Student Affairs

UNIVERSITY AT ALBANY STUDENT AFFAIRS PRESENTS

ATC TELLING YOUR STORY

2018 ASSESSMENT, TECHNOLOGY, & COMMUNICATIONS CONFERENCE

WEDNESDAY, JANUARY 10, 2018
8:30 AM - 3:30 PM
8:30 – 9:00 | Check-in and Breakfast

9:00 – 10:00 | Welcome & Keynote Address
*The Higher Education Trifecta: Assessment, Technology, and Communications*
Dr. Kimberly Yousey-Elsener
Dean of Assessment and Retention, Hartwick College

10:15– 11:05 | Breakout Session 1

**Option I**
Blackboard Beyond Courses
Julienne Cuccio-Slichko, Ph.D., Instructional Developer
ITS/ Educational Technology Center, University at Albany

**Option II**
Learn to Tell your Student Affairs Story
Jennifer Jones, Marketing & Communications Manager
Division of Student Affairs, Rochester Institute of Technology

**Option III**
Assessment for the People: Simple Solutions for Assessing Campus Climate
Moira Phippen, Consultant
Campus Success, Campus Labs

**Option IV**
Performance Measures: Telling Your Strategic Story
Daniel Doerr, Assistant to the Vice President for Planning and Assessment
Office of the Vice President for Student Affairs, University of Connecticut

**Option V**
Writing Meaningful and Measurable Student Learning Outcomes for Beginners
Rob Bahny, Director
Office of Accessibility/Veterans, Siena College
11:15 – 12:05 | Breakout Session 2

Option I
More than Salary: Telling the Story of Your Graduates
Vanessa Newton, Director, Data & Operations
Career & Internship Center, University at Rochester

Option II
Telling Our Story through Students: Success of the Student Affairs Media Internship Program
Cynthia Calautti, Coordinator for Communications & Marketing
Student Affairs, University at Albany

Option III
One Fish, Two Fish, Red Fish, Our First Assessment Report
Cindy Cogswell, Ph.D., Postdoctoral Fellow, Assessment and Evaluation
Dartmouth Center for the Advancement of Learning, Dartmouth College

Option IV
Evaluating the Impact of an Early Alerts System
Kristyn Muller, Impact Analyst
Open SUNY, SUNY System Administration

Option V
Using Assessment to tell our Student Affairs Story
Kathleen Evans, Ph.D., Assistant Vice President
Student Affairs, SUNY Oswego

12:05 – 1:05 | Networking Lunch
1:15 – 2:05 | Breakout Session 3

**Option I**
*Fun Classroom Activities that will ENGAGE your students*
David Mamorella, Instructional Developer | Adjunct Professor
ITS & Adjunct in Communication, University at Albany

**Option II**
*Telling Your Story for Fundraising*
Winsome Foderingham, Associate Director
Office of Corporate and Foundation Relations, University at Albany

**Option III**
*The Building Blocks of Meaningful and Sustainable Assessment*
Nicole Childrose, Assistant Professor of History, Non-Academic Assessment Chair
Institutional Effectiveness and Assessment, Columbia-Greene Community College

**Option IV**
*Assessment, Discussion, & Application: Giving Voice and Responding to Student Development Needs Using SELO (Student Employee Learning Outcomes)*
Michael Boerner, Risk Management and Assessment Coordinator
Department of Facilities Operations, Student Activities Center, Stony Brook University

**Option V**
*Theory Based Practice: Measuring Student Leadership Development through Rubrics*
Catherine WoodBrooks, Ph.D., Vice President for Student Affairs
Student Affairs, Assumption College
2:15 – 3:05 | Breakout Session 4

Option I
Reporting Optimization for Decision-making: Visualizing High Volume Transportation Data through Dynamic Dashboards
Zoraya Cruz-Bonilla, MPA, Data Research Analyst
Student Affairs Assessment and Strategic Initiatives, Binghamton University

Option II
Teaching with Rich Media
Steve Covello, Rich Media Specialist, Instructional Designer, Online Instructor
Instructional Design, Granite State College (USNH)

Option III
Seeing the Forest AND the Trees: Integrating Assessment into Student Engagement Initiatives
Kirsten Pagan, Assessment Analyst, B-Engaged Platform Coordinator
Student Affairs Assessment & Strategic Initiatives, Binghamton University

Option IV
Inclusive Story Telling: Ideas and Tips for capturing LGBTQ+ and ALANA data
Courtney D’Allaird, Assistant Director
Intercultural Student Engagement, University at Albany