**Session Descriptions**

**2017 KACCS Symposium**

**March 3, 2017**

1. ***Teaching Millennials to Make Authentic Interpersonal Connections***

Karen McFadyen, Pearson

It is sometimes said that technical skills get you a 4.0 G.P.A. while communication and leadership skills get you promoted. So someone can be great at statistics or accounting or do really well in their strategy class but, the truth is, in order to get promoted or become a leader of an organization there is a need to communicate effectively. Employers want leaders who can sell other people on their ideas, build trust, and be able to get other people to follow them.

Since Millennials will make up almost half of the workforce 2020, this session will explore ways to help become a better communicator and provide hands on opportunities to practice techniques and develop skills in two areas: how to answer a question that you don’t know the answer to –and- how to ask for meaningful feedback.

1. ***Incorporating Real-Life Experience in the Classroom***

Victor Orlov, Spencerian College

In today’s career demanding world, career colleges play a crucial role in preparing our current work force. But simply teaching the book content is not enough. Due to low unemployment numbers, our employers, today, are looking for not only for job-ready graduates, but also for futures employees who will require very little on-the-job training. Why? Because, employers, today, want to cut training expenses as much as possible.

The question is, how can we, the educators, achieve this with our students? The answer is, we must incorporate our many years of real-life job experience in our lessons. It is not enough for us to have the latest books and the most up-to-date technology, we must pass our years of experience to our students. Our goal is for our students not only to be able to pass their boards certification or license exams, but be ready to jump straight in to their career fields. In my training session, I will provide educators valuable tools, to balance required teaching materials with real-life examples, our students need to obtain a quality jobs.

1. ***Improving Student Engagement & Retention***

Gayle Ecabert and Steph Morris, Beckfield College

Across the country student retention is a crucial issue, especially in community and career colleges. According to a recent study by Complete College America in community colleges less than 30% of full time students enrolled in an associates program complete the degree in 3 years. Minority, low income, and part time students complete at even lower rates.

This year we carried out a comprehensive literature review looking for ideas, programs, and strategies that increase student success and retention. We found that the main theme running through this literature is student engagement. Students who are engaged intellectually, socially, and emotionally with their college are more likely to stay enrolled, to succeed, and to achieve their academic goals. We identified 8 strategies or programs that have been successful in increasing student engagement, success, and retention in community colleges across the country.

1. ***Improving Course Development Using Free/Open Educational Resources***

Dr. Ken Moran & Dr. Anthony Pina, Sullivan University

Our use of Free/Open Educational Resources (OER) has resulted in higher student satisfaction and lower costs for our students. However, it also resulted in changes to our course design and development processes that have increased quality and improved relationships between faculty and instructional designers. Come join us to discover how OER can benefit your students and institution and you will receive a comprehensive list of OER resources.

The presentation will be of interest for those who are involved with teaching, course development, student support, financial aid, admissions and administration.

1. ***Admissions and Academics: Working Together to Improve Recruiting and Retention***

Charmaine Powell and Tina Lewis, Spencerian College

How can admissions and academic teams utilize one another to create better solutions with recruiting and retaining students? Are the academic and admissions teams working together to provide the knowledge and support to incoming students to help them make the proper career choices and to assist them through graduation?

This breakout session will present solutions to prepare others to think creatively when it comes to retention and recruiting.

The goal: Improve retention and recruiting outcomes by:

* Building relationships with academic and admissions counterparts through joint planning, academic facilitated program training and job shadowing.
* Understanding how academics can impact recruiting of students through sharing business relationships, facilitating events for students and assisting with admissions retention plan.
* Understanding how admissions can impact student retention and persistence through proactive identification of potential issues in the recruiting process, assisting with early problem solving, and being interactive past the class start.
1. ***Developing a World Class Institution***

Tom King, Enrollment Resources

With all the challenges in our industry and the increased scrutiny by regulators and prospective students alike, schools cannot afford offer anything less than a world class product and service. Becoming world class involves a school-wide commitment to excellent in all facets of operation. We first guide you through identifying key performance indicators in Admissions, Marketing, Training, Student Services and Career Services. We then discuss the surveys and evaluation process you need to best determine where you currently stand and how your students and stakeholders view you. Finally, we will provide you with a roadmap and process to help develop a complete Strategic Plan designed to take your school to the pinnacle of success. Join us for an enlightening and engaging session that is sure to open your eyes.

1. ***Auditing the Internet – The Future of Compliance***

Shawn Graybill, IntegriShield

The internet has created the opportunity for anyone to abuse and exploit company trademarks and misrepresent brands. Whether you’re monitoring unauthorized content across the web or the digital assets you own, it’s important to keep up with ever-changing messaging, statistics and regulations. Don’t miss this session as we examine strategies to help you monitor, track and enforce regulation to assure consistent and compliant marketing.

**Key Takeaways:**

* Learn how to move quickly to remediation when infractions are found
* Understand the importance of multi-channel management
* Time-saving strategies to conducting online and offline searches
* Gain confidence in your brand’s online compliance
1. ***Presenting With Impact***

Dick Brien, Dale Carnegie Training and Sullivan University System

Effective presentation begins with establishing the objectives of your message and narrowing down to the key points you want to leave with our listeners. You will also want to open with impact to create a positive first impression and close with power to leave a lasting final image. Good facilitators use a variety of evidence to support their key points and link the message together to communicate with logic and precision.

At the completion of this module, participants will be able to:

* Establish trust, credibility and respect with listeners
* Clarify the key points of a message
* Understand the variety of support tools that strengthen a message
* Open and close sessions with impact
1. **10 Easy Ways to Increase Enrollment without Additional Costs**

Darryl Mattox, Gragg Advertising

We will look at the 10 easiest ways to make adjustments in your marketing program that can increase your enrollment numbers. From optimizing your direct mail and online video to landing pages and social media programs, we’ll discuss essential elements of engaging campaigns. All of these tactics do not cost the school additional dollars and are easily implemented.

**Learning Outcomes:**

* How to increase enrollments without increasing spend
* Understanding what works and what doesn’t with inquiry generation efforts
* Gain strategies to immediately implement in current marketing programs
* Discuss common inquiry generation challenges and how to overcome them