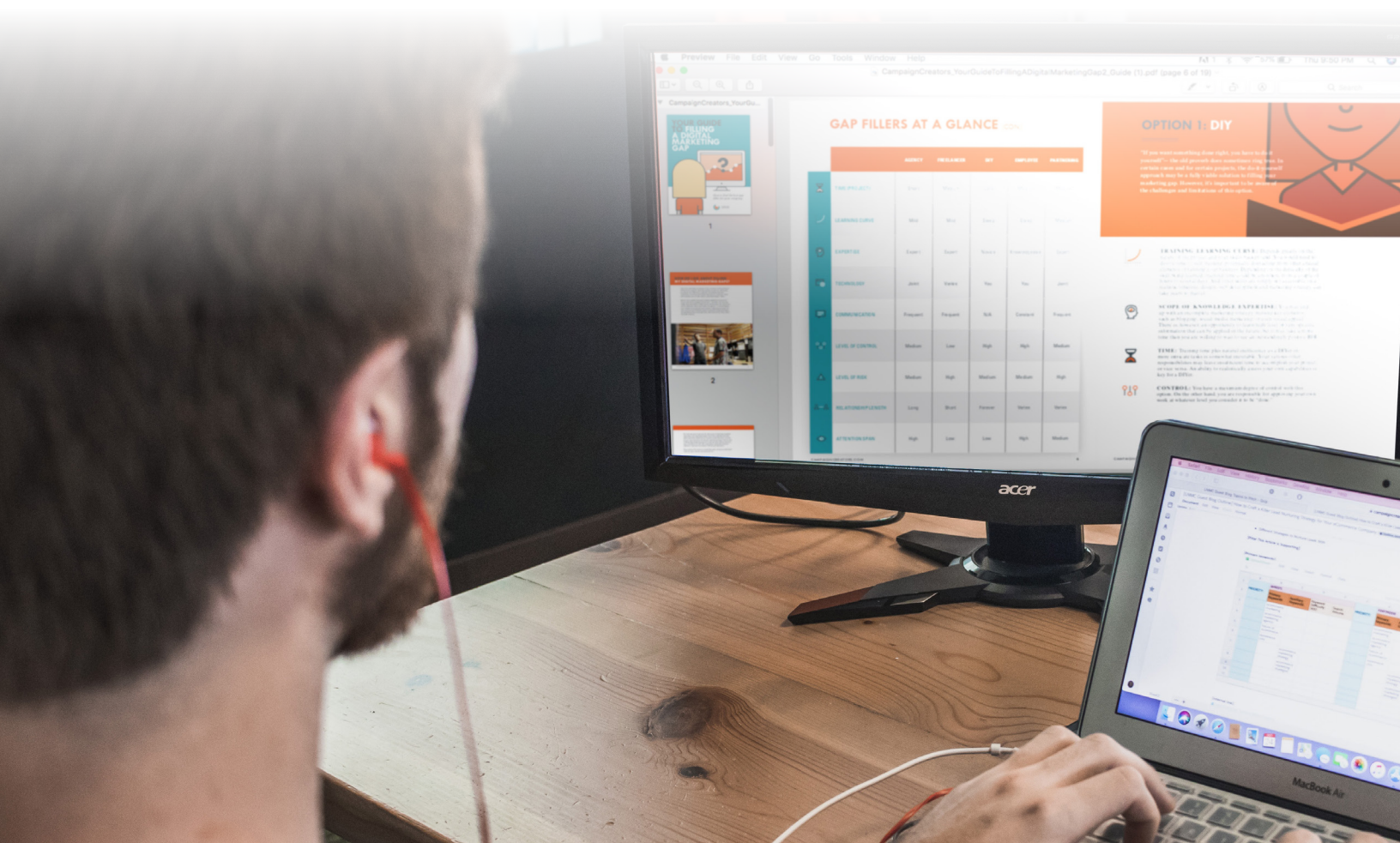


# STRATEGIES TO IMPROVE ONLINE STUDENT RETENTION AND SUCCESS

May 20 - 22, 2019 | San Diego, CA



## *Learn how to retain and prepare online students for success.*

Online student retention and success have become critical amidst recent declines in online program enrollment across many institutions. Join your colleagues and our expert instructors—from public, private, and community colleges—in San Diego to discuss practical strategies for online student retention. This is the only conference of its kind that will allow you to:

- Take a holistic approach to the issue of online student retention that combines data and decision-making with student support and instructional perspectives,
- Learn from a multiplicity of proven approaches to online student success from different types of institutions, and
- Walk away with a draft of a plan that you and your colleagues can use to increase online student success at your institution.

