HOSTING AN
N4A REGIONAL CONFERENCE
MANUAL
Timeline for Hosting

2½ Years Prior:

● Commit to hosting conference at your institution

● Plan on attending at least one regional conference to get a sense of how they are run, order of events, and organization of event.

1 Year Prior (Hotel Contract):

● Contact the Hotel (or hotels) for prices, rooms, and work out the other parts of the contract. Usually it is good to contact at least 2 or 3 hotels so you can compare prices. It is also helpful if this can be done before the National Conference, so you can present the options to the members at the region business meeting. The National Office can assist with finding a site.

Hotel Contract. Hotels have a person or persons that will work with you on setting up the arrangements and contract. If possible, check out the accommodations beforehand. Most hotels are more than willing to meet your needs by providing a free night’s stay, sample menus, etc. Negotiate (barter) with them—they want your business and usually will reduce their fees and their maximum guarantees. When securing a hotel, check to see if they accept N4A’s tax exemption status. The National Office maintains certificates of tax exemption for certain states which allows for exemptions on state and local use taxes and sometimes room tax, resort communities tax, prepared food tax and tourism leasing tax. Here is a list of some of the questions you will want to ask:

1) Guest rooms: What is the lowest price the hotel can give our members, and what is the minimum number of rooms we have to guarantee for that price? Get the guarantee number as low as possible—20 or less rooms sold will eliminate some meeting room costs. How many rooms have to be reserved for the hotel to give you a “complimentary” guest room? Also, what is deadline date they want for the “group” rate? (Once you like the price, secure the minimum number of rooms that must be sold to receive discounts on meeting room space, etc.) What happens if the guarantee is not met?

2) Secure Transportation to/from airport to/from Hotel. Hotels do not always have free shuttle service to/from the airport. Sometimes this can be negotiated but it is a good idea to have this included in the conference package. Many of our members do not have the funds to rent a car.

3) Main Meeting Room and Break-out Rooms: Next, find out the prices for the main meeting room and small breakout rooms. The prices may vary depending on the times that you want them. (all day, half day, evenings). If you have a luncheon in one of the rooms, it should be free. The price of the breakout rooms will help you determine how many presentations or workshops you can have. (Of course, how many people are willing to present will also figure in).

4) Registration Area: Where can you have registration? This may be in the back of the main meeting room or an area right out side—either way, the hotel usually does not charge for this. One year, we had registration in a smaller break-out room and also had the new member orientation there—thus there was no extra cost for the registration area.
5) **AV & other Equipment Costs**: Podium, microphone, screen, overhead projector for main room and other rooms. (Until you pick your speakers and they tell you their AV needs, you can only estimate what the cost may be). Since projectors for power points are very expensive, speakers are asked to bring their own. This is the area you really have to watch for extra costs! The hotel can end up charging you outrageous prices for even the smallest item such as an extension cord. Also, your university may be able to provide some of the items needed.

6) **Room Set-up**: Hotels use different terms to indicate how they will set up the room for you. Class room style vs. rounds, tables & chairs, etc.

7) **Menus and prices for Continental Breakfast & Luncheon**: Whether or not you can have the continental breakfast will depend on the budget. This is also true of the type of luncheon you set up. If possible, put menu choices on the registration form. (i.e. give them a choice of 2 or even 3 entrees) This will help you meet the needs of the membership.

8) **Vendor Space**: Vendors are looking for space as close to the registration area and main meeting as possible. There should be enough space for two to three vendors. What is the cost to the N4A for the vendors?

**6 Months- 1 Year Prior:**

- **Begin Creating Budget**

  The conference fees must cover the expenses of the meeting. Therefore, it is important that you have an accurate estimate of the number of people coming to the conference and your total bills so you can set a fee that will cover the costs. Check with the National Office about addition fees which may be available. For example, in the past Regions received a $250 grant from the NBA for professional development. See Appendix A for sample budget

  Consider the conference fee you will set: The current conference fee varies from region to region since the cost of the hotel meeting rooms and catering are so different around the country. Also, regions may have conferences that are longer and the agenda can also be different. Ideally the fee will be high enough to cover costs but still affordable for attendees.

