



## Conference Agenda

June 15-17, 2017 | Orlando, Florida

### Thursday, June 15, 2017

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8:00 a.m. – 5:00 p.m.	<b>Registration and Bookstore Open</b>
	<b>Pre-Conference Workshops</b>
9:00 a.m. – 12:00 p.m. <i>Grand Cypress I</i>	<b>Building and Sustaining a Culture of Evidence in Today's Higher Education Climate</b> <i>Marguerite Culp, Maggie Culp Consulting</i>
9:00 a.m. – 12:00 p.m. <i>Grand Cypress H</i>	<b>Improving Institutional Effectiveness &amp; Assessment of Administrative, Educational, and Student Support Units</b> <i>Marjorie Dorimé-Williams, Borough of Manhattan Community College</i>
9:00 a.m. – 12:00 p.m. <i>Grand Cypress F</i>	<b>Program Review Development: A Deep Dive into Three Institutional Perspectives</b> <i>Tim Kresse, Miami University</i> <i>Gwen Fears, Miami University</i> <i>Pamelyn Shefman, University of Houston</i> <i>Jeremy Tuchmayer, Eastern Carolina University</i>
9:00 a.m. – 12:00 p.m. <i>Grand Cypress G</i>	<b>Re-imagine your Student Success Course</b> <i>Jeffrey Hall, Ashford University</i> <i>Jaime Kulaga, Ashford University</i>
12:30 p.m. – 1:00 p.m. <i>Palm A-C</i>	<b>First Time Attendee Conference Orientation and Welcome</b>
1:30 p.m. – 2:30 p.m. <i>Grand Cypress D&amp;E</i>	<b>Welcome and Opening Keynote: Putting Students at the Center: The Evolving Role of Assessment</b> <i>Amber Garrison Duncan, strategy director, Lumina Foundation</i>

## General Interest Sessions 1

2:45 p.m. – 4:00 p.m.  
*Poinciana C&D*

### **Assessing Summer Bridge to Develop a Culture of Evidence and Support Student Success**

*Paz Oliverez, California State University, Dominguez Hills*

2:45 p.m. – 4:00 p.m.  
*Grand Cypress I*

### **Fact or Fiction: Dispelling Common Assessment Misconceptions**

*Kevin Joseph, University of Kansas*

2:45 p.m. – 4:00 p.m.  
*Grand Cypress H*

### **One Bad Semester Does Not Define Your College Career**

*Lauren Fiori, Saint Joseph's University*

*Daniel McDevitt, Saint Joseph's University*

2:45 p.m. – 4:00 p.m.  
*Grand Cypress F*

### **Snapshots vs. Sandboxes: The Case for Peer Reviewed Program Assessment**

*Vivian Ortiz, University of Central Florida*

*Michael Preston, Florida Consortium of Metropolitan Research Universities*

2:45 p.m. – 4:00 p.m.  
*Poinciana A&B*

### **The Great Dane Welcome Survey: Understanding a New Student's Experience**

*Douglas Sweet, University at Albany*

*Eric Walsh, University at Albany*

2:45 p.m. – 4:00 p.m.  
*Grand Cypress G*

### **Using Assessment in Higher Education for Social Justice**

*Juan G. Berumen, UC Berkeley/University of San Francisco*

2:45 p.m. – 4:00 p.m.  
*Grand Cypress G*

### **Using Large, Complex Data Sets to Assess the Impact of Residential Curriculum on Persistence using Weighted Least Squares Structural Equation Modeling**

*Samantha Payton, The University of Alabama*

## General Interest Sessions 2

4:15 p.m. – 5:30 p.m.  
*Grand Cypress H*

### **Applying NSSE Findings to Improve Student Persistence**

*Jillian Kinzie, Indiana University Bloomington*

4:15 p.m. – 5:30 p.m.  
*Poinciana C&D*

### **Assessing the Impact of the Co-Curricular Experience**

*Jessica Kitt, Campus Labs*

4:15 p.m. – 5:30 p.m.  
*Grand Cypress I*

### **Assessment Skill Building: Creating an Effective Assessment Boot Camp**

*Kelly Cox, Texas A&M University*

*Darby Roberts, Texas A&M University*

4:15 p.m. – 5:30 p.m.

