

Training & Consulting Session Schedule

Track Name	Session 1 (8:00AM – 10:00AM)	Session 2 (10:15AM – 12:15PM)	Session 3 (1:30PM – 3:30PM)
Radius Foundation	Communication Management in Radius (T)	Radius Analytics Overview (T)	Form Building in Radius (T)
Radius Data Management and Reporting	Know Your Data: Data Management in Radius (T)	Radius Analytics Overview (T)	Strength in Numbers: Advanced Reporting with Radius Analytics (C)
Radius Optimization	Leverage Radius for Multiple Roles & Users (C)	Radius TuneUp (C)	Strength in Numbers: Advanced Reporting with Radius Analytics (C)
Application Management - Radius and AppReview	Finding Your Students: Paperless Application Process (C)	Decision and Enrollment in Radius (T)	Build & Maintain a Complex Application Review Process with AppReview (C)
Application Management - AY and AppReview	Finding Your Students: Paperless Application Process (C)	ApplyYourself DIY Annual Updates (C)	Build & Maintain a Complex Application Review Process with AppReview (C)
Connect Optimization (Admissions CRM)	Connect CRM Advanced Filter Building (T)	Communication Plans Optimization (C)	Connect TuneUp (C)
Enrollment Management Best Practices	Align Communication Plans with Students' College Decision-Making (C)	Goal Attainment: How to Quantify & Measure Success (C)	Harnessing Underutilized Data Points to Provide Actionable Insights (C)
Starfish Foundation	Starfish Tenant Administration (T)	Starfish Reporting Tools (C)	A Starfish Culture (C)

Starfish Strategic	Leveraging Change Management Tools for Campus-Wide Planning (C)	Applied Strategic Consulting: Pathway Implementation (C)	Desperate Measures (C)
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(C) Consulting Workshop

(T) Training Course

Session Descriptions

Title	Session Type	Description
Introduction to Radius	Training	Radius is a powerful, highly customizable tool that helps institutions manage their admissions processes. Effective utilization of Radius begins with a solid understanding of the system's building blocks. This class will provide an overview of the fundamentals of Radius.
Communication Management in Radius	Training	Radius has a powerful set of communication options and this session will give attendees an overview of all communication functionality. This class will teach you about the elements of campaign management, building and managing communication plans, and the various use cases for case management.
Radius Analytics Overview	Training	Real-time and continued reporting and analysis are required to evaluate the effectiveness of an institution's recruitment and admissions efforts. Radius gives institutions the ability to run a variety of reports to support such needs. In this hands-on session, attendees will get an overview of the Analytics module and learn how to utilize, customize, and create reports and dashboards.
Form Building in Radius	Training	The Radius system has first-class form building capabilities to help students submit forms and allow institutions to capture incredible amounts of valuable data. All form building in Radius is self-service and this course will teach attendees how to create best-in-class application, inquiry, and event forms.
Know Your Data:	Training	Radius is a robust relational database that allows for the storage and

Data Management in Radius		management of multiple data types coming from a variety of sources. This class will teach attendees how to maximize the Radius relational database to maintain their contacts, interactions, and applications. In addition, attendees will learn how to use the new import functionality gained with the release of Integration Templates. This class is designed for Radius admins or other users who are responsible for data management in Radius such as importing and exporting data.
Strength in Numbers: Advanced Reporting with Radius Analytics	Consulting	This hands-on workshop will focus on the strategy around using your Radius data to your advantage. The consultant will work with participants to explore use cases, outline reporting needs, and identify the data and reports needed to support those findings. Participants will create reports and learn to love the Radius analytics tools.
Leverage Radius for Multiple Roles & Users	Consulting	Radius users ranging from senior administrators to work-study students need access to data and functionality that make them efficient and productive. Designing those permissions without risking FERPA violations and accidental email blasts can be tricky. In this session, participants will learn how to leverage Radius for multiple roles and users, controlling user access, and creating an instance where multiple departments and/or groups can operate together.
Radius TuneUp	Consulting	Managing Radius takes technical skill, strategic vision, and ongoing coordination. Institutions that do not take the time to consistently evaluate how these functions are performing risk finding their CRM underutilized, or worse, operating in error. This workshop will cover how to asses your use of Radius CRM to diagnose and improve upon usage. The consultants leading the workshop will discuss the process to uncover performance gaps and take action for improvement.
Attaining Your Goals -Quantify & Measure Success with Radius	Consulting	Defining goals and objectives is a critical component of ensuring success. This workshop will discuss how to use Radius to evaluate and measure goal attainment. The consultants will cover the process, best practices, and suggestions for setting goals and related Key Performance Indicators for successful deployment and utilization. Participants will take part in exercises to define business objectives relevant to your institution and learn how to measure against them with a set of quantifiable measures.
Finding Your Students: Paperless Application	Consulting	This workshop will focus on establishing a paperless application process for your institution. The consultant will review the entire application process, including the use of Radius or AY and AppReview and discuss ideas and best practices for usage and setup of your system(s). The