- **Begin making an outline of the general program**—start and ending time/day, will you have a one day program to attract non N4A members in the area (high school/campus), etc. Review programming from other regional conferences. Begin thinking of possible speakers and even start inviting them to see if available. Think about what you will be able to offer the speakers (if anything) for coming. Also identify possible slots where sponsors can address the attendees (i.e. luncheons, general sessions etc.) it is good to have this in mind when approaching potential sponsors.

- **Begin Soliciting Sponsors and Vendors**

  Solicit sponsors for the conference to defray costs. Many times, companies or affiliate members want to present to the membership at the Region Conference and are willing to make a donation.
3-6 Months Prior:

- Send out preliminary information on the conference and bring to the national conference in June. Make sure the National Office updates the region website and organizational calendar. This information would highlight the theme of the conference and any key speakers.
- Create invite list:
  - Procure email addresses and fax numbers of athletic academic advisors from Division I, II, & III universities within the region and community colleges. Also find contact information from high school counselors, professionals/GAs from Host University, and other potential attendees.
- Develop advertising materials for conference. Email/fax brochures and fliers to invite list. See Appendix B for sample materials
- Send out a call for proposals for speakers and decide upon featured speakers. Be prepared to recruit concurrent workshop presenters if sufficient proposals are not submitted.
- Set a deadline for the conference registration. An early registration discount will encourage many schools to sign up early which will help in knowing estimated attendance numbers. You can also use a late registration fee.

1-3 Months Prior:

- Identify core committee to assist in the daily details of the conference—Region Director and staff on your campus—will others be involved? Set a schedule to meet on a weekly basis leading up to the conference
- Follow up with faxes and email reminders about the conference and registration process. A general outline of the full conference can be sent in this communication to highlight key speakers and the breakout sessions.
- Locate campus contacts (dining & event planning) to begin arrangements for hospitality hours, meals, and snacks.
- Locate and secure venues in community to host evening activities.
- Communicate with people selected to present for concurrent workshops
- Begin developing Conference Packet Materials. Conference packets might be different for full-conference attendees and 1-day conference attendees.

Conference Packet. Use folders to keep registration materials in tact. Include in the packet the following:

- Welcome letter from the Region Director/Welcome letter from Host University
- Conference agenda
- Minutes from the June national meeting (or put online on website)
- Workshop Descriptions
- Feature Speaker Descriptions
- N4A Promotional material for non-members
- Ballot (if appropriate) for voting members
- Evaluation forms (for individual workshops/presentations and for entire conference)
- Information on the local area (restaurants, main attractions), and any gifts that were donated. Many times, visitor centers will give you literature on their city.

See appendix C for sample packet items.
Within the Month:

- Re-send promotional brochures.
- Make name tags, receipt forms, on-site registration forms, arrange for door prizes (i.e. ask everyone who can to bring something from their school for a door prize).
- Decide on items to be included in a hospitality bag for conference attendees—items could include N4A paraphernalia, water bottles, advertising materials from exhibitors, and any other small donated gifts.
- Finalize the conference agenda.
- Put together conference packets.
- Identify volunteers from staff/campus/students that can help set up and tear down conferences as well as act as greeters and information sources for conference attendees.
- If needed, set up transportation to and from social events.
- Create On-Site Conference Registration form

See Appendix D for sample form

WEEK of:

- Send any documents to printing office on campus and ask for proof to ensure accuracy.
- Finalize food arrangements using the latest registration count from N4A national office.
- Meet with staff to discuss items needed at the conference and to go over every detail of the conference from start to finish. Also, a suggested list of assignments for staff members is helpful.

