



CONFERENCE

# STATISTICS PRIMER FOR ENROLLMENT MANAGEMENT

December 7 - 8, 2017

Orlando, FL





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*A practical approach to statistics for your enrollment management team.*

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## OVERVIEW

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This workshop will provide a practical statistics primer for those who are either new to enrollment management or who do not have strong data/mathematical backgrounds. We will explore basic and intermediate statistics concepts in an approachable and engaging way and will explain how these applications become relevant and applied in your day-to-day work. Using a case study as a foundation for this workshop, we will focus on asking the right research questions, gathering and analyzing the right data, and effectively communicating the findings to key stakeholders.

## A LEARN AND WORK EVENT

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This conference has been specifically designed to help you gain hands-on experience with beginner and intermediate statistics in enrollment management. Each session will end with an activity or block of working time to help you apply what you have learned. Attendees are asked to bring a laptop to the conference for these working sessions.

## WHO SHOULD ATTEND

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Those who are new to enrollment management or who don't have a strong data/mathematical background will be better able to leverage and apply data after participating in this conference.

## LEARNING OUTCOME

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After participating in this conference, you will be better able to use and apply statistics in your day-to-day enrollment management work.

[VISIT EVENT PAGE](#)

[www.academicimpressions.com/statistics-primer-for-enrollment-management](http://www.academicimpressions.com/statistics-primer-for-enrollment-management)



## AGENDA

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### THURSDAY, DECEMBER 7, 2017

8:00 - 8:30 a.m.

#### **Continental Breakfast (included in registration fee)**

8:30 - 8:45 a.m.

#### **Welcome and Introductions**

8:45 - 10:00 a.m.

#### **Key Considerations when Defining Your Research Question**

Enrollment management professionals often look too deeply into the data before formulating a research question to help define where they are going. In this opening session of the conference, we will look at the following key considerations for properly defining your research question:

- What are we trying to solve or achieve through this research?
- What's the scope of your question?
- What groups are you looking at?
- What has occurred in the past?
- What could happen that would change the trend?

At the end of this session, we will introduce the case study to be used throughout the conference and will give you time to work in small groups to formulate a related research question.

10:00 - 10:15 a.m.

#### **Morning Break**

10:15 - 11:15 a.m.

#### **Gathering the Right Data**

Institutions are rich with data, but understanding what you need can be challenging. This session will focus on collecting the data that is most relevant to your research question and will offer strategies for thinking critically about your data. We will also explore the importance of clearly communicating your needs to the departments providing the data.

11:15 - 11:45 a.m.

#### **Working Time**

During this block of working time, attendees will engage in an activity that will help apply what has been learned and will begin to identify the data needed to help answer the research question developed for the conference case study.

11:45 a.m. - 1:00 p.m.

#### **Lunch (included in registration fee)**

1:00 - 3:00 p.m.

#### **Statistics Fundamentals**

This session is a refresher or introduction to the basic statistics concepts, in addition to the more intermediate concepts, cause vs. correlation and pivot charts. This session will pay special attention to application and how this relates to your daily work in enrollment management. You will have the opportunity, in activities and working time, to apply these fundamental statistical concepts to daily work in enrollment management.

3:00 - 3:15 p.m.

#### **Afternoon Break**



## AGENDA

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### THURSDAY, DECEMBER 7, 2017 (CONTINUED)

3:15 - 5:00 p.m.

#### **Intermediate Statistics**

With an understanding of fundamental statistics, we will move into more intermediate statistical concepts. Concepts to be covered include:

- Prediction vs. inference
- Regression vs. classification
- Uncertainty analysis
- Predictive modeling

You will have the opportunity during activities and working time to apply these intermediate statistical concepts to your daily work in enrollment management.

5:00. - 6:00 p.m.

#### **Networking Reception (included in registration fee)**

### FRIDAY, DECEMBER 8, 2017

8:15 - 8:45 a.m.

#### **Continental Breakfast (included in registration fee)**

8:45 - 10:30 a.m.

#### **Working Time: Analyzing the Data**

To help build on what you have already learned, this block of working time provides an opportunity to continue working through the case study and use actual data to do some statistical analyses. Attendees will work in small groups and will need laptops for this session.

10:30 - 10:45 a.m.

#### **Morning Break**

10:45 - 11:45 a.m.

#### **Communicating Results and Action Steps to Key Stakeholders**

Our last session will focus on the importance of being able to effectively communicate results and action steps to key stakeholders. This piece is an important part of the process and can drive the administration and institution to make better informed strategic decisions.

11:45 a.m. - 12:00 p.m.

#### **Final Comments and Wrap-Up**



## INSTRUCTORS

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**Ashley Kern, Data Science Consultant, Goldstrike Data, LLC**

Ashley Kern is the founder and lead data scientist at Goldstrike Data L.L.C., a data science consulting company focusing on improving university processes through their existing data and resources. Ashley earned her M.S. in Data Science and B.S. in Mathematics from Michigan Technological University and has consulted as a statistician in various industries ranging from higher education to environmental engineering and mining. Her current focus is on developing and applying predictive modeling methods in innovative areas within both private and public sectors to improve on the accuracy of current processes and increase monetary efficiency.

**Cindy Sanders, Assistant Vice Provost, Enrollment Management; University Registrar, and Director, Student Information Systems, University of Kansas**

Cindy earned her PhD in Higher Education Administration with a minor in Research and Assessment from the University of Kansas. She has over 20 years of experience in applying statistics to areas within enrollment management to guide policy development and process improvement. Her current focus is on utilizing data and projection models to enable strategic human resource and fiscal deployment across the enrollment management division.



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 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



## LOCATION

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December 7 - 8, 2017 :: Orlando, FL

### HOTEL:

Rosen Shingle Creek  
9939 Universal Blvd.  
Orlando, FL 32819

**Phone:** 866.996.9939

**Room Rate:** \$149, plus applicable tax.

**Room Block Dates:** December 6 & 7, 2017

**Rate Available Until:** November 15, 2017. Rooms and rates are subject to hotel availability.

**Transportation:** From the Orlando International Airport (MCO) to the Rosen Shingle Creek:

- SuperShuttle: Fare is approximately \$18 one-way. Advanced reservations are required.
- Lyft: Fare is approximately \$25 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, breakfast, lunch, and access to the networking reception on Thursday, 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	WITH AI PRO MEMBERSHIP
Statistics Primer for Enrollment Management	Get \$100 OFF With Qualifying AI Pro Memberships
	<a href="#">Learn More</a>
\$1,195	\$100 OFF

### EARLY BIRD PRICING

Postmarked on or before November 17, 2017. For registrations postmarked after November 17, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.





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## 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.