Concurrent Session I   9:00 to 9:50

Alphabet for Success: OIT and NSO
Josh Murdock, Eve Walden
A new approach to orientation forged new partnerships among multiple areas of the college. An online component for orientation curriculum was introduced as a part 1 of the orientation process for all degree-seeking students. Over the course of five months, the script was written, recorded, edited and designed in-house. An overview of those partnerships and an introduction to the technical requirements of production will be discussed. Trends and outcomes will be shared as well as practical application for any institution that is looking to enhance their orientation model by implementing technology and advising students.

A Model for Inclusive Excellence at UCF
Rachel Luce-Hitt, Stefanie Campbell
As the second largest university in the nation, the University of Central Florida strongly believes in its goal of becoming more inclusive and diverse. Embracing Inclusive Excellence as a guide, the university expects each individual and work group to contribute to this goal. Come learn some examples of how the University of Central Florida is tangibly taking steps to create a more diverse and welcoming environment for students, faculty, staff, and community.

From Admissions to Advancement – Using Predictive Analytics to Focus Marketing, Retention, and Outreach Efforts
Nicole Alioto, Ph.D
What if we could predict not only who is most likely to leave the institution but also why? What if we could determine which students are most likely to be successful in an academic program? What if we could pinpoint the likelihood an alumnus will donate to the institution? With predictive analytics, institutions can garner insights from and about your students – from prospective to current to alumni, determine contributors to key outcomes, identify which students are most likely to enroll, leave or donate, and align outreach efforts more efficiently. Utilizing IBM SPSS solutions, colleges and universities will have the ability to leverage data sources and determine how to better allocate resources to maximize marketing campaigns, retention interventions, and alumni giving efforts. In this session, attendees will learn about the possibilities exist in their structured and unstructured data and see how IBM SPSS solutions transform these data sources to rich, analytical insight.

Promoting Student Success and Engagement through Service Learning
Patrick McDermott and Melissa Scalzi
What is service learning and how can you incorporate it into your curriculum to promote student success and engagement? In this session, we will discuss service learning and how we have incorporated it into our SLS1510 and SLS2261 courses at Tallahassee Community College. We will present how we structure our service learning projects and how our SLS faculty partner with organizations within the community and the Student Leadership, Involvement, and Civic Engagement office to develop our projects.

Running the Rapids - Lessons Learned from a River
Tracey Olsen-Oliver
Understanding individual motivations and approaches is critical to the success of any department, or within any team atmosphere. This session will focus on identifying issues within team and search for the common ground in order to build quality work products that represent the ideas and values of the entire group. "Lessons Learned from a River" is about building a collaborative work environment and striving to succeed as a team. Come get energized, re-vitalized and prepared to return to your campus with a renewed sense of team purpose and value.

Concurrent Session II   10:30 to 11:20

Creating an Action Plan to Address Institutional Effectiveness
Heather Cintron and Kate Bradford
Dr. Cintron and Ms. Bradford will present on their successful development of a Professional Learning Community. After identifying a need for practice-based learning, the pair decided to examine various cloud-based tools, present current research on the classroom utilization of these tools, and incorporate a skill-building opportunity for attendees. The Professional Learning Community presentations include a practice component meant to increase retention of professional development topics.

Creating an Intentional New Student Experience on your Campus
Wendi Garrett
Parents and students come to college campus visits to gather information that allows them to make a decision. First contact with a potential student is vital to the relationship between the institution and the student. Before they choose a college, it is important for students to know how the college can help them achieve their goal. This first interaction a new student has with the campus must be positive experience. Creating an intentional and dedicated space staffed with knowledgeable students and employees provides the environment necessary to build trust and provide the positive experience.

Getting Students Motivated
Sarah Stoeckel
Have you ever struggled or gotten frustrated because you had an awesome student who just gave up? The student who quit school. The student who failed all their classes. The student who decided not to get involved on campus or run for SGA president. In this session you will learn about what motivates people and how you can better help our students reach their fullest potential.

Inclusive Excellence in a Diverse World
Hank Van Putten
As our country reflects on the 50th anniversaries of the signing of the Civil Rights and Voting Rights Acts, and grapples with the barriers and obstacles that continue to divide us as a nation, it is important to look back on how far we have come toward achieving not only equality but equity for all people. You are invited to join in a discussion about privilege and race and how it affects each of us in our daily lives, as we consider action steps to help us move forward together.

Shakin' Things Up
Tracey Olsen-Oliver, Lauren Kaplan, Amy Pagano
Higher education provides transformational experiences, not just for the students, but also for those of us who are involved in the process. Join us for an energetic, interactive and informative session that will introduce shifting paradigms, explore the key leadership characteristics of "Inspiring a Shared Vision", and learn more about the concept of collaborative leadership as it deals with crossing departmental and divisional boundaries in order to better serve ourselves and our students. Fun, interactive, informative and creative - sixty minutes that you won't want to miss!