At Conference:

- Keep a log of all attendees (some are not members, or they may have joined after the national directory was printed).
- Once you collect all registration fees for the Region conference, send the money collected to the National Office. Give all participants a receipt either in their conference packet or hand them out during the conference.
- **New Member Orientation.** The new member orientation is usually held on the first day before the conference. Coordinate this activity by having active members share their experiences and by showing the slide show developed by the membership committee. The slide show takes the new member from the birth of the N4A to the present. The Region Director and Membership Committee should organize this session.

Post Conference:

- Summarize the evaluations and send thank you letters to all presenters, sponsors, and anyone else who helped you with the conference. Put all conference registration material, hotel contracts, a copy of the conference packet, and evaluations in a binder (folder) with year marked for Region archives and forward to the National Office.
Appendix A: Sample Budget/Income

### Budget Table

<table>
<thead>
<tr>
<th>Item</th>
<th>Price per Item</th>
<th>Number of People</th>
<th>Total</th>
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<tbody>
<tr>
<td>Sunday Dinner</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Monday Breakfast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday Lunch</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monday Dinner/Activities</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Tuesday Breakfast</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Snacks Foods</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Printing fees</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Gifts</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Transportation</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Staff/Attendants</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Room Rental</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Grand Total</strong></td>
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</table>
### Income Table

<table>
<thead>
<tr>
<th>Registration Status</th>
<th># of Attendees</th>
<th>Conference Fee</th>
<th>Total</th>
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<tr>
<td>N4A Members*</td>
<td>20</td>
<td>$60</td>
<td>$1200</td>
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<tr>
<td></td>
<td>10</td>
<td>$75</td>
<td>$750</td>
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<tr>
<td>N4A Interns/GAs*</td>
<td>7</td>
<td>$35</td>
<td>$245</td>
</tr>
<tr>
<td></td>
<td>4</td>
<td>$45</td>
<td>$180</td>
</tr>
<tr>
<td>Monday One-Day Program*</td>
<td>0</td>
<td>$25</td>
<td>-</td>
</tr>
<tr>
<td></td>
<td>25</td>
<td>$30</td>
<td>$750</td>
</tr>
<tr>
<td><strong>Registration Total</strong></td>
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<table>
<thead>
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<th>Source</th>
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<td>$1000</td>
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<td>NBA (have to justify)</td>
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<tr>
<td>Vendors</td>
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<td><strong>Other Income Total</strong></td>
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<tr>
<td><strong>Grand Total</strong></td>
<td><strong>$5375</strong></td>
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</tbody>
</table>

* The 1st row indicates the # of attendees and fees for those who took advantage of the Early Bird rate. The 2nd row includes the # of attendees and fees for those who registered after the deadline.
Appendix B: Sample Brochure
SAVE THE DATE

National Association of Academic Advisors for Athletes (N4A) Region II Conference

Conference Highlights
- Pete Boone, Ole Miss AD & Member of NCAA Committee on Academic Performance
- Callie Hubbell, CUSA Director of Compliance and Student-Athlete Services

Registration Information
- EARLY BIRD SPECIAL $60 - must register by Sept. 11th, $75 after this date.
- Above rates apply to N4A 'Professional' membership category. For additional rates and to register online please visit http://nfoura.org/regions/region2/

Hotel Information
Fogelman Executive Center
330 Innovation Dr., Suite 206
Memphis, TN 38112
901-678-5410
- Single Room, Queen Bed
- Mention Conference for reduced rate, $90+tax

Holiday Inn
3700 Central Avenue
Memphis, TN 38111
901-678-8200
- Suites, 2 Queen Beds
- Mention Conference for reduced rate, $129+tax

Shuttle/Airport
Shuttle pick-up from Airport: Available through the Holiday Inn. MUST CALL to schedule.
Welcome Letter

October 18, 2009

Conference Attendees,

Welcome to the 2009 N4A Region II Conference, The University of Memphis, and Memphis, Tennessee.

