

# MOBILIZING YOUR STUDENT AFFAIRS TEAM TO ACHIEVE THE STRATEGIC GOALS OF YOUR INSTITUTION

July 29 - 30, 2019 | Washington, D.C.



## *Join us for this institute, specifically developed for Directors of Career Services, Advising, and Student Support.*

Learn the skills you need to succeed as a director in your student affairs unit. You will join a cohort of peers who also lead departments within Student Affairs as you work improve your skills as leader and a manager within your department. We will cover common challenges that directors face, including:

- Learning how to lead, manage, and delegate
- Determining the internal and external priorities for your department
- Moving your initiatives forward by influencing up, across, and down
- Making important financial and budgetary decisions
- Navigating your new human resources duties
- Learning how to work across departments

You will leave this event with a defined roadmap for you to improve the leadership and management that you offer to your department. You can use this roadmap as you continue to grow as a leader and manager.

## WHO SHOULD ATTEND

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If you are an aspiring or current director of advising, career services, or other student support department, then this program is designed for you. The training you receive will help you navigate your directorship and provide a foundation for your future career growth.

# AGENDA

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## Day 1

### Registration and Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

### Welcome and Introductory Activity

9:00 – 9:30 a.m.

In this opening activity, you identify your primary challenges as a leader within Student Affairs and will set the stage for learning with your peers.

### Current Trends in Student Affairs Success

9:30 – 10:45 a.m.

More than ever, institutions must address student retention and success in order to remain viable in the higher ed marketplace. Institutions are answering this call through innovative partnerships outside of their departments (e.g., academic affairs), rethinking internal structures (e.g., combining advising and career services), and developing new models to meet the needs of a diverse and growing population of students. Your role as a director will be to lead efforts to work holistically and strategically with other departments. In this session, you will hear key trends that are shaping student affairs and how your department must play an integral role in your institution's overall student success goals.

### Break

10:45 – 11:00 a.m.

### Articulating Success Metrics

11:00 a.m. – 12:15 p.m.

As a director, you have the task of communicating your vision for your department, both internally and externally, and conveying how that vision aligns with the institution's strategic plan. You also have the task of defining how you will measure their progress and success. In this session, you will learn how to effectively communicate your vision in a way that brings your team together and how to collaboratively set benchmarks to show progress towards that vision. You will learn how to become an advocate for your department in order to be involved with key committees and decisions at your institution.

### Lunch (included in registration fee)

12:15 – 1:15 p.m.

### Working Session: Mapping Initiatives with Your Team to Set Goals for Success

1:15 – 2:15 p.m.

During this hour, you will work at your tables to identify the "inputs" to your department: strategic initiatives of the institution, personnel, and resources. You will then start to map the "outputs," or how your department will play a key role in realizing the goals of the institution. This will help you to identify goals for your team.

### Leveraging Resources Through Budgetary Planning

2:15 – 3:15 p.m.

This session will provide you with tools and protocols that you can use to prioritize and maximize your budget. You will learn the financial "do's and don'ts" as well as how to assess your current financial landscape and allocate resources.

# AGENDA

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## Day 1 (CONTINUED)

### Break

3:15 – 3:30 p.m.

### Working Across Departments

3:30 – 4:30 p.m.

In this final session of the day, you will learn how career services, advising, and student support services have created new models for working across departments. From full integration to cross-training to one-stop programs, you will learn a variety of models that you can consider for your institution to provide seamless support to students.

### Working Session: Collaborating across Teams

4:30 – 5:00 p.m.

You will start in job-alike teams to discuss ideas for collaborating. Then, you will break to teams with representative from each area for discussion.

### Networking Reception (included in registration fee)

5:00 – 6:00 p.m.

## Day 2

### Continental Breakfast (included in registration fee)

8:30 – 9:00 a.m.

### Navigating Your New HR Duties

9:00 – 10:15 a.m.

One area that new directors often find the most challenging is managing their new Human Resources duties. From hiring to inspiring to firing, learning both the legal and relational aspects of this part of your job will help you to make sound decisions as you build your team. You will connect this session to the earlier discussion on managing conflict.

### Break

10:15 – 10:30 a.m.

### Leading vs. Managing: Up, Across, and Down

10:30 – 11:45 a.m.

