

SUCCESS24 Conference Agenda

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The logo for SUCCESS24, with "SUCCESS" in a bold, dark red font and "24" in a larger, bold, dark red font. A small yellow bird icon is positioned above the "24".

Soaring to Enrollment Success

Agenda - Monday, July 29

Breakfast: 7-8:30 a.m. at the Commons Dining Hall | Location: 1313 Camden Ave.
 Welcome and Conference Kick-off: 9-9:20 a.m. at PH 156 | Location: 1134 S. Salisbury Blvd.
 Hospitality Room: Perdue Hall 275 open 9:00 a.m.-4:00 p.m.

Time	Session 1	Session 2	Session 3	Session 4
9:30-10:15 a.m.	<u>Are you a WOO? How about a Type 9? Or maybe an ISTJ? Utilizing Personality Strengths in Developing a Strong Team</u> Location: PH 249	<u>Roadmap to Reporting in Slate (RHB)</u> Location: PH 251	<u>Lost in the Sauce: Navigating the Mixed Advising Model</u> Location: PH 274	<u>Strategies for Enhancing Employee Work-Life Balance in Higher Education</u> Location: PH 151
10:30-11:15 a.m.	<u>Engaging Ideas: Practical tips to create a student success workshop series</u> Location: PH 274	<u>Retention of LGBTQ+ Students: Seeing and Supporting a Unique Population</u> Location: PH 249 SESSION CANCELLED	<u>Unlocking Potential: The Power of Strategic Enrollment Planning and Data-Informed Campus Culture for SEM</u> Location: PH 251	<u>From Recruitment to Retention: How Strong Family Engagement Onboards Students Set Up for Success</u> Location: PH 151
11:30 a.m.-12:15 p.m.	<u>Roundtable: Supervising Young Professionals</u> Location: PH 249	<u>Roundtable: Retention Reimagined: New Perspectives and Approaches</u> Location: PH 251	<u>Roundtable: Connecting with Gen Z</u> Location: PH 151	<u>Roundtable: How to leverage technology</u> Location: PH 274
Lunch: 12:30-1:30 p.m. at Commons Dining Location: 1313 Camden Ave.				
1:45-2:30 p.m.	<u>How the SAT and Landscape can assist in Admission, Advising and Retention Support</u> Location: PH 251	<u>Level Up Your Career: A Panel Discussion on Advancing in Higher Education</u> Location: PH 151	<u>Unlocking Potential: Navigating the Road to Student Success</u> Location: PH 249	<u>Strategic Leadership: A Sustainable Guide for Civic Impact</u> Location: PH 274
Snack Break: 2:30-3 p.m. at Perdue Atrium				
3-3:45 p.m.	<u>Keynote Speaker: Michael Riley, President and Editor-in-Chief, The Chronicle of Higher Education</u> Location: PH 156			

9:30-10:15 a.m. | Session 1

Room: PH 249

Are you a WOO? How About a Type 9? Or Maybe an ISTJ? Utilizing Personality Strengths in Developing a Strong Team

Track: Leadership Development

Session Format: Workshop

Presenter: Amy Moffatt, Assistant Vice President, University Admissions, Towson University and Abbi Hayden, Assistant Director of Campus Visits, Towson University

Session Description: Retention doesn't just matter for enrollment; it matters within your team. Whether through Myers Briggs, StrengthsFinder, Enneagram, or other strengths tests, our conversation will focus on using such tools to eliminate personality bias, empowering staff development with a strength-based mindset, and best practices for implementation with continued success.

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**SUCCESS24**

Soaring to Enrollment Success

9:30-10:15 a.m. | Session 2

Room: PH 251

Roadmap to Reporting in Slate (RHB)

Track: Leadership Development
Session Format: Workshop

Presenter: Abigail Molen, Senior Technology Consultant, RHB, a division of Strata Information Group

Slate provides a wealth of information about student and staff behaviors, but how do you best access and display that data in order to make informed decisions? In this session we'll discuss strategies for planning and designing reports that address specific audiences and research questions, while maximizing the use of Slate functionality with Configurable Joins. Learn when to reach for each of the different reporting tools, including traditional Data/Charts, embedded queries and pivot tables in Data Explorer. Finally, we will walk through a variety of report types and discuss the strategies and tools used to develop them:

- Recruitment travel reporting with Expenses and Trips
- Progress-to-goal reports with translation codes and embedded queries
- Click tracking for Deliver campaigns in Data Explorer
- Time-to-action analysis using Query Library exports

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9:30-10:15 a.m. | Session 3

Room: PH 274

Lost in the Sauce: Navigating the Mixed Advising Model

Track: Student Success

Session Format: Roundtable/Panel Discussion

Presenters: Ashley Fullwood, Director, Academic Advising, Retention & Completion, Towson University and Xochilt Lamas, Academic Advisor, Academic Advising, Retention & Completion, Towson University

Session description: Are you an academic advisor or student success advocate? Have you ever worked with students who've felt lost in the academic advising "sauce"? Join Towson University's Academic Advising, Retention & Completion (AARC) office for an interactive roundtable discussion exploring the mixed advising model, where some students are advised by faculty and some by full-time advisors. We'll delve into the benefits and challenges of this structure, exploring ways to bridge the gap between faculty and full-time professional advisors to create a seamless and empowering experience for students. Get ready to: • Discuss how the role of advisors has changed over time • Explore strategies to navigate the dynamics between faculty and full-time advisors • Share best practices for promoting retention and student success within mixed advising models • Network with colleagues and build your professional support system Questions will be provided to spark conversation and facilitate a collaborative learning environment. This session is ideal for: • Professional academic advisors • Faculty academic advisors • Student success professionals.