I would like to thank Cayce Crenshaw, N4A Region 2 Director, and two key individuals at the N4A National Office, Kim Dittman and Teresa Evans-Hunter, N4A Executive Director for assisting us throughout the process. I would also personally like to thank my staff at the University of Memphis and Karen Schiferl and her staff at the University of Mississippi for their efforts in putting together this wonderful conference. We have assembled an impressive program with keynote speakers, Pete Boone, Ole Miss AD and Member of NCAA Committee on Academic Performance and Callie Hubbell, Conference USA Director of Compliance and Student-Athlete Services.

The One-Day Program on Monday will provide an opportunity to develop a better understanding of major infractions relating to academic support functions, how to apply behavior analysis with students that have special academic needs, and the ongoing innovations of academic reform currently taking place within the NCAA.

The concurrent sessions that will take place Monday afternoon will allow professionals to connect with others and discuss topics that are pertinent to their respective fields.

Tuesday will begin with presentations from our two vendors, GradesFirst and PLATO Learning, who we are very appreciative for having at our conference. Following the presentation will be discussion on training for new interns/graduate assistants along with the use of manuals for new employees. The conference will close with discussion of future academic reform measures and an N4A business meeting that will provide association updates.

We have two great evening events planned that will allow participants time to relax, socialize, and network with others. We hope you enjoy your stay at the University of Memphis.

If you have any questions, please do not hesitate to ask me or anyone wearing University of Memphis Tiger Blue. Enjoy the conference and thank you for attending.

Sincerely,

Joe Luckey, Ed.D.
Director, Athletic Academic Services
The University of Memphis

Full Conference Program
## N4A Region II Conference Program

Memphis, TN  
October 18-20, 2009

![N4A Logo](image)

### Sunday October 18, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>4:00pm-6:00pm</td>
<td>Registration</td>
<td>Fogelman Executive Center (FEC) Lobby</td>
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<tr>
<td>5:00pm-6:00pm</td>
<td>New Member Orientation</td>
<td>FEC 123</td>
</tr>
<tr>
<td>6:15pm</td>
<td>Depart from FEC lobby</td>
<td></td>
</tr>
<tr>
<td>6:30pm</td>
<td>Tour of UM Athletic Academic Services Facility</td>
<td>Wilder Tower 6th/7th Floor</td>
</tr>
<tr>
<td>7:00pm</td>
<td>Dinner</td>
<td>Brister 220</td>
</tr>
<tr>
<td>8:00pm-10:00pm</td>
<td>Hospitality Reception</td>
<td>Lower Atrium- FEC</td>
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Monday, October 19, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30am</td>
<td>Registration Table Open</td>
<td></td>
<td>FEC Lobby</td>
</tr>
<tr>
<td></td>
<td>Drinks/Donuts Served</td>
<td></td>
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<tr>
<td>8:45am-9:45am</td>
<td>Welcome/Business Meeting</td>
<td>RC Johnson</td>
<td>FEC 219</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cayce Crenshaw/Christine Jackson</td>
<td></td>
</tr>
<tr>
<td>9:45am-10:45am</td>
<td>The Elephant in the Room</td>
<td>Callie Hubbell</td>
<td>FEC 219</td>
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<td></td>
<td></td>
<td>CUSA</td>
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<tr>
<td>10:45am-11:00am</td>
<td>Break</td>
<td></td>
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<tr>
<td>11:00am-12:100pm</td>
<td>Applied Behavioral Analysis Presentation</td>
<td>Valorie Lott, Jessica Mills &amp; Dr. David Bicard Memphis</td>
<td>FEC 219</td>
</tr>
<tr>
<td>12:00pm-1:00pm</td>
<td>Lunch</td>
<td></td>
<td>FEC 304</td>
</tr>
<tr>
<td>1:00pm-1:45pm</td>
<td>NCAA Academic Reform</td>
<td>Pete Boone</td>
<td>FEC 219</td>
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<tr>
<td></td>
<td></td>
<td>Ole Miss</td>
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<tr>
<td>2:00- Concurrent Sessions Begin</td>
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<tr>
<td>2:00pm-2:45pm</td>
<td>High School/NCAA</td>
<td>Kimya Massey</td>
<td>FEC 123</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Memphis</td>
<td></td>
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<tr>
<td></td>
<td>Restructuring Your Tutorial Program</td>
<td>Rachel Fineberg &amp;</td>
<td>FEC 219</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Jennifer Kentera</td>
<td></td>
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<tr>
<td></td>
<td></td>
<td>Florida State</td>
<td></td>
</tr>
<tr>
<td>2:55pm-3:40pm</td>
<td>High School/Advising Transfers</td>
<td>Kimya Massey</td>
<td>FEC 123</td>
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<tr>
<td></td>
<td></td>
<td>Memphis</td>
<td></td>
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<tr>
<td></td>
<td>What is ADHD?</td>
<td>Mike McCall</td>
<td>FEC 219</td>
</tr>
<tr>
<td></td>
<td></td>
<td>South Carolina</td>
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<tr>
<td>3:45pm-4:30pm</td>
<td>Motivation for the Motivators!</td>
<td>Alise Svhla</td>
<td>FEC 123</td>
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<tr>
<td></td>
<td></td>
<td>James Madison</td>
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<tr>
<td></td>
<td>CAS Assessment Strategy</td>
<td>Dr. Joe Luckey</td>
<td>FEC 219</td>
</tr>
<tr>
<td></td>
<td>Strategic Planning-Staff Mgrs</td>
<td>Memphis</td>
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<tr>
<td>5:00pm-6:00pm</td>
<td>Hospitality Hour</td>
<td></td>
<td>FEC 305</td>
</tr>
<tr>
<td>6:15pm</td>
<td>Meet in Lobby to get on bus to Beale Street</td>
<td></td>
<td>FEC Lobby</td>
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<tr>
<td>6:45pm-9:45 pm</td>
<td>Dinner</td>
<td></td>
<td>Prime Time</td>
</tr>
<tr>
<td>10:00pm</td>
<td>Bus departs back to campus</td>
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Tuesday, October 20, 2009

