

# PEARSON



**STUDENT SUCCESS FORUM**  
**April 8 – 10, 2010**  
**Huntington Beach, CA**

Pearson Presents:

## ***INSPIRING CHANGE: A THEMATIC APPROACH***

### Regional Student Success Forum

This Regional Forum focused on ***Inspiring Change*** is a timely two-day enrichment seminar created for those who teach a Student Success course. Please join us at the **Hilton Waterfront Beach Resort** for a unique opportunity to share ideas, learn from and connect with your peers, and leave with concrete strategies to implement into your program – *and inspire change!*

**\*Pearson Prentice Hall will be providing continuing education credit for attending this forum.**

**Date: Thursday, April 8 – Saturday, April 10, 2010**

**Time: Sessions begin at 4pm on 4/8; Sessions conclude 4/10 at 3 p.m.**

**Location: Hilton Waterfront Beach Resort**, 21100 Pacific Coast Highway, Huntington Beach, CA 92648. 714-845-8000, [http://www1.hilton.com/en\\_US/hi/hotel/HUBWHHF-Hilton-Waterfront-Beach-Resort-California/index.do](http://www1.hilton.com/en_US/hi/hotel/HUBWHHF-Hilton-Waterfront-Beach-Resort-California/index.do). Please call for reservations. We have secured a group rate of \$175/night. Please reference the “Pearson Student Success Forum” to receive the group rate.

**Hotel Information:** Rooms have been blocked at the Hilton Waterfront Beach Resort. Please contact the resort directly to make a reservation. Reference ‘Pearson Student Success Forum’ for the **group discount** of \$175/night.

Click here to visit the resort website: [http://www1.hilton.com/en\\_US/hi/hotel/HUBWHHF-Hilton-Waterfront-Beach-Resort-California/index.do](http://www1.hilton.com/en_US/hi/hotel/HUBWHHF-Hilton-Waterfront-Beach-Resort-California/index.do)

Airport Information: Los Angeles International Airport (LAX) / John Wayne Airport (SNA)

Transportation Information: Rental car, cab or shuttle

**Cost:** Any school using a Pearson Student Success text as required course material may send the first two registrants at no charge and for \$199 per person thereafter. Registration for attendees not using a Pearson Student Success product is only \$299. Continuing Education credit will be awarded for participation. All designated sessions, materials, and on-site group meals are included as part of the registration fee. *Travel and hotel expenses are not included.*

**Cancellation/No Show Policy:** Cancellations require at least seven days’ notice.

**Session topics:** Explore how inspiring change among our students can promote positive college experience, motivation and ultimately retention. Sessions focus on practical methodologies to integrate into your classroom and an array of topics, including MyStudentSuccessLab technology and Program solutions, Successful Intelligence, Diversity, Social Media, Learning Styles and Multiple Intelligences and Emotional Intelligence.

**Participant Gift:** “It’s in the Syllabus” t-shirt (limited to size/quantity on site)

**Please confirm your participation by registering at <http://huntingtonbeachforum.eventbrite.com> by March 15<sup>th</sup>.** Full registration will follow.

Direct any questions to **Brian Mounts**, [brian.mounts@pearson.com](mailto:brian.mounts@pearson.com), 800-228-7854 x3759.

**PEARSON**  


## AGENDA OVERVIEW AT-A-GLANCE

### Brief Schedule

4/8

4:00 PM – 7:00 PM Registration, Opening reception, Student Panel Discussion

4/9

7:30 AM – 12:30 PM Breakfast, Opening Keynote, Breakout sessions, Panel Discussion

12:30 PM – 1:15 PM Lunch

1:30 PM – 5:30 PM Technology and Program Solutions, Sessions

5:30 PM – 7:00 PM Dinner reception

4/10

8:00 AM – 12:00 PM Breakfast, Breakout Sessions

12:00 PM – 12:45 PM Lunch

12:45 PM – 1:45 PM Instructor Panel Discussion

1:45 PM – 2:45 PM Closing Keynote

2:45 PM – 3:00 PM Institute closing summary

## DETAILED AGENDA OVERVIEW

### Thursday, April 8<sup>th</sup>

4:00 – 5:00 PM *MAIN REGISTRATION & CHECK IN*

5:00 – 6:00 PM *OPENING RECEPTION BUFFET & 'SCAVENGER HUNT FOR SUCCESS'*

Welcome Introduction

6:00 – 7:00 PM *STUDENT PANEL DISCUSSION*

Local college students

**INSPIRING CHANGE – WHAT DOES IT MEAN TO STUDENTS?**

Facilitated by the leaders at NISOD, this is an opportunity to get students' take on what 'change' means to them with regard to the issues facing them today on the path to college achievement, job placement and fulfillment, and lifelong learning and growth. This discussion will bring together the teachers of today and the students they serve. Discuss solutions to the issues faced.