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9:30-10:15 a.m. | Session 4

Room: PH 151

Strategies for Enhancing Employee Work-Life Balance in Higher Education

Track: Leadership Development
Session Format: Presentation

Presenters: Christine Benoit, Specialist, HR Talent and Organization Development, Salisbury University and Mike Papagikos, HR Director, Employee Experience, Salisbury University

In today's fast-paced work environment, achieving a healthy work-life balance is crucial for employee well-being and organizational success. This session will explore practical strategies and innovative approaches to support employees in balancing their professional and personal lives.

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10:30-11:15 a.m. | Session 1

Room: PH 274

Engaging Ideas: Practical Tips to Create a Student Success Workshop Series

Track: Student Success
Session Format: Workshop

Presenter: Mish Lenhart, Director of Student Engagement, Ithaca College

Session description: Participants in this session will learn strategies for developing 45–60-minute, interactive workshops using TED Talks as a foundation. A curated list of engaging TED Talks and effective methods to get students to participate in meaningful conversations will be shared with all attendees. Participants will get a chance to design their own inspirational workshop series to take back to their own campus, too!

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10:30-11:15 a.m. | Session 2

Room: PH 249

~~Retention of LGBTQ+ Students: Seeing and Supporting a Unique Population~~ Session Cancelled

Track: Retention

Session Format: Workshop

Presenter: Arielle Catron, Assistant Professor, Social Work, Salisbury University

Session description: This guided discussion will pose an open question: How do we retain LGBTQ+ students? From application to graduation, LGBTQ+ students experience anxieties, barriers, and challenges that other students may not. We will discuss what is known about LGBTQ+ student retention, and how we can improve.

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10:30-11:15 a.m. | Session 3

Room: PH 251

Unlocking Potential: The Power of Strategic Enrollment Planning and Data-Informed Campus Culture for SEM

Track: Leadership Development
Session Format: Presentation

Presenter: Boyd Bradshaw, Vice President, Enrollment Management, Towson University

Discover how strategic enrollment planning, when coupled with a data-informed campus culture, becomes a dynamic force driving institutional success. Uncover methodologies for leveraging data to predict enrollment trends, optimize resources, and enhance student experiences. Join me to unlock the potential of strategic planning and data integration, defining and empowering your role within your institution.

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10:30-11:15 a.m. | Session 4

Room: PH 151

From Recruitment to Retention: How Strong Family Engagement Onboards Students Set Up for Success

Track: Recruitment & Retention
Session Format: Presentation

Presenters: Allen Koehler, Associate Vice President for Enrollment Management, Salisbury University; Joe Benyish, Director, Orientation, Transition & Family Programs, Salisbury University; Elizabeth Harris, Product Team Lead for Account Management, CampusESP

Parents and family members are an integral part of a student's higher education journey, from deciding where to apply to ensuring they make it to commencement. Ensuring family advocates and advisors have the information they need to play their role is critical for institutions to harness this influence at every step. Join as Salisbury University shares how they engage families through the admissions process, educate new families through orientation, and support families during their student's college experience to facilitate student success.

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11:30 a.m. -12:15 p.m. | Session 1

Room: PH 249

Roundtable: Supervising Young Professionals

Track: Leadership Development
Session Format: Roundtable

Presenters: Michael Elliot, Associate Director, Financial Aid and Charles Overholt, Assistant Director of Freshman Admissions, Salisbury University

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11:30 a.m. -12:15 p.m. | Session 2

Room: PH 251

Roundtable: Retention, Reimagined: New Perspectives and Approaches

Track: Retention

Session Format: Roundtable

Presenters: Sarah Timko-Jodlbauer, Director, Academic Advising Center & Heather Holmes, Director, Center for Student Achievement, Salisbury University

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11:30 a.m. -12:15 p.m. | Session 3

Room: PH 151

Roundtable: Connecting with Gen Z

Track: Student Success
Session Format: Roundtable

Presenters: Shane Ryan & Rahsaan Ellis, Admissions Counselors, Salisbury University

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11:30 a.m. -12:15 p.m. | Session 4

Room: PH 274

Roundtable: How to Leverage Technology

Track: Recruitment

Session Format: Roundtable

Presenters: Stacey Jones, Associate Director of Admissions, Salisbury University and Kevin Knudsen, Director of Academic Commons, George Washington University

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1:45-2:30 p.m. | Session 1

Room: PH 251

How the SAT and Landscape Can Assist in Admission, Advising and Retention Support

Track: Recruitment & Retention
Session Format: Presentation

Presenters: Jen Kretchmar, Director, Admission Innovation, College Board and Amy Moffatt, Assistant Vice President for University Admissions, Towson University

The SAT and Landscape are valuable tools to leverage in the admissions process, but institutions are increasingly relying on these tools to identify students that need advising and retention support. In fact, new results show a dramatic increase in institutions requesting or requiring students to submit test scores at the point of enrollment, after the admission process, to aid in advising and student support work. This session will share new research about how the added contextual information provided in Landscape helps institutions use the SAT and HSGPA more effectively to predict how students will perform and identify students who may benefit from additional support. Hear directly about the research on this tool and how it's being used.