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Presenter</th>
<th>Location</th>
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<tbody>
<tr>
<td>8:00 am</td>
<td>Drinks/Donuts Served</td>
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<td>FEC Lobby</td>
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<tr>
<td>8:45am-9:15am</td>
<td>Vendor Demonstrations</td>
<td>GradesFirst</td>
<td>FEC 219</td>
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<td></td>
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<td>Plato Learning</td>
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<tr>
<td>9:15am-10:15am</td>
<td>CAAS IGA Training</td>
<td>CAAS Staff</td>
<td>FEC 219</td>
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<tr>
<td></td>
<td>Internal Manual</td>
<td>Memphis</td>
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<tr>
<td>10:15am-11:00am</td>
<td>Future of NCAA Academic</td>
<td>Christine Jackson</td>
<td>FEC 219</td>
</tr>
<tr>
<td></td>
<td>Reform/Discussion</td>
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<tr>
<td>11:00am-12:00pm</td>
<td>N4A Closing Business Meeting</td>
<td>Cayce Crenshaw</td>
<td>FEC 219</td>
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</table>

Thank you for joining us for the 2009 Region II N4A Conference hosted by the University of Memphis and the University of Mississippi. We hope you have enjoyed your time and have found the conference helpful to your professional life.

Please remember to fill out and return a conference evaluation form. Your input is appreciated!
Thank you to our sponsors who helped make this event possible.

GradesFirst makes Student Performance Monitoring easy and efficient. From effortless progress reports and study hall tracking to tutor management and appointment scheduling, your athletics department will enjoy the many benefits of streamlined academic services.

PLATO Learning provides online developmental education instruction in most major subject areas for students needing to refresh basic skills prior to excelling in college-level coursework.