### **Creating College-Persistent Environments that Nurture**

<i>Palm A-C</i>	<b>Strengths for Students Overcoming Trauma</b> <i>Pamela Larde, Mercer University</i>
4:15 p.m. – 5:30 p.m. <i>Poinciana A&amp;B</i>	<b>Elevating Co-curricular Program Quality and Quantity Through Innovative Assessment and Technology Practices</b> <i>Brad Bayer, University of Colorado, Colorado Springs</i>
4:15 p.m. – 5:30 p.m. <i>Grand Cypress G</i>	<b>How to get 93% Student Response Rates</b> <i>Scott Mashburn, Tennessee Wesleyan</i> <i>Allison Wisniewski, Rutgers University-Camden</i>
4:15 p.m. – 5:30 p.m. <i>Palm D-F</i>	<b>Low-income Student Persistence through Gamification</b> <i>Scott Reinke, Ball State University</i>
4:15 p.m. – 5:30 p.m. <i>Grand Cypress F</i>	<b>Taking a Direct Route: Using Direct Assessment Measures to Advance Program Development</b> <i>Kate Griffin, Campus Labs</i> <i>Douglas Eck, University of Houston</i> <i>Pamelyn Shefman, University of Houston</i>
5:30 p.m. – 6:30 p.m. <i>Portico</i>	<b>Reception and Poster Sessions</b> <i>Join fellow conference attendees for light hors d'oeuvres, cash bar reception and poster sessions.</i>
5:30 p.m. – 6:30 p.m. <i>Portico</i>	<b>Assessing Impact of New Student Transition Program on Persistence and Academic Performance</b> <i>Yiyun Jie, Virginia Commonwealth University</i>
5:30 p.m. – 6:30 p.m. <i>Portico</i>	<b>The Impact of Campus Housing on Student Retention</b> <i>Norb Dunkel, University of Florida</i> <i>Yanmei Zhang, University of Florida</i>
5:30 p.m. – 6:30 p.m. <i>Portico</i>	<b>Using Logistic Regression to Predict Graduate Student Matriculation from Admission Data Persistence and Academic Performance</b> <i>Suzanne Landram, University of Northern Colorado</i> <i>Lei Ouyang, University of Northern Colorado</i> <i>Sonja Rizzolo, University of Northern Colorado</i>

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**Friday, June 16, 2017**

7:30 a.m. – 5:00 p.m.	<b>Registration and Bookstore Open</b>
7:30 a.m. – 8:30 a.m. <i>Portico</i>	<b>Continental Breakfast</b>
8:30 a.m. – 9:15 a.m.	<b>Morning Plenary</b>

*Grand Cypress D&E*

*Moderator: Pamelyn Klepal Shefman, University of Houston  
Tim Bono, Washington University  
William Franklin, California State University, Dominguez Hills  
Darby Roberts, Texas A&M University*

### **Extended Learning Sessions**

9:30 a.m. – 11:30 a.m.  
*Grand Cypress B*

**All Hands on Deck! Winning in Student Success**  
*Thomas Miller, University of South Florida*

9:30 a.m. – 11:30 a.m.  
*Grand Cypress I*

**Crossing the Finish Line: Retaining and Graduating Your Students**  
*Alan Seidman, Walden University*

9:30 a.m. – 11:30 a.m.  
*Grand Cypress F*

**Hot Topics: How to Identify, Avoid, and/or Escape from the Traps Associated with Building a Culture of Evidence in Student Affairs**  
*Marguerite Culp, Maggie Culp Consulting*

9:30 a.m. – 11:30 a.m.  
*Grand Cypress A*

**Implementing Comprehensive Assessment: Examining More Than Just Student Learning**  
*Marjorie Dorimé-Williams, Borough of Manhattan Community College  
Lisa-Ann O'Connor, Borough of Manhattan Community College*

9:30 a.m. – 11:30 a.m.  
*Grand Cypress H*

**Putting Data to Use for Student Success on Your Campus: Lessons Learned from a National Study on Predictive Analysis of Student Data**  
*Michele Burke, Student Affairs Solutions*

9:30 a.m. – 11:30 a.m.  
*Grand Cypress G*

**Using Assessment to Gain Insight into the First-Year Transition and Address Race-Based Disparities**  
*Tim Bono, Washington University*

11:30 a.m. – 12:45 p.m.