Caught on Tape, Florida Public Records Brouhaha
Mark Lupe, Susan Marcy, Valerie Miller
Caught on Camera—state employees across Florida have been caught with their pants down. Open government advocates have been testing governmental employee's compliance with the Florida open records act by visiting state agencies and filming themselves making simple public records requests. Oftentimes, the responses are not in compliance with the law, resulting in a lawsuit against the agency. One Lakeland man guesses his lawsuits have cost government agencies and contractors more than $1 million. In this session, snippets of those who got caught on tape will be shown as well as tips on how to avoid being the next victim.

How Can you Make a Difference in a students life?
Francine A Fuentes
Florida's state colleges serve a wide variety of student's with an even great variety of needs. This makes our campuses wonderful places to work and attend, as they bring together students from all walks of life to pursue a common goal of furthering their education. Unfortunately, preconceived notions can sometimes impact the service we provide to our students, directly impacting their success. This workshop will address strategies to ensure that we are serving the needs of ALL of our students. This interactive, multimedia workshop will last for 50 minutes and will include ample collaboration on ideas and strategies.

"League of United Latin American Citizens (LULAC)"
Lydia Medrano, Ph.D. and Abigail Zapote
LULAC is a national organization, the oldest and largest volunteer-based organization in the US. Its mission is to advance the economic condition, educational attainment, political influence, health, housing and civil rights of the Hispanic population living in the United States. To accomplish its mission, LULAC has several programs to target youth, young adults and adults, including women and seniors.

Utilizing a learning management system for student growth in all areas (Academics, Basketball, and Character)
Chanda Stebbins
Student engagement is huge across college campuses. Students need to feel connected and involved in campus to get the most of a college experience but how do we measure and manage this? We will show you how we have done that thru our learning management system (LMS) with a small group of student athletes. The presentation will cover how to use a LMS to monitor, encourage, manage, and increase community service/involvement, campus engagement, character development, and student academic production all with no grade attached!

Researcher-Practitioner Collaboration Supporting Professional Development for the Florida College and Career Readiness Initiative
Dr. Christine Mokher
The Florida College and Career Readiness Initiative (FCCRI) is a statewide policy that requires college readiness testing in 11th grade and participation in college readiness and success courses in 12th grade for students who do not test college-ready. This presentation focuses on one part of an IES-funded five-year evaluation of the FCCRI by describing collaboration between researchers and practitioners that resulted in a series of professional development forums for K-12 and postsecondary educators. The forum series was based our earlier research describing impediments to FCCRI implementation and recommendations for reducing these impediments. We will conclude with a discussion of results from surveys conducted at the forums that identify additional support needed to improve college readiness of recent high school graduates.

Who Do You Think You Are?

Marsha Kiner

This session will focus on emotional intelligence and leadership. How does one identify and evaluate emotional awareness and utilize this knowledge to your advantage as a leader. A discussion on authenticity, self-esteem, and a leader's ability to use their own voice and story to influence and shape their success (both personally and professionally).

Concurrent Session IV   3:10 to 4:00

Social Media Trends: What's Hot!

Josh Murdock

"Social Media is always changing and it's almost impossible to keep up with the latest trends. Come learn about what's happening with 360 video, live streaming, social sharing, and the latest social media networks your students are using everyday."

Surviving the Zombie Apocalypse: Building a team that will survive a crisis

Christina Seado Vasquez

Teambuilding is one of the most difficult undertakings a leader can face. How a team is put together can determine how well they can complete tasks and how well they can survive a crisis. This is an interactive workshop where teams will be built among the attendees with the understanding that they need to survive a zombie invasion. Once the team has been built, there are scenarios that strain the team and even eliminate members, allowing everyone to understand the importance of building a diverse team with a number of different skill sets. This was originally done with a group of students as part of our FSW Leadership Academy. It has applications for all forms of leadership.

The Four Students You'll Ever Meet on Campus

Darryl Woods

What if there were only four students you needed to know to know and understand every student you encounter? To understand in a way that you can influence, motivate and impact on a personal level. It's impossible to impact and influence others if we don't speak their language. Each of us have a specific style that if communicated to effectively increases the likelihood of us being receptive. Learning your personal style and the style of others causes you to be able to instantly build rapport and effectively communicate consistently.

Reigniting Student Recruitment

Christine Warner, Tracy Glidden, Myron Campbell, DJ Miedema, Michelle Edwards

It has been over a full year since EFSC began rebuilding the Student Recruitment Team. With a strong emphasis now on enrollment (particularly retention and completion), the team has been given the following task – how can student recruitment be reignited to assist in improving these performance measures? The answer is collaboration.

Using the Professional Competency Areas to Create a Professional Development Plan

Cliff Haynes

A common set of competency areas for student affairs educators were developed by ACPA and NASPA in 2009 and revised in 2015. These 10 professional competency areas lay out essential knowledge, skills, and dispositions expected of all student affairs educators, regardless of functional area or specialization within the field. By incorporating these competencies into your staff's professional development, you can meet the call put forth by the American Association of Community Colleges to "ensure that the leadership pipeline is flush with competent individuals." This program will provide a brief review of the competencies and suggest ways to incorporate them into your professional development.