

# 23<sup>rd</sup> annual TASS conference

**WHO SHOULD ATTEND**  
 This conference is for all faculty, administrators, and student service personnel from two and four-year institutions, who care about and want to help marginally prepared students achieve success in college. Professionals involved with college-bound high school students will also benefit from attending the conference.

**EMBASSY SUITES HOTEL**  
 The conference will be held at the Embassy Suites Hotel conference center, which will afford us the perfect environment for organized learning. Each suite offers comfortable accommodation in two fully equipped rooms with a kitchenette. Proximity to the Intracoastal Waterway and Fort Lauderdale's famous Water-taxi and Port Everglades, as well as beaches, restaurants, shopping, sporting, and entertainment venues, will allow you and your family a variety of educational and recreational activities.

**FOR MORE INFORMATION OR TO REGISTER ONLINE**  
 Visit the TASS home page at <http://www.tassconference.org> or contact one of the Conference Coordinators below:  
 Harry Prats ([harry.prats@uc.edu](mailto:harry.prats@uc.edu))  
 Victoria Appatova ([victoria.appatova@uc.edu](mailto:victoria.appatova@uc.edu))  
 Terry Bullock ([terry.bullock@uc.edu](mailto:terry.bullock@uc.edu))  
 David Kelley ([dkelley@necc.mass.edu](mailto:dkelley@necc.mass.edu))  
 617-686-2533 Fax 978-556-3171  
 For registration information contact David Kelley. If you want to receive updates and additional information on TASS, subscribe to the TASS mailing list on the TASS home page: [www.tassconference.org](http://www.tassconference.org)

**ON COLLEGE CAMPUSES EVERYWHERE,** there are students who are not well enough prepared academically to take full advantage of the available educational opportunities. How do we reach and help our largest educational minority – the marginally prepared college student?  
 Teaching Academic Success Skills (TASS) conference participants explore various techniques and teaching philosophies used by educational specialists throughout the country. The keynotes and concurrent sessions cover a diversity of topics including reading, study skills, writing, math, technology, freshman orientation and other transitional experiences, multiculturalism on college campuses, student support services, academic advising, career planning, program administration, special needs (ESL, LD), as well as preparing high school students for college.

The TASS Conference is designed so that each participant can come away with practical ideas that can be implemented or shared with other colleagues at their institutions. ●

All conference activities take place at the Embassy Suites Hotel

**SUNDAY, MARCH 18, 2012**  
 5:00 - 7:00 pm ..... Registration and Reception at the Embassy Suites  
 6:15 - 6:45 pm ..... Welcome Address and Conference Announcements

**MONDAY, MARCH 19, 2012**  
 6:00 am - 8:30 am ..... Complimentary breakfast for those staying at the Embassy Suites  
 8:00 am - 3:00 pm ..... Registration at the Embassy Suites  
 8:30 - 9:00 am ..... Welcome by TASS and Conference Announcements  
 9:00 am - 9:40 am ..... General Session: Keynote Speaker, Suzanne Walsh  
 10:00 am - 11:45 pm ..... Concurrent Sessions  
 12:00 - 1:00 pm ..... Lunch provided by TASS  
 1:00 - 5:30 pm ..... Concurrent Sessions

**TUESDAY, MARCH 20, 2012**  
 6:00 am - 8:30 am ..... Complimentary breakfast for those staying at the Embassy Suites  
 8:00 am - 3:00 pm ..... Registration at the Embassy Suites  
 8:45 - 9:00 am ..... Morning Announcements  
 9:00 am - 9:40 am ..... General Session: Keynote Speaker, Donna Yena  
 10:00 - 11:45 am ..... Concurrent Sessions  
 12:00 - 1:00 pm ..... Lunch provided by TASS  
 1:00 - 5:30 pm ..... Concurrent Sessions

**WEDNESDAY, MARCH 21, 2012**  
 6:00 am - 8:30 am ..... Complimentary breakfast for those staying at the Embassy Suites  
 8:00 - 10:00 am ..... Registration at the Embassy Suites  
 8:30 - 8:45 am ..... Morning Announcements  
 9:00 - 11:45 am ..... Concurrent Sessions