7:00 PM *On your own.* Enjoy the city with the peers that you've connected with.

### Friday, April 9<sup>th</sup>

7:30 – 8:30 AM *LATE ARRIVAL REGISTRATION & CONTINENTAL BREAKFAST*

Welcome Introduction

8:30 – 9:30 AM *OPENING KEYNOTE SESSION*

**Dr. Robert M. Sherfield, College of Southern Nevada**

**CREATING POSITIVE CHANGE**

Dr. Robert M. Sherfield will address the power of 'creating positive change' and how it connects to the realities that students in this region will be faced with the ever-changing economy and its' affect on their future. This conversation will entail those impacted the most – our college graduates hoping to be placed in jobs in these changing times.

**9:30 – 9:45 AM** **'SUCCESS BREAK' Travel to Breakout Sessions / Book fair browse!**

**9:45 – 11:15 AM** **CONCURRENT STRATEGY AND ACTIVITY SESSIONS: CHOOSE 1 (Note Room Designations)**

**Rich Bucher**, *Baltimore City Community College*

**BUILDING CULTURAL INTELLIGENCE: PROVIDING STUDENTS WITH THE SKILLS THEY ABSOLUTELY NEED IN A GLOBAL ENVIRONMENT**

In the 21st century, cultural intelligence (CQ) is becoming crucial to student success in college and careers. Therefore, it is imperative that we integrate CQ megaskills into what we teach and how we teach; whether in the traditional classroom or online. Once you complete this highly interactive workshop, you will leave with specific activities and strategies that you can use to promote cultural intelligence amongst your students. Key CQ competencies will be addressed including shifting perspectives, dealing with bias, checking cultural lenses, intercultural communication, and understanding the dynamics of power. Participants will engage in a wide variety of thought-provoking, classroom-tested exercises which can be used effectively in class. Finally, participants will be given self-assessments in order to evaluate their CQ; identifying their own strengths as well as areas that need further development.

**Amy Baldwin**, *Pulaski Technical College* and **Robb Sherfield**, *College of Southern Nevada*

**SOCIAL MEDIA**

Social Media is a way of life for our students, and often leads to 'dis-connectivity through connectivity' and leaves many instructors searching for ways to use these powerful technological advances as learning tools – not just social ones. Practical strategies, activities, and basic functionality of the most often-used vehicles will be covered...Facebook, Twitter, MySpace, Flickr, etc.

**Joyce Bishop**, *Golden West College*

**ACCESSING AND ADDRESSING DIVERSE LEARNING STYLES AND MULTIPLE INTELLIGENCES**

This engaging session will provide techniques for how to help your students identify their own learning style, then show them how to apply that knowledge and Multiples Intelligences across the curriculum and improve results. You'll also learn new strategies for how to teach to the diverse learning styles within your classroom and draw the students in.

**11:30 AM – 12:30 PM** **INSTRUCTOR PANEL DISCUSSION**

Instructor volunteers

**INSPIRING CHANGE – WHAT DOES IT 'MEAN' TO INSTRUCTORS?**

Facilitated by the leaders at NISOD, this is an opportunity to get instructors' take on what 'change' means to them with regard to the issues facing them today as they teach students along the path to college achievement, job placement and fulfillment, and lifelong learning and growth. This discussion will bring together the opinions, suggestions, and observations of your peers and the students you serve – to address the challenges being faced with regard to Student Success. Solutions discussion around the issues faced.

**12:30– 1:15 PM** **'SUCCESS BREAK' LUNCH / Connect**

1:30 – 2:30 PM

*MYSTUDENTSUCCESSLAB TECHNOLOGY & SOLUTIONS*

**Terry Rafter-Carles**, *Valencia Community College*, Faculty Advocate

CONNECT. PRACTICE. PERSONALIZE. SKILLS STUDENTS NEED TO SUCCEED

Learn about MyStudentSuccessLab and how it can help your students build the skills they need to succeed. A walk through of the technology, peer to peer suggestions for classroom implementation and experience, and open Q&A with class test sign up. In addition, Custom Publishing will be introduced as a way to personalize your text and media to enhance student learning, with popular ideas shared.

2:30 – 3:45 PM

*SUCCESSFUL INTELLIGENCE: HELPING STUDENTS BE ANALYTICAL, CREATIVE, AND PRACTICAL SESSION*

**Joyce Bishop**, *Golden West College*

SUCCESSFUL INTELLIGENCE:

HELPING STUDENTS BE ANALYTICAL, CREATIVE, AND PRACTICAL

Success in the world of work requires students to be analytical, creative, and practical. However, school and college focus primarily on analytical intelligence. Referencing the groundbreaking work of Yale psychologist Robert Sternberg and his book entitled, *SUCCESSFUL INTELLIGENCE*, this session will provide hands-on classroom strategies to use with your student success class so that they can develop these three vital areas, enhancing their ability to be successful in college, career, and life. Come prepared for an interactive, highly collaborative session.