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1:45-2:30 p.m. | Session 2

Room: PH 151

Level Up Your Career: A Panel Discussion on Advancing in Higher Education

Track: Leadership Development

Session Format: Roundtable/Panel Discussion

Presenter: Allen Koehler, Associate Vice President for Enrollment Management, Salisbury University

Panelists include: Amanda Messatzzia, Dean of Enrollment Management and Student Services, Wor-Wic Community College; Boyd Bradshaw, Vice President for Enrollment Management, Towson University; Candace Caraco, Associate Vice Chancellor for Academic Affairs, University System of Maryland; Carolyn Ringer Lepre, President, Salisbury University; Christine Moran, Associate Vice President for Student Success, McDaniel College; Gail Charrier, Associate Vice President for Student Affairs, Delaware Technical Community College

Climbing the professional ladder at any institution is complicated. Hear from a panel of higher education leaders on their experiences rising in their career, discussing how they landed in their administrative role, navigating the politics on campus, and the path they took towards their current leadership position. Audience members are aspiring leaders.

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**SUCCESS24**

Soaring to Enrollment Success

1:45-2:30 p.m. | Session 3

Room: PH 249

Unlocking Potential: Navigating the Road to Student Success

Track: Student Success
Session Format: Workshop

Presenters: Vivian Shannon-Ramsey, Assistant Professor & Director of Field Education, Bowie State University

For years, methods and models have been designed to help students succeed. Much of it has been effective. However, educators sometimes miss the opportunity to help students because we often define student success in ways that may not incorporate factors such as the social and cultural backgrounds of the students. This workshop will look at ways to help educators and administrators adapt and find new ways to enhance student success through advisement, tutoring, and the classroom. In the rapidly changing educational landscape, educators must stay ahead by adapting and innovating. This workshop is a timely response to this need, offering fresh insights and strategies to help students define and achieve success.

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1:45-2:30 p.m. | Session 4

Room: PH 247

Strategic Leadership: A Sustainable Guide for Civic Impact

Track: Leadership Development
Session Format: Workshop

Presenter: Ryan Weaver, Lecturer, Salisbury University

Civic education is at the forefront of creating and sustaining partnerships that produce student-led impact through mentoring, leadership development, interdisciplinary collaboration, and community engagement. This workshop session focuses on deepening civic impact through a strategic leadership model that makes relationships between people an integrative component. Participants will have the opportunity to work with examples from the classroom and community to identify common lessons for generating campus/community partnerships that will provide sustainable collaboration for strategic civic impact. Conversations, facilitated by the presenter, will help you bring ideas to your campus and community.

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3-3:45 p.m.

Room: PH 156

Keynote Speaker: Mr. Michael Riley, View From the Chronicle: The Precarious State of Higher Ed



Michael Riley is president and editor in chief of The Chronicle of Higher Education Inc., where he guides the company's strategic direction and leads the business, technology, and editorial departments. Riley brings with him more than 35 years of innovation in navigating the nexus of journalism, digital technology, and business.

Before joining *The Chronicle* in 2013, Riley was editorial director of *Bloomberg Government*, a D.C.-based start-up that analyzed the business impact of government actions. Riley had previously been editor and senior vice president of *Congressional Quarterly*, directing the coverage of Congress and national politics. Before *CQ*, Riley served as editor of *The Roanoke Times*, in Virginia, and was a senior correspondent and bureau chief for *Time* magazine. He started his career as a newspaper reporter at *The Dispatch*, in Lexington, N.C.

In the early 1990s, Riley became intrigued by the emergence of online technology and the internet. In 1994, he was awarded a Nieman Fellowship at Harvard and studied the disruptive forces that were beginning to transform journalism. A year later, Riley was tapped to create a Time-CNN start-up venture called *allpolitics.com*, which became one of the nation's first comprehensive political websites. Riley holds an M.P.A. from Harvard University's Kennedy School of Government, where he studied politics and economics. He earned his B.A. in English from Wake Forest University. He lives in Arlington, Va., with his wife, Arline, and they have two daughters.

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**SUCCESS24**

Soaring to Enrollment Success

Agenda - Tuesday, July 30

Breakfast: 7-8:30 a.m. at the Commons Dining Hall | Location: 1313 Camden Ave.
Hospitality Room: Perdue Hall 275 open 9:00 a.m.-4:00 p.m.