## EXAMPLES ROOTED IN PRACTICE, NOT THEORY. LEAVE WITH A PLAN.

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To help you apply the concepts that will be learned at this conference to your own context, you will be given plenty of hands-on working time and will take away a plan that you can use to increase online student success at your own institution.

## BRING YOUR CROSS-FUNCTIONAL TEAM

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If you want to increase your online students' academic success and retention rates, learn support strategies, or reinforce what you know, this program is for you. Institutional teams consisting of online program managers, academic advisors, faculty, student services personnel, and retention and enrollment staff will benefit from this conference. **Save over 15% when you register three or more colleagues.**

# AGENDA

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## *Day 1 | May 20, 2019*

### ***Connecting Data to Programs***

#### **Registration for Main Conference Attendees**

*12:00 – 12:30 p.m.*

#### **Welcome and Introductions**

*12:30 – 1:00 p.m.*

#### **Online Student Retention: Broader Landscape**

*1:00 – 2:00 p.m.*

This opening hour will set the stage for our understanding of online student retention and the various components we will explore throughout the conference. We will take a look at national data and trends in discuss how these trends are playing out on our campuses.

#### **Afternoon Break**

*2:00 – 2:15 p.m.*

#### **Data and Decision-Making**

*2:15 – 4:15 p.m.*

We'll begin by focusing on retention data: which specific data points you should be examining, how you can identify patterns in your data to discern persistence and retention challenges, and how you can effectively analyze your data to make informed decisions. What programs or services should be piloted or tested based on what your data is telling you? How can you move from being predictive to prescriptive with your data capabilities? Our instructor will provide numerous examples from his own institution, and we will engage in group discussion around these topics.

#### **Beginning Your Plan: Working Time**

*4:15 – 5:15 p.m.*

This block of working time will center around the baseline retention data collection, tracking, and analysis that you need to be doing with regards to your online student cohorts. You will be given time to work through a series of worksheets at your tables, or in your teams, that will help you take stock of which data points you already have and actively track, which you still need, and will help you identify gaps or challenge areas. Conference instructors will be on hand for individualized coaching and consultation as needed.

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

*5:15 – 6:15 p.m.*

# AGENDA

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## Day 2 | May 21, 2019

### *Enhancing the Learning Experience*

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

8:00 - 8:30 a.m.

#### **Implementing and Managing Successful Online Student Orientations**

8:30 - 9:30 a.m. presentation; 9:30 - 10:30 a.m. activity

Creating a purposeful orientation experience that is specifically geared toward online students can go a long way to promote retention on the front end. Our second day together will open with an in-depth case study of one institution's creative approach to their online student orientation. Best-practice strategies pertaining to orientation format, implementation, topics to include, and delivery will be addressed. You will also be given time to share your current strategies in this area with the group at large.

#### **Morning Break**

10:30 - 10:45 a.m.

#### **Best Practices for Course Design in the Online Environment**

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

Course design is a critical component of retention in the online learning space. A quality course should be designed to be straightforward and navigable for students and include ample opportunity for student-to-student interaction. This session will explore the connection between course design and retention as well as provide best practices for designing an effective online course.

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

12:00 - 1:00 p.m.

#### **Online Faculty Training: Structure, Content, and Delivery**

1:00 - 2:30 p.m.

This session will feature a focused conversation on best-practice techniques for training programs for online faculty that will answer the questions:

- How can I mitigate faculty resistance to online teaching?
- How are other institutions training faculty to teach effectively online?
- What does the format of those training programs look like, and which aspects of effective online teaching are they most emphasizing?

You will hear a presentation from one institution that has implemented an exemplary faculty training program and will also be given time to identify your own strengths and opportunities for improvement at your institution

#### **Afternoon Break**

2:30 - 2:45 p.m.

# AGENDA

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## **Day 2 | May 21, 2019 (CONTINUED)**

### **Continuing Your Plan: Working Time**

2:45 – 3:45 p.m.

Here, at the halfway point of the conference, you will be given a full hour to get together with your teams to work on the portions of your draft plans that have to do with specific online support programs and services. Templates and worksheets will be provided, and conference instructors will be on hand for questions, individualized coaching, and consultation as needed. You will be asked to share what progress you have made with the group at the end of the hour.

