

# STRATEGIES TO GROW YOUR HONORS PROGRAM OR COLLEGE

March 2 - 3, 2020 | New Orleans, LA



*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 for this unique experience and learn from the experts from both 4-year and 2-year institutions. You will learn and work alongside your peers, those who are engaged in the same work and who face the same challenges. During this two-day workshop, you'll discover strategies for growing your Honors College's or Program's 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 how 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. This conference applies to both 4-year and 2-year institutions trying to grow their Honors College or Program.

## AGENDA

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### **Day One**

#### ***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, as well as breakfast and lunch on Monday.

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

8:00 – 8:30 a.m.

##### **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**

Your registration fee includes full access to all conference sessions 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.

## AGENDA

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### **Day One (CONTINUED)**

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

*1:30 - 2:15 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.

#### **Strengths Analysis and Goal Setting**

*2:15 - 3:30 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.

#### **Afternoon Break**

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

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

*3:45 - 5:00 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**

*5:00 - 5:15 p.m.*

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

*5:15 - 6:15 p.m.*

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

## AGENDA

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### *Day Two*

#### **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.

#### **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 they are not getting the level of attention from potential applicants to make them as successful as possible. 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 to share the vision of your program or college in order to gain financial support. Learn how to work closely with the advancement office, keeping funding model specifics in mind.

## AGENDA

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### ***Day Two (CONTINUED)***

#### **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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### **Kathleen King**

#### **Honors Director, Dr. Lydia R. Daniel Honors Program, Hillsborough Community College**

Kathleen King has been a part of honors education for more than 16 years and has served as Honors Director at Hillsborough Community College for 5 years. She has served on the National Collegiate Honors Council Board of Directors two separate terms, is an NCHC Fellow, and is currently a member of the NCHC Finance Committee, co-chair of the NCHC Advocacy Committee, and an NCHC Program Reviewer. An advocate of NCHC Partners in the Parks, Kathleen has facilitated Director Retreats and student projects in Everglades, Acadia, Rocky Mountains, and Smoky Mountains. She fervently believes in the mission of the community college system and has seen honors serve as a valuable segue to four-year institutions, including ivy league and elite colleges and universities nationwide. Last year, students from the HCC Honors Program were offered more than \$700,00 in transfer scholarships, largely due to coursework, community service, and other important honors programming.

### **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.

## ACADEMIC IMPRESSIONS STAFF

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### **Whitney Egstad**

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

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI's online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

## LOCATION

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**March 2 - 3, 2020 | New Orleans, LA**

**Hotel:**

Hyatt Regency New Orleans

601 Loyola Ave.

New Orleans, LA 70113

504-561-1234

**Room rate:**

\$199 + tax

**Room block dates:**

The nights of March 1 and 2, 2020.

**Room block cutoff date:**

February 10, 2020.

Reserve Your Room: Please call 504-561-1234 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