**Conference Break**

### **General Interest Sessions 3**

1:00 p.m. – 2:15 p.m.  
*Grand Cypress H*

**Assessing Student Learning through Student Employment**  
*Whitney Brown, University of Alaska Anchorage  
Kelly Cox, Texas A&M University*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress F*

**Calling All Directors of Division Assessment**  
*Stacy Ackerlind, University of Utah  
Darby Roberts, Texas A&M University*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress I*

**Changing Lives while Moving the Needle: Retaining At-Risk Students**

*Jacob Bonne, University of Central Florida*  
*Arian Bryant, University of Central Florida*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress G*

**Not Just Another Training: Building an Innovative and User-Friendly Assessment Curriculum**

*Abbygail Langham, Auburn University*  
*John Michael Roehm, Auburn University*  
*Emily Wilkins, Auburn University*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress D&E*

**Storytelling to Close the Assessment Loop and Expand Reporting**

*Vicki L. Wise, Portland State University*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress B*

**Using Learning Analytics in Student Affairs**

*Matthew Pistilli, Iowa State University*

1:00 p.m. – 2:15 p.m.  
*Grand Cypress A*

**Utilizing Non-Cognitive Assessment Data to Improve Retention Predictive Models**

*Jeremy Tuchmayer, East Carolina University*

1:00 p.m. – 2:15 p.m.  
*Palm D-F*

**Words Matter: Communication Strategies for Working with External Stakeholders**

*George Sprague, University of Michigan*

**Afternoon Dialogues**

2:00 p.m. – 3:30 p.m.  
*Grand Cypress A*

**Engage with the Assessment, Evaluation, and Research Knowledge Community!**

*Stacy Ackerlind, University of Utah*  
*Darby Roberts, Texas A&M University*

2:00 p.m. – 3:30 p.m.  
*Grand Cypress D&E*

**Leading Assessment Cultures Without a Leader**

*Jessica Kitt, Campus Labs*  
*Terri Mangione, Canisius College*

2:00 p.m. – 3:30 p.m.  
*Grand Cypress B*

**Student Affairs Assessment AKA Taming the Beast**

*Belinda Locke, University of North Carolina at Chapel Hill*

**Learning Labs**

2:30 p.m. – 2:55 p.m.  
*Grand Cypress F*

**It's Right in Front of You!**

*Michele Burke, Student Affairs Solutions*

2:30 p.m. – 2:55 p.m.  
*Grand Cypress G*

**Program Redesign: Structuring a Peer-Assisted Learning Program as a Persistence Initiative for Professional Students**

*Ravenn Gethers, American University of Antigua College of Medicine*

## Learning Labs

3:05 p.m. – 3:30 p.m.  
*Grand Cypress G*

### **Using Positive Psychology to Respond to the Mental Health Crisis**

*Tim Bono, Washington University*

## General Interest Sessions 4

3:45 p.m. – 5:00 p.m.  
*Palm A-C*

### **Improving Peak Registration through Formalized Assessment**

*Dawna Wilson Horton, Eastfield College*

*Kimberly Lowry, Eastfield College*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress H*

### **Comparing Campus Sexual Assault Climate Surveys: Lessons After Two Waves of Assessment**

*Jennifer Lowman, University of Nevada, Reno*

*Lisa Maletsky, University of Nevada, Reno*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress I*

### **Driven by Data or Becoming Data Informed: A Case for Organizational Change**

*Stacy Ackerlind, University of Utah*

*Elizabeth Duszak, University of Utah*

*Chuck Masoka, University of Utah*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress D&E*

### **Promising Practices in Emergency Resources and Financial Support**

*Tony Delgado, Florida International University*

*Amy Geist, NASPA*

*Angela Newland, University of Central Florida*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress B*

### **Fostering a Culture of Assessment and Continuous Improvement in Student Affairs**

*Matt Khoury, Kennesaw State University*

3:45 p.m. – 5:00 p.m.  
*Palm A-C*

### **From Engaged to Employed: How Mapping the Skills Employers Want can Lead to More Opportunities for Students**

*Kate Griffin, Campus Labs*

*Michael Preston, Florida Consortium of Metropolitan Research Universities*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress F*

### **How Do You Measure Up? Accountability at the Division Level**

*Julie Neisler, University of Houston*

*Pam Shefman, University of Houston*

3:45 p.m. – 5:00 p.m.  
*Palm D-F*

### **Incorporating High-Impact Practices in a Probation Course to Bolster Student Success**

*Sean Heller, Montclair State University*

*Daniel Jean, Montclair State University*

*Julie Mazur, Montclair State University*

*Allyson Straker-Banks, Montclair State University*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress A*

**The Data are Out There...**  
*Gregory King, North Carolina State University*  
*Pam Shefman, University of Houston*

3:45 p.m. – 5:00 p.m.  
*Grand Cypress G*

**The Greek Experience and the Positive Side of the Story: A Longitudinal Analysis of the Largest Greek Community in the Country**  
*Kathleen Gillan, University of Alabama*  
*Timothy Salazar, University of Alabama*

**Saturday, June 17, 2017**

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7:30 a.m. – 10:45 a.m.