3:45 – 4:00 PM

**'SUCCESS BREAK'** Travel to Breakout Sessions / Book fair browse!

4:00 – 5:30 PM

*CONCURRENT STRATEGY AND ACTIVITY SESSIONS: CHOOSE 1 (Note Room Designations)*

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5:30 – 7:00 PM

**'SUCCESS with your Peers'** Join us for a Dinner Reception to celebrate an inspiring day!

## **Saturday, April 10<sup>th</sup>**

8:00 – 8:30 AM *CONTINENTAL BREAKFAST*

Brief Recap/Morning Agenda

**8:30 – 8:45 AM**     **'SUCCESS BREAK' Travel to Breakout Sessions / Book fair browse!**

**8:45 – 10:15 AM**     ***CONCURRENT STRATEGY AND ACTIVITY SESSIONS: CHOOSE 1*** (Note Room Designations)

**Robb Sherfield, College of Southern Nevada**

### MOTIVATING STUDENTS

Can motivation be taught? Can educators actually write a lecture and create activities that show students how to develop and use internal motivation? We think the answer is "yes". Perhaps the greatest teaching tool we have as educators is the ability to model motivational behavior, show passion for our vocation, and exude energy that is unmistakable. The activities in this booklet are secondary to this theory. This practical compilation, *Engaging Activities for Motivation*, is an indispensable, hands-on resource for educators to address the topic of active learning.

**Amy Baldwin, Pulaski Technical College**

### COLLEGE CULTURE

Any time you travel to another country or just cross streets in your community, you are faced with differing cultural norms, artifacts, and rituals. Students who are the first in their family to attend college or just new to college must learn and deal with cultural issues as well. College expectations, syllabi and financial aid forms, and the seemingly endless readings, papers, and tests can be overwhelming and confusing. For some, they have difficulty assimilating as college students. The engaging activities for *Understanding the Culture of College* will help students learn how to transition successfully to the college environment.

**Pearson Author (TDB)**

### RETENTION

Many colleges are not only concerned with their retention rates as an institution, but also with retention in degree programs and individual classes. Many reasons are given as to why students leave college –financial problems, learned helplessness, apathy, self-esteem and motivation issues, family problems, and lack of academic preparedness. The classroom is one of the most important places where the academic community can have positive effects on students in relation to retention.

**10:30 AM – 12:00 PM**     ***CONCURRENT STRATEGY AND ACTIVITY SESSIONS: CHOOSE 1*** (Note Room Designations)

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12:15– 1:15 PM

***‘SUCCESS BREAK’ WORKING LUNCH / Connect / Note-card Activity – Summarize Change-inspired Take-aways by Tables\****

\*Ask each table’s spokesperson to BRIEFLY CREATE the key takeaway from the conference by session ‘issues’ ie. Retention, Motivation, Globalization, etc. and how change impacts them.

1:15 – 2:15 PM

***CLOSING KEYNOTE SESSION – Margaretta Mathis, University of Texas***

Changing demographics, a volatile economy, and an increase in the enrollment of students who are often under-prepared for the rigor of college and shifting workforce demands present daunting challenges for community college stakeholders. Mathis will reflect on forum findings and strategies for change – to contribute to a community of learners /scholars and advocates that are critical to help each student succeed.

**Margaretta Mathis**



As Associate Director of Achieving the Dream, Community College Leadership Program, The University of Texas at Austin (UT), Margaretta’s work entails designing and executing major learning events for community college leaders, teams, and trustees pertaining to fostering and sustaining a student success, learning, and equity agenda. Achieving the Dream is a national initiative designed to improve student success. This includes professional and strategic support for the Bill & Melinda Gates Foundation-funded Developmental Education Initiative and Governance Institute for Student Success. As senior lecturer at UT, she focuses her research and writing on: leadership, institutional improvement, intervention strategies to improve student success, and pre-school through 16 education and alignment issues.

Prior to coming to UT, Margaretta served as development officer for the League for Innovation in the Community College where she provided leadership for the College and Career Transitions Initiative, a national initiative in conjunction with the U.S. Department of Education. Her career has focused on economic, social, and workforce development, both domestically and internationally, including positions with the Institute for Supply Management, Thunderbird School of Global Management, the Governor’s Community Policy Office (AZ), and the Committee on Ways and Means, U.S. House of Representatives.

She received a B.A. from Ohio Wesleyan University; a certificate of study from the Université de Dijon, France; an M.B.A. in International Management from Thunderbird School of Global Management; and a Ph.D. in higher education administration from the University of Texas at Austin with a concentration in Community College Leadership.

