



# Academic Affairs Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

## Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.



## Academic Facilities and Library

1. 4 Things STEAM Could Achieve on Your Campus
2. Collecting User Data to Improve Your Learning Commons
3. Integrated Planning Process and Tools for a Flexible Learning Space Initiative
4. Integrating Large-Scale Digital Displays in Academic Libraries
5. Key Considerations for Designing Student-Focused Innovation Spaces
6. Key Considerations for Learning Commons Design
7. Making the Business Case for Active Learning Spaces
8. New Learning Spaces: Support Faculty for Improved Learning
9. Planning a Teaching and Learning Space for Virtual and Augmented Reality
10. Responsive General Collection Management: Integrating Stakeholder Input
11. Selecting the Right Software for Your Learning Center Needs
12. Strategies for Gaining Buy-In Around Redesigning Faculty Office Space

## Academic Fundraising

1. Building a Custom Corporate Training Plan
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Engaging Faculty to Improve Corporate Relations
4. Fundraising and Sexual Harassment: Documenting Effective Procedures
5. Fundraising for New Department Chairs
6. Growing Your Faculty and Staff Giving Campaign
7. Increasing Board Engagement in Fundraising
8. Increasing Faculty Engagement in Advancement
9. Partner with Faculty to Maximize Private Funding Opportunities
10. Writing Workshop for Advancement Professionals: Sessions 1 & 2

## Academic Innovations

1. 7 Myths that Limit Innovation in Higher Ed
2. Behind the Scenes in Virtual Reality, Augmented Reality and Simulation Implementations
3. Collaborating Effectively with Industry in Competency-Based Education
4. Courses with No Syllabi: A Unique Instructional Model at LDS Business College
5. The Future of Work and the Academy
6. Helping Students Tackle Complex Problems: An Educational Model at James Madison University (2-part series)
7. How Marietta College Integrated Entrepreneurial Thinking Throughout the Curriculum
8. Incorporating Emerging Technologies into Instruction
9. Key Considerations for Designing Student-Focused Innovation Spaces
10. Launching a Successful Competency-Based Education Program
11. Level Up! What Faculty Need to Know About Digital Badges
12. Managing Relationships with Partners in Non-Traditional Badge Development
13. Planning a Teaching and Learning Space for Virtual and Augmented Reality



14. Preparing Students to Lose Their Jobs (And Faculty to Keep Theirs)
15. Scaling Experiential Learning Across Campus
16. Selecting Badges to Advance Your Institution's Goals
17. Tactics to Increase the Visibility of Your Honors Program or College
18. The Challenges of Creating and Running an Interdisciplinary Curriculum

## Faculty Affairs

1. 4 Strategies for Closing the Coaching Gap for Mid-Level Academic Leaders
2. 7 Ways Academic Leaders Can Cultivate Creativity
3. A Comprehensive Approach to Faculty Orientation
4. Adjunct Faculty: A Department Chair's Guide to Orienting New Instructors
5. Advancement and Fundraising
6. Best Practices for Identifying and Developing Department Chairs
7. Best Practices in Designing Mentoring Programs for Early Career Faculty
8. Build the Capacity of Your Institution's Leaders
9. Conflict Management for Institutional Leaders
10. Creating a Faculty Leadership Development Program
11. Departmental Budget Training for Faculty
12. Developing Skill Sets for Evaluating Online Faculty Performance
13. Faculty Civility and Academic Freedom: Protecting the Workplace while Preserving Academic Culture
14. Faculty Development and Evaluation
15. Faculty Handbooks: 5 Common Problems and Recommended Solutions
16. Formal Evaluation: Peer and Administrative Review of Online Teaching
17. Four Leadership Practices for New or Aspiring Deans
18. Habits of Highly Effective Higher-Ed Professionals
19. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
20. Hiring Diverse Faculty
21. How to Write an Effective Op-Ed in Higher Education
22. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
23. Identifying Microaggressions
24. Incentivizing Faculty and Staff Retirement
25. Informal Evaluation: Methods and Tools for Gathering Formative Feedback
26. The Introvert's Guide to Academic Leadership: How Introverts and Extraverts Build Successful Teams
27. Managing and Supporting Adjunct Faculty
28. Managing and Supporting an Aging Workforce
29. Managing Difficult Faculty:
  - Stages 1-2 for Difficult Faculty: Engagement and Management
  - Stages 3-4 for Difficult Faculty: Enforcement and Marginalization
30. Navigating Challenges of Academic Leadership



31. Negotiating Successful Adjunct Union Collective Bargaining Agreements
32. Planning and Resource Allocation
33. Preparing Faculty for Academic Leadership
34. Preparing Faculty for the Evaluation Process
35. Preventing Faculty Discrimination with Case Law and Simple Statistics
36. Recruiting, Hiring, and Retaining Diverse Faculty
37. Removing Microaggressions
38. Retaining Diverse Faculty
39. Strategies to Engage Faculty in Research Growth
40. Supporting Mid-Career Faculty
41. Tools for Reflecting on Professional Development

## International

1. Career Services Skill Building: Supporting International Students
2. Essentials of Study Abroad Risk Management
3. Forming International Partnerships to Increase Enrollment
4. Growing and Supporting Online Programs Internationally
5. Immigration Law 101: 3 Key Issues for Compliance
6. Improving Academic Literacy for International Students
7. Increasing the Feeling of Safety and Security for International Students
8. Integrating Career Development into Study Abroad Experiences
9. International Student Orientation: Using Peer Mentors to Improve Your Program
10. Training Faculty: Helping International Students Properly Cite Sources

## Planning and Budgeting

1. The \$10,000-a-Year Bachelor's Degree That Works
2. 5 Steps for Developing and Growing Online Programs
3. Academic and Financial Partnerships: Creating a Comprehensive Engagement Plan for Budget Implementation
4. Academic Program Management: Making Data-Informed Decisions (Free webcast)
5. Academic Restructuring: Creating New Growth Opportunities
6. Academic Restructuring: Taking Action Quickly During Times of Change
7. Building a More Strategic Budget for Your Academic Department
8. Building Bridges: Using Different Levels of Seed Funding to Accelerate Interdisciplinary Research
9. Busting Myths Around Your Market Position: Making Data-Informed Decisions
10. Collaborating Across Institutions to Increase Online Student Access: A Case Study
11. Compiling a Market Analysis for Academic Programs (Session 1 of 2)
12. Decision-Making Possibilities with Activity-Based Costing
13. Departmental Budget Training for Faculty
14. Developing Vendor Partnerships for Online Programs
15. Engaging Your Campus Community in the Budgeting Process



16. Handling Institutional or Program Teach-Outs with Dignity
17. Ideas from the Private Sector: Making Your Program Competitive
18. Identifying Curriculum and Building Internal Readiness
19. Is it Time to Launch that New Academic Program? The Art and Science of Answering that Question
20. Managing Relationships with Partners in Non-Traditional Badge Development
21. Measuring Academic Program Cost and Demand
22. Measuring the Costs of Developmental Education
23. Operationalizing Inter-Institutional Collaboration in Shared Academics
24. Selecting Badges to Advance Your Institution's Goals
25. Strategies for Effective and Actionable Academic Program Reviews – Hamline University
26. Strategies for Effective and Actionable Academic Program Reviews – University of Denver
27. Strengthening and Aligning Academic Programs When Time is of the Essence:  
Session I: Analysis and Decision Making for Academic Program Alignment
28. Strengthening and Aligning Academic Programs When Time is of the Essence:  
Session II: Implementation Process for Academic Program Alignment
29. Tactics to Increase the Visibility of Your Honors Program or College
30. Using Academic Program Cost Analysis to Improve the Efficiency of Your Department
31. Using Market Analysis Data for New and Existing Academic Programs (Session 2 of 2)

## Research and Graduate Education

1. 5 Key Skills to Facilitate Interdisciplinary Team Research
2. Addressing Compliance, Contracting and Consulting, and Outside Activities
3. Benefiting from University-Industry Collaborations with Government Engagement
4. Building Bridges: Using Different Levels of Seed Funding to Accelerate Interdisciplinary Research
5. Creating a Sense of Community with Graduate Students
6. Creating Interdisciplinary Research and Scholarship
7. Creating Support Structures to Help Grads Develop a Professional Identity
8. Decisions to Make with Your Interdisciplinary Research Team Before a Project
9. Developing a Consistent and Productive Writing Practice
10. Establishing Contacts with Industry and Research Institutions
11. Fostering the Scholarship of Teaching and Learning through Faculty Learning Communities
12. Growing Research Collaboration Through External University Partnerships
13. Implementing a Research Mission at Your Teaching-Intensive University
14. Improving Efficiency for Grant Support Systems
15. Managing Expectations and Creating Long Term Relationships
16. Managing Intellectual Property (IP) Issues
17. Navigating Interdisciplinary Research: A Guide for College and University Administrators
18. Networking Fundamentals for Research Development Professionals
19. Preparing Proposals and Budgeting
20. Research Grants: Which Colleges are Getting Them?



