

Breakout Session Overviews

2016 KACCS Symposium

March 4, 2016
Lexington, Kentucky

New Political Realities and What They Mean for Your School

Understanding the political environment has become one of the keys to success in today's environment and 2016 promises to be a critical year for our schools. Our keynote program will give you the information you need to face the political and regulatory challenges in the coming year.

The presentation will be split roughly 50/50 between state and federal issues. State issues will include updates on the new administration in Frankfort, including the new state Attorney General. We will provide a briefing on current developments in the 2016 General Assembly and look ahead to the 2016 legislative races.

Federal issues will include developments on gainful employment and other federal matters that may arise in 2016. We will also review the 2016 Presidential race. Lastly there will be an update on APSCU's repositioning effort in response to the current landscape.

The presentation will be interactive and will encourage questions. The focus will be on how these developments will impact your school and your business.

The Future of Proprietary Education: Where do We Go From Here?

"The Future of Proprietary Education: Where Do We Go From Here?" is an informative presentation from the Kentucky Commission on Proprietary Education. The presentation is designed to immediately bring you up to speed on current regulations, timelines and ensure institutions are provided clear, consistent and accurate information during the licensing process.

Interpersonal Competence: Connect With Others

In this module, we will explore the impact on our professional development when we apply Dale Carnegie's principles for building trust and rapport. These nine principles form the basis for establishing respectful and understanding professional relationships.

Trust is the foundation of all successful professional relationships.

Most of us work in settings where our managers have high expectations of us, and where our organizations require that we do more, better, faster, with less. The best way to meet those challenges is by creating strong teams, supportive relationships, and a cooperative work environment. By beginning with establishing trust and rapport, we can develop relationships that will enable us to meet our career goals.

Objectives:

- Change approach to gain different results
- Apply principles for building trust and rapport in relationships
- Identify opportunities to improve business relationships

Grow Your Student Engagement: Meeting Online Students Where They Are

Online learning is at an all-time high! Between 1998 and 2008 the number of students enrolled in distance learning courses has increased by 150% and it is projected to keep growing. One of the main challenges when teaching online is to keep students engaged on the other side of the screen. 20 years of experience in the online education arena has taught us that the best way to keep students engaged is to meet students where they are. Meeting students in an environment that they are comfortable in is an easy way to foster participation. Join Hands-On Labs as we demonstrate how to foster student success and engagement by meeting them where they are!

Solving two common eLearning problems: Student Retention & Proctoring Process Management

Boosting student retention and providing a robust testing environment are two challenges facing eLearning leaders. In this presentation a review of literature will reveal that students often drop out due to non-cognitive factors such as procrastination, time management, and technology skills. The Smarter Measure Learning Readiness Indicator is the leading assessment of non-cognitive skills. Score reports from the assessment map the student's scores to resources for support. Testing integrity and learner authentication continue to be challenges. Smarter Proctoring is the first Proctoring Process Management System which allows schools to provide multiple proctoring modalities such as testing centers, human proctors, and virtual proctors. Through dashboards embedded into the LMS faculty, students, administrators and proctors can all track the full proctoring process for multiple modalities in real time for each student.

Innovative Ways to Engage Today's Student in the Enrollment Process

Student expectations are changing rapidly as technology evolves and many schools are notoriously slow to adapt to this trend. Today's student expects to be treated as an individual, but more times than not, are put through a one size fits all process. While there is typically plenty of attention given to the admissions process, many schools have built (and rebuilt) enrollment processes designed to serve their needs...not the students. As the generational gap between your staff and potential students widen, these processes need to be reimaged with a student first focus and corresponding technology. This presentation was developed to discuss generational differences in potential students and share ideas on how to tailor admission processes to their ever-changing, ever-increasing demands.

World War III: The Battle of the Cell Phones

As a teacher, I have learned to choose my battles. One battle I have struggled with is keeping my students off their cell phones, and this war is a tough one! I am sure you know their tricks, the "sit with back to teacher," or "in the lap" techniques...just to name two. So, what is a teacher to do? Embrace it! Research demonstrates that cell phones are becoming addictive. Dopamine is released when a person's phone rings or vibrates, and this makes the person very happy! And, just the opposite happens when a person feels they do not have access to their cell phones; they become agitated and stressed. Which student would you prefer to teach...the happy one or the agitated one? So, this battle can be a win/win by simply incorporating the cell phone into the classroom as a learning tool. This session will introduce you to some of those tools, and maybe you and your students can all win the battle of the cell phones.

Cutting the Cord to Reach Digital Natives

Did You Know: 70% of mobile searches lead to online action within an hour. There are still a surprisingly large number of organizations with no mobile strategy in place. Many others claim to be “doing mobile” but with little success. It is a challenging medium for many marketing teams. In this session we will discuss the impact, trends and opportunities of mobile and how your organization can make the most of it in 2015 and beyond.

Learning Outcomes:

- Understanding the importance of Multi-screen branding
- Discovering how to best utilize texting
- Which mobile TV and radio channels see the best results
- Which Apps are our students are using
- Understanding current mobile trends
- Interactive discussion on the future of mobile

Creating Your Campus Brand & Engaging Students

Join us for a presentation centered around practical activities to build community and engagement on your campus. Presenter will share how Sullivan College of Technology and Design is using low-cost, innovative measures to increase student retention. By buying into your brand, students harness ownership of their campus and ultimately their educational experience. In our time together we will work through a few examples. There will also be time for us to discuss shared best practices.

Combat Falling Enrollment Rates

Embracing emerging trends in inquiry generation technology can help your school gain a competitive advantage. Everyone manages inquiry generation differently. In some instances, adding one step can help raise your average enrollment rate from 8% to 12%. We'll examine several tried and true ways of improving your process to increase enrollment. Discover tools that will lead your institution to success in this ever-changing industry. It's not magic, but managing the process differently with some added “elbow grease.”

Learning Objectives:

- Discover the ideal media mix and integrated methods for stronger enrollments
- Understand how to effectively manage vendors to reduce and manage your invalid inquiries
- Essential elements of engaging drip campaigns to drive success for your staff, students and institution
- How to increase enrollments without increasing spend

New Regulation is Calling: Are You Ready to Answer

Your institution cannot afford to be blind-sided by new compliance regulation. Attendees will leave with a 2016 Compliance Checklist and tactics for monitoring your online and offline marketing. Don't fail to plan; compliance missteps can impact your business if you are not prepared. It's your call...

Learning Objectives:

- Learn effective techniques to monitor your online and offline marketing
- Understand compliant marketing and its impact on your bottom line
- Discover tips for maintaining responsible third party relationships

Recognizing Emotional Intelligence in Students

Recognizing Emotional Intelligence in Students, looks at today's student population. Recently, numerous studies have shown us, that good grades alone are not a guarantee for students to secure a good job. Today, more and more, we see employers look at emotional intelligence as must have quality. The reason behind this trend is simple, employers want their new hires to be able to show several emotional traits, such as:

- Assess and supervise one's emotions, thoughts, and self.
- To be aware of the emotions of others and of groups.
- To discriminate among emotions and thoughts and use this information to guide future thinking and actions.

Simply put, employers want employees to handle adversity in civilized and intelligent matter. This presentation will look at emotional intelligence and how we, the educators can recognize it and foster it in our students.