Margaretta has served on the executive council and board of directors of: the World Trade Center (AZ); the Arizona District Export Council; Friends of Small Business; Try Us Resources, Inc; Prepare America; Mesa, AZ Boys and Girls Club, and the Phoenix Commission for the Homeless. She also has served as an ex officio member of the International Trade Finance Center; the Center for Business Skills Development, Moscow; the Center for International Business Education and Research (CIBER); the Arizona Juvenile Justice Commission; and the Steering Committee for the Phoenix Violence Prevention Initiative.

2:15– 2:45 PM

***‘SUCCESS BREAK’ FACILITATOR Q&A / SHARE NOTE CARD TAKE-AWAYS***

Ask each table’s spokesperson to BRIEFLY SHARE the key takeaway from the conference by session ‘issues’ ie. Retention, Motivation, Globalization, etc., and how change impacts them.

2:45 – 3:00 PM

***SESSION SUMMARY***

## About the Speakers



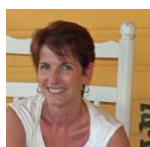
**Amy Baldwin** has been teaching college success, writing, and literature at Pulaski Technical College in North Little Rock, Arkansas since 1996. Among the many hats community college faculty like Amy wear, she has also served as the professional development coordinator and co-director of the Achieving the Dream initiative. She has taught on-campus and online classes since 1999 and has presented nearly 100 workshops across the U.S. on the topics of numerous topics including student success, research writing, academic integrity, and online teaching. She has also written for *The Teaching Professor*, *Community College Week*, and *Student Health 101*. Her *The Community College Experience* texts are published by Pearson. Amy received her B.A. in English Literature from Rhodes College and her M.A. in English Literature from Washington University. She is currently working on her doctorate in higher education, with a focus on student retention.



**Dr. Richard Bucher** is a professor of sociology at Baltimore City Community College (BCCC). He is the author of *Diversity Consciousness: Opening Our Minds to People, Cultures, and Opportunities* (Prentice Hall, third edition), and *Building Cultural Intelligence: Nine Megaskills* (Prentice Hall, 2008). He earned his doctorate from Howard University with a specialization in race and ethnic relations, and was recently honored as Maryland's Professor of the Year. We encourage you to visit his website at <http://www.diversityconsciousness.com>



**Joyce Bishop** holds a Ph.D. in psychology and has taught for more than 20 years, receiving a number of honors, including Teacher of the Year for 1995 and 2000. For five years she has been voted "favorite teacher" by the student body and Honor Society at Golden West College, Huntington Beach, California, where she has taught since 1987 and is a tenured professor. She worked with a federal grant to establish Learning Communities and Workplace Learning in her district, and has developed workshops and trained faculty in cooperative learning, active learning, multiple intelligences, workplace relevancy, learning styles, authentic assessment, team building, and the development of learning communities. Joyce currently teaches on-line and multimedia classes, and trains other faculty within her 21 college district. In addition, she has co-authored multiple texts and is the lead academic for the Lifelong Learning Telecourse.



**Terry Rafter-Carles** has been supporting and teaching students at Valencia Community College in Orlando, Florida for a number of years. She earned a Bachelor's degree in Psychology and a Master's degree in Counselor Education. Terry has worked in a variety of jobs in higher education aside from teaching (Internship and Placement, Co-op, Counselor for Valencia's Women's Center). She has worked closely with the Achieving the Dream Director and College-Wide Learning Communities Coordinator to increase the number of course offerings and to develop training for faculty and staff involved with teaching or coaching in LinC (Learning Communities) classes.



**Robert M. Sherfield, Ph.D.** has been teaching public speaking, theatre, and student success and working with first-year Orientation programs for over 25 years. Currently, he is a professor at the College of Southern Nevada. An award winning educator, Robb has received numerous honors including Educator of the Year at the College of Southern Nevada, Distinguished Teacher of the Year Award from the University of South Carolina Union, and other awards and nominations for outstanding classroom instruction and advisement. Robb's extensive work has allowed him to conduct faculty development keynotes and workshops at over 250 institutions in all 50 states and several foreign countries. In addition to his co-authorship of *Cornerstone*, he also co-authored *Roadways to Success* (Prentice Hall, 2001), *365 Things I Learned in College* (Allyn & Bacon, 1996), *Capstone* (Prentice Hall, 2001), *Case Studies for the First Year* (Prentice Hall, 2004), *The Everything® Self-Esteem Book* (Adams Media, 2004), *Solving the Professional Development Puzzle* (Pearson 2009), and *Cornerstone: Career 2nd Edition* (Pearson, 2010). Robb's interest in student success began with his own first year in college. Low SAT scores and a low high school ranking denied him entrance into college. With the help of a success program, Robb was granted entrance into college, and went on to earn five college degrees, including a doctorate. Visit [www.robertsherfield.com](http://www.robertsherfield.com).