21. Responsive General Collection Management: Integrating Stakeholder Input
22. Strategies for Increasing Resilience and Grit in Research Faculty
23. Strategies to Engage Faculty in Research Growth
24. Tracking Spending to Minimize Research Grant Audit Risk
25. Understanding the Benefits and Challenges of Working with Industry/Research Institutions
26. Using a Council to Establish a Holistic Corporate Engagement Strategy

## Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Accessibility at All Times: Supporting Neurodiverse Learning Outside of the Classroom
5. Approaches to Engaging, Connecting, and Retaining Online Students
6. Are We Measuring the Impact of Advising the Right Way?
7. Assessing Incoming Student Readiness for Online Learning
8. Assessing the Effectiveness of Your Retention Programming
9. Best Practices in Developing a Peer Mentoring Framework
10. Branding Your Career Services Department
11. Building a More Effective Parent Relations Program
12. Capitalizing on the Dream and Design Phases of Appreciative Advising
13. Career Industry Cluster Model: Aligning Career Services with the World of Work
14. Career Services: Engaging Undocumented and DACA Students
15. Career Services Skill Building: Supporting International Students
16. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
17. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
18. Changes that Make a Big Impact on Peer Leader Training
19. Coaching Students to Build an Entrepreneurial and Innovative Mindset
20. Co-curricular Activities to Engage First-Generation Students
21. Components of a Successful Training Program
22. Comprehensive Transfer Support: A Case Study
23. Conducting a Self-Audit of Your Retention Data and Programs
24. Connecting with Advisees from Diverse Cultural Backgrounds
25. Considerations for Your Student Population - First Year Students
26. Considerations for Your Student Population - First Generation Students
27. Considerations for Your Student Population - International Students
28. Considerations for Your Student Population - Multicultural Students
29. Considerations for Your Student Population - Transfer Students
30. Considerations for Your Student Population - Veteran Students
31. Creating a Case Manager Role to Better Serve At-Risk Students
27. Creating a Sense of Community with Graduate Students



28. Creating a Stop-Out Program to Increase Completion
32. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
33. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
34. Creating Intentional Programming to Support the Success of Men of Color
35. Creating Support Structures to Help Grads Develop a Professional Identity
36. Curricular Efficiency: Improving Academic Success and Degree completion
37. Developing Academic Stamina in First-Year Students
38. Developing and Administering Mentorship Programs for Transfer Students
39. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
40. Engaging First-Gen Families to Drive Student Success
41. Feedback and Follow-up: Customizing Your Peer Mentor Program
42. Five Key Components of a Successful Intrusive Advising Process
43. Focus on Student Belonging to Boost Student Retention and Success
44. Four Skills to Build Professional Mindsets with Students
45. Four Strategies for Successfully Advising Undeclared Students
46. Fundamentals of Fundraising for Diverse Student Groups on Campus
47. Gaining Faculty Buy-In for Student Success Initiatives and Programs
48. Give Your Students an EDGE through On-Campus Internships
49. How Bay Path Boosted STEM Success for Underrepresented Women
50. How Some Colleges are Building Student Resilience and Grit
51. How to Integrate Career Readiness into Curricula with Digital Badging
52. Immigration Law 101: 3 Key Issues for Compliance
53. Improve Completion through Redesigning Developmental Courses
54. Improve Student Mental Health Services Using Online Tools
55. Improving Academic Literacy for International Students
56. Improving Career Services with Data
57. Improving First-Year Student Experience Programs for At-Risk Students
58. Improving Student Engagement with Advising Communications
59. Improving Student Success Can't Be a One-Office Effort
60. Increasing Degree Pathways for Stop-Out Students
61. Increasing the Odds for Non-Traditional Student Persistence and Completion
62. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
63. Integrate Academic and Career Resources to Improve Student Success
64. Integrating Career and Advising Services: Session 1
65. Integrating Career and Advising Services: Session 2
66. Integrating Career Development into Study Abroad Experiences
67. Integrating Effective Mentorship into Campus Culture: A Success Story
68. Integrating Information Literacy in First Year Student Programs
69. Integrating Peer Mentors Across First-Year Student Programs
70. Inventory and Map Interventions for Use with Predictive Analytics
71. It's Not Just About the First and Second Year of College





72. Keys to Creating a Powerful Partnership Between Advising and Career Services at Your Institution
73. Launching an Academic Success Coaching Model in Advising
74. Level Up! What Faculty Need to Know About Digital Badges
75. Looking at Student “Grit” and Resilience – from Recruitment to Retention
76. Minimize the Fallout from Cyber Attacks
77. New Advisor Training: Developmental Advising via Email
78. Onboarding Spring Admits for Future Success
79. Overcoming Barriers to Student Affairs/Academic Affairs Partnerships: 4 Examples
80. Overcoming Three Common Challenges in Online Advising
81. Practical Tactics for Building Academic Grit
82. Prioritizing Interventions through Effective Assessment
83. Providing Academic Support for First-Generation Students
84. Recruiting and Retaining Faculty and Staff Mentors for Minority Students
85. Retaining Online Students: Expert Perspectives
86. Retention Strategy: What Holds Us Back?
87. Rethinking Career Fairs: Creating Tailored Experiences for Students and Employers
88. Scaling Experiential Learning Across Campus
89. Selecting the Right Software for Your Learning Center Needs
90. Solving Retention Challenges with a Team Approach: A Case Study
91. Specializing Career Services
92. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
93. Student Affairs: Trends to Watch in 2017-19
94. Summer Bridge: Building and Measuring Campus Connection
95. Supporting Military-Connected Students for Success and Completion
96. Taking a Case-Study Approach to Improving Academic Advising Assessment
97. Taking Your Orientation Online to Solve Common Challenges
98. Telling Your First Destination Narrative
99. The Road to Adaptive Learning: Improving Comprehension, Easing Faculty Burden
100. Three Solutions for Impacting STEM Retention
101. Three Strategies for Connecting Student Athletes to Career Services
102. Three Ways to Engage Online Students Outside the Virtual Classroom
103. Title IX: Key Considerations for Working with Pregnant and Parenting Students
104. Translating Experiential Learning into College Credit with Prior Learning Assessment
105. Translating Your Student Development Services for Online Students
106. Tools for Training Advisors
107. Using Data and Metrics to Improve Student Persistence
108. Using Data to Inform and Design Sophomore Year Experience Programs
109. Using Retention Metrics to Support At-Risk Online Students





## Teaching and Learning

1. (Re)Mapping Course Design
2. 5 Steps for Developing and Growing Online Programs
3. 10 Tips for Creating Lecture Capture
4. 7 Strategies for Integrating Student Blogging into ePortfolios
5. 8 Steps to Implementing Open Educational Resources
6. 9 Formative Assessment Techniques for Online Courses
7. Accessibility at All Times: Supporting Neurodiverse Learning Outside of the Classroom
8. Accessibility Regulations and Accommodation in Online Courses
9. An Innovative Approach to Universal Design Learning: Engaging All Learners
10. Application of Fair Use to Research and Publications
11. Application of Virtual Reality in Higher Education
12. A Simple Way to Make Your Classes More Interactive
13. Assessing Incoming Student Readiness for Online Learning
14. Assessing the Quality of Your General Education Program
15. Authentic Assessment Strategies for Online Learning
16. Blended Course Design Principles
17. Build Critical Thinking through Project-Based Learning
18. Building an Institutional Framework for MOOC Programs
19. Coaching Students to Build an Entrepreneurial and Innovative Mindset
20. Collaborating Across Institutions to Increase Online Student Access: A Case Study
21. Copyright Considerations for Using MOOCs in Your Courses
22. Copyright for Online Course Materials
23. Course Organization
24. Critical Considerations for Accelerated Degree Programming
25. Curricular Efficiency: Improving Academic Success and Degree completion
26. Designing Engaging Online Courses for Adult Learners
27. Designing Your Course for Active Team-Based Learning
28. Developing Engaging Online Information Literacy Programming
29. Developing Vendor Partnerships for Online Programs
30. Engaging Students Through Creativity in Instruction
31. Faculty Development: Ideas for a More Inclusive Classroom
32. Finding and Maintaining Industry Partnerships for Experiential Learning and Innovative Initiatives
33. FERPA for Faculty
34. Gamification: Practical Strategies for Your Course
35. Growing and Supporting Online Programs Internationally
36. Implement Teaching Strategies that Engage Generation Z
37. Improving Efficiency for Grant Support Systems
38. Incorporating Emerging Technologies into Instruction
39. Institutional Readiness for Implementing Blended Learning
40. Instructional Strategies for Blended Learning



41. Integrating Information Literacy in First Year Student Programs
42. Interactive Learning Design
43. Level Up! What Faculty Need to Know About Digital Badges
44. Managing Online Course Workload
45. Online Teaching Effectiveness
46. Open Educational Resources: Benefits, Challenges, and Strategies for Implementation
47. Ownership of Copyrighted Works
48. Principles for Effective Online Teaching
49. Quality ePortfolios: Essentials for Experiential Learning Programs
50. Responsive General Collection Management: Integrating Stakeholder Input
51. Selecting a Learning Management System
52. Supporting Neurodiversity in the Classroom
53. Teaching with Twitter
54. Three Solutions for Impacting STEM Retention
55. Title IV: Complying with New State Authorization Rules
56. Title IX: Four Essentials for Faculty
57. Train Your Faculty to be Better Online Instructors
58. Understanding the Essentials of Direct Assessment
59. Universal Design for Learning
60. Use of Copyrighted Materials in the Classroom
61. Using Experiential Learning to Link Classroom Content to Real Life Situations
62. Using Peer Mentorship to Support Online Faculty
63. Web 2.0 Technology Design
64. Defining Virtual Reality, Augmented Reality, and Simulations in Higher Education



# Advancement Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

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## Short Lessons & Quizzes

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## Articles & Reports

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## Job Aids & Printables

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## Academic Fundraising

1. Building a Custom Corporate Training Plan
2. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
3. Engaging Faculty to Improve Corporate Relations
4. Advancement 101: A Six-Part Series
5. Fundraising and Sexual Harassment: Documenting Effective Procedures
6. Fundraising for New Department Chairs
7. Growing Your Faculty and Staff Giving Campaign
8. Increasing Board Engagement in Fundraising
9. Increasing Faculty Engagement in Advancement
10. Partner with Faculty to Maximize Private Funding Opportunities
11. Writing Workshop for Advancement Professionals: Sessions 1 & 2

## Advancement Services and Operations

1. A Practical Approach to Fundraising Ethics
2. Accurately Reporting for the CASE Campaign and VSE Surveys
3. Advancement 101: A Six-Part Series
4. Advancement FASB Fund Accounting and Reporting
5. AI Pro Chats – Improving Front and Back Office Relations
6. Auditing to Ensure Institutional Compliance
7. Capacity Modeling
8. Creating Customized Impact Reports
9. Daily, Weekly, and Monthly Strategies to Better Manage Your Portfolio
10. Developing Gift Acceptance Policies
11. Develop Your Impact Reporting Strategy
12. Effective Gift Agreements: Documenting Donor Intent
13. Engagement Modeling
14. Essential Reports for Donor Relations
15. Establishing a Data Governance Committee in Advancement
16. FERPA for Advancement: Train Your Whole Shop
17. Gift Processing and Stewardship (Launching a Giving Day)
18. Growing Your International Alumni Program
19. Habits of Highly Effective Higher-Ed Professionals
20. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
21. Implementing an Alumni Engagement Scoring Model
22. Implementing Engagement and Capacity Models
23. Introduction to Advancement Services
24. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities
25. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies



26. Leveraging Metrics to Improve Advancement Events
27. The Naming Opportunities Plan and Donor Stewardship
28. PCI DSS Compliance in Advancement: Update for 3.2
29. Performance Metrics for Prospect Research and Management Staff
30. Planning and Executing
31. Predictive Modeling 101 for Advancement Professionals
32. Prospecting Using Social Media
33. Recruiting and Retaining a Talented Advancement Team
34. Rethinking Donor Recognition Programs
35. Student Affairs Fundraising: Building a Sustainable Structure
36. Tools for Increasing Fundraising Effectiveness and Efficiency
37. Training for Advancement: Assess Your Data Integrity and Establish Data Cleaning Priorities
38. U.S. News: Accurately Calculating and Reporting Your Alumni Participation Numbers

## Alumni Relations

1. 5 Steps to Boost Your Alumni Volunteer Engagement
2. A Multi-Channel Approach to Young Alumni Giving Communications
3. A New Approach: Distributed Content Strategy in Higher Ed Marketing
4. Advancement 101: A Six-Part Series
5. Affinity-Based Programming and Giving
6. Alumni Affinity Groups: How One University Formed a Highly Successful Organization
7. Alumni Career Services: Developing an Online Programming Series
8. Alumni Relations and Advancement Innovators: University of Notre Dame
9. Alumni Surveys: Designing, Deploying, and Analyzing Responses
10. An Introduction to Advancement Event Protocol and Etiquette
11. Building a Comprehensive Alumni Awards Program
12. Building an Alumni Career Services Program in Advancement
13. Capital Campaigns: Integrating Student Involvement
14. Collaborating with Campus Partners to Expand Volunteer Opportunities
15. Commencement: Engaging Students as Future Alumni
16. Communicate with Young Alumni Across Multiple Channels
17. Create an Alumni Volunteer Experience that Fosters Life-Long Engagement with Your Institution
  - 1: Rethinking Your Alumni Volunteer Recruitment Philosophy
  - 2: Alumni Volunteer Onboarding: The Beginning of Life-Long Engagement
  - 3: Recognizing Your Alumni Volunteers in Meaningful Ways
  - 4: Alumni Volunteer Management: Answers from the Experts (Members-only)
18. Creating a Meaningful Volunteer Experience
19. Cultivating a Team of Student Development Officers
20. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
21. Developing an In-Depth Alumni Mentoring Program
22. Developing Successful Student Philanthropy Events



23. Effective Student Foundations and Student Alumni Associations
24. Effective Volunteer Management
25. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
26. Facebook for Donor and Alumni Engagement
27. Fundamentals of Fundraising for Diverse Student Groups on Campus
28. Fundraising and Sexual Harassment: Documenting Effective Procedures
29. Global Considerations for a Modern Campaign
30. Growing Your International Alumni Program
31. Implementing an Alumni Engagement Scoring Model
32. Increasing Board Engagement in Fundraising
33. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
34. Instagram for Donor and Alumni Engagement
35. Integrating Effective Mentorship into Campus Culture: A Success Story
36. Introduction to Alumni Relations
37. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
38. Leveraging Metrics to Improve Advancement Events
39. LinkedIn for Donor and Alumni Engagement
40. Measuring and Evaluating Your Alumni Relations Programs
41. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
42. Partnering Giving and Alumni Relations to Better Align Efforts
43. Planning an Alumni-Centered Reunion
44. Reengage Your Lost Black Alumni
45. Reunion Volunteer Management and Giving Structures
46. Revitalizing Your Student Foundation Program
47. Snapchat for Donor and Alumni Engagement
48. Starting a Corporate Alumni Chapter Program
49. Strategically Managing Alumni Chapters
50. Strategies to Improve International Alumni Engagement
51. Strategies to Improve the Effectiveness of Your Volunteer Program
52. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
53. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
54. Successful Young Alumni Programming
55. Transition Programming: From Student to Alumni Professional
56. Twitter for Donor and Alumni Engagement
57. Using a Volunteer Framework to Increase Faculty Involvement with Alumni Engagement
58. Using Social Media Creatively to Increase Donor and Alumni Engagement
59. Using the Net Promoter® System in Alumni Relations
60. What if an Alum Generated \$200,000 for Your Institution, Without Writing a Check?
61. Writing Workshop for Advancement Professionals: Sessions 1 & 2
62. Youtube for Donor and Alumni Engagement



## Annual Giving

1. A Multi-Channel Approach to Young Alumni Giving Communications
2. Advancement 101: A Six-Part Series
3. Affinity-Based Programming and Giving
4. Analyzing Your Data
5. Annual Giving Solicitations in Higher Ed: A Collection of Samples to Inspire Your Next Appeal
6. Annual Giving: Integrating Email with Your Overall Strategy
7. Athletics Fundraising: Direct Mail Strategy
8. Auditing Your Annual Giving Operations
9. Branding and Marketing Your Leadership Annual Giving Program
10. Building the Infrastructure for a Culture of Philanthropy in the Digital World
11. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
12. Collaborating with Campus Partners to Expand Volunteer Opportunities
13. Communicate with Young Alumni Across Multiple Channels
14. Create an Alumni Volunteer Experience that Fosters Life-Long Engagement with Your Institution
  - 1: Rethinking Your Alumni Volunteer Recruitment Philosophy
  - 2: Alumni Volunteer Onboarding: The Beginning of Life-Long Engagement
  - 3: Recognizing Your Alumni Volunteers in Meaningful Ways
  - 4: Alumni Volunteer Management: Answers from the Experts (Members-only)
15. Creating a Meaningful Volunteer Experience
16. Creating Giving Circles to Increase Annual Giving
17. Cultivating a Team of Student Development Officers
18. Data Analysis and Segmentation
19. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
20. Developing Successful Student Philanthropy Events
21. Developing Your Parent Giving Strategy
22. Direct Mail: Back to Basics
23. Effective Student Foundations and Student Alumni Associations
24. Effective Volunteer Management
25. Elevating Your Parent Giving Program
26. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
27. Establishing a Data Governance Committee in Advancement
28. Facebook for Donor and Alumni Engagement
29. Fundamentals of Fundraising for Diverse Student Groups on Campus
30. Fundraising and Sexual Harassment: Documenting Effective Procedures
31. Gift Processing and Stewardship
32. Growing Your International Alumni Program
33. Hiring and Training Student Callers
34. Identifying and Applying Metrics that Matter in Annual Giving
35. Increase Engagement and Giving Through a Selective Alumni-Student Mentoring Program
36. Instagram for Donor and Alumni Engagement





37. Integrating Annual Giving into Campaigns
38. Integrating Social Media with Traditional Solicitation Channels
39. Introduction to Annual Giving
40. Launching a Crowdfunding Initiative
41. LinkedIn for Donor and Alumni Engagement
42. Making the Case for a Data-Driven Strategy
43. Managing Annual Fund Volunteers
44. Measuring and Evaluating Your Annual Giving Staff
45. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
46. The Naming Opportunities Plan and Donor Stewardship
47. Ongoing Phonathon Management and Fulfillment
48. Optimizing Your Online Giving Site
49. Parent Giving: Cultivating Leadership Donors with a Board and Committee Structure
50. Partnering Giving and Alumni Relations to Better Align Efforts
51. Planning and Executing
52. Recurring Gifts: Strategies to Grow Your Program
53. Reengage Your Lost Black Alumni
54. Rethinking Faculty and Staff Giving
55. Revitalizing Your Student Foundation Program
56. Running a Meaningful Senior Campaign
57. Scripting
58. Segmenting Your Populations
59. Snapchat for Donor and Alumni Engagement
60. Stewarding Your Annual Donors
61. Strategies to Improve the Effectiveness of Your Volunteer Program
62. Strategies to Improve the Effectiveness of Your Young Alumni Volunteer Program
63. Student Affairs Fundraising: Building a Sustainable Structure
64. Student Philanthropy Programs that Encourage Alumni Giving: A Success Story
65. Successful Young Alumni Programming
66. Transitioning Leadership Annual Donors to Major Donors
67. Twitter for Donor and Alumni Engagement
68. Uncovering More Planned Giving Prospects
69. Using Social Media Creatively to Increase Donor and Alumni Engagement
70. Using Surveys to Gather Additional Data
71. Why Donors Give: It's Not What You Think
72. Writing Workshop for Advancement Professionals: Sessions 1 & 2
73. Youtube for Donor and Alumni Engagement

## Corporate and Foundation Relations

1. Advanced Strategies for a Successful Corporate Campus Visit

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2. Corporate Stewardship: Demonstrating ROI
3. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
4. Developing a Collaborative Metrics Structure for Stronger Corporate Engagement
5. Developing a Scorecard to Prioritize Your Corporate Partners for Holistic Engagement
6. Engaging Faculty to Improve Corporate Relations
7. Establishing a Revenue-Generating Corporate Engagement Program
8. Fundraising and Sexual Harassment: Documenting Effective Procedures
9. Measuring and Evaluating Corporate and Foundation Relations Staff
10. Partner with Faculty to Maximize Private Funding Opportunities
11. Proven Approaches to Building Corporate Engagement
12. Starting a Corporate Alumni Chapter Program
13. Using a Council to Establish a Holistic Corporate Engagement Strategy
14. Writing Workshop for Advancement Professionals: Sessions 1 & 2

## Donor Relations

1. Advancement 101: A Six-Part Series
2. AI PRO Chats: 3 Unique Donor Relations Tactics
3. An Introduction to Advancement Event Protocol and Etiquette
4. Corporate Stewardship: Demonstrating ROI
5. Crafting Personalized Stewardship Plans for Top Donors
6. Creating Customized Impact Reports
7. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
8. Develop Your Impact Reporting Strategy
9. Donor Appreciation: Leveraging Existing Events
10. Donor Relations: Demonstrating ROI
11. Effective Gift Agreements: Documenting Donor Intent
12. Essential Reports for Donor Relations
13. Family Giving: Cultivating the Next Generation of Wealth
14. Fundraising and Sexual Harassment: Documenting Effective Procedures
15. Fundraising Essentials: Donor Relations for Frontline Fundraiser
16. How Donor Relations Can Improve Donor Retention
17. Industry Views: Advancement Shops of Tomorrow
18. Introduction to Donor Relations
19. Key Considerations for Institutional Naming Plans and Policies: Valuing Your Naming Opportunities
20. Key Considerations for Institutional Naming Plans and Policies: Updating Your Naming Rights Policies
21. Leveraging Metrics to Improve Advancement Events
22. Rethinking Donor Recognition Programs
23. Rethinking Strategy for Advancement Events
24. Small Events for Donor Cultivation



25. Stewarding Your Annual Donors
26. Stewarding Your Scholarship Donors: A Practical Approach
27. Stewardship Events and Donor Engagement
28. Strategic Communications and Impact Reporting
29. Strategic Partnerships with Donor Relations and Athletics
30. Using Surveys to Improve the Donor Experience
31. Writing Workshop for Advancement Professionals: Sessions 1 & 2

## Major and Planned Giving

1. A Practical Approach to Fundraising Ethics
2. A Practical Approach to Growing Your Planned Giving Program
3. Adapting Non-Profit Strategies for Higher Ed Fundraising Success
4. Advancement 101: A Six-Part Series
5. Advancement Events: Effectively Closing a Campaign
6. Advancement Events: Effectively Launching a Campaign
7. AI Pro Chats – Improving Front and Back Office Relations
8. An Introduction to Planned Giving
9. Blended Gifts: Strategies to Increase Your Fundraising Success
10. Building Better Meetings Between Frontline Fundraisers and Prospect Researchers
11. Building Fundraising Partnerships with Athletic Directors
12. Capacity Modeling
13. Capital Campaigns: Integrating Student Involvement
14. Checklist: Questions the Governing Board Must Ask Before Launching a Fundraising Campaign
15. Crafting Personalized Stewardship Plans for Top Donors
16. Develop a Plan to Address Sexual Harassment from Alumni, Donors, and Prospects
17. Donor Conversations: What's Often Missing (and Needn't Be)
18. Effectively Onboard Major Gift Officers with a 90-Day Plan
19. Engagement Modeling
20. Engaging Leadership Volunteers for Fundraising Success
21. Engaging Women in Philanthropy: Practical Ways to Shift Our Approach
22. Family Giving: Cultivating the Next Generation of Wealth
23. Five Key Components of a Successful Intrusive Advising Process
24. Frontline Fundraising Essentials: Outreach
25. Frontline Fundraising Essentials: Donor Qualification
26. Frontline Fundraising Essentials: Visits
27. Frontline Fundraising Essentials: Understanding Donor Motivation & the Ask
28. Fundraising and Sexual Harassment: Documenting Effective Procedures
29. Fundraising Essentials: Donor Relations for Frontline Fundraiser
30. Fundraising Ethics: 10 Techniques for Working with Donors with Dementia
31. Fundraising for Law Schools
32. Global Considerations for a Modern Campaign



33. Hiring Non-Traditional Candidates for Your MGO Team: Navigating the Opportunity and the Risk
34. Implementing Engagement and Capacity Models
35. Increasing Board Engagement in Fundraising
36. Integrating Annual Giving into Campaigns
37. Introducing Blended Gifts to Donor Conversations
38. Introduction to Major Gifts
39. Introduction to Planned Giving
40. Managing Your Portfolio for Greater Fundraising Success
41. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
42. Marketing Your Planned Giving Program
43. Measuring and Evaluating Your Planned Giving Program
44. More than Dollars: How Many Opportunities are You Missing with Your Alumni?
45. Planned Giving Vehicles
46. Planned Giving: Using Student Callers
47. Planning and Managing Project-Based Fundraising
48. Recruiting and Retaining a Talented Advancement Team
49. Recruiting the Right Major Gift Officers
50. Regional Advancement Strategy: Investing in a Physical Presence
51. Retaining Your Major Gift Officers – From Day One
52. Small Events for Donor Cultivation
53. Soliciting Endowment Support
54. Stewardship Events and Donor Engagement
55. Strategic Communications and Impact Reporting
56. Tactics for Successful Donor Discovery and Qualification
57. Tools for Increasing Fundraising Effectiveness and Efficiency
58. Transitioning Leadership Annual Donors to Major Donors
59. Uncovering More Planned Giving Prospects
60. Why Fundraisers Need to Be Excellent Beat Reporters
61. Working with a Donor's Financial Planner
62. Writing Workshop for Advancement Professionals: Sessions 1 & 2

## Marketing and Communications

1. 9 Principles for Branding Your Capital Campaign
2. A New Approach: Distributed Content Strategy in Higher Ed Marketing
3. A Showcase of Innovative Storytelling Mechanisms Across Higher Ed
4. Annual Giving: Integrating Email with Your Overall Strategy
5. Assessing Your Current Presidential Voice
6. Athletics Fundraising: Direct Mail Strategy
7. Branding and Marketing Your Leadership Annual Giving Program
8. Branding Your Career Services Department

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9. Building the Infrastructure for a Culture of Philanthropy in the Digital World
10. Campaign Communications: Clearly Communicating Objectives and Impact
11. Communicate with Young Alumni Across Multiple Channels
12. Connecting Central Marketing and Advancement Teams: An Innovative Approach
13. Create Inspiring Campaign Communications
14. Creating a Framework for Proactive Issues Management
15. Developing Personas in Higher Ed Marketing
16. Developing Presidential Voice: Toolkit for Marketing and Communications
17. Effectively Implementing Your Social Media Policy
18. Ensuring Successful Outcomes with Marketing Consultants
19. Facebook for Donor and Alumni Engagement
20. Five Steps for Sub-Branding in Higher Education
21. Frequently Asked Questions for Alumni Magazine Professionals
22. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
23. How to Write an Effective Op-Ed in Higher Education
24. Implementing Your Social Media and Branding Guidelines
25. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
26. Inspiring Campaign Branding and Communications: Creating a Unique Campaign Brand
27. Instagram for Donor and Alumni Engagement
28. Integrating Social Media with Traditional Solicitation Channels
29. Launching a Branding Initiative
30. Leading with Social First: A Innovative Approach to Content Creation
31. LinkedIn for Donor and Alumni Engagement
32. Making Your Social Media Content Accessible and Inclusive
33. Managing Higher Education Social Media Challenges
34. Marketing Estate Planning Tools to Uncover Planned Giving Prospects
35. Marketing Your Planned Giving Program
36. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
37. Optimizing Your Online Giving Site
38. Partnering Advancement and Communications to Enhance Your Institution's Brand
39. The Promise and Peril of Podcasting in Higher Education
40. Prospecting Using Social Media
41. SEO Primer for Higher Ed Marketing
42. Snapchat for Donor and Alumni Engagement
43. Social Media in Student Recruitment: Emerging Channels and Metrics
44. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
45. Staffing and Structuring a Successful Marketing Communications Department
46. Strategizing for Social Media in Advancement
47. Strengthen Your Instagram Strategy in Higher Education
48. Tactics to Increase the Visibility of Your Honors Program or College
49. Tools for Creating a Brand Culture at Your Institution



- 50. Twitter for Donor and Alumni Engagement
- 51. University Magazines: Maximizing Print and Digital Content
- 52. Using Market Research to Inform Strategy
- 53. Using Personas in Higher Ed Marketing
- 54. Using Social & Digital Data to Inform Marketing Intelligence
- 55. Using Social Media Creatively to Increase Donor and Alumni Engagement
- 56. Using Student Storytelling in Higher Ed Marketing
- 57. Writing Resource Manual
- 58. Youtube for Donor and Alumni Engagement



# Business Office Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.





## Facilities

1. Collecting User Data to Improve Your Learning Commons
2. Deferred Maintenance: Reducing Your Backlog
3. Developing and Maintaining a Strategic Space Database
4. Improving Capital Project Prioritization at Your Institution
5. Integrated Planning Process and Tools for a Flexible Learning Space Initiative
6. Key Considerations for Designing Student-Focused Innovation Spaces
7. Making More Informed Space Decisions from Your Existing Reports and Data
8. Making the Business Case for Active Learning Spaces
9. Meeting Campus Growth Needs by Leasing Off-Campus Space from Private Partners
10. Planning a Teaching and Learning Space for Virtual and Augmented Reality
11. Preparing for Public/Private Partnership Negotiations: What to Expect from the Developer
12. Strategies for Gaining Buy-In Around Redesigning Faculty Office Space
13. What is Space Flexibility? How Do You Balance It with Efficiency?

## Finance and Budgeting

1. The \$10,000-a-Year Bachelor's Degree That Works
2. Academic and Financial Partnerships: Creating a Comprehensive Engagement Plan for Budget Implementation
3. Accurately Calculate and Interpret the CFI
4. Activity Based Costing: What's the Return on it?
5. Building a More Strategic Budget for Your Academic Department
6. Centralizing the Scholarship Administration Process
7. Compiling a Market Analysis for Academic Programs (Session 1 of 2)
8. Connecting Planning and Budgeting in Student Affairs
9. Creating Financial Expectations in the Housing RFP Process
10. Decision-Making Possibilities with Activity-Based Costing
11. Engaging Your Campus Community in the Budgeting Process
12. Enterprise Risk Management: Why Now?
13. Establishing a Cash Flow Forecasting Model for Your Institution
14. Financial Modeling for New Academic Programs
15. Financial Ratios: Strategic Assessment and Communication of Your Institutional Health
16. Handling Institutional or Program Teach-Outs with Dignity
17. How Activity Based Costing Analysis Can Be Used to Test-Drive Future Scenarios
18. How One Institution's New Approach to Budgeting is Creating a Culture of High Trust
19. Key Decisions for Decentralized Budgeting Implementation
20. Keys to Approaching Tuition Resetting at Your Institution
21. Leveraging Institutional Aid to Maximize Net Tuition Revenue
22. Measuring Academic Program Cost and Demand
23. Meeting Campus Growth Needs by Leasing Off-Campus Space from Private Partners
24. Moving to a Responsibility Center Management Budgeting Model



25. Navigating Mergers and Strategic Partnerships: A Guide for Senior Higher Ed Leaders
26. Preparing for a University-Wide Activity-Based Costing Model
27. Preparing for Tax Reform in Higher Education
28. Preparing Your Institution for Shared Services Implementation
29. Shared Services: Assessing Your Readiness
30. Strategic Enrollment Goals: Combining Internal and External Factors
31. Strategic Sourcing Implementation
32. Strategic Sourcing Infrastructure
33. Structuring Successful Outsourcing Contracts for Campus Services
34. Trends in Higher Education Performance-Based Funding
35. Tuition Setting: Maximizing Net Tuition Revenue
36. Understanding Enrollment Management Challenges: A Program for Finance Officers
37. Using Market Analysis Data for New and Existing Academic Programs (Session 2 of 2)

## Human Resources and Compliance

1. Build the Capacity of Your Institution's Leaders
2. Carrying Out Effective Private Business Use Calculation
3. Conducting Internal Investigations in Higher Education
4. Conducting Trauma-Informed Investigations for Sexual Misconduct Cases
5. Developing a Risk Management Mindset as a Front-Line Student Services Professional
6. Developing an Assistance Animal Compliance Policy
7. Engage All Employees in Compliance and Ethics by Making It Interactive and Accessible
8. Enterprise Risk Management: Why Now?
9. Essentials of Study Abroad Risk Management
10. Habits of Highly Effective Higher-Ed Professionals
11. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
12. Hiring and Onboarding Diverse Talent: Where are the Gaps?
13. Incentivizing Faculty and Staff Retirement
14. Internship Programs: Limiting Potential Liabilities
15. Key Considerations for Anticipated Changes to Title IX
16. Managing the Prerequisite Components of Private Business Use Calculation
17. Negotiating Successful Adjunct Union Collective Bargaining Agreements
18. New Federal Title IX Regulations: How the Investigative Process Is Changing
19. Overcoming Bias in Your Title IX Investigative Process
20. Preventing Faculty Discrimination with Case Law and Simple Statistics
21. Rethink Your Presidential Search Process
22. Title IV: Complying with New State Authorization Rules
23. Title IX: Key Considerations for Working with Pregnant and Parenting Students
24. Title IX and Study Abroad
25. Title IX for Presidents
26. Tools for Reflecting on Professional Development



## Information Technology

1. Behind the Scenes in Virtual Reality, Augmented Reality and Simulation Implementations
2. The \$10,000-a-Year Bachelor's Degree That Works
3. 4 Steps to Ensure Electronic and Information Technology Accessibility
4. Application of Virtual Reality in Higher Education
5. Building an Institutional Framework for MOOC Programs
6. Managing Mobile Devices: BYOD and Loaner Devices
7. Minimize the Fallout from Cyber Attacks
8. Planning a Teaching and Learning Space for Virtual and Augmented Reality
9. Practical Data Governance in Higher Education
10. Selecting a Learning Management System
11. Selecting the Right Software for Your Learning Center Needs

## Planning and Effectiveness

1. 11 Keys to Implementing Your Strategic Plan
2. Assessing the Quality of Your General Education Program
3. Collaborating Across Institutions to Increase Online Student Access: A Case Study
4. Enterprise Risk Management: Why Now?
5. Financial Modeling for New Academic Programs
6. How One Institution's New Approach to Budgeting is Creating a Culture of High Trust
7. How Ready are You to Implement Your Strategic Plan?
8. Key Questions to Produce Effective Data Visualizations
9. Strategies for Effective and Actionable Academic Program Reviews – Hamline University
10. Strategies for Effective and Actionable Academic Program Reviews – University of Denver
11. Strengthening and Aligning Academic Programs When Time is of the Essence:  
Session I: Analysis and Decision Making for Academic Program Alignment
12. Strengthening and Aligning Academic Programs When Time is of the Essence:  
Session II: Implementation Process for Academic Program Alignment
13. The Small College Turnaround: Counter-Intuitive Lessons from the Success of Anoka Tech



# Diversity & Inclusion Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

## Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.



## Diversity & Inclusion

1. Addressing Food Insecurity in Higher Education: Creating an Integrated & Sustainable Food Pantry
2. Attracting Mentors for Minority Students: Strategies and Best Practices
3. Civil Dialogue as a Classroom Management Strategy
4. Conducting a Climate Survey to Improve Diversity and Inclusion
5. Creating Safe Spaces for Students by Taking ACTION Against Microaggressions
6. Creating Intentional Programming to Support the Success of Men of Color
7. Creating Wellness Plans to Best Support Your Diversity and Inclusion Professionals
8. Diversity and Inclusion Engagement Strategies for Alumni and Donors
9. Facilitating Culturally Inclusive Meetings
10. Fundraising Essentials: Advancing Your Career for Underrepresented Professionals
11. How to Develop Programming that Re-Engages Underrepresented Alumni
12. Identifying and Removing Microaggressions
13. Lead More Courageous Conversations to Foster Diversity and Difference
14. Leading through Bias Incidents on Campus
15. Managing Student Activism
16. Overcoming Social Justice Fatigue for Diversity and Inclusion Professionals
17. Overcoming the Effects of White Privilege for More Equitable Search Processes
18. Recruiting and Retaining Faculty and Staff Mentors for Minority Students
19. Recruiting, Hiring and Retaining Diverse Faculty
20. Reengage Your Black Alumni
21. Reframing Student Activism as a Vehicle for Student Leadership Development
22. Responding to Hate Speech Incidents with Confidence
23. Strategies for Providing Better Support to Undocumented / DACA Students
24. Using Events to Engage Your Campus in Diversity, Equity, and Inclusion Initiatives



# Enrollment Management Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

## Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.



## Admissions and Recruitment

1. 3 Videos: Critical Skills for Admissions Officers
2. The \$10,000-a-Year Bachelor's Degree That Works
3. A New Approach to Accepted Student Days—Furman University
4. An Innovative Approach to Strengthening Your International Programs and Partnerships
5. Boost Student Recruitment with Online and Virtual Events
6. Building Social Media Efforts for International Student Recruitment
7. Centralizing the Scholarship Administration Process
8. Communicating Institutional Value to Prospective Students
9. Communicating Value in the Admissions Process
10. Connecting Admissions Counselors More Effectively to Yield Outcomes
11. Considerations for Working with Commission-Based International Recruitment Agents
12. Effective Counseling Skills for New Admissions Officers
13. Engaging Campus Partners in Recruitment Activities
14. Enhance Your Application Process: Strategies to Measure Grit and Non-Cognitive Variables
15. Enhancing Admissions with High School Counselors: A 4-Phase Approach
16. eSports in Higher Education
17. Forming International Partnerships to Increase Enrollment
18. Getting Started: Using Social Media in Student Recruitment
19. Ideas for Academic Leaders to Engage Faculty in Student Recruitment
20. Improving Your Admissions Ambassador Program for Better Campus Visits
21. Improving Your Campus Visit Experience
22. International Student Recruitment: Maximizing Your Website Content
23. International Student Recruitment: Revamping Your Email Communications
24. Leveraging Alumni Interviews in the Admissions Process: A Case Study from the University of Pennsylvania
25. Leveraging Social Media Advertising in Higher Ed Marketing
26. Managing Your Enrollment Funnel to Optimize Student Recruitment
27. Measuring and Improving Admissions Team Performance
28. Microtargeting to Achieve Enrollment Goals
29. Predictive Models for Enrollment: Showcase of Three Examples
30. Prioritizing Marketing Tactics for Adult Student Recruitment
31. Proactive Strategies for Controlling Admissions Turnover
32. Restructuring Daily Campus Visit—University of Puget Sound
33. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
34. Social Media Metrics and ROI for Admissions
35. Strategies for Building Connection with Key Admissions Stakeholders
36. Strategies to Engage Parents and Families in the Recruitment Process
37. Strengthening Admissions and Financial Aid Partnerships
38. Strengthening Yield Communications to Prevent Summer Melt
39. Strengthening Your Institutional Value Proposition





40. Using Video Effectively in Recruitment Marketing
41. Yield Rates are Declining – Why?

## Enrollment Services

1. 4 Steps to Ensure Electronic and Information Technology Accessibility
2. Assessing Incoming Student Readiness for Online Learning
3. Auditing and Improving Customer Service on Your Campus
4. Avoiding FERPA Pitfalls in the Financial Aid Office
5. Bringing One-Stop Services to Students Across Campus
6. Building a University Service Culture: Case Study from Laurentian University
7. Developing an Assistance Animal Compliance Policy
8. Developing and Implementing Your Customer Service Vision
9. Disability Services: Accommodating Student Veterans
10. FERPA and Academic Advising
11. FERPA and Athletics
12. FERPA and Campus Safety
13. FERPA and Faculty
14. FERPA and Front-Line Staff
15. FERPA Checklist: What Can Never Be Shared
16. FERPA for Faculty
17. FERPA Hot Topics: Big Challenges Solved
18. FERPA Lessons and Quizzes
19. FERPA Policy and Procedure Audit
20. FERPA Regulation Basics
21. FERPA vs. HIPAA
22. FERPA: When to Involve Legal Counsel and Leadership
23. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
24. Improve Adult Student Success with Superior Customer Service
25. Offering Credit for Prior Learning Assessment
26. Online One-Stop: Improving Efficiency and Quality of Service
27. Physical Space Considerations for One-Stop Centers
28. Prior-Prior Year: Preparing Your Institution
29. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success
30. Translating Experiential Learning into College Credit with Prior Learning Assessment
31. Tools for Better Customer Service

## Financial Aid

1. Avoiding FERPA Pitfalls in the Financial Aid Office
2. Centralizing the Scholarship Administration Process
3. Communicating Financial Aid and Affordability to Admitted Students

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4. Complying with Section 702 of the Choice Act
5. Cross-Training Admissions and Financial Aid Staff
6. Customer Service Training for Financial Aid Staff
7. Increasing Student Engagement in Financial Literacy Programming
8. Prior-Prior Year: Preparing Your Institution
9. Strategic Financial Aid Allocation for Retention
10. Strengthening Admissions and Financial Aid Partnerships

## Marketing and Communications

1. A New Approach: Distributed Content Strategy in Higher Ed Marketing
2. A Showcase of Innovative Storytelling Mechanisms Across Higher Ed
3. Assessing Your Current Presidential Voice
4. Branding Your Career Services Department
5. Communicating Institutional Value to Prospective Students
6. Connecting Central Marketing and Advancement Teams: An Innovative Approach
7. Creating a Framework for Proactive Issues Management
8. Creating a Responsive Design Framework for University Websites
9. Developing Personas in Higher Ed Marketing
10. Developing Presidential Voice: Toolkit for Marketing and Communications
11. Differentiating Your School for Adult Students
12. Effectively Implementing Your Social Media Policy
13. Ensuring Successful Outcomes with Marketing Consultants
14. Five Steps for Sub-Branding in Higher Education
15. Graduate Enrollment Marketing: Unpacking the Biggest Challenges
16. Higher Ed Marketing: Building the Infrastructure for Content Creation and Curation
17. How to Write an Effective Op-Ed in Higher Education
18. Implementing Your Social Media and Branding Guidelines
19. Improving Social Media Content Curation with Student Ambassadors and Hashtag Campaigns
20. Launching a Branding Initiative
21. Leading with Social First: A Innovative Approach to Content Creation
22. Leveraging Social Media Advertising in Higher Ed Marketing
23. Making Your Social Media Content Accessible and Inclusive
24. Managing Higher Education Social Media Challenges
25. Measuring and Tracking the Effectiveness of Your Marketing and Branding Efforts
26. Mobile Web Design for Student Recruitment
27. Partnering Advancement and Communications to Enhance Your Institution's Brand
28. Prioritizing Marketing Tactics for Adult Student Recruitment
29. The Promise and Peril of Podcasting in Higher Education
30. Revitalize Your Video Marketing Strategy: A Case Study from Beloit College
31. Selling Your Value to Adult Students
32. SEO Primer for Higher Ed Marketing



33. Social Media in Student Recruitment: Emerging Channels and Metrics
34. Social Media Metrics and ROI for Admissions
35. Speechwriting for Campus Leaders: Tips for New or Occasional Speechwriters
36. Staffing and Structuring a Successful Marketing Communications Department
37. Strategies to Engage Parents and Families in the Recruitment Process
38. Strengthening Your Institutional Value Proposition
39. Strengthen Your Instagram Strategy in Higher Education
40. Tactics to Increase the Visibility of Your Honors Program or College
41. Tips for Building Successful Relationships with Reporters
42. Tools for Creating a Brand Culture at Your Institution
43. Using Market Research to Inform Strategy
44. Using Personas in Higher Ed Marketing
45. Using Social & Digital Data to Inform Marketing Intelligence
46. Using Student Storytelling in Higher Ed Marketing
47. Using Video Effectively in Recruitment Marketing
48. Writing Resource Manual

## Operations

1. Habits of Highly Effective Higher-Ed Professionals
2. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
3. Measuring and Improving Admissions Team Performance
4. Proactive Strategies for Controlling Admissions Turnover

## Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Accessibility at All Times: Supporting Neurodiverse Learning Outside of the Classroom
5. Approaches to Engaging, Connecting, and Retaining Online Students
6. Are We Measuring the Impact of Advising the Right Way?
7. Assessing Incoming Student Readiness for Online Learning
8. Assessing the Effectiveness of Your Retention Programming
9. Best Practices in Developing a Peer Mentoring Framework
10. Branding Your Career Services Department
11. Building a More Effective Parent Relations Program
12. Capitalizing on the Dream and Design Phases of Appreciative Advising
13. Career Industry Cluster Model: Aligning Career Services with the World of Work
14. Career Services: Engaging Undocumented and DACA Students
15. Career Services Skill Building: Supporting International Students
16. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager



17. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
18. Changes that Make a Big Impact on Peer Leader Training
19. Coaching Students to Build an Entrepreneurial and Innovative Mindset
20. Co-curricular Activities to Engage First-Generation Students
21. Components of a Successful Training Program
22. Comprehensive Transfer Support: A Case Study
23. Conducting a Self-Audit of Your Retention Data and Programs
24. Connecting with Advisees from Diverse Cultural Backgrounds
25. Considerations for Your Student Population - First Year Students
26. Considerations for Your Student Population - First Generation Students
27. Considerations for Your Student Population - International Students
28. Considerations for Your Student Population - Multicultural Students
29. Considerations for Your Student Population - Transfer Students
30. Considerations for Your Student Population - Veteran Students
31. Creating a Case Manager Role to Better Serve At-Risk Students
32. Creating a Sense of Community with Graduate Students
33. Creating a Stop-Out Program to Increase Completion
34. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
35. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
36. Creating Intentional Programming to Support the Success of Men of Color
37. Creating Support Structures to Help Grads Develop a Professional Identity
38. Curricular Efficiency: Improving Academic Success and Degree completion
39. Developing Academic Stamina in First-Year Students
40. Developing and Administering Mentorship Programs for Transfer Students
41. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
42. Engaging First-Gen Families to Drive Student Success
43. Feedback and Follow-up: Customizing Your Peer Mentor Program
44. Five Key Components of a Successful Intrusive Advising Process
45. Focus on Student Belonging to Boost Student Retention and Success
46. Four Skills to Build Professional Mindsets with Students
47. Four Strategies for Successfully Advising Undeclared Students
48. Fundamentals of Fundraising for Diverse Student Groups on Campus
49. Gaining Faculty Buy-In for Student Success Initiatives and Programs
50. Give Your Students an EDGE through On-Campus Internships
51. How Bay Path Boosted STEM Success for Underrepresented W
52. How Some Colleges are Building Student Resilience and Grit
53. How to Integrate Career Readiness into Curricula with Digital Badging
54. Immigration Law 101: 3 Key Issues for Compliance
55. Improve Completion through Redesigning Developmental Courses
56. Improve Student Mental Health Services Using Online Tools



57. Improving Academic Literacy for International Students
58. Integrating Career and Advising Services: Session 1
59. Integrating Career and Advising Services: Session 2
60. Improving Career Services with Data
61. Integrating Career Development into Study Abroad Experiences
62. Improving First-Year Student Experience Programs for At-Risk Students
63. Improving Student Engagement with Advising Communications
64. Improving Student Success Can't Be a One-Office Effort
65. Increasing Degree Pathways for Stop-Out Students
66. Increasing the Odds for Non-Traditional Student Persistence and Completion
67. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
68. Integrate Academic and Career Resources to Improve Student Success
69. Integrating Career and Advising Services: Session 1
70. Integrating Career and Advising Services: Session 2
71. Integrating Effective Mentorship into Campus Culture: A Success Story
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112. Using Data to Inform and Design Sophomore Year Experience Programs
113. Using Retention Metrics to Support At-Risk Online Students

## Strategic Enrollment Management

1. Aligning Finance and Enrollment Management Perspectives
2. An Innovative Approach to Strengthening Your International Programs and Partnerships
3. Assessing and Improving Enrollment Performance
4. Busting Myths Around Your Market Position: Making Data-Informed Decisions
5. Collaborating Effectively with Academics in Strategic Enrollment Management
6. Creating a Culture of Collaborative and Data-Informed SEM on Campus
7. Critical Considerations for Accelerated Degree Programming
8. Differentiating Your School for Adult Students
9. Establishing Smart Enrollment Goals
10. How One College Used the Business Model Canvas to Boost Enrollment and Develop New Academic Programs Quickly
11. Identifying Curriculum and Building Internal Readiness
12. Implementing SEM at Community Colleges
13. Key Questions to Produce Effective Data Visualizations
14. Keys to Approaching Tuition Resetting at Your Institution
15. Leveraging Institutional Aid to Maximize Net Tuition Revenue
16. Leveraging Institutional Aid to Maximize Net Tuition Revenue
17. Microtargeting to Achieve Enrollment Goals
18. Operationalizing Inter-Institutional Collaboration in Shared Academics
19. Planning for SEM at Community Colleges
20. Predictive Models for Enrollment: Showcase of Three Examples
21. Reporting to Stakeholders in Times of Enrollment Management Challenges



- 22. Strategic Enrollment Goals: Combining Internal and External Factors
- 23. Tuition Setting: Maximizing Net Tuition Revenue
- 24. Understanding Enrollment Management Challenges: A Program for Finance Officers
- 25. Understanding Key Data Trends to Inform Strategic Market Expansion
- 26. Yield Rates are Declining – Why?





# Student Affairs Content Summary

With membership, you'll get access to the following types of content:

## Live & Recorded Webcasts

**Average time to impact: 60 minutes**

Leadership webcasts, whether live or recorded, are always available to our leadership members for free. You'll always get access to presentation materials and any supplemental resources.

## Short Lessons & Quizzes

**Average time to impact: 20 minutes**

Our short lessons are self-paced. They include videos, quizzes, and downloadable job aids to support action.

## Articles & Reports

**Average time to impact: 10 minutes**

These short pieces are written in collaboration with industry experts.

## Job Aids & Printables

**Average time to impact: 5 minutes**

Job Aids & Printables are ready-to-use tools.



## Enrollment Services

1. 4 Steps to Ensure Electronic and Information Technology Accessibility
2. Assessing Incoming Student Readiness for Online Learning
3. Auditing and Improving Customer Service on Your Campus
4. Avoiding FERPA Pitfalls in the Financial Aid Office
5. Bringing One-Stop Services to Students Across Campus
6. Building a University Service Culture: Case Study from Laurentian University
7. Developing an Assistance Animal Compliance Policy
8. Developing and Implementing Your Customer Service Vision
9. Disability Services: Accommodating Student Veterans
10. FERPA and Academic Advising
11. FERPA and Athletics
12. FERPA and Campus Safety
13. FERPA and Faculty
14. FERPA and Front-Line Staff
15. FERPA Checklist: What Can Never Be Shared
16. FERPA for Faculty
17. FERPA Hot Topics: Big Challenges Solved
18. FERPA Lessons and Quizzes
19. FERPA Policy and Procedure Audit
20. FERPA Regulation Basics
21. FERPA vs. HIPAA
22. FERPA: When to Involve Legal Counsel and Leadership
23. Gaining Institutional Buy-In for a Streamlined Transfer Credit Evaluation Process
24. Improve Adult Student Success with Superior Customer Service
25. Offering Credit for Prior Learning Assessment
26. Online One-Stop: Improving Efficiency and Quality of Service
27. Physical Space Considerations for One-Stop Centers
28. Prior-Prior Year: Preparing Your Institution
29. Private Universities: Building Pathways for Community College Transfer Student Recruitment and Success
30. Student Affairs: Trends to Watch in 2017-19
31. Tools for Better Customer Service
32. Translating Experiential Learning into College Credit with Prior Learning Assessment
33. What Does Customer Service in Higher Education Actually Look Like?

## Health and Wellness

1. 4 Key Components of the Stepped Care 2.0 Model in Higher Ed
2. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
3. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager

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4. College Student Mental Health Statistics and What They Really Mean
5. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
6. Developing a Self-Harm Compliance Protocol
7. Five Cultural Competence Skills to Improve Your International Student Mental Health Services
8. Four Essential Counseling Skills for Entry-Level Student Affairs Professionals
9. Launching a Zero Suicide Initiative on Your Campus
10. Learning About Online Mental Health Tools
11. Making an Impact on Mental Health: How to Deliver with Peer Educators
12. Measles, Influenza, Ebola and More: Developing a Health Crisis Response Plan
13. Mental Health Resources for the Campus Community
14. Strategies to Confidently Communicate with Students Experiencing Mental Health Challenges
15. Student Affairs: Trends to Watch in 2017-19
16. Student Mental Health in Higher Education
17. The Role of Higher Ed in Providing Mental Health Services
18. The Urgent Care Model as a Solution for Higher Ed Counseling Centers
19. Uncovering Resilience in Students with Mental Health Concerns: A Case Study
20. What is Resilience?

## Housing and Residence Life

1. Coaching as Supervision in Residence Life
2. Designing a Sophomore Living-Learning Community
3. Designing Effective Living-Learning Communities
4. Developing an Assistance Animal Compliance Policy
5. First Steps in Residential Goal Alignment
6. Green Programs for Residence Halls
7. Incentivizing Residential Learning
8. Living-Learning Programs for STEM Students

## International

1. Career Services Skill Building: Supporting International Students
2. Essentials of Study Abroad Risk Management
3. Five Cultural Competence Skills to Improve Your International Student Mental Health Services
4. Immigration Law 101: 3 Key Issues for Compliance
5. Improving Academic Literacy for International Students
6. Increasing the Feeling of Safety and Security for International Students
7. Integrating Career Development into Study Abroad Experiences
8. International Student Orientation: Using Peer Mentors to Improve Your Program
9. Student Affairs: Trends to Watch in 2017-19
10. Title IX and Study Abroad
11. Title IX for Presidents



## Operations

1. Aligning Student Affairs Operations with Your Institutional Strategic Plan
2. Connecting Planning and Budgeting in Student Affairs
3. Developing a Metrics-Driven Culture within Student Affairs
4. Effective Expectation Setting for Retaining Entry-Level Student Affairs Professionals
5. Effective Onboarding and Socialization for Retaining Entry-Level Student Affairs Professionals
6. Effective Training Plans for Retaining Entry-Level Student Affairs Professionals
7. Engaging in Synergistic Supervision for Retaining Entry-Level Student Affairs Professionals
8. Habits of Highly Effective Higher-Ed Professionals
9. Habits of Highly Effective Higher-Ed Professionals, Part 2: Finding Your Purpose
10. Holistic Professional Development Plans for Retaining Entry-Level Student Affairs Professionals
11. One Stop: How One Institution Transitioned to a High-Performing Student Services Model
12. Positively Restructuring and Rethinking Student Affairs with FLSA
13. Student Affairs Fundraising: Building a Sustainable Structure
14. What New Student Affairs Directors Need to Know

## Orientation and Transitions

1. Adding an Online Experience to Your On-Campus Orientation
2. Best Practices in Sophomore-Year Experience
3. Customizing Orientation for Transfer Students
4. Developing a Sophomore-Year Experience on Your Campus
5. Developing Academic Stamina in First-Year Students
6. Improving First-Year Student Experience Programs for At-Risk Students
7. Increasing Student Engagement in Financial Literacy Programming
8. Integrating Peer Mentors Across First-Year Student Programs
9. International Student Orientation: Using Peer Mentors to Improve Your Program
10. Onboarding Spring Admits for Future Success
11. Online Orientation: Focusing on Student Learning
12. Putting the Pieces Together: Sustaining Your Sophomore Initiatives over Time
13. Summer Bridge: Building and Measuring Campus Connection
14. Taking Your Orientation Online to Solve Common Challenges
15. Understanding the Sophomore-Year Experience on Your Campus

## Retention and Student Success

1. 3 Ways to Connect Students to Career Services Early and Often
2. Academic Advising Records: Implications for Electronic Documentation
3. Academic Coaching: Models for Student Success and Retention
4. Accessibility at All Times: Supporting Neurodiverse Learning Outside of the Classroom
5. Approaches to Engaging, Connecting, and Retaining Online Students
6. Are We Measuring the Impact of Advising the Right Way?
7. Assessing Incoming Student Readiness for Online Learning