PLATO Developmental Education Solutions include five content libraries:
- Mathematics
- Reading
- Writing
- Science
- Life and Career Skills
One-Day Conference Program

**N4A Region II Conference One-Day Program**

**Monday, October 19, 2009**

7:30am, Lobby outside FEC 219, Registration Table Open (Drinks and Donuts Served)

8:45am-9:45am, FEC 219. Welcome by RC Johnson, Athletic Director at University of Memphis

*Business Meeting* led by Cayce Crenshaw, Elon University

9:45 am-10:45am, FEC 219  *The Elephant in the Room, presented by Callie Hubbell, Conference USA Director of Compliance and Student-Athlete Services*

What have we learned from recent NCAA major infraction cases relating to academic support? An in-depth review appears to indicate major infractions relating to academic support functions may be more prevalent than many think. This session will allow participants the opportunity to review issues identified in major infraction cases relating to risk in academic support services and discuss an evaluation tool being developed to encourage institutional discussion on those topical areas by proactively introducing the concept, identifying areas of strength, distinguishing possible opportunities for improvement, and outlining associated best practices.

10:45am-11am Break

11:00am-12:00pm, FEC 219, *Applied Behavior Analysis (ABA): A positive approach to working with students with special academic needs, presented by Dr. David Blicard, Valorie Lott and Jessie Mills-University of Memphis.*

This presentation will include an introduction to applied behavior analysis (ABA), explaining how it can be used with student-athletes with special academic needs and presenting case studies of ongoing research that have been incorporated into academic services at the University of Memphis. Academic support staff can use the ABA concept of positive reinforcement to increase appropriate academic behaviors while decreasing inappropriate behaviors. One of the successful case studies that will be presented examines the effectiveness of text messaging on student-athlete attendance.

12:00pm-1:00pm, FEC 304, Lunch

1:00pm-1:45pm, FEC 219, *NCAA Academic Reform, Presented by Pete Boone, Director of Athletics at the University of Mississippi.*

One of the highlights of the N4A Region II conference will be a conversation with Pete Boone. Boone is currently Director of Athletics at the University of Mississippi and a member of both the NCAA’s Committee on Academic Performance (CAP) and the NCAA’s Basketball Academic Enhancement Group (BAEG). A long-standing member of these committees, Mr. Boone is quite knowledgeable on the topic of Academic Reform — where we have been and where we are going. He has first-hand insight on the inner workings of these very important committees in addition to being on the front lines with the academic issues of his own institution. From the Head Coach’s APR Portfolio to the data collection on two-year transfer students to the plans for possible summer-school requirements for new basketball student-athletes, you won’t want to miss this opportunity to dialogue with a key player in NCAA Academic Reform.
2:00pm Concurrent Sessions

2:00pm-2:45pm  
High School/NCAA  
Kimya Massey  
Memphis  
Restructuring Your  
Tutorial Program  
Rachel Fineberg &  
Jennifer Kentena  
Florida State  
The Athletic Academic Support tutorial program at Florida State University has undergone a number of changes over the past two years in an effort to improve oversight and ensure that academic integrity is maintained. This presentation will take participants through the process of rebuilding and revamping policies and procedures as they relate to a comprehensive tutorial support program. Current policies and procedures will be shared as well as documents utilized to train and evaluate tutors. Topics will also include tutorial support for online coursework and the use of technology (SAMS, Total Recall Learning, Blackboard) as a program supplement.

2:50pm-3:35pm  
High School/Advising Transfers  
Kimya Massey  
Memphis  
What is ADHD?  
Mike McCall  
South Carolina  
Starting August 1st, 2009 the NCAA requires schools to have proper, current documentation for pharmacological treatment of ADHD. The goal of this legislation was to standardize, regulate, and improve treatment of students with ADHD who compete in NCAA sports. One goal of this presentation is discuss the array of treatments available for students with ADHD so that individuals who work with these students will realize the boundaries of medication and possibilities for behavioral and psychological treatments. A second goal of this presentation is to learn how to identify students with attention problems so that they can be referred for assessment. A third goal of this presentation will be to identify best practices in assessment and treatment of ADHD.

