

IMPROVING STUDENT SUCCESS BY BUILDING AN INTENTIONAL AND COLLABORATIVE DATA STRATEGY

March 24 - 26, 2020 | Atlanta, GA



ACCOUNT

DASHBOARD

DAILY

WEEKLY

MONTHLY



37.91%

31.86%

30.23%

LINE ITEMS	16.19 MB
SHIPPING	0.18 MB
TAXES	0%
TOTAL	16.37 MB

LINE ITEMS	12.5 MB
SHIPPING	0.2 MB
TAXES	0%
TOTAL	12.7 MB

LINE ITEMS	10.30 MB
SHIPPING	0%
TAXES	0%
TOTAL	10.30 MB

Create a data-informed, institution-wide action plan for holistically improving student success over the next three years.

OVERVIEW

Take an integrated approach to measuring and evaluating student success at your institution and plan future improvements. Join us for this three-day program and learn how to develop a **holistic data strategy to improve student success campus wide**. Through a foundation built by compelling and impactful case studies, you will learn how to:

- Assess your current efforts and measure the impact of your success intervention strategies
- Integrate best practice research in your student success metrics and interventions
- Gain confidence and clarity around how you define student success
- Develop a data project specific to your institution
- Craft a holistic three-year action plan for improving student success on your campus

This is **an opportunity for you and your team** to take a critical look at your current campus-wide efforts regarding student success - What's working? What's not? Get answers for your unique institutional context through this personalized and intimate learning environment, **enhanced by individualized consulting time with our instructors**. We encourage you to bring your own data to this event to make the most out of this time so that you leave with an action plan to accelerate performance in student success institution wide.

A MESSAGE FROM LINDA BAER

We've brought together three powerful case studies including: Austin Community College, University of Arizona, and St. Cloud State University. While some of the drivers varied, these institutions have all aligned their data and improved student success through a campus-wide approach. We will guide you through planning your own data alignment strategy so that your institution has a clear starting point for defining and improving student success over the long-haul and an action plan to implement a student success agenda.

POST-CONFERENCE WORKSHOP: CHANGE MANAGEMENT TO EXECUTE YOUR PLAN

Action plans and major change initiatives typically fail at the implementation stage. This workshop shares a research-based approach to change management that will equip participants with the knowledge to successfully implement their data analytics plan.

ATTEND WITH YOUR TEAM

This program is designed for teams of leaders from across campus to work together to create and refine initiatives that will support their student success campus wide. We highly encourage you to attend with your team that includes leaders in student success, planning officers, and leaders in institutional effectiveness, academics, and institutional research.

AGENDA

Day 1 – Investigating the Landscape of Student Success

Conference Registration

12:30 - 1:00 p.m.

Opening Remarks and Introductions

1:00 - 1:30 p.m.

Holistic Student Success: Trends, Strategies, and a Call to Action

1:30 - 2:00 p.m.

In this opening session, we will discuss the latest trends in holistic student success strategies. Together we'll explore the call to improve services and data alignment across the institution to set the stage for the work you'll be doing throughout the conference.

Afternoon Break

2:00 - 2:15 p.m.

Developing an Institution-Wide Approach to Define Student Success

2:15 - 4:00 p.m. *(this session will include breaks and Q&A)*

What are the key ingredients for building your capacity for analytics to support student success? We will share a set of common processes across three institutions that increased student success. You will learn how they:

- Reimagined student success across their campuses
- Planned and mobilized the entire campus into action
- Expanded their data/analytics capacities
- Aligned their data to serve the entire campus community with meaningful metrics

All topics will be explored with your institution's size and scale in mind.

Assessing Your Institution's Organizational Capacity for Student Success

4:00 - 4:45 p.m.

You will be introduced to a student success organizational framework and participate in an activity to assess where you are now in terms of your capacity for institution-wide student success to guide the action plan you'll create.

