



# Webinar Registration Form

## Evaluating Academic Advisors To Enhance Their Effectiveness & Positively Impact Student Persistence

Wednesday, September 5 ~ 1:00-2:00pm (Eastern)

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

### Overview

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This webinar will outline an effective and efficient evaluation process aimed at enhancing the success of individual academic advisors as well as the overall academic advising program. All academic advisors should be intimately aware of the essential components of a successful academic advising program, including the curricular components, and they should possess the requisite knowledge, skills and competencies needed to do their jobs appropriately. Academic advisors should be relationship-oriented, and know how to engage in an academic advising process that is as responsive as possible to individual student needs as well as the needs of the institution and the employers who hire its graduates. The focus will be on the individual academic advisor and how to maximize their effectiveness with diverse populations in a wide range of collegiate environments.

Evaluation of academic advisor performance is foundational to maintaining services that students need as they negotiate the often confusing collegiate environment. Often, academic advisors provide the only roadmap they have to make it to the finish line. As such, it is imperative that an evaluation process be developed and implemented that serves to motivate academic advisors to perform at a high level. Evaluation should always be constructive and developmental, not disciplinary and punitive (although it can be, if suggestions for improvement are ignored or not given the attention they deserve). This webinar will demonstrate how academic advisors can be appropriately evaluated, with the ultimate goal of enhancing their effectiveness.

#### Objectives:

- Learn what qualities to look for when recruiting academic advisors
- Review the essential components of successful academic advising programs
- Investigate the personal and professional characteristics of successful academic advisors
- Promote the use of evidence-based best practices by academic advisors
- Investigate the role of leadership in keeping academic advisors responsive to the needs of students, institutions, employers and society in general
- Conduct an assessment of the relative effectiveness of different academic advising models
- Demonstrate how academic advisors can anticipate and meet evolving student needs
- Improve the ability of academic advisors to truly connect with their students
- Explore how to conduct a comprehensive evaluation of the performance of individual academic advisors
- Determine the best way to remediate academic advisors who do not engage their students effectively
- Critique real-life examples of effective and ineffective ways of interacting with students during the academic advising

### Who Should Attend?

- Beneficial to anyone responsible for developing, implementing and overseeing the academic advising process at their institution
- Directors
- Associate Directors
- Assistant Directors
- Coordinators
- Any educator interested in learning more about evaluating academic advisors



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### Speaker(s)

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

*"Without a doubt, sound academic advising plays a central role in the success of both institutions as well as the students they serve. As the landscape continues to evolve, it is essential that colleges and universities continue to enhance their advising services to meet the increasingly complex needs of students who are, by most criteria, qualitatively distinct from previous generations. This webinar will demonstrate how to effectively evaluate academic advisors in order to make sure they are helping all students achieve success in achieving their educational, career and life goals."*

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.

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### Newsletter



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Impact Student Persistence  
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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<br>(Choose a password for our records and future registrations) |                | Assistant's email<br>(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](mailto:support@ieinfo.org) or call 303.955.0415.