



Webinar Registration Form

From Recruitment To Job Placement: Data-Driven Strategies To Support Persistence, Graduation & Employment

Tuesday, November 27 ~ 1:00-2:30pm (Eastern)

Once the live date has passed, this training will be available on demand.

Overview

This webinar will address the various factors that students (and their parents) take into consideration in choosing which college to attend, the factors that contribute to student persistence to graduation (including academic preparation, social integration, institutional support, and financial considerations), the key factors relevant to finding appropriate job placements, as well as how to identify potentially 'at-risk' students and effectively intervene with these students in an integrated and effective manner. Also covered will be how to develop a comprehensive college student recruitment and retention plan that puts everyone at the institution on the same page with respect to their efforts. We will also discuss strategies that work – and those that don't – with college student populations and explain methods that develop and foster institutional support for college recruitment and persistence initiatives, including how to enhance faculty support and participation in persistence to graduation initiatives.

We will explore evidence-based best practices in student recruitment, promoting college completion, and job placement post-graduation. Proven strategies will be presented that you can adapt to your campus. This will be an interactive webinar where you will learn current, data-driven strategies associated with student recruitment, enhancing college student persistence to graduation, and finding graduates find jobs commensurate with their educational and financial investment. We will explore successful programs and initiatives in admissions, retention, and placement, including concrete recommendations as to how these services and activities can be successfully implemented in a variety of higher education environments. Equal emphasis will be placed on helping both institutions, as well as individual students, achieve their mutually-complementary objectives: matriculation, graduation and employment.

Objectives:

- Learn a brief history of who has historically attended higher education and how the population is continually evolving – and how to use this information to enhance recruitment and retention
- Identify the economic considerations that are increasingly driving all aspects of higher education
- Demonstrate how to improve recruitment strategies with traditional as well as nontraditional college populations
- Understand why 'weeding out' is an outmoded, counterproductive process that should be completely eliminated
- Appreciate the importance of relationships and why academics (alone) are not the answer to student success
- Explore the four factors that contribute to student success: social integration, financial support, institutional support, and attitude/motivation
- Discover why developmental/appreciative advising is becoming the key to overall student success
- Identify students who are 'at risk' and what to do once they have been identified

Who Should Attend?

- Administration
- Enrollment Management
- Faculty
- Human Resources
- Admissions and Recruitment
- Academic Advising and Retention
- Student Services/Affairs
- Career Services
- Student Financial Assistance



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Speaker(s)



Dr. Aaron W. Hughey / Professor in the Department of Counseling & Student Affairs
Western Kentucky University

"Most of what you think you know about how to recruit and retain today's students is wrong – perpetuated by a lot of well-intentioned but ultimately misguided individuals who don't understand how the world is changing and/or have motives that tend to be inherently self-serving. Specifically, this webinar will separate fact from fiction, explore the mythology that continues to impede our ability to successfully recruit and retain students to graduation, and present evidence-based best practices that have been demonstrated to significantly enhance student recruitment, retention, and placement."

Dr. Aaron W. Hughey is a Professor in the Department of Counseling and Student Affairs at Western Kentucky University, where he oversees the graduate degree program in Student Affairs in Higher Education. Before joining the faculty in 1991, he spent 10 years in progressive administrative positions, including five years as the Associate Director of University Housing at WKU. He was also head of the department of Counseling and Student Affairs for five years before returning to the faculty full-time in 2008. Dr. Hughey has degrees from the University of Tennessee at Martin, the University of Tennessee at Knoxville, Western Kentucky University, and Northern Illinois University. He has authored (or co-authored) over 60 refereed publications on a wide range of issues including leadership and student development, standardized testing, diversity, legal issues (including compliance), technology, and educational administration. He regularly presents at national and international conferences and consults extensively with companies and schools. He also provides training and professional development programs on a variety of topics centered on student success; developing and implementing apprenticeship and internship program is one of his specialties.

Newsletter



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Registration Information

Print Name		Job Title	
Institution/Organization			
Address			
City	State/Province	Zip/Postal Code	Country
Telephone	Fax	Email	
Innovative Educators Password (Choose a password for our records and future registrations)		Assistant's email (For registration confirmations & pre-conference communication)	
How did you hear about this event? (email, listserv, colleague, conference, other) _____			

Payment Method

You can call us at 303.955.0415 or fax the completed form to 1.866.508.0860. If you would like to mail in the registration form and/or check, please send it to: Innovative Educators, 3277 Carbon Place, Boulder, CO 80301.

Paying by: (select one) Credit Card Check Purchase Order (if applicable) P.O.#: _____
(If you select PO as your payment method, a PO number is required.)

Credit Card



Name on card		Account Number	
Billing Address	Billing City	Billing State	Billing Zip/Postal Code
Exp. Date	Security Code (last 3 digits on the back of Visa and MC)		

Packages & Pricing

Select your webinar package:

\$425 - 1 webinar (Unlimited connections at your institution and recording for one year)
\$900 - 3 webinars (Save \$375)

\$1500 - 6 webinars (Save \$1050)
\$3995 - Purchase Go2Knowledge to receive unlimited access to webinars & recordings for one year (Best Deal!)



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Login Directions

The login directions provide the following information:

- A link and a password for the event.
- A link to test webinar access. Please test your computer prior to the event.
- The date and time of the webinar. Please be sure to reference the time zone converter on the login directions to confirm your event time.
- Audio instructions: You can stream the audio over your computer speakers, but you may want to have a phone available for backup purposes.

You will receive the login directions twice via email. The process is as follows:

- 1 week prior to the live event: You will receive login instructions.
- 1-2 days prior to the event: You will receive a link to the presentation and any additional handouts. Copies can be made for attendees if desired.
- The day of the event: Participants can login to the IE Webinar 30 minutes prior to the start time. Once logged in, participants can see the PowerPoint slides, ask questions, and make comments via the chat feature.
- Participants are encouraged to save and print the login directions to refer to on the day of the webinar.

Site Connections

The basic registration fee allows you to access the webinar from one computer only. If you need multiple site connections, please register for the unlimited site connection price.

Recording Information

The Monday following the live event you will receive a link to the recording, it can be forwarded to all faculty and staff for viewing anytime, anywhere.

Recording Benefits:

- Share the presentation with other staff members
- Pause presentation for convenient viewing
- Review the presentation after the live event
- Train new hires throughout the year
- Show during an in-service training

Technical Details

Innovative Educators uses WebEx as its web conferencing provider. If you have not previously attended a WebEx event, please click here to make sure your computer is compatible with WebEx. Be sure to complete this test prior to the live conference. See system requirements for more information.

What equipment is required?

An Internet connection, computer speakers, and LCD projector are required if a large group is viewing the presentation. Participants can call in via phone if they are having trouble retrieving the audio over the computer. Please be sure to reserve a meeting room prior to the live event that can accommodate these requirements as well as your attendees. You should reserve the room 30 minutes prior to the webinar start time and allow at least 15-30 minutes after the webinar for discussion.

Cancellation Policy

- 30 days prior: Full refund
- 14 days prior: \$100 processing fee
- Less than 14 days: Credit towards another IE event

Satisfaction Guaranteed

We want you to be satisfied with your purchase. For questions, concerns, or problems, please email support@ieinfo.org or call 303.955.0415.