Time	Session 1	Session 2	Session 3	Session 4
9-9:45 a.m.	Featured Speaker: <u>Ms. Sara Lowery: We Are Not Out of Gas It's Just Time to Reboot, Recharge, Reimagine</u> Location: PH 156			
10-10:45 a.m.	<u>Putting Your "Supervision Plan" into Action</u> Location: PH 274	<u>Potentials of Cultural Diversity, Student Recognition, and Feeling of Belonging for Retention</u> Location: PH 249	<u>Building Bridges to Student Success: Implementing and Scaling Academic Advocacy Programs to Increase Retention and Graduation</u> Location: PH 251	<u>From the ground up: Building a supportive infrastructure for recruitment and retention</u> Location: PH 151
11-11:45 a.m.	<u>Shifting Perspectives: Mental Health and Higher Ed... now what?</u> Location: PH 151	<u>Being Proactive vs Reactive: Early Recognition of Lack of Academic Progression in Healthcare Professions Students and Assuring Success Through Faculty Coaching</u> Location: PH 251	<u>The Social Media Survival Guide: University Edition</u> Location: PH 249	<u>Scale and Streamline Family Communications & Engagement with CampusESP</u> Location: PH 274
Lunch: 12:00-1:30 p.m. at Commons Dining Location: 1313 Camden Ave.				
1:45-2:30 p.m.	<u>Leadership development in tumultuous times: Values-based leadership in student success</u> Location: PH 151	<u>From Fail to Sail: Using National Fellowships to help At-Risk Students Lead and Succeed on campus</u> Location: PH 249	<u>Alternatives to Academic Suspension: The Academic Renewal Program</u> Location: PH 251	<u>Student Support 102: Holistic student development through wellness and self-advocacy</u> Location: PH 274
Snack Break: 2:30-3 p.m. at Perdue Atrium				
3-3:45 p.m.	<u>First Flights: Launching a First-Gen Program in 6 Months</u> Location: PH 249	<u>First Year Seminar and Writing Center Workshops: seeking to understand dispositions toward college writing and writing centers as a retention tool</u> Location: PH 251	<u>Amplify Your Access Initiatives with College Board Search and Connections</u> Location: PH 274	<u>Navigating Tomorrow: Exploring Emerging Trends in Higher Education</u> Location: PH 151

Shorebirds: 5:45 p.m. depart from SU Academic Commons to Perdue Stadium | Location: 6400 Hobbs Rd, Salisbury

9-9:45 a.m.

Room: PH 156

Featured Speaker: Ms. Sara Lowery, We Are Not Out of Gas It's Just Time to Reboot, Recharge, Reimagine



Sara Lowery, a unique voice in leadership and mental wellness, is a professional speaker and Associate Director of Fraternity and Sorority Leadership & Learning at the University of Delaware. Her insights on authentic leadership, mental health, and self-love are not just theoretical but deeply rooted in her personal experiences and interactions with diverse audiences nationwide. Her mission, whether in lecture halls, conference rooms, or intimate gatherings, is to spark critical reflection on our leadership journeys and inspire resilience and growth, even in the face of adversity.

Sara Lowery has discovered her calling in the realm of authentic leadership, mental wellness, and the profound significance of self-love. Through numerous conversations, shared experiences, and heartfelt connections, she has come to realize that true fulfillment is not found in accolades or titles, but in the pursuit of personal growth and authenticity.

As a campus-based professional for over 19 years, she works to develop student leaders by supporting them in navigating through their collegiate experience(s) as well as professionals in inspiring them to continue to think about crafting up-to-date WHYs, how to reach their goals, and learning how to celebrate the results which all make and encourage stronger leaders. She enjoys every opportunity to interact with, teach, and learn from students.

While Sara Lowery has received numerous awards and accolades, she wants her audience to know that her true passion lies in seeing them become the best versions of themselves. Mentoring holds a special place in Sara's heart, as she acknowledges daily that without the support and guidance of others, she would have had a much longer journey to self-discovery and success.

In her role as the Associate Director of Fraternity and Sorority Leadership & Learning, overseeing a diverse tapestry of Greek organizations, I have witnessed firsthand the transformative power of community, mentorship, and service.

Originally from everywhere but nowhere, this military brat currently resides in Salisbury, Maryland, but she identifies a combination of Maryland, North Carolina, and Philadelphia as home. Sara is also a proud member of the Princess Anne Alumnae Chapter of Delta Sigma Theta Sorority, Inc. She has no husband, children, or animals, but she has some fantastic Line Sisters...

Today, she wants to remind us as we gather in this space of collective learning and growth, let us embark on a journey of self-discovery and empowerment. Let us challenge ourselves to cultivate authentic leadership, prioritize mental wellness, and foster a profound sense of self-love. Together, let us dare to dream boldly, embrace vulnerability, and ignite the flames of possibility within ourselves and each other.

Thank you for entrusting her with your time and your hearts. Let us embark on this journey together, for the greatest adventure awaits within.

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**SUCCESS24**

Soaring to Enrollment Success

10-10:45 a.m. | Session 1

Room: PH 274

Putting Your "Supervision Plan" into Action

Track: Leadership Development
Session Format: Workshop

Presenter: Joe Benyish, Director of Orientation, Transition & Family Programs, Salisbury University

Supervising can be difficult, and not always something that everyone thinks about. Learn about how you can create your own Supervision Plan through some thoughtful reflections and considerations. Creating a plan can help you take your supervision skills to the next level. Participants will leave with a skeleton Supervision Plan to return to work with!