## CONFERENCE SCHEDULE



**Suzanne Walsh**

9:00 - 9:40 AM • MONDAY, MARCH 19

**CONFERENCE SPEAKERS**  
 SUZANNE WALSH is a senior program officer at the Bill and Melinda Gates Foundation where she leads the Foundation's developmental education and new models strategies. Before joining Gates, Suzanne worked at two other foundations: The Lumina Foundation for Education in Indianapolis where she managed the Making Opportunity Affordable initiative; and The Heinz Endowments in Pittsburgh where her diverse portfolio included community colleges, universities, workforce development, tech commercialization and transfer, city/county consolidation, immigration and regional economic development. Her path into the field of philanthropy was circuitous, however. At Oklahoma Indian Legal Services in the late 1990s, Suzanne provided pro bono legal services to low-income Native Americans living in the western region of Oklahoma. Later, Suzanne joined Cuyahoga Community College in Cleveland. At the college, she was responsible for developing new programs and linking the college's workforce and economic development activities to the needs of the Northeast Ohio business community. In 2002, she was selected to as a distinguished German Marshall Fellow (one of 38 young American leaders). As a fellow, she traveled to Belgium, The Netherlands, Germany, Italy and Romania to improve transatlantic relations between the United States and the European Union, with a focus on economic development. Suzanne has her juris doctorate and masters in social work from Case Western Reserve University, a bachelor's of science from Cornell University, and an associate's degree in applied science from Hudson Valley Community College. ●



**Donna J. Yena**

9:00 - 9:40 AM • TUESDAY, MARCH 20

Sponsored by McGraw-Hill Higher Education

DONNA YENA'S experience spans more than thirty years in career services and experiential education. Donna shares her experience and advice with students, faculty and career services teams in her textbook, *Career Directions: The Path to Your Ideal Career and the Career Directions Handbook*, now in fifth edition with McGraw-Hill. Donna's experience includes manager, instructor and curriculum designer as Vice President of Career Services, Vice President of Career Services and Alumni Relations and Vice President of Employer Relations at Johnson and Wales University. The University's total enrollment is 16,000 across four campuses which offer four year degrees in business and hospitality management and two and four year degrees in culinary arts. Yena implemented and led a series of career management education courses for students at Johnson and Wales, while responsible for experiential education programs for more than 4,000 students at four campuses. Yena is one of the University's certified DACUM (Developing a Curriculum) facilitators. For thirty consecutive years, 98% of Johnson and Wales University graduates were employed within sixty days of graduation, under Yena's leadership. Professional memberships include board member with The World Association of Cooperative Education and member of the Society for Human Resource Management, the National Association of Colleges and Employers and the Women's Foodservice Forum. As a nationally recognized speaker on career services, job placement, experiential education and student success, Donna has served as career association keynote speaker and leads seminars, workshops and in-service training for school professionals and their students across the country. ●

PROPOSALS CAN ONLY BE SUBMITTED ON-LINE AT:  
[www.tassconference.org/proposals.php](http://www.tassconference.org/proposals.php)

PLEASE PROVIDE THE FOLLOWING INFORMATION WHEN YOU SUBMIT YOUR PROPOSAL ON-LINE:

- Title of Session**
- Primary Presenter/Contact**
- Co-presenters: include name, title, institution address, mailing address, day phone, email address, and fax number of all presenters/co-presenters.**
- Summary: 25-30 words suitable for publication in the conference program.**
- Abstract: include a 150-200 word abstract to be evaluated by the Proposal Review Committee. Include major points, conclusions and applicability to other institutions.**
- Session Category:**
  - Administration
  - Bridging the Gap Between High School and College
  - Career Planning
  - ESL
  - Freshmen Success
  - Mathematics and Science
  - Multiculturalism
  - Reading/Critical Thinking/Study Skills
  - Social Sciences/Humanities
  - Student Services (Advising, Counseling, TRIO, etc.)
  - Technology/Distance Learning
  - Transitional Experiences
  - Writing
  - Other

Please consider submitting a proposal for a paper presentation, panel presentation, or a focus group

Abstracts focusing on college students, classroom experiences, teaching strategies, study skills, student services, administrative services, and the use of technology in teaching and learning are invited, as well as proposals addressing college preparation for high school students.

