

# STRATEGIES TO GROW YOUR HONORS PROGRAM OR COLLEGE

February 11 - 12, 2019 | Denver, CO



## *Learn how to use your program's or college's assets to grow revenue, boost recruitment, and enhance reputation.*

### OVERVIEW

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A successful Honors College or Program can enhance an institution's reputation and visibility, represent an alternative and viable revenue stream, and offer different pathways and opportunities for students. In a landscape where every institution is competing for every student, it's essential to overcome the visibility and recruitment challenges facing many Honors Colleges and Programs to ultimately help them grow. This workshop will help you answer the following questions:

- What are your program's differentiating strengths and are these effectively communicated to prospective students?
- Who are your strategic partners on- and off-campus, and how can you better collaborate with them?
- How can you boost your enrollment efforts?
- How can you collaborate with institutional advancement to increase fundraising efforts for your specific College or Program?

Join us in Denver for this unique experience and learn from the experts. You will learn and work alongside your peers in higher education, those who are engaged in the same work and who face the same challenges. During this 2-day workshop, you'll discover strategies for growing your Honors Colleges or Programs' revenue, boosting recruitment, and enhancing the reputation and value of your Honors College or Program.

### PRE-CONFERENCE WORKSHOP: TRANSITIONING FROM AN HONORS PROGRAM TO AN HONORS COLLEGE

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Designed for those who are looking to elevate their Honors Program, this interactive workshop will focus on why transitioning from an Honors Program to Honors College can be beneficial to your students and institution. We will develop a clear set of priorities and actions for successfully making this transition—focusing on the importance of curriculum, staffing, budgets, and administrative organization.

### WHO SHOULD ATTEND

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We strongly encourage teams of deans, program directors, and other senior academic leadership to attend this event, particularly leaders who work within an Honors College or Program.

# AGENDA

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## *February 11, 2019 | Day 1*

### **8:30 a.m. to 1:00 p.m.**

Pre-Conference Workshop: Considerations Before Transitioning from an Honors Program to an Honors College  
Your registration for the pre-conference workshop includes access to the session below and materials, and breakfast and lunch on Monday.

### **Registration**

8:30 - 9:00 a.m.

### **Pre-Conference Workshop: Considerations Before Transitioning from an Honors Program to an Honors College**

9:00 - 12:00 p.m.

This interactive workshop will focus on why transitioning from an Honors Program to Honors College can be beneficial to your students and institution. We will develop a clear set of priorities and actions for successfully making this transition—focusing on the importance of curriculum, staffing, budgets, and administrative organization.

### **Lunch for Pre-Conference Participants (included in workshop registration)**

12:00 - 1:00 p.m.

### **Main Conference**

12:30 to 6:00 p.m.

Your registration for the main conference includes access to the sessions below and materials, access to the networking reception on Monday, breakfast and lunch on Tuesday, as well as refreshments and snacks throughout the conference.

### **Main Conference Registration**

12:30 - 1:00 p.m.

### **Welcome and Introductions**

1:00 - 1:30 p.m.

### **Setting the Stage for Enhancing Honors**

1:30 - 2:00 p.m.

What is the current state of Honors and where are we going in the future? This introductory session will provide context for the preceding sessions, emphasizing data and justifying additional investment in your program or college. We will also set the stage for integrating with colleagues and units on your home campus.

### **Understanding Your Program or College: a 360 Analysis**

2:00 - 3:15 p.m.

Knowing your college or program's strengths and weaknesses and setting goals for growth will help you and your team understand where you are and where you want to go. During this interactive session, you will conduct a SWOT analysis and create an action plan for growth that will lend a global view of what your Honors program or college has to offer.

# AGENDA

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## **February 11, 2019 | Day 1 (CONTINUED)**

### **Afternoon Break**

*3:15 - 3:30 p.m.*

### **Measuring ROI and Justifying the Value of Honors**

*3:30 - 4:45 p.m.*

We will discuss how we can use metrics to increase investment and institutional aid for your Honors College or Program. We will also explore how to use metrics and data to justify the value of Honors.

