

**8:30am to 9:00am**

*Continental Breakfast & Welcome from Vice President Robb Flowers*  
**Stern Lobby**

**9:00am**

*Thinking Strategic: Jeremy Trumble, Deputy Chief Information Officer*  
**Stern 101**

**9:10 AM TO 9:40 AM**

**STERN 101**  
**Creative Assessment  
Methods**

Students we work with aren't in traditional classrooms and often don't take a test to measure their "learning." How can we find creative ways to measure the impact of the services and opportunities we provide?

**STERN 103**  
**Baseline Logistics  
& Rubrics**

Learn how to access Baseline and build a rubric to document progress! Plus, see examples of rubric use from Residential Education and Intercultural Affairs!

**STERN 117**  
**Outcomes  
& Planning**

CampusLab's Outcomes and Planning tools help all Campus Life staff document assessment results, and report on typical "end of year" reporting throughout the year! Take a quick refresher!



**SOCIAL LISTENING LIVE!**

**STERN 101**

**9:50AM TO 10:35 AM**

Join Liz for a hands-on session to explore free ways to identify online conversation insights and engagement opportunities to gather data that informs your professional practice. Bring a mobile device or a laptop and/or a spirit of curiosity.

**10:45 AM TO 11:15 AM**

**STERN 101**  
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Methods**

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**THINKTANKS**

**STERN 101**

How can you incorporate social listening in your daily work? How can you use social media to advertise, promote, and also assess your organization's effectiveness? Head to Stern 101!

**STERN 103**

If you're struggling with how you can apply what you've learned today to contribute to your department's assessment plan or simply want to create a learning outcome and a quick assessment strategy, head to Stern 103 for a peer-to-peer collaborative.

**11:20 AM TO 11:50 AM**

**LUNCH AND KEYNOTE**

**NOON, Vandervort Room, Scandling Center**  
**Social Listening: An Always-On Focus Group**

What does social listening mean? How can social media not only help you promote events, but assess the climate, satisfaction, and learning?



## LUNCH AND KEYNOTE

NOON, Vandervort Room, Scandling Center

### Social Listening: An Always-On Focus Group



Finding and analyzing online conversations from a particular group of people (students, campus community members) or about a particular topic (campus life, enrollment procedures) can yield actionable insights in a much less intrusive way than traditional focus groups. Learn more about this innovative form of assessment and hear case studies of other campuses that are using it to inform their enrollment, engagement, marketing, and development strategies.

### About Liz Gross, CEO, Campus Sonar

Dr. Liz Gross is a data-driven researcher and scholar who specializes in creating entrepreneurial social media strategies in higher education. Her professional super power is to embolden colleges and universities and help them launch modern market research strategies using social listening. Teaching is Liz's passion and she brings that to colleges and universities as the founding Director of Campus Sonar, a specialized social listening agency that matches high-value social media intelligence and engagement opportunities to organizational strategic initiatives.

Liz is also an award-winning speaker, author and strategist who was recently named a 2018 Mover and Shaker by Social Shake-Up Show. She has delivered top-rated talks at SXSW, SXSW EDU, the American Marketing Association Symposium, the Carnegie Conference and others.

Liz has more than 15 years' experience spanning the private and public sector including Great Lakes Higher Education Corporation, University of Wisconsin-Milwaukee and University of Wisconsin-Waukesha. She received a Ph.D. in Leadership for the Advancement of Learning and Service in Higher Education at Cardinal Stritch University, a master's degree in educational policy and leadership from Marquette University, and a bachelor's degree in interpersonal communication from the University of Wisconsin-Stevens Point.

Find out more at [lizgross.net](http://lizgross.net)