AGENDA

Day 1 (CONTINUED)

Q&A and Wrap Up

4:45 - 5:00 p.m.

Networking Reception (included in registration fee)

5:00 - 6:00 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.

Day 2 – Exploring the Student Success Intervention Environment

Continental Breakfast (included in your registration)

8:30 - 9:00 a.m.

Recap and Review

9:00 - 9:15 a.m.

We will open the second day with an opportunity to share on insights and answer any remaining questions from the day before.

Applying a Framework to Structure Your Efforts: Case Study of St. Cloud State University

9:15 - 10:15 a.m.

This will be a deeper dive into the key planning elements used by St. Cloud State University to move the needle on student success. This case study will contextualize how the tools from this program can support your planning process discussing:

- Leadership
- Data and technology
- Policies and processes
- People
- Culture and behaviors

Morning Break

10:15 - 10:30 a.m.

AGENDA

Day 2 (CONTINUED)

How Intervention Programs Are Measured

10:30 - 11:15 a.m.

We'll take a deeper look into the realities of current intervention strategies. You will review the measures that other institutions have used to monitor their intervention strategies for data-rich impact and effectiveness.

Working Session: Holistic Audit of Your Current Student Success Intervention Programs

11:15 a.m. - 12:00 p.m.

Your institution may have intervention strategies to support student success that span several departments and units. It's important to fully evaluate the impact of these programs with a long-term view in mind. You'll use this time to develop a supporting document as a tool to monitor interventions through the entire student pathway across enrollment, advising, academic performance, and career readiness in the spirit of a data-informed and research-based approach to inform decision making.

Lunch (included in your registration)

12:00 - 1:00 p.m.

Building and Sharing Data, Technology, and Infrastructure

1:00 - 2:00 p.m.

Based on examples from University of Arizona, our expert will guide you through this process and offer strategies to build and share data across the institution. We'll keep in mind considerations for timing, segments, and infrastructure to support data retrieval and delivery.

Working Session: Mapping Data Needs to the Student Lifecycle

2:00 - 2:45 p.m.

We'll engage in an exercise to explore how student success data can be matched up to strategic opportunities for student support from prospect to graduate.

Afternoon Break

2:45 - 3:00 p.m.

Preparing for Your Data Project

3:00 - 3:30 p.m.

You will learn the tools available for your data project planning to set you up for a productive working session that follows.

AGENDA

Day 2 (CONTINUED)

Working Session/Consulting Time: Preparing for Your Data Project

3:30 - 5:00 p.m.

This is your opportunity to focus on the preliminary stages of your data project while receiving small group and individualized consulting from our experts to make sure you are on the right track.

Day 3 – Building Your Strategy and Action Planning

Continental Breakfast (included in your registration)

8:30 - 9:30 a.m.

Recap and Q&A

9:30 - 9:45 a.m.

We will review the key points from the previous day and provide an opportunity to answer questions and discuss reactions to any new material. This time will also be used to divide into our action planning teams.

Phase 1: Building Your Data Strategy

9:45 - 10:15 a.m.

This session is your opportunity to transform your early thinking over the last few days on student success into a clearly defined approach. With guidance and direction from our instructors, you will start setting initiatives based on specific focus areas and developing a goal statement.

Morning Break

10:15 - 10:30 a.m.

Phase 2: Creating a 3-year Action Plan for Optimizing Performance in Student Success

10:30 - 11:00 a.m.

This session will provide you a detailed action-planning framework to align with your strategy and goals. You will review your project ideas, select your highest priority projects, and complete an action planning template in order to determine leadership and team members, results, and measurement—along with action steps and timeline.

Final Presentations and Implementing Your Plan

11:00 - 11:30 a.m.

We'll use this time to share your action plan with the group to get reactions, feedback, and guidance from your peers and the instructors. This will also be an opportunity to begin discussing potential challenges to implementing your plan.