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10-10:45 a.m. | Session 2

Room: PH 249

Potentials of Cultural Diversity, Student Recognition, and Feeling of Belonging for Retention

Track: Retention

Session Format: Presentation

Presenter: Jacques Koko, Professor, Conflict Analysis and Dispute Resolution, Salisbury University

Using the techniques of participant-observation, content analysis, and narrative analysis, this presentation examines the potential of cultural diversity, student recognition, and feeling of belonging for retention. The author performs a content analysis on a random sample of 100 course evaluations, and he follows up with 100 participant-observations to make a case for how student recognition and cultural diversity (in student population, in faculty, in course readings, course assignments, and class discussions) foster students' feelings of belonging and student retention.

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10-10:45 a.m. | Session 3

Room: PH 251

Building Bridges to Student Success: Implementing and Scaling Academic Advocacy Programs to Increase Retention and Graduation

Track: Student Success

Session Format: Presentation

Presenters: Amanda Knapp, Associate Vice Provost and Assistant Dean, Undergraduate Academic Affairs, UMBC and Delana Gregg, Director, Academic Learning Resources, Assessment and Analysis, UMBC

Academic Advocacy is an emerging support model at universities - a coordinated case management approach which can increase visibility, reduce student confusion, and centralize access for student support. Join leaders of UMBC's Academic Success Center to learn how adding Academic Advocacy to your student success portfolio can deepen campus partnerships, increase student usage of support services, and improve student retention and graduation rates. Participants will learn the core concepts of Academic Advocacy at UMBC, such as identifying students experiencing barriers to persistence through data and referrals, identifying key collaborative partnerships to "champion" the program, and scaling the Academic Advocacy program utilizing peers.

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**SUCCESS24**

Soaring to Enrollment Success

10-10:45 a.m. | Session 4

Room: PH 151

From the Ground Up: Building a Supportive Infrastructure for Recruitment and Retention

Track: Recruitment

Session Format: Presentation

Presenters: Lindsey Massey, Student Support and Engagement Coordinator, Office of the Dean of Students, University of Delaware and Patrick Burke, Regional Transfer and Advising Specialist, Salisbury University

The session will focus on the three "R"s, recruitment, retention, and recognition, for best practices in building a supportive infrastructure for recruitment of prospective students through an application to graduation approach.

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11-11:45 a.m. | Session 1

Room: PH 151

Shifting Perspectives: Mental Health and Higher Ed... Now What?

Track: Leadership Development
Session Format: Workshop

Presenters: Tiffany Arrington, Case Manager, Salisbury University and Laurie Scherer, Director, Counseling Center, Salisbury University

Retention and graduation are core guiding principles for higher education professionals. Students are entering college with significant mental health diagnoses at a higher rate than in the past and institutions need to be equipped to support students, beyond referring to the counseling center or suggesting the student withdraw from school. However, perspectives need to shift to best serve the students.

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11-11:45 a.m. | Session 2

Room: PH 251

Being Proactive vs Reactive: Early Recognition of Lack of Academic Progression in Healthcare Professions Students and Assuring Success Through Faculty Coaching

Track: Retention

Session Format: Presentation

Presenter: Stephanie H. McFarland, Instructor, Nursing, Salisbury University

This presentation crosses both retention and success themes. It shares with you part of my initial dissertation literature review in my Health Profession Education PhD program and some of the considerations in building a pilot coaching program for our students in the undergraduate nursing program here at Salisbury University. It will review prior studies of success/failures and discuss my plan to initiate the pilot program in our department to recognize nursing students early that may be struggling and assist them in getting the help and finding the resources they need. This has been focused on nursing students but could apply to any discipline.

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11-11:45 a.m. | Session 3

Room: PH 249

The Social Media Survival Guide: University Edition

Track: Recruitment

Session Format: Roundtable/Panel Discussion

Presenters: Brian Koehler, Alumni Engagement Coordinator, Salisbury University and Jenna Payne, Admissions Counselor, Salisbury University

This session is a roundtable discussion regarding social media. How do we measure success and what to do when you get a negative comment or share? Participants will leave with more ideas from other universities including what time and day is best to schedule a post or how to gain more followers.

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11-11:45 a.m. | Session 4

Room: PH 274

Scale and Streamline Family Communications & Engagement with CampusESP

Track: Recruitment & Retention

Session Format: Tech demonstration

Presenters: Chris Allbrook, Director of Sales, CampusESP and Elizabeth Harris, Product Team Lead for Account Management, CampusESP

CampusESP is the #1 solution to turn family involvement into student success. Get a real-time walk-thru of this all-in-one family engagement platform that helps you share personalized, timely content with families across web, mobile, email, and text message. From enrollment to retention to fundraising, today's parents are involved in their student's journey. With a strategic family engagement plan, CampusESP helps you channel parent influence into results.

