



# NKU STUDENT AFFAIRS

# PROFESSIONAL DEVELOPMENT SERIES

Serving Students  
Building Capacity  
Expanding Horizons

Student Affairs will be offering Professional Development opportunities for Staff and Faculty. If you work at NKU and would like to participate in a Professional Development event, please contact David Berland at [berlandd1@nku.edu](mailto:berlandd1@nku.edu) to register to participate.

*Some sessions may have registration limits,  
so please register early.*



# PROFESSIONAL DEVELOPMENT SERIES

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## FOUNDATIONS OF STUDENT AFFAIRS

Dr. Amelia Parnell, VP for Research and Policy  
Student Affairs Administrators in Higher Education (NASPA)

*Learn about the foundational theory and objectives that ground the work of Student Affairs and where we are headed as a profession.*

April 19, 2021; 1:00 PM - 2:30 PM

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## NAVIGATE

Joetta Browning, Academic Success Coordinator  
Learning PLUS, NKU

*Learn about Navigate and how best to utilize the platform to support students through predictive analytics, streamlined support strategies, and academic success indicators.  
(Limited to Student Affairs Staff)*

May 3, 2021; 1:00 PM - 2:00 PM (Introductory)

May 5, 2021; 1:00 PM - 2:00 PM (Intermediate)

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Contact Us:

Division of Student Affairs  
(859) 572 6447

<https://www.nku.edu/studentaffairs>  
[vpsa@nku.edu](mailto:vpsa@nku.edu)

Lucas Administrative Center 832  
Highland Heights, KY 41099





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## UNDERGRADUATE ADMISSIONS & RECRUITMENT

Melissa Gorbandt, Director of Admissions  
Office of Admissions, NKU

*Learn about the role played by staff and faculty in supporting Undergraduate Admissions and Recruiting at NKU. Understand the admissions cycle, outreach strategies, and methods of engagement.*

May 17, 2021; 1:00 PM - 2:00 PM

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## PRINCIPLES OF ASSESSMENT


Dr. Jihye Kwon, Analyst, Co-Curricular Assessment & Research  
Dr. Shawn Rainey, Executive Director  
Office of Institutional Research, NKU

*Learn about different approaches to assessment, including how to determine an assessment need, how to identify data gaps, and appropriate methods to gather data for analysis.*

June 2, 2021; 1:00 PM - 2:30 PM

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## REGISTRATION AND STUDENT SCHEDULES

Presented by NKU Advising Leads

*Learn basics about the course registration process, reading and interpreting student course schedules, and how to best refer a student for academic advising support.*

*June 14, 2021; 1:00 PM - 2:30 PM*

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## FINANCIAL AID AND STUDENT ACCOUNTS

Leah Stewart, Enrollment and Degree Management  
Ashley Jackson & Brandon Billiter, Student Account Services

*Learn about how student financial aid is awarded, some basic requirements and policies surrounding financial aid and student accounts, and how to help students navigate the account and payment portals.*

*June 28, 2021; 1:00 PM - 2:30 PM*


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## WEB DEVELOPMENT AND WEBSITE UPDATES

Panel Discussion:

Stacey Stith, Director of Web and Digital Strategy, MarComm  
Tim Rieskamp, Manager, Training & Ancillary Products, IT  
Chris Rankin, Senior Technical Support Specialist, IT

*Learn web strategies for successful utilization of Adobe Experience Manager to edit information on your NKU websites, how to navigate the new design, and tips and tricks to provide an exceptional web experience.*

July 12, 2021; 1:00 PM - 2:30 PM

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## SOCIAL MEDIA SUCCESS AND DATA ANALYTICS

Lizzie Kibler, Specialist, Digital and Social Media  
Marketing and Communications, NKU

*Learn about techniques and strategies to optimize social media feeds for your department, how to create engaging content, how to best reach your intended audience, and how to measure your outreach and connections in multiple social media channels.*

July 26, 2021; 1:00 PM - 2:30 PM

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