In your role as director, you have two distinct parts of your job: your role as a leader and your role as a manager. You will get an overview of these two components and begin to think about your areas of strength and growth. Our experts will outline the skills you need to determine others' motivations, how those motivations fit with your institutional mission, and how to advance your initiatives by managing up, across, and down. They will also discuss how you can mitigate conflict and address resistance to change.

### Wrap Up, Final Questions, and Evaluation

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

## INSTRUCTORS

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### Ana Baida

**Executive Director, Department of Career Planning and Development, Kennesaw State University**

Ana Baida, a native of Texas, began her career in Career Development in 2008. She began as an internship and co-op advisor in the College of Science and Mathematics at Kennesaw State University. It was in this position that she became passionate about building bridges between student and academic affairs. After just a year and a half, Ana was promoted to serve as the Assistant Director of what was then Career Services. In this position, she broadened the scope of her work, and began to partner more closely with faculty all around the university. In 2014, she became the Interim Director of Career Services and shortly thereafter was named the Executive Director of what she and her team rebranded as the Department of Career Planning and Development to better frame the work. Ana enjoys working at Kennesaw State, because it is an innovative institution that provides opportunities to think strategically and holistically about best practices on an ongoing basis.

### La'Tonya Rease Miles

**Director, First Year Experience & Strategic Initiatives, UCLA**

As the Director of First Year Experience at UCLA, La'Tonya "LT" Rease Miles works collaboratively with Residential Life, Student Affairs departments more generally and academic departments campus-wide to develop initiatives and to increase awareness of the first-year experience on campus. Dr. Miles has established two successful programs for first-generation college students—one at UCLA and the other at Loyola Marymount University—both recognized for national Best Practices. She regularly consults with institutions nationally concerning first-gen students and also has advised local high schools (including Loyola High School and Verbum Dei High School) about developing programs on their campus. Finally, she established and manages a national Facebook group, "Empowering First Generation Students."

Prior to this position, La'Tonya was the Director of the Academic Resource Center at Loyola Marymount University where she also spearheaded campus-wide initiatives that address student food insecurity and worked closely with the Vice Provost of Undergraduate Education to establish travel abroad pathways for students of color and first-generation college students. She earned a Ph.D. in American literature from UCLA; and her research interests include the hidden curriculum in higher education, narratives about the first-generation college experience, and the relationship of physical space and college student engagement.

### Julie Nash

**Vice Provost for Student Success, UMass Lowell**

Julie oversees retention and student success, curriculum, and accreditation at UMass Lowell. Prior to serving as Vice Provost, she served as Associate Dean for Undergraduate Studies in the College of Fine Arts, Humanities and Social Sciences, as Honors Director, and as Gender Studies Director. In her work at UMass Lowell, she oversees a number of projects related to Student Success in partnership with the Dean of Students.

Julie began teaching British literature and writing at UMass Lowell in 2002. She has published books and articles on the British authors Aphra Behn, Anne Bronte, Maria Edgeworth, Elizabeth Gaskell, and Fay Weldon.

## ACADEMIC IMPRESSIONS STAFF

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### **Elizabeth Ross Hubbell**

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

Elizabeth Ross Hubbell is an educator, author, and speaker with more than 20 years' experience across many levels of education. She serves as Program Manager for Student Affairs where she conducts market research on current trends and issues impacting Higher Education, collaborates with subject matter experts, and designs professional learning experiences. Her primary topics of interest include women in higher ed leadership and new innovations in advising and career services. Prior to joining Academic Impressions, Elizabeth served as a K12 consultant, focusing on instructional strategies and technologies. She has presented at ASCD, ISTE, Colorado TIE, Learning Forward, SREB, NSBA's T+L, and EARCOS conferences. Elizabeth is a former Montessori teacher.

## LOCATION

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***July 29 - 30, 2019 | Washington, D.C.***

***Hotel:***

Washington Marriott Wardman Park  
2660 Woodley Road NW  
Washington, DC 20008  
202.328.2000

**Room rate:**

\$175 + tax

**Room block dates:**

The nights of July 28 and 29, 2019.

**Room block cutoff date:**

July 7, 2019.

Reserve Your Room: Please call 202.328.2000 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.

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