### **Wrap Up Day 1 and Q&A**

*4:45 - 5:00 p.m.*

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

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

## **February 12, 2019 | Day 2**

*8:30 a.m. to 5:00 p.m.*

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

*8:30 - 9:00 a.m.*

### **Building On-Campus Partnerships**

*9:00 - 10:15 a.m.*

Successful Honors Programs and Colleges creatively collaborate with a wide range of campus stakeholders, including individual faculty and staff, academic departments and colleges, admissions, financial aid, and housing. We will discuss the importance of building partnerships and ways to strategically create support with key campus constituencies.

### **Morning Break**

*10:15 - 10:30 a.m.*

### **Partnering Off-Campus**

*10:30 a.m. - 12:00 p.m.*

It is important to build relationships with off-campus partners just as much as on-campus. We will explore how to connect with families, not just scholars, and to work with high school partners as well as community partners.

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

*12:00 - 1:00 p.m.*

# AGENDA

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## *February 12, 2019 | Day 2 (CONTINUED)*

### **Enrollment Management and Admissions**

*1:00 - 2:15 p.m.*

More and more universities are successfully creating, expanding, and refining honors programs and colleges, yet are not getting the level of attention from potential applicants to make them as successful as possible. In this session, we will look at how to enhance your visibility and build a better brand, emphasizing marketing strategies and peer-to-peer recruiting.

### **Afternoon Break**

*2:15 - 2:30 p.m.*

### **Fundraising for Honors**

*2:30 - 3:45 p.m.*

We will explore different strategies for fundraising and working with the advancement office, keeping funding model specifics in mind.

### **Tying it Together and Planning Ahead**

*3:45 - 4:30 p.m.*

We have learned a great deal the past two days. Drawing upon our SWOT analysis and what we have learned, we will begin to craft next steps, staying true to our institutions throughout the process.

### **Close Conference and Q&A**

*4:30 - 5:00 p.m.*

## INSTRUCTORS

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### **Craig T. Cobane**

#### **Executive Director of Mahurin Honors College, Western Kentucky University**

Craig T. Cobane holds the Jarve Endowed Professorship in Honors and the rank of Full Professor in the Department of Political Science. He has been at WKU since 2005.

Cobane received his B.S. in Political Science from the University of Wisconsin-Green Bay, where he was awarded the Chancellor's Leadership Medallion. His M.A. and Ph.D. are from the University of Cincinnati, both in Political Science. His areas of expertise include international relations theory, terrorism/counter-terrorism, and international security policy. He has published over 100 articles, essays, and reviews.

As Executive Director, Cobane grew the College from several hundred to over 1,300 scholars. He created the Office of Scholar Development, which assist students in applying for nationally competitive awards. WKU was recognized as a "Top Fulbright Producing" university, among master's comprehensive institutions, five out of the last six years. He is the Principal Investigator on the National Security Education Program (NSEP) funded Chinese Language Flagship Program.

Between January 2012 and September 2017, Cobane served concurrently as WKU's Chief International Officer (CIO), growing education abroad participation by 37 percent. Based on success during his time as CIO, Diversity Abroad recognized WKU with the "2018 Excellence in Diversity & Inclusion in International Education Award."

Cobane is the recipient of multiple teaching awards. He was selected by the U.S. Atlantic Council to spend time at NATO Headquarters in Brussels, Belgium. During the 2004-05 academic year, Cobane was an American Association for the Advancement of Science (AAAS) Defense Policy Fellow and in 2018-19 served as an American Council on Education (ACE) Fellows.

### **Clay Motley**

#### **Director of Honors College and Associate Professor of English, Florida Gulf Coast University**

Clay Motley has led the transition of FGCU's Honors Program to an Honors College. Prior to his arrival at FGCU, he served as the Associate Director of the Honors College at Western Kentucky University, where he also helped transition its Honors Program to an Honors College. Outside of his administrative duties, he teaches and researches on popular music, particularly blues, country, and rock n' roll, and is currently writing a book on the music history of Clarksdale, Mississippi.

## LOCATION

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***February 11 - 12, 2019 | Denver, CO***

***Hotel:***

The Curtis Hotel  
1405 Curtis Street  
Denver, CO 80202  
303.571.0300

**Room rate:**

\$139 + tax

**Room block dates:**

The nights of February 10 and 11, 2019.

**Room block cutoff date:**

January 18, 2019.

Reserve Your Room: Please call 303.571.0300 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

# The Academic Impressions Experience



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