### **Mental Health and Online Learning**

3:45 – 4:45 p.m.

Providing adequate mental health support for distance learners is often more challenging than it is for on-campus students. This session will explore national student mental health trends, best practices for training faculty and advisors to identify the signs of online learners experiencing mental health issues (such as anxiety and depression), and how technology and other tools that are available to institutions to help work around state counseling licensure issues.

## **Day 3 | May 22, 2019**

### **Student Support and The Road Ahead**

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

8:30 – 9:00 a.m.

#### **Student Support: Best Practices for Advising for Success**

9:00 – 10:30 a.m.

This session will feature a focused conversation on best-practice techniques for reaching beyond academic advising to support students through their online program journey. The discussion will include a case study that explores the impact and implementation of Arizona State University's Success Coaching Program and explore how institutions can effectively support online students around non-cognitive factors such as grit, creativity, and time management. You will be given ample time to discuss these topics with the group and to plan for improvement of your own strategies in this area.

#### **AM Break**

10:30 - 10:45 a.m.

#### **Finalizing Your Plan**

10:45 – 11:45 a.m.

This hour will give you the opportunity to complete the third and final portions of your draft plans. The conference instructors will be circulating around the room to provide individual help and guidance as needed.

#### **Moving Forward: Key Takeaways and Conference Wrap-Up**

11:45 a.m. – 12:15 p.m.

## INSTRUCTORS

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### **Dr. Kristen Betts**

**Clinical Professor, Ed.D. Program in Educational Leadership and 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, (90+ online and blended programs), 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 serves as a conference reviewer for several national and international associations. She has been a reviewer for 12 journals and been a guest editor for two special issues of a refereed journal. 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.

### **Nancy Cervasio**

**Executive Director of Learner Services, EdPlus at Arizona State University**

Nancy has over 20 years of successful achievement in growing and transforming higher education. She has proven ability in operational leadership and building solutions with a focus on student experience and student retention, beginning with the on-boarding experience through graduation. She has served in the student services, enrollment, admissions and operations verticals in Executive Leadership positions. The experience gained was invaluable and helped her to understand both the student experience, the advisor/coach experience as well as institutional goals. Her experience includes managing staff and students, both domestically and internationally, and all support systems and strategies associated therewith. Her passion is seeing students and staff succeed through coaching and leading teams to produce positive results. Nancy has her Masters in Counseling and has implemented coaching centers at previous institutions.

The Success Coaching Center at ASU Online has been in operation for over two years and since that time has shown positive trends in engagement and student retention as a result. A recent addition to the Success Center is the Enrollment Recruitment Center. Here we strive to provide an exemplar enrollment experience to students who in turn will make informed, educated decisions about their journey. The focus of the center is to provide students an environment where goals can be established and achieved, as well as academic progress and success are obtained. We serve the learners from inquiry through to graduation and lifelong commitment to learning and ASU.

Nancy has presented at various conferences and symposiums throughout her career on all areas student support related with an emphasis on the online learner.

### **Kristen Palson**

**Assistant Vice President, Simmons Online, Simmons University**

Bio coming soon.

## ACADEMIC IMPRESSIONS STAFF

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### **Kate Poisson**

#### **Program Manager, Academic Impressions**

Kate is an enthusiastic, adaptable educator with experience in advising, training, facilitation, and planning programs in university settings. An alumnus of both the Fulbright Program and the University of Michigan's Center for the Study of Higher and Postsecondary Education (CSHPE), her passion for higher education, lifelong learning, and relationship building has enabled her to create engaging educational experiences for learners, both domestically and abroad.

Prior to becoming a Program Manager with Academic Impressions, Kate had worked in the realms of Student Affairs and International Education at the University of Michigan, the University of Montenegro, and the University of North Carolina at Charlotte. She is thrilled to work with AI to serve the higher ed industry in innovative and exciting ways. When she isn't planning programs around Enrollment Management, you can typically find her hiking, writing, connecting with friends and family, playing volleyball, starring in Montenegrin wine commercials, and exploring the world.

## LOCATION

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***May 20 - 22, 2019 | San Diego, CA***

***Hotel:***

San Diego Marriott  
8757 Rio San Diego Drive  
San Diego, CA 92108  
619.692.3800

**Room rate:**

\$189 + tax

**Room block dates:**

The nights of May 19, 20 and 21, 2019 .

**Room block cutoff date:**

April 28, 2019.

Reserve Your Room: Please call 619.692.3800 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



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully-vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues