

IMPROVING ADVISING EFFECTIVENESS THROUGH INTERPERSONAL AND DIGITAL COMMUNICATIONS

January 28 - 30, 2019 | San Antonio, TX



Learn to better use social media, text messaging, and email to effectively connect with students.

OVERVIEW

Frontline advisors are among the most important resources for students both in terms of academic planning and for social and emotional support, yet advisors often express a need for training in how they can more effectively communicate with students. In this three-day workshop, you will learn techniques for building interpersonal relationships, having difficult conversations with students, and using digital communications most effectively to connect with students in a meaningful way.

This event is a unique blend of learning and doing - come ready to practice what you'll learn in this highly interactive program. Because this conference will address both face-to-face and digital communications, we ask that you bring a laptop or other digital device that we will use for practice.

PRE-CONFERENCE WORKSHOP: DEVELOPING A TRAINING PROGRAM FOR YOUR FRONTLINE ADVISORS

For those who train frontline advisors, join us for this optional pre-conference workshop and learn how to develop and set timelines, benchmarks, and metrics of success when training your staff. You'll walk away with a framework and starting plan to create or adapt your own advisor training program. We then invite you to stay for the main conference to get ideas to inform the content and activities for your training program.

WHO SHOULD ATTEND

Frontline advisors and those who train frontline advisors will walk away with the skills and knowledge to improve your communications, both in-person and digitally, with the students they serve. We encourage you to attend in teams! Tiered pricing is available for teams - see the registration row below for more details.

AGENDA

Day 1: Engaging and Connecting

Continental Breakfast (included in workshop registration fee) and Pre-conference Registration

8:30 - 9:00 a.m.

Pre-Conference Workshop: Developing a Training Program for Your Frontline Advisors

9:00 a.m. - 12:00 p.m.

During the workshop, we will cover timelines, benchmarks, and developing indicators of success. We then invite you to stay for the main conference to get ideas for the content and activities for your training program.

Lunch for Pre-Con Attendees (included in workshop registration fee)

12:00 - 1:00 p.m.

Main Conference Registration

12:30 - 1:00 p.m.

Welcome and Introductions/Opening Activity

1:00 - 2:00 p.m.

In this opening activity, you will engage in a discussion identifying your three biggest challenges in communicating with students.

Being Approachable and Relatable to Students

2:00 - 3:15 p.m.

You'll learn how your method of communication can impact how well you relate to students. You will learn tactics for building rapport and how to reframe questions in order to have a productive conversation.

Afternoon Break

3:15 - 3:30 p.m.

Activity: Email Workshop

3:30 - 4:15 p.m.

In this working session, you will use what you learned in the previous session to workshop an email for outreach to students.

Day 1 Wrap Up

4:15 - 4:30 p.m.

Networking Reception (included in registration fee)

4:30 - 5:30 p.m.

AGENDA

Day 2: Maintaining Open Communication

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Utilizing Social Media for Outreach and Engagement

9:00 - 10:00 a.m.

We'll use this time to demonstrate how institutions have effectively used social media to engage students early and often with their advisors. From reminders about upcoming deadlines to fun gatherings and events, social media can help you stay connected with students in ways that are accessible, fun, and most importantly, effective.

Activity: Engaging Students Through Social Media

10:00 - 10:45 a.m.

You'll have the opportunity to participate in several activities where you can practice or refine your use of social media. This will be an engaging, interactive session where you learn with your peers.

Morning Break

10:45 - 11:00 a.m.

Career Construction

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

In this hour, you will learn how to use Life Design Theory to help students to construct their personal narratives so they know where they have been, where they are, and where they want to be. This process helps you take advising from a transactional relationship to one of support and guidance.

Lunch (included in registration fee)

12:00 - 1:00 p.m.

Activity: Role-Playing a Life Design Meeting

1:00 - 1:45 p.m.

In this working session, you will have an opportunity to role-play a Life Design meeting with peers at your tables. Facilitators will be on hand to answer questions and offer guidance.

Automating Digital Communications

1:45 - 2:45 p.m.

The more you automate your regular, transactional communications, the more time and effort you can put towards meaningful, relational communications. Our experts will give you an overview of tools and tricks available to help you automate your regular advising communications.

Activity: Exploring Tools and Resources for Automating Your Outreach

2:45 - 3:15 p.m.

In this working session, you will have an opportunity to explore some of the tools covered in the previous hour and see how you might adopt or adapt similar measures on your campus.

AGENDA

Day 2 (CONTINUED)

Afternoon Break

3:15 - 3:45 p.m.

Creating an Effective Timeline/Calendar for Outreach

3:45 - 4:30 p.m.

Building meaningful relationships with students depends on using strategic timing for your outreach efforts so that they are most effective. We will build upon the previous session to help you see how timing plays an integral role in engaging students.

Activity: Creating an Outreach Timeline/Calendar

4:30 - 5:00 p.m.

In this final activity of the day, you will have an opportunity to use a template to create or modify your own outreach calendar. Facilitators will be on hand to answer questions and provide guidance.

Day 3: Addressing the Needs of At-Risk Students

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Utilizing Data to Prioritize Your Communication and Outreach

9:00 - 9:45 a.m.

One of the keys to providing the most effective service to your students is being able to prioritize those who are struggling or have indicators that a challenge may be on the horizon. In this session, you will have an opportunity to hear how other institutions have used a wide variety of data to create early alerts in order to prioritize their outreach to students.

Activity: Create/Refine Protocols Once an At-Risk Student is Identified

9:45 - 10:15 a.m.

In this working session, you will have an opportunity to create or refine your protocols for outreach once a student has been identified as at-risk.

Morning Break

10:15 - 10:30 a.m.

Facilitating Difficult Conversations

10:30 - 11:15 a.m.

As a frontline advisor, you will be among the first people to whom students will connect when they are experiencing frustrations. Being skilled in having difficult conversations, de-escalating emotional reactions, and providing feedback from a place of caring is paramount to your success as an advisor. In this session, you will learn how others have handled difficult situations and acquire techniques you can use when faced with similar challenges.

AGENDA

Day 3 (CONTINUED)

Activity: Role Playing Difficult Conversations

11:15 - 11:45 a.m.

In this final working session, you will have an opportunity to practice your responses and outreach, in both face-to-face and digital environments, when faced with an emotionally charged situation. You will have an opportunity to get feedback from peers and facilitators.

Conference Wrap Up

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

INSTRUCTORS

Steven Antalvari

Director, Academic Engagement and Degree Completion, Kent State

Bio coming soon.

Joe Connell

Assistant Vice President of Student Success, Ramapo College

As the Assistant Vice President of Student Success, Joe leads academic advising, career development, early alert, new student experience, opportunity programs, and placement testing. Joe has presented, served, and received awards for his work in several national higher education organizations including ACPA, AACRAO, NACADA, NASPA, and Hobsons/Starfish. Joe earned his bachelor's degree in Business Administration from Lycoming College and a master's in College Student Personnel from Miami University (OH).

Benjamin M. Forche

Director of Student Affairs, Ohio University

Ben is very passionate about the role Appreciative Advising plays in the relationship between a student and advisor. He is also a big proponent in the use of technology in his academic advising relationships with students, through virtual advising, mass communication, and automated systems. Combining these two practices has enabled Ben to connect with his students in a deeper, more meaningful and impactful method that students are seeking and prefer. His incorporation of technology stems from his undergraduate work in Visual Communication Technology. Additionally, technology methods usually involve a certain level of expertise and funding. He has developed the ability to find inexpensive and simple ways to implement technology, that you can start implementing immediately.

Ben earned a Bachelor of Science in Visual Communication Technology from Bowling Green State University, followed by his Master in Education in Higher Education and Student Affairs from University of South Carolina. He previously served at The Ohio State University in the role of Coordinator for Advising Communication in the College of Education and Human Ecology. In his spare time, he enjoys woodworking and spending time with his wife, Mandy, their beautiful daughter, Charlotte, and their two dogs, Joey and Chandler- yes they love the TV show Friends.

Cecelia Olivares

Senior Student Services Coordinator in Academic Exploration & Advising Services, University of Missouri

Cecelia's responsibilities include advising undeclared transfer students in the College of Arts & Sciences and for the MizzouMACC program for students dually enrolled between Mizzou and Moberly Area Community College. She also leads first generation and transfer student initiatives and is currently leading the development of a brand new transfer student center at Mizzou.

Previously Cecilia was the Director for the Center for Academic Retention and Enrichment Services at the University of Memphis (TN) and the Director of Advisement and Career Services at Heartland Community College (IL). She is an active leader within NACADA: The Global Community for Academic Advising and was recently elected for a three-year term to the NACADA Board of Directors. She received her B.A. in Foreign Language/International Affairs from the University of Puget Sound (WA) and M.Ed. in Educational Leadership and Policy Studies from Iowa State University.

LOCATION

January 28 - 30, 2019 | San Antonio, TX

Hotel:

Westin San Antonio Riverwalk
420 W Market Street
San Antonio, TX 78205
210.224.6500

Room rate:

\$189 + tax

Room block dates:

The nights of January 27, 28, and 29, 2019.

Room block cutoff date:

January 10, 2019.

Reserve Your Room: Please call 210.224.6500 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



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



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



Learner-centric and designed for interaction and collaboration



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