**Registration and Bookstore Open**

7:30 a.m. – 8:30 a.m.  
*Portico*

**Continental Breakfast**

8:30 a.m. – 9:15 a.m.

**Closing Plenary: The Future of Assessment & Persistence Work in Higher Education: BIG Challenges & BIGGER Opportunities**  
*Terrell L. Strayhorn, Do Good Work Educational Consulting LLC*

**General Interest Sessions 5**

9:30 a.m. – 10:45 a.m.  
*Grand Cypress I*

**Complete to Compete: A Student Affairs/Academic Affairs Partnership for Persistence**  
*Stephanie Blaisdell, University of Memphis*  
*Richard Irwin, University of Memphis*

9:30 a.m. – 10:45 a.m.  
*Palm D-F*

**Development and Use of Pre/Post Assessments to Help Demonstrate Student Learning Partnership for Persistence**  
*Stephanie Blaisdell, University of Memphis*  
*Richard Irwin, University of Memphis*

9:30 a.m. – 10:45 a.m.  
*Poinciana C&D*

**Identifying Student Success Pathways for Out-of-Classroom Engagement**  
*Lauren Condon, Cedar Crest College*  
*Shane Pruitt, Oglethorpe University*

9:30 a.m. – 10:45 a.m.  
*Grand Cypress H*

**Measuring Student Learning With Rubrics: Effective Creation, Implementation, and an Exemplar**  
*Mandalyn Gilles, Old Dominion University*

9:30 a.m. – 10:45 a.m.  
*Grand Cypress G*

**Moving the Dial: Our Journey to Strengthening a Culture of Assessment**  
*Frank Lamas, California State University, Fresno*  
*Malisa Lee, California State University, Fresno*

*Janell Morillo, California State University Fresno*

9:30 a.m. – 10:45 a.m.  
*Grand Cypress F*

**One Size Does Not Fit All: Scale, Culture, and Organization Alter How Effectiveness is Measured in Similar Extended Orientation Programs**

*Kelly Cox, Texas A&M University*  
*Samantha Payton, The University of Alabama*  
*Timothy Salazar, The University of Alabama*

9:30 a.m. – 10:45 a.m.  
*Grand Cypress D&E*

**Applying Assessment Expertise to Enhance Recruitment and Retention Efforts: A Collaboration Between AER and Enrollment Management**

*Stacy Ackerlind, University of Utah*  
*Elizabeth Duszak, University of Utah*

**General Interest Sessions 6**

11:00 a.m. – 12:15 p.m.  
*Palm D-F*

**Goals, Objectives, and Outcomes...Oh Yeah!**

*Linda Scheu, University of Arizona*

11:00 a.m. – 12:15 p.m.  
*Grand Cypress I*

**Intentionality of Collaborations within Student Affairs and Academic Affairs for TRiO Programs**

*Kellie Dixon, North Carolina A&T State University*  
*Bertrand Haynes, North Carolina A&T State University*

11:00 a.m. – 12:15 p.m.  
*Poinciana A&B*

**Mapping Student Success: Using Focus Groups to Plot Student Support Systems**

*Karen Van Ness, University of California, San Diego*

11:00 a.m. – 12:15 p.m.  
*Grand Cypress H*

**Sharing Assessment Results with Different Audiences**

*Rebecca Szwarc, University of Houston*

11:00 a.m. – 12:15 p.m.  
*Poinciana C&D*

**Surviving a Zombie Apocalypse: Promoting a Culture of Assessment in Student Affairs**

*Brian Clark, University of Oregon*  
*Renee Delgado-Riley, University of Oregon*

11:00 a.m. – 12:15 p.m.  
*Grand Cypress F*

**Using a Division-Wide Standard to Drive Student Success**

*Douglas Eck, University of Houston*  
*Pamelyn Shefman, University of Houston*

11:00 a.m. – 12:15 p.m.  
*Palm A-C*

**Using Assessment Data to Enhance African-American and Latino/a/x Students Experience on Campus**

*Kelly Cox, Texas A&M University*  
*Blanca Flores, Texas A&M University*  
*Dustin Grabsch, Texas A&M University*  
*Lucy Hill, Texas A&M University*