AGENDA

Day 3 (CONTINUED)

Final Q&A, Wrap Up, and Evaluation

11:30 a.m. - 12:00 p.m.

Lunch (for post-conference workshop attendees)

12:00 - 1:00 p.m.

Post-Conference Workshop: Change Management to Execute Your Plan

1:00 - 4:00 p.m.

Action plans and major change initiatives typically fail at the implementation stage. This workshop shares a research-based approach to change management that will equip participants with the knowledge to successfully implement their data analytics three-year plan. Through presentations and group work, you will understand how to:

- Create a sense of urgency for student success initiatives and mobilize support
- Build a guiding coalition for student success initiatives
- Craft a change management plan to complement your action plan (actual work product)
- Identify and overcome barriers and neutralize un-planners
- Elevate student success to an institution-wide strategic initiative

INSTRUCTORS

Linda Baer

Consultant

Dr. Linda Baer served over thirty years in numerous executive level positions at Civitas Learning, the Bill & Melinda Gates Foundation, the Minnesota State College and University System, Bemidji State University, and Minnesota State University Mankato. Currently, she is a senior level consultant in higher education. Her focus is to inspire leaders to innovate, integrate and implement solutions to improve student success and transform institutions for the future. Baer publishes and presents nationally in academic innovations, educational transformation, next generation leadership, alliances and partnerships, the campus of the future, shared leadership, and building organizational capacity in analytics. She has co-presented workshops and presentations on analytics in higher education.

Recent publications include *Change Agent Leadership*, *Analytics as a Tool to Improve Student Success*, and *Connecting the Dots: Assessment, Accountability, Analytics and Accreditation*. A book chapter on *Unleashing the Power of Learning Analytics* was published in the recent *Handbook on Learning Analytics*. She is currently working on a guidebook for analytics. Baer served on the Society for College and University Planning National Board. She has made numerous presentations including at the Society for College and University Planning, EDUCAUSE, AASCU, WCET, and AACCC.

Angela Baldasare

Principal Strategic Consultant, Civitas Learning, Former Assistant to the Provost for Institutional Research, University of Arizona

Dr. Baldasare is an experienced researcher, analyst, and consultant with a demonstrated history of success in data strategy and change management, helping organizations of all kinds effectively use data to inform strategy and achieve measurable outcomes. Angela's work as a strategic consultant at Civitas Learning is informed most recently by her 8 years at the University of Arizona. From 2014-2018 Angela served as the assistant provost for institutional research, leading the university's student data strategy, including the use of Civitas Learning products, achieving record high retention rates for the institution. From 2010-2014, Angela served as the director of assessment and research for Student Affairs & Enrollment Management at Arizona. Angela is a sociologist by training and was an assistant professor at the University of Dayton from 2000-2003. Angela also spent 10 years consulting on international public health and justice projects, as well as statewide community and tribal initiatives for multiple branches of the Arizona Governor's Office, U.S. Health and Human Services, and the U.S. Department of Justice.

Lisa Helmin Foss

Vice President for Planning and Engagement, St. Cloud State University

Lisa holds a Ph.D. in Educational Policy and Administration – Higher Education from the University of Minnesota, and a Master of Business Administration and Bachelor's in Mass Communications from St. Cloud State University. Her dissertation topic was *Implementing Data Analytics as an Organizational Innovation in Colleges and Universities*. She completed the Harvard Graduate School of Education's Management and Leadership in Higher Education institute, and she was an American Council on Education Fellow for 2015-16. She presents frequently at the locally, nationally and internationally on change management and data analytics in higher education.

LOCATION

March 24 – 26, 2020 | Atlanta, GA

Hotel:

Grand Hyatt Atlanta

3300 Peachtree Rd., NE

Atlanta, GA 30305

404-237-1234

Room rate:

\$229 + tax

Room block dates:

The nights of March 23, 24, and 25, 2020.

Room block cutoff date:

March 2, 2019.

Reserve Your Room: Please call 404-237-1234 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



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