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1:45-2:30 p.m. | Session 1

Room: PH 151

Leadership Development in Tumultuous Times: Values-based Leadership in Student Success

Track: Leadership Development
Session Format: Workshop

Presenters: Christine E. Moran, Associate Vice President, Student Success, McDaniel College and Kevin J. Knudsen, Director of Academic Commons, George Washington University

Modern local, state, and national events such as the COVID-19 pandemic, the backlash against Diversity, Equity, and Inclusion efforts, and the Israel-Hamas war have had a profound impact on institutions over higher education over the past five years. Effective leadership during tumultuous times is critical in all areas of higher education and particularly for student success professionals. To be successful, leaders must possess a clear understanding of their values and how these values influence their decision-making processes. During this session, participants will explore essential leadership values, evaluate their own personal values, and apply them to real-world student success scenarios. The session will conclude with a reflection activity where participants discuss next steps in their leadership development.

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1:45-2:30 p.m. | Session 2

Room: PH 249

From Fail to Sail: Using National Fellowships to help At-Risk Students Lead and Succeed on Campus

Track: Student Success

Session Format: Roundtable/Panel Discussion

Presenters: Andrew Martino, Dean, Clarke Honors College, Salisbury University; Kristen Walton, Professor and Director of Nationally Competitive Fellowships Office; Sally Perret, Professor and Associate Director of Fellowships, Salisbury University and Robby Chin, Program Administrative Specialist, Office of Diversity and Inclusion, Salisbury University

This panel will be set up as a Roundtable on using different strategies to get students from different backgrounds, particularly First Generation and Pell Grant students, to thrive in a university setting. The fellowships office at Salisbury is closely connected with a variety of different High Impact Practices at the university and students who work with the office are introduced to many ways to succeed on campus. This success leads them to leadership positions and increases retention rates (one student went from academic probation to Fulbright while working with our office). From the perspective of the Fellowships Office, the Honors College, and Powerful Connections (as well as a Fellowships Associate Director who works closely with the Migrant population) we will discuss with the attendees' different strategies to increase involvement in fellowships and build our At-Risk students' chances for success.

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1:45-2:30 p.m. | Session 3

Room: PH 251

Alternatives to Academic Suspension: The Academic Renewal Program

Track: Retention

Session Format: Presentation

Presenters: Janae Carter, Learning Specialist, Towson University and Jackie Gabrielian, Academic Advisor, Towson University

The Office of Academic Advising Retention & Completion and the Tutoring & Learning Center from Towson University will be presenting information about the origin and utilization of the Academic Renewal Program, an initiative to increase student retention by offering an alternative to academic suspension to at-risk students. The Academic Renewal Program was soft-launched in 2012 and since its implementation has been hailed as a “win-win” for the university as it raises graduation and retention rates while also increasing university profits. The presenters will walk through the process of guiding a student through the Academic Renewal Program, including enrollment in ORIE101 (a 1-credit study skills course), meetings with their advisor, caps on credits, and account holds.

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**SUCCESS24**

Soaring to Enrollment Success

1:45-2:30 p.m. | Session 4

Room: PH 274

Student Support 102: Holistic Student Development Through Wellness and Self-advocacy

Track: Student Success

Session Format: Presentation

Presenters: Lindsey Massey, Student Support and Engagement Coordinator, Office of the Dean of Students, University of Delaware

The session aims to provide non-clinical faculty and staff with oversight of the importance of students' mental health, well-being, and self-advocacy skills for holistic student growth and development, ensuring students thrive rather than just survive. This session will provide tools and strategies to promote student wellness and self-advocacy.

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3-3:45 p.m. | Session 1

Room: PH 249

First Flights: Launching a First-Gen Program in 6 Months

Track: Student Success

Session Format: Presentation

Presenter(s): Vanice Antrum, Director, Multicultural Affairs, Salisbury University and Seth Endicott, Assistant Director, Center for Student Achievement, Salisbury University

Launching this program in 6 months was an arduous task, but one too important to ignore. We were elected co-chairs of the first-generation student success committee in February 2023 and worked to get the program up and running for the Fall 2023 semester. Retention and graduation rates of first-generation students were lower, compared to their non-first-generation counterparts due to a lack of institutional support in place. We knew we needed to move fast, even though we did not have all the answers, or the resources. Through our experience and efforts in creating a first-generation student success program, we have been able to see successes and a sense of belonging for the first-generation students who have participated and have gained support from faculty and staff along the way.

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**SUCCESS24**

Soaring to Enrollment Success

3-3:45 p.m. | Session 2

Room: PH 251

First Year Seminar and Writing Center Workshops: Seeking to Understand Dispositions Toward College Writing and Writing Centers as a Retention Tool

Track: Student Success

Session Format: Roundtable/Panel Discussion

Presenters: Melissa Bugdal, Associate Professor, Director, University Writing Center, Salisbury University, Nancy Talbott, Academic Program Specialist, University Writing Center, Aysan Kolahdouzipour and Jeff Dean, Students Workers, University Writing Center, Salisbury University

Salisbury University's Fall 2024 rollout of a new First Year Seminar program presents the University Writing Center with specific challenges and opportunities. In anticipation, a team of writing center administrators, writing program administrators, graduate students, and peer-tutors spent the summer of 2024 developing a series of Universally Designed and reverse-mapped writing workshops tailored specifically toward the Student Learning Outcomes of First Year Seminar. We also developed an IRB-approved assessment tool to study the effect of these workshops and capture data for future study. In particular, we are seeking to better understand student knowledge, perceptions, and dispositions toward college writing and the writing center itself before and after our workshops. This project interrogates the ways in which our workshops inform student understanding and awareness of the unique challenges that lay before them in a Writing Across the Curriculum (WAC) campus, and their dispositions toward using the University Writing Center as a resource to support their writing development throughout college. Ultimately, we seek to better understand the connections between writing centers and student retention.