3:45pm-4:30pm  
Motivation for the Motivators!  
Alise Svilia  
James Madison  
Do you ever wonder if you really ARE making a difference? Like our student-athletes, we face many pressures and there are times when we feel stressed, unmotivated, and uninspired. In order to be effective advisors for our student-athletes, we need to find ways to motivate ourselves to be the best that we can be. In this session, I will introduce ideas and suggestions, such as gratitude journals and the infamous "happy box," for how to stay motivated in this profession. We don't do this for the extrinsic value; we do it for the little things and everyone can use a reminder of what those little things are! It is my hope that you will leave this session feeling inspired, motivated and with a clear vision and reminder of why we do what we do!

CAAS Assessment Strategy  
Dr. Joe Luckey  
Memphis  
A strategic process was created to annually review the main programming aspects of the academic center. Staff members were assigned specific areas and were charged with evaluating the area. A timeline was then created to conduct this process individually and as a staff. The process has worked so well that a structure evolved for setting the agenda for staff meetings that will be held throughout the year. The CAAS assessment process allows for timely analysis and evaluation of programming with the intent of improving the quality of the service offered to student-athletes. This process can be adopted for any organizational group.

Thank you for joining us for the 2009 N4A Region II One-Day Program hosted by the University of Memphis and the University of Mississippi. Thank you to the sponsors of our event.
Things to do in the area brochure

Great Things to do While in Memphis

National Civil Rights Museum
430 Mulberry Street
Memphis, TN 38103
Phone: (901) 521-9699
www.civilrights.org/home.htm

Hours of Operation:
Closed on Tuesdays
Monday-Saturday 9 a.m. – 5 p.m.
Sunday 1 p.m. – 5 p.m.
*Free Period on Mondays
3 p.m. – 5 p.m.

*Free Periods
As The National Civil Rights Museum’s Community Commitment, we offer free admission each Monday from 3 p.m. until closing for Tennessee residents with state issued identification. Not applicable for tour groups & operators. This offer is not valid during holidays and special events.
Adults: $13.00

Graceland
Mansion Tour: $28.00
Platinum Tour: $33.00
VIP Tour: $69.00
http://www.elvis.com/graceland

Graceland’s Ticket Office is located at 3765 Elvis Presley Blvd., Memphis, TN 38116.

Graceland Parking is located at 3717 Elvis Presley Blvd., Memphis, TN 38116. There is a fee for parking.

Heartbreak Hotel is located at 3677 Elvis Presley Blvd., Memphis, TN 38116

Sun Studio
706 Union Ave
Memphis, TN 38103
800-447-6249
http://www.sunstudio.com/

Plan an hour to an hour-and-a-half to enjoy the tour and take in all the memorabilia in the cafe.

TOURS
Open daily from 10 AM ’til 6 PM. Tours are given at the bottom half of every hour from 10:30 AM through 5:30 PM.

• Free shuttle from/to Graceland & The Rock N’ Soul Museum.
• Free parking behind Sun Studio.
• Adults: $12

Mud Island River Park
123 North Front Street
Memphis, TN 38103
(901) 576-7241
http://www.mudisland.com

May 26 – September 6
10:00 a.m. – 6:00 p.m.
Closed Mondays throughout the season.
General admission to the park is FREE!

Pay One Price (Adults – $8.00)
Package includes:
- Mississippi River Museum Admission
- Roundtrip Monorail Ride
- Guided River Walk Tour

Canoe Rental - $20.00 per hour
Kayak Rental - $15.00 per hour and up
Bike Rental - $10.00 for 2 hours
Pedal Boat Rental - $2.00 per 1/2 hour per person

Memphis Brooks Museum of Art
1934 Poplar Avenue
Memphis, TN 38104
Phone: 901-544-6200
www.brooksmuseum.org

• Mondays Closed
• Tuesday Closed
• Wednesday 10 am – 4 pm
• Thursday 10 am – 8 pm
• Friday 10 am – 4 pm
• Saturday 10 am – 5 pm
• Sunday 11:30 – 5 pm

Adults: $7

Memphis Rock ‘n’ Soul Museum
191 Beale Street, Suite 100,
Memphis, Tennessee.
(901) 205-7533
www.memphistrucknsoeu.org

The Memphis Rock ‘n’ Soul Museum’s exhibition, created by the Smithsonian Institution, tells the story of musical pioneers who overcame racial and socioeconomic barriers to create the music that shook the world. The museum offers a comprehensive Memphis music experience from the rural music of the 1930s, through Memphis’ musical heyday in the 70s, to its global musical influence.