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8. Assessing the Effectiveness of Your Retention Programming
9. Best Practices in Developing a Peer Mentoring Framework
10. Branding Your Career Services Department
11. Building a More Effective Parent Relations Program
12. Capitalizing on the Dream and Design Phases of Appreciative Advising
13. Career Industry Cluster Model: Aligning Career Services with the World of Work
14. Career Services: Engaging Undocumented and DACA Students
15. Career Services Skill Building: Supporting International Students
16. Case Management 1.0: Considerations for Establishing a New Mental Health Case Manager
17. Case Management 2.0: Considerations for Enhancing the Impact of Your Mental Health Case Manager
18. Changes that Make a Big Impact on Peer Leader Training
19. Coaching Students to Build an Entrepreneurial and Innovative Mindset
20. Co-curricular Activities to Engage First-Generation Students
21. Components of a Successful Training Program
22. Comprehensive Transfer Support: A Case Study
23. Conducting a Self-Audit of Your Retention Data and Programs
24. Connecting with Advisees from Diverse Cultural Backgrounds
25. Considerations for Your Student Population - First Year Students
26. Considerations for Your Student Population - First Generation Students
27. Considerations for Your Student Population - International Students
28. Considerations for Your Student Population - Multicultural Students
29. Considerations for Your Student Population - Transfer Students
30. Considerations for Your Student Population - Veteran Students
31. Creating a Case Manager Role to Better Serve At-Risk Students
32. Creating a Sense of Community with Graduate Students
33. Creating a Stop-Out Program to Increase Completion
34. Creating a Training Model to Increase Faculty Engagement in Students' Mental Health
35. Creating Co-Curricular Learning Opportunities Through On-Campus Internships
36. Creating Intentional Programming to Support the Success of Men of Color
37. Creating Support Structures to Help Grads Develop a Professional Identity
38. Curricular Efficiency: Improving Academic Success and Degree completion
39. Developing Academic Stamina in First-Year Students
40. Developing and Administering Mentorship Programs for Transfer Students
41. Engaging and Celebrating First-Generation Students and Faculty on Your Campus
42. Engaging First-Gen Families to Drive Student Success
43. Feedback and Follow-up: Customizing Your Peer Mentor Program
44. Five Key Components of a Successful Intrusive Advising Process
45. Focus on Student Belonging to Boost Student Retention and Success
46. Four Skills to Build Professional Mindsets with Students
47. Four Strategies for Successfully Advising Undeclared Students



48. Fundamentals of Fundraising for Diverse Student Groups on Campus
49. Gaining Faculty Buy-In for Student Success Initiatives and Programs
50. Give Your Students an EDGE through On-Campus Internships
51. How Bay Path Boosted STEM Success for Underrepresented Women
52. How Some Colleges are Building Student Resilience and Grit
53. How to Integrate Career Readiness into Curricula with Digital Badging
54. Immigration Law 101: 3 Key Issues for Compliance
55. Improve Completion through Redesigning Developmental Courses
56. Improve Student Mental Health Services Using Online Tools
57. Improving Academic Literacy for International Students
58. Improving Career Services with Data
59. Improving First-Year Student Experience Programs for At-Risk Students
60. Improving Student Engagement with Advising Communications
61. Improving Student Success Can't Be a One-Office Effort
62. Increasing Degree Pathways for Stop-Out Students
63. Increasing the Odds for Non-Traditional Student Persistence and Completion
64. Innovative Strategies for Supporting Reinstated Students: A Case Study from Georgia Tech
65. Integrate Academic and Career Resources to Improve Student Success
66. Integrating Career and Advising Services: Session 1
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## Student Safety and Conduct

1. Active Shooter Training: Preparing Your Faculty and Staff
2. Advocacy Sanctioning: Developing Tailored Student Conduct Plans
3. Balancing Campus Safety and Legal Liabilities
4. Campus Safety's Role in Title IX Investigations
5. Case Management 2.0: Refining Your Service for Behaviorally At-Risk Students
6. Clery Act Checklist: 10 Steps for Compliance
7. Clery Act: A Refresher for the Whole Campus
8. Conducting Trauma-Informed Investigations for Sexual Misconduct Cases
9. Creating a Case Manager Role to Better Serve At-Risk Students
10. Developing a Risk Management Mindset as a Front-Line Student Services Professional
11. Developing a Self-Harm Compliance Protocol
12. Essentials of Study Abroad Risk Management
13. Hazing Prevention: Initiating a Campus-Wide Culture Change
14. Impacting Fundamental Campus Safety Issues
15. Improve Student Mental Health Services Using Online Tools



16. Increasing the Feeling of Safety and Security for International Students
17. Internship Programs: Limiting Potential Liabilities
18. Key Considerations for the Anticipated Changes Coming to Title IX
19. Leading Through Bias Incidents on Campus
20. Managing Higher Education Social Media Challenges
21. New Federal Title IX Regulations: How the Investigative Process Is Changing
22. Responding to Hate Speech Incident With Confidence
23. Risk Management for Non-Student Minors on Campus
24. Strategies to Prepare for Title IX Litigation of Faculty or Staff Respondent Cases
25. Student Affairs: Trends to Watch in 2017-19
26. Student Conduct Systems: Accommodations for Students with Psychological Disabilities
27. Threat Assessment and Behavioral Intervention: Best Practices for Policy Development
28. Title IX and Athletics: Practical Ways to Comply
29. Title IX and Protecting the Rights of the LGBTQ+ Community on Your Campus
30. Title IX and Study Abroad
31. Title IX for Presidents
32. Title IX: Four Essentials for Faculty
33. Title IX Update: What You Need to Know





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## Emotional Intelligence and Self-Awareness

1. 10 Articles Every Leader in Higher Ed Should Read
2. 3 Ways to Improve Your Decision-Making
3. 4 Strategies for Closing the Coaching Gap for Mid-Level Academic Leaders
4. Are You a Reluctant Leader?
5. Avoiding the Seduction of the Leader Syndrome
6. Can Confusion Be an Asset and a Resource for a Leader?
7. Creating an Inner Coach Stronger than Your Inner Critic
8. Habits of Highly Effective Higher-Ed Professionals
9. How to Make Courageous Decisions
10. Leveraging the Strengths of Your Team
11. Leveraging Your Individual Strengths
12. Preparing Tomorrow's Leaders: Leadership Coaching in Higher Ed
13. Preventing Leadership Derailment in Higher Education
14. Preventing Presidential Derailment
15. Shift Your Mindset to Build Resilience
16. Three Factors of Healthy Leadership in Higher Education
17. Understanding and Addressing Microaggressions
18. Video Series: Micromanagement in Higher Education
19. Understanding and Addressing Microaggressions

## Executive Skillset

1. 10 Powerful Strategies to Beat Procrastination
2. 10 Strategies to Foster More Creative Problem-Solving
3. 10 Tips to Improve Your Meetings
4. 4 Strategies for Closing the Coaching Gap for Mid-Level Academic Leaders
5. Anticipating the Future: Following the Lead of Community Colleges
6. The Art and Practice of Giving and Receiving Feedback
7. Building Leadership Resilience in Higher Education
8. Coaching in Supervision
9. Conflict Management for Institutional Leaders
10. Defining Your Role as Chief of Staff
11. Effective Supervision in Higher Education
12. Facilitating Culturally Inclusive Meetings
13. The Five Levels of Decision Making
14. Four Leadership Practices for New or Aspiring Deans
15. Group Activity Designs
16. How Good Is Your Crystal Ball?
17. Influencing Without Authority



18. The Introvert's Guide to Academic Leadership: How Introverts and Extroverts Build Successful Teams
19. Leaders as Coaches: Improving Employee and Team Performance
20. Learning to Lead Through Conflict
21. Managing Difficult Colleagues
22. Meetings Success Kit
23. Overcoming Three Root Causes of Resistance to Change
24. Participant Roles for Small Group Activities
25. Performance Review Questionnaire
26. The Six Dimensions of Implementing Strategic Plans
27. Time Management: A Disciplined Approach to Priority-Setting
28. Understanding and Addressing Microaggressions
29. Video Series: Micromanagement in Higher Education
30. Would You Benefit from an Executive Coach?

## Systems Thinking and Change

1. Are You Looking for a New Way to Evaluate Your Projects?
2. 11 Keys to Implementing Your Strategic Plan
3. 5 Strategies for Leading Change
4. The Future of Work and the Academy
5. How Ready are you to Implement Your Strategic Plan?
6. Leading Your Team Through the Four Phases of the Change Process
7. Lead More Courageous Conversations to Foster Diversity and Difference
8. Overcoming the Heavy Weight of Tradition: A Practical Approach
9. Overcoming Three Root Causes of Resistance to Change
10. Preparing Tomorrow's Leaders: Leadership Coaching in Higher Ed
11. The 4 Stages of Change

## Talent Management and Transitions

1. 5 Fairy Tales People Believe About Mentoring in Higher Ed
2. 10 Ways Leadership Development Programs Fail in Higher Ed
3. 10 Mistakes New Presidents Often Make
4. Build the Capacity of Your Institution's Leaders
5. Creating a Faculty Leadership Development Program
6. Diverse Hiring in Higher Education: Resources for Search Committees
7. The Introvert's Guide to Academic Leadership: How Introverts and Extroverts Build Successful Teams
8. Leaders as Coaches: Improving Employee and Team Performance
9. Leading Through Change in Higher Education: Focus on Individuals Experiencing Change
10. Leading Through Change in Higher Education: Focus on Teams Experiencing Change
11. Learning to Lead Through Conflict



12. Performance Review Questionnaire
13. Rethink Your Presidential Search Process
14. Supporting Mid-Career Faculty
15. Tools for Reflecting on Professional Development

## Teams

1. The 5 Biggest Mistakes Team Leaders Make
2. 5 Ways to Learn from Failure
3. 6 Destructive Myths about Teams in Higher Education
4. 8 Keys to Improving Task Forces and Committees in Higher Ed
5. 10 Differentiators of Exceptional Teams in Higher Education
6. Discover Your Role and Impact in Creating Team Engagement
7. Evaluating the Strengths and Weaknesses of Your Team
8. The Five Levels of Decision Making Tool
9. Fostering Psychological Safety in Your Team: 3 Ways Leaders Can Foster Psychological Safety in Teams
10. Fostering Psychological Safety in Your Team: Assess Your Team's Level of Psychological Safety
11. Group Activity Designs
12. The Introvert's Guide to Academic Leadership: How Introverts and Extroverts Build Successful Teams
13. Learning to Lead Through Conflict
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16. Participant Roles for Small Group Activities