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CESS24

Enrollment Success

3-3:45 p.m. | Session 3

Room: PH 274

Amplify Your Access Initiatives with College Board Search and Connections

Track: Recruitment

Session Format: Presentation

Presenter: Jacqueline Trujillo, Director, Recruitment and Enrollment Solutions, College Board

Students who use College Board Search are more likely to enroll in four-year colleges and graduate in four years than similar students who aren't identified through Search. These outcomes are even greater for students of color. Every year, Search – College Board's tool designed to help schools build a diverse and vibrant class -- advances access for all. With features like Interest in My College and Landscape Context available for all institutions, colleges can better identify and promote access to qualified students, including those who live in higher challenge neighborhoods.

Launched in Fall 2023, Connections, our new privacy-forward feature, is the next innovation in access and recruitment. Connections allow schools to reach students using a mobile app. Students can view test scores, explore college profiles and receive messages from your institution.

Join our conversation to learn more about how Search and Connections will help to amplify your access initiatives in 2024.

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**SUCCESS24**

Soaring to Enrollment Success

3-3:45 p.m. | Session 2

Room: PH 151

Navigating Tomorrow: Exploring Emerging Trends in Higher Education

Track: Recruitment

Session Format: Presentation

Presenters: Amy Moffatt, Assistant Vice President for Admissions at Towson University and Elizabeth Skoglund, Director of Admissions at Salisbury University

In this collaborative forum, we'll navigate through the latest trends shaping the future of academia, offering strategic insights and practical approaches to adapt and thrive in a rapidly evolving educational ecosystem. From innovative recruitment strategies to holistic student support models, we'll explore emerging paradigms that are redefining the way we engage with prospective students, facilitate their transition into college life, and foster their success throughout their academic journey. Through interactive discussions, case studies, and expert perspectives, this session aims to empower participants with the knowledge and tools needed to stay ahead of the curve and champion excellence in higher education across the state of Maryland.

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**SUCCESS24**

Soaring to Enrollment Success

Agenda - Wednesday, July 31

Breakfast: 7-8:30 a.m. at the Commons Dining Hall | Location: 1313 Camden Ave.
Hospitality Room: Perdue Hall 275 open 9:00 a.m.-12:00 p.m.

Time	Session 1	Session 2	Session 3	Session 4
9-10 a.m.	Featured Speaker: <u>Dr. Ron Siers: Strengthening Your CORE as You Design Your Leadership Growth and Development</u> Location: PH 156			
10:15-11 a.m.	<u>Giving Students Credits for Success: Corequisite Tutoring Courses as Post-Pandemic Intervention</u> Location: PH 274	<u>A Review of the Comunidad and Umoja Scholars Program</u> Location: PH 251	<u>The ABC's of Retaining Male Students that are not Athletes</u> Location: PH 151	<u>The Rise of Student Guidezillas: Enhancing Admissions Tours</u> Location: PH 249
11:15 a.m.- 12 p.m.	<u>Beyond Burnout: Illuminating Systemic Barriers Facing Women Working in Higher Ed</u> Location: PH 151	<u>Back to Flying - Positive Ways to Lift a Grounded Student</u> Location: PH 249	<u>Festival Latino Recruitment Event</u> Location: PH 251	<u>Leverage the power of surveys to pinpoint evolving challenges and better meet incoming student needs</u> Location: PH 274

Closing: 12:00 in Perdue Hall 156

9-9:45 a.m.

Room: PH 156

Featured Speaker: Dr. Ron Siers, Strengthening Your CORE as You Design Your Leadership Growth and Development



Ron Siers, Jr., PhD is a full professor and the associate head baseball coach at Salisbury University. Dr. Siers is a scholar, author, journal editor, presenter, keynote speaker, and leadership consultant. His terminal degree is in Organizational Leadership. He is the Co-Director of the Academy for Leadership in Education (ALE), The Academy for Leadership in Education Empowerment, Director of the Academy for Leadership in Athletic Coaching, Athletic Minor Coordinator, PDS Liaison & Intern Supervisor at Salisbury University. He was previously a Department Chair, Public School High School Coach and History/Physical Education Teacher.

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10:15-11 a.m. | Session 1

Room: PH 274

Giving Students Credits for Success: Corequisite Tutoring Courses as Post-Pandemic Intervention

Track: Student Success

Session Format: Presentation

Presenter: Wayne Robertson, Writing Center Director, Towson University

This session will investigate the impact that corequisite tutoring courses have on student success and persistence. In these models, students receive credit for regularly attending tutoring sessions while taking courses such as first-year composition and college algebra. Several recent, large-scale studies have demonstrated that corequisite coursework results in student success rates two to three times higher than traditional remediation.