Adults: $9

Rev. July 2011
Overall Conference Evaluation

N4A Regional Conference Evaluation

Thank you for attending the N4A Regional Conference. Please give us your input on the effectiveness of our conference to assist us and next year's hosts in their conference planning efforts. Return this evaluation to the Registration Table at the conclusion of the event.

1. **Please rate the quality of the following:**

   Very Dissatisfied...................... Very Satisfied

   1   2   3   4   N/A

A. Registration 1 2 3 4 n/a
B. New Member Orientation 1 2 3 4 n/a
C. N4A Business Meetings 1 2 3 4 n/a
D. Feature Speaker: Pete Boone 1 2 3 4 n/a
E. Vendor Demonstrations 1 2 3 4 n/a
F. N4A Town Hall Discussion on Current Topics 1 2 3 4 n/a
G. Overall programming/agenda offered 1 2 3 4 n/a
H. Overall quality of conference 1 2 3 4 n/a
I. Tour of CAAS Facility 1 2 3 4 n/a
J. Dinner/Social/Hospitality Events 1 2 3 4 n/a
K. Hotel Accommodations (Holiday Inn) 1 2 3 4 n/a
L. Hotel Accommodations (Fogelman EC) 1 2 3 4 n/a
M. Meeting Room Accommodations (FEC) 1 2 3 4 n/a
2. What did you like most/least about the conference?

3. What kind of sessions would you like to see at future regional or national N4A Conferences?

4. Due to budget/travel issues, what are other professional development opportunities that the N4A could offer to the membership?

5. Have you attended a N4A regional before? YES  NO (Circle one)-If yes, how many? ______

6. Do you anticipate attending the N4A National Conference in June?
   YES   NO (Circle One)

7. Additional comments or suggestions? (Please write on the back)
Single Presentation Evaluation

Thank you for helping N4A to continually improve the value of educational sessions for our members. Please take a moment and answer the questions below.

Session Title: _________________________________

Date: ___/___/____ Time: ________

Attendee Job Title: ______________________________________ Yrs of Experience _______________

Please indicate the degree to which you agree or disagree with each of the following statements. Response Definition: SD= Strongly Disagree D=Disagree N=Neutral A=Agree SA=Strongly Agree

SD D N A SA
Overall, I was satisfied with the session.................................................................

SD D N A SA
I felt the session was well organized......................................................................

SD D N A SA
The session maintained my interest ..............................................................

SD D N A SA
I will use the content in my work or life ..........................................................

As a result of this session, what is one specific thing you will definitely try to implement? ________________

Please outline one change that would have made this session better for you:

Optional
Name: __________________________ E-mail:________________________

Thank you for your feedback! Please return to workshop monitor or Registration table.
Appendix D: Sample On-Site Registration Form

N4A Region II Conference
October 18-20, 2009
Memphis, TN
Fogelman Executive Conference Center and Hotel

Name_____________________________ Institution__________________________

Title_____________________________ Region_______ 2Yr/4 Yr/HS/UM_______

Address_____________________________ Phone_____________________________

New Member?______ Membership Status____________________________________
(Professional, Student, Alumni, Affiliate, or Non-Member)

Year Joined N4A_________ Payment Choice________

Conference On-Site Registration Costs:

Professional Member _________ $75
Student Member _________ $45
Non-Member Monday only Program _________ $30

Registration Payment Information – N4A Federal Tax ID #33-0222728