Abstracts will be evaluated on the basis of clarity, relevance to the conference, timeliness, and interest to those engaged in helping college students to succeed. Priority will be assigned to presentations which discuss ideas and/or methods, or indicate a high level of knowledge and unique treatment of a topic.

This conference is NOT an appropriate forum for reading papers. Please use adult learning techniques and plan on audience interaction in your program. Explain your plan of facilitating the discussion. Leave at least 20 minutes for Q&A at the end of the session.

Paper presentations are limited to 45 minutes. Panel presentations are 90 minutes long and should include three or more presenters focusing on one topic. Panel presentations must include at least 30 minutes of discussion and other audience involvement. Focus group sessions are 90 minutes long.

**SUBMISSION DEADLINE IS  
JANUARY 15, 2012**

**PROPOSAL REVIEW COMMITTEE**

- Victoria Appatova, Assistant Professor of Reading, Chair
- Harry Prats, Professor of Psychology, Assistant Chair
- Crystal Ashley, Professor of English as a Second Language
- Mary Benedetti, Associate Professor of Literacy and Second Language Studies
- Terry Bullock, Professor Emeritus of Reading
- Susan Epstein, Assistant Clinical Professor of General Business Studies
- Joanna Fortna, Associate Professor of Developmental Studies
- Molly Minus, Professor of Education
- Patricia Schade, Associate Professor of Developmental Reading
- Lou Ann Sears, Assistant Professor of English
- Marilyn Simon, Associate Professor of Criminal Justice

SUBMITTING A PROPOSAL



**ALL ATTENDEES MUST REGISTER ONLINE AT  
<http://tassconference.org/registration.php>**

Registration cannot be confirmed without your payment. To confirm your registration and submit your payment, complete both sides of this form and mail or fax to:

Sharon McDermott  
Northern Essex Community College  
100 Elliott Street, Haverhill, MA 01830  
Fax to: 978-556-3171 (credit card payment only)

Name \_\_\_\_\_

Title \_\_\_\_\_

Institution/Organization \_\_\_\_\_

Mailing Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Daytime Phone (\_\_\_\_\_) \_\_\_\_\_

Email Address \_\_\_\_\_

**PLEASE REGISTER ME FOR THE CONFERENCE:**

- \$335 (by 2/18/12)     \$365 (after 2/18/12)
- 2 lunches (M,T) as well as the Sunday night reception are included in the above registration fee. Complimentary hot breakfast is provided for those staying at the Embassy Suites.

**PLEASE REGISTER MY GUEST(S) FOR:**

- Lunch on the day(s) checked off -     Mon. (\$20)     Tues. (\$20)
- Group rates 10+ from same institution \$275 or graduate student fee \$200 - contact harry.prats@uc.edu

**SPECIAL ACCOMMODATIONS:**

What type of accommodations do you require? \_\_\_\_\_

Conference Fee/Cancellations/Substitutions: Early registration is encouraged. All presenters must register for the conference. Due to budgetary constraints, it is not possible to offer an honorarium or waiver of the registration fee to presenters. Substitutions will be accepted at any time. After you have registered, your payment of \$335 USD must be received before February 18, 2012. You will be charged \$365 USD after that date if you have not cancelled your registration. Cancellations prior to February 18, 2012 will result in a refund less a \$30 USD processing fee. No refunds will be made for cancellations after February 18, 2012.