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10:15-11 a.m. | Session 2

Room: PH 251

A Review of the Comunidad and Umoja Scholars Program

Track: Student Success

Session Format: Presentation

Presenter: Alleesia P. Owens-King, Associate Professor, Social Work, Salisbury University

This presentation examines key elements of the culturally informed effort, Comunidad and Umoja Scholars Program (CUSP). There will be a detailed review of mentor and mentee recruitment, selection, and pairing processes. There will also be a review of the program's workshop series, which allows structured mentor and mentee interaction while promoting competent social work practice with marginalized communities. Participant feedback discussed here is part of a more extensive research study exploring the impact of various social work mentoring initiatives on feelings of belonging and career development for students of color, Salisbury University Institutional Review Board (IRB) protocol #14A (Owens-King & Venable-Edwards, 2022).

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10:15-11 a.m. | Session 3

Room: PH 151

The ABC's of Retaining Male Students That Are Not Athletes

Track: Retention

Session Format: Workshop

Presenter: Deirdra G. Johnson, Associate Vice President of Student Affairs, Salisbury University

The retention rate of male students in college is a pressing concern, with many institutions struggling to keep these students engaged and motivated. This session will outline a comprehensive plan to address the issue, focusing on strategies to improve male student retention, academic success, and overall college experience.

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10:15-11 a.m. | Session 4

Room: PH 249

The Rise of Student Guidezillas: Enhancing Admissions Tours

Track: Recruitment

Session Format: Roundtable/Panel Discussion

Presenters: Brian Koehler, Alumni Engagement Coordinator, Salisbury University; Jenna Payne, Admissions Counselor, Salisbury University and Chuck Stanley, Admissions Counselor, Salisbury University

Are you looking for unique ways to enhance your student tour guide experience? Join us for a roundtable to discuss new admissions tour guide trends.

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11:15 a.m.-12 p.m. | Session 1

Room: PH 151

Beyond Burnout: Illuminating Systemic Barriers Facing Women Working in Higher Ed

Track: Leadership Development
Session Format: Presentation

Presenter: Carrienne Cicero, Advising Services Coordinator for the Seidel School of Education, Salisbury University

Women bring invaluable diversity, innovation, and leadership to higher education institutions, yet their contributions are often overlooked (Renn & Hughes, 2004). This session delves into the lived experiences of women within university workplaces through empirical research conducted at a mid-size state university. Drawing from firsthand accounts and data-driven insights, this session will unpack the systemic barriers and implicit biases disproportionately affecting women in academia. Participants will gain a deeper understanding of the challenges women face and learn practical strategies to catalyze meaningful change. Regardless of position, attendees will leave empowered to champion grassroots initiatives fostering more inclusive, supportive, and equitable environments for women's leadership and advancement in higher education.

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11:15 a.m.-12 p.m. | Session 2

Room: PH 249

Back to Flying - Positive Ways to Lift a Grounded Student

Track: Student Success

Session Format: Presentation

Presenter: Melissa Granger, Associate Vice President of Academic Affairs, Salisbury University

This session will focus on the small ways that positive language and incentives can make a difference for students who are struggling. We will discuss the power of connection, and you will learn about a new scholarship opportunity that rewards students who move from probation to the Dean's List - which benefits both the students and the university. There will also be time for attendees to share how small changes and incentives have moved the dial at their institution.

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11:15 a.m.-12 p.m. | Session 3

Room: PH 251

Festival Latino Recruitment Event

Track: Recruitment

Session Format: Presentation

Presenters: Ricardo Vazquez, Assistant Professor at Salisbury University and Corinne Pubill, Professor at Salisbury University

Session description: This presentation explains why it is vital for Salisbury University (SU) and other colleges to recruit Latino students and families. SU hosted our Festival Latino on campus in 2022 and 2023, which attracted not only our SU community, but also many regional Latino and non-Latino community members who had never visited campus before. The festival includes authentic food and music, as well as student and community organization information tables. SU Admissions attends the event to raffle off a \$1000 scholarship to a high school senior. We are planning our 2024 festival as part of our Cultural Affairs theme, "Latinidades."

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11:15 a.m.-12 p.m. | Session 4

Room: PH 274

Leverage the Power of Surveys to Pinpoint Evolving Challenges and Better Meet Incoming Student Needs

Track: Student Success

Session Format: Presentation

Presenters: Christine E. Moran, Associate Vice President of Student Success, McDaniel College and Robin Dewey, Director, Office of Institutional Research, McDaniel College

Each new cohort of incoming students presents a distinct set of hurdles, necessitating adaptability and swift action. Timely recognition of these factors can facilitate program enhancement, curricular support, and holistic student development. In August 2023, we conducted the Higher Education Data Sharing (HEDS) Consortium New Student Survey with 424 first-year students (Class of 2027), achieving an impressive completion rate of 91%. Join us as we delve into the survey findings, discern recurrent themes, and unveil the strategic adjustments we have implemented. Moreover, we'll outline our forthcoming plans, including a follow-up survey for returning students from the same cohort slated for this August. Let's explore how data-driven insights are shaping our student-centric approach and fostering continuous improvement for student success.

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**SUCCESS24**

Soaring to Enrollment Success