Process		session will concentrate on the application review process including decision management and communications. The goal of the session is to provide best practices and considerations for delivering an easy and smooth paperless experience for both applicants and recommenders while maintaining a streamlined internal process.
Decision and Enrollment in Radius	Training	This course will cover the frontend and backend of an application decision and enrollment process. Attendees will see the entire process as the applicant sees it and will also learn how to set up the back end of Radius to manage the decision and enrollment process. Participants will learn how to enter decisions, setup decision letters, publish decisions, and setup enrollment forms among other things.
Build & Maintain a Complex Application Review Process with AppReview	Consulting	Many institutions have complex and/or multi-step review processes that can be difficult, but beneficial to automate. In this session, attendees will learn, see, and interact with AppReview and its capabilities to facilitate more advanced review processes. Topics such as departmental security, multi-round reviews, and advanced routing workflows will be covered.
Connect CRM Advanced Filter Building	Training	Filters are a key part of Connect CRM and knowing how to take advantage of the many filtering capabilities offered is essential to institutions who want to elevate their CRM usage. This class will teach users how to use advanced filter logic, create filters with multiple groups, and use additional filtering options such as Import Results, Sent E-mail Results, Watched Attributes, Events, Organizations, etc. The objective of this course is for participants to walk away with filter building techniques that will allow them to further develop communications, reports, and events among other functionality.
Communication Plans Optimization	Consulting	With so much competition for a student's attention, how can our communication stand out? In this workshop, participants will learn how to audit their Connect communication plans for return on investment against known industry metrics to identify what's performing well and what should be improved. The workshop will discuss the student's decisions-making process and content that will help facilitate a good choice.
Connect Tune Up	Consulting	Managing Connect takes technical skill, strategic vision, and ongoing coordination. Institutions that do not take the time to consistently evaluate how these functions are performing risk finding their CRM underutilized, or worse, operating in error. In this workshop we will discuss the process to uncover performance gaps and take action for

		improvement.
ApplyYourself DIY Annual Updates	Consulting	Utilizing ApplyYourself takes technical skill, strategic vision, and ongoing system updates. Institutions that do not take the time to consistently evaluate how they are using the system, plan for future updates, and complete such updates run the risk of finding the system underutilized, or worse, operating in error. In this workshop, we will discuss the process to plan and perform your own annual updates; including creating and modifying questions, making edits to choice groups, updating bulk edits, and updating dynamic relationships within the application.
Align Communication Plans with Students' College Decision-Making	Consulting	With so much competition for a student's attention, how can our communication stand out? In this workshop, participants will learn how to audit their Connect or Radius communication plans for return on investment against known industry metrics to identify what's performing well and what should be improved. The workshop will discuss the student's decision-making process and content that will help facilitate a good choice.
Harnessing Underutilized Data Points to Provide Actionable Insights	Consulting	In this session, you will learn about gathering data points that are readily accessible and using them in the recruitment process. Many offices know about these data points, but don't really take the time to work with them. Examples come from test score reports, name purchases, FAFSAs as well as the potential for capturing additional data from third party vendors who dissect zip code data, etc.
Starfish Tenant Administration	Training	This workshop will cover the highlights of Starfish feature configuration- from roles to flags and kudos to appointment types and more. Ideal for new clients or staff new to the 'Tenant Admin' role or for veterans to ensure that they are not missing out on recently released enhancements.
Starfish Reporting Tools	Consulting	This workshop will review the robust end user reports available, discuss best practices for running reports based on cohorts/organizations, explain how users may be given administrative access for reporting purposes only, and introduce you to the Starfish Exporter tool for exporting data to be sent to other systems. Leave this workshop with best practices and tips for formatting the end user reports for sharing statistics with stakeholders at your institution.

A Starfish Culture	Consulting	Break down silos and engage your institution. This workshop will cover best practices for engaging students and all staff invested in student success and provide suggestions for communication and rolling out Starfish to these constituents.
Leveraging Change Management Tools for Campus-Wide Planning	Consulting	This session will focus on leveraging core change management tools to practice and plan “how” to get the most out of our student success interventions campus wide. In this interactive session, participants will have a chance to use strategy planning tools to prioritize strategies and define success. We’ll also ask participants to think through a “delivery chain” exercise to help answer the question “How—and through whom—does a strategy actually happen?” to push on what it takes to implement at scale in your own campus context.
Applied Strategic Consulting: Pathway Implementation	Consulting	Guided Pathways, Academic Plans, and Degree Maps are strategies being used by higher education institutions to help schools improve student completion. The model begins with structuring the onboarding process to get students started in the right direction and then provides supports such as academic maps, academic and career advising, early alert process, instructional support and co-curricular activities to keep students progressing. This session will explore how many of those strategies can be implemented and what Hobsons solutions can assist with student success.
Desperate Measures	Consulting	What does it mean to truly measure interventions? What does success look like and how will you measure it? This workshop will cover experimental design, structural elements to put in place to effectively measure, and more. Leave with an understanding of how to identify and develop clear and effective measures for interventions on your campus.
Building the Case for Change at Your Institution	Consulting	This workshop will teach attendees how to build a business case (e.g., defining goals, setup a data collection plan, etc.) to make data-informed decisions at your institution.