CONTINUED ON NEXT PANEL

2012 TASS CONFERENCE REGISTRATION FORM

Registration cannot be confirmed without payment. For questions about payment please contact David Kelley  
dkelley@necc.mass.edu; 617-686-2533

**PAYMENT OPTIONS:** (Note: after Feb. 18, 2012, late fees apply)

- OPTION A: Enclosed is my check for \$ \_\_\_\_\_ made payable to the TASS Conference.
- OPTION B: Please charge \$ \_\_\_\_\_ to my:
  - MasterCard     VISA

Name on Card \_\_\_\_\_

Charge Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_

Security Code (three digits on rear of card) \_\_\_\_\_

Card Holder's Mailing Address \_\_\_\_\_

Signature \_\_\_\_\_

- OPTION C: Please bill my institution/organization for \$ \_\_\_\_\_

Attention: \_\_\_\_\_

Address: \_\_\_\_\_

Tax ID Number (required to process registration) \_\_\_\_\_

Note: You must provide a signed Letter of Authorization on company letterhead before we can bill your employer. The letter should include your name, college's federal ID number, dollar amount, and an authorized signature.

Your college may need the TASS Tax ID#, which is: 046-002-284

TEACHING ACADEMIC SUCCESS SKILLS | MARCH 18-21, 2012

**GROUND TRANSPORTATION FROM FORT LAUDERDALE INTERNATIONAL AIRPORT**

Cab fare from the Ft. Lauderdale International Airport to the Embassy Suites Hotel is \$12 according to the information on the hotel website.

**ACCOMMODATIONS**

Space has been reserved at the Embassy Suites Hotel for conference participants at a special conference rate.

**EMBASSY SUITES**  
1100 SE 17<sup>th</sup> Street  
Ft. Lauderdale, FL 33316  
[www.ftlauderdale.embassysuites.com](http://www.ftlauderdale.embassysuites.com)  
Telephone: 954-527-2700

TASS rate is \$189.<sup>00</sup> (USD) per night plus 10% tax (a two-room suite). This rate is also available three days before and three days after the conference. Please make your reservations online through our website at <http://tassconference.org/travel/travel.php> (click on TASS Embassy Suites Hotel Booking Page) or call the hotel at 954-527-2700 by February 13, 2012. We cannot guarantee the conference rate after this date. If you call the hotel, please mention TASS to qualify for the conference rate.

The accommodations at the Embassy Suites include many amenities advantageous to the conference attendees:

- two fully equipped rooms in each suite;
- a kitchenette with a refrigerator and a microwave;
- a grocery store on the same block;
- dozens of restaurants within walking distance;
- complimentary cooked-to-order breakfast every morning;
- complimentary Manager's Cocktail Reception each evening from 5:30 pm - 7:30 pm;
- complimentary state of the art fitness center;
- walking distance to the Intracoastal Waterway and Fort Lauderdale's famous Water-taxi as well Port Everglades and The Fort Lauderdale Convention and Visitors Bureau;
- public transportation to beaches, casual and luxurious shopping, as well as sporting and entertainment venues, such as the Carnival Center, Broward Performing Arts Center, American Airlines Arena, Fort Lauderdale Museum of Art, International Swimming Hall of Fame, world famous Las Olas Boulevard, and many more.

*Availability is limited; therefore, we recommend you make your reservations early.*

TASS CONFERENCE DETAILS

**Northern Essex  
Community College**  
100 Elliott Street  
Haverhill, MA 01830-2399

Address Service Requested

Non-Profit Org.  
U.S. Postage Paid  
Permit #31  
Northern Essex  
Community College

EXPAND YOUR  
ACADEMIC  
HORIZONS  
& EXPERIENCE  
FLORIDA  
HOSPITALITY!

2012 TASS Conference

SHARE THIS BROCHURE WITH YOUR COLLEAGUES!

**23<sup>rd</sup> annual  
tass  
Teaching Academic Success Skills  
conference**

**Call for Proposals &  
Conference Registration**

Sunday - Wednesday  
March 18 - 21, 2012  
Embassy Suites Hotel  
Fort Lauderdale, Florida

This conference is sponsored by  
Northern Essex Community College, Haverhill, MA  
Hosted by Broward College, Fort Lauderdale, FL