to close out the activity.

11:30 a.m. - 12:30 p.m.

Collaborating Effectively with Faculty and Gaining Buy-In for Growth (includes group discussion)

Using a mix of presentation and group discussion, this session will focus on how to forge or strengthen partnerships with faculty in a way that will be conducive to strategic online program growth. You will have a chance to share the nuances of your process for navigating this issue at your institution with the group, and will come away with practical tips for more effective collaboration with faculty in the context of online programs.

12:30 - 1:30 p.m.

Lunch (included in registration fee)

1:30 - 2:30 p.m.

To Partner or Not to Partner?

One of the bigger decisions that many institutions face with online program growth is whether to seek the services of outside organizations to aid with marketing, recruitment, and/or student services. This session will feature an in-depth conversation, with both the presenter and the group at large, about various external partnership models and will introduce a list of criteria and considerations to help you gauge institutional readiness for these kinds of partnerships.

2:30 - 2:45 p.m.

Afternoon Break

2:45 - 3:30 p.m.

Working Session: In-House vs. Outsourcing Considerations

Following the presentation, you will be given some time to think through the various areas of your online programs where it is possible to outsource and partner with a vendor, and to gauge your institutional readiness for such partnerships.

3:30 - 4:30 p.m.

Case Study Breakout Sessions: Innovation as a Means of Differentiation

For this session, two institutions will present on how they have been innovating in the online learning arena as a part of their differentiation strategy. Attendees will self-select into the breakout session that most interests them.



AGENDA

DAY THREE: FRIDAY, OCTOBER 6, 2017

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Q&A/Reflection on Day 2

Attendees will have the opportunity to absorb and reflect upon their top takeaways from the second day of the conference. Our instructors will be on hand to answer any questions you may have.

9:00 - 10:00 a.m.

Market Positioning for Growth: Brand and Value Communication in Online Education

In this session, we will explore the topics of differentiation and value as they relate to your branding and marketing strategies for your online programs. Specific questions to be explored include:

- How should online programs (or the online “arm” of the institution) relate to the overall institutional brand?
- How are other institutions creating and articulating value propositions for their various online programs? What are some best practices for doing this?
- What are some institutional examples of colleges and universities that are doing this well?

10:00 - 10:30 a.m.

Working Time: Differentiating Factors of Your Online Programs

In this final conference activity, you will be challenged to think about what your specific differentiators are for your online programs. What are the curricular, service, and support aspects of your programs that distinguish them from comparable programs? How are you currently highlighting or featuring these aspects in your recruitment and marketing, and how might that be improved? Included in this block of working time will be a display of attendee marketing materials to help give you ideas about how to strengthen your value messaging to prospective online students.

10:30 - 10:45 a.m.

Morning Break

10:45 - 11:30 a.m.

Key Considerations for Accreditation and State Authorization

As your online programs continue to experience growth, there are important considerations for both accreditation and state authorization of which you must be aware. In this final conference session, you will hear a presentation that will highlight some of these considerations for you.

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

Key Takeaways and Conference Wrap-up



INSTRUCTORS

Dr. Kristen Betts, Clinical Professor, EdD Program in Educational Leadership & Management, 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, 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 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.

Vickie S. Cook, Ph.D., Director, Center for Online Learning, Research, and Service/Research Associate Professor, University of Illinois Springfield

Dr. Cook has been published in several national educational publications. She is a co-author of the UPCEA (University Professional & Continuing Education Association) Hallmarks of Excellence in Online Leadership and led the development of the Hallmarks of Excellence in Online Leadership Growth Maturity Assessment. She teaches online in the Masters of Arts in Education graduate degree program at University of Illinois Springfield. Her current research agenda includes exploring learning and professional development through a heutagogical lens and the impact of a systems approach for online leadership.

Dr. Cook has served on several regional and national boards and committees, as well as having been a long time member of the Illinois Council on Continuing Higher Education (ICCHE) serving in multiple roles on the Executive Board; is a board member for the UPCEA; has served as a mentor for the Association for Continuing and Higher Education (ACHE); and is a member of the Online Learning Consortium (OLC).

Erika S. Veth, Dean of Online Education, Oregon Institute of Technology

Erika Veth has ten years of experience working in higher education in both faculty and administrator roles. In addition to her current role, she has a breadth of experience in the field of distance education, including teaching online and hybrid courses at the University of Alaska Anchorage, and working as an Online Support Services Manager. Veth currently teaches an online graduate course at Oregon Tech and is wrapping up the dissertation phase of her Doctorate in Education in Higher Education Leadership and Management at Capella University. Strategic planning for online growth, in alignment with Veth's doctoral dissertation (Marketing and Recruitment for Online Program Enrollment Growth at Small Public Universities), has proven fruitful, as fully online program enrollment has leapt from years of minimal or flat enrollments to more than doubling during her time as leader of the online campus. Veth has also worked to improve Oregon Tech Online's services, including the development of a Faculty Recording Studio, use of telepresence robots to increase accessibility for students who are place-bound and desiring synchronous course access, and initiating a plan for digital badging and micro-credentialing.



OTHERS	VS	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 <ul style="list-style-type: none"> 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 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

October 4 - 6, 2017 :: San Antonio, TX

HOTEL:

Sheraton Gunter Hotel
205 E Houston Ave
San Antonio, TX 78205

To reserve your room, please call 210-227-3241. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$149 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of October 3, 4, and 5, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to October 1, 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:

History meets luxury at this downtown San Antonio hotel. When you stay at Sheraton Gunter Hotel, you'll be able to experience the signature Sheraton amenities, onsite dining including Market on Houston and Bar 414, and be steps away from world-class attractions. The River Walk, the Alamo, the Majestic Theatre, Tobin Center for the Performing Arts, and Convention Center are just blocks away.

TRANSPORTATION:

- Uber: Approximately \$5-\$7
- Lyft: Approximately \$15-\$22



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 Wednesday, breakfast and lunch on Thursday, and breakfast on Friday, 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.

CONFERENCE
Strategies for Scaling and Growing Online Programs
\$1,295

EARLY BIRD PRICING

Postmarked on or before September 15, 2017. For registrations postmarked after September 15, 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

**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.