

*Discover why smart boys get worse grades than girls and are only 35% of graduates today.*

# *Smart Boys, Bad Grades* **Retaining Male Students in Higher Education**

**Answers to one of the biggest  
crises in education today**

**The facts are grim**

- *Boys are a declining minority of graduates in higher education today.*
- *Boys have a higher drop-out rate than girls in college today.*
- *Boys get worse grades than girls in college today.*
- *There are 2 million smart boys missing from college every year.*

**Find out how to**

- *Help boys stay in college.*
- *Help boys learn more.*
- *Develop gender neutral grading policies.*
- *Graduate more male students.*

**Who Should Attend**

- *Central administrators*
- *Faculty development staff*
- *Counselors*
- *Admissions officers*
- *Faculty*
- *Anyone interested in this issue*



Sponsored by the Learning Resources Network, a national nonprofit education organization

# *Smart Boys, Bad Grades* Retaining Male Students in Higher Education

October 2-3, 2008 — Minneapolis

## The Problem

Boys are a declining percentage of college students, down to 42% according to recent studies. But since male retention rates are lower than female retention rates, boys constitute an even smaller percentage of college graduates, closer to 35%.

While boys are admitted with approximately the same academic qualifications as girls overall, they nevertheless get significantly worse grades than girls in college.

The growing gender imbalance has negative consequences for all students. The economic implications for society and a possible shortage of skilled knowledge workers amplifies the problem.

## Why You Should Attend

This seminar will present new facts and data not currently well known in the academic community. For the first time, an in-depth and comprehensive treatment of the issue will be presented. You will take back to your institution low and no-cost solutions and recommendations for boosting male admissions, retaining more boys, and increasing your graduate rates for young men.

## Who Should Attend

Senior academic officers, deans of student affairs, student support staff, faculty development staff, counselors, and faculty should attend. Anyone with an interest in this topic will discover new information, with hope for parents and higher education officials, and help for all students.

## Unique

You will find unique information on the problem, data, and solutions to the issue of recruiting and retaining boys in higher education.

## End Results

You will take back to your institution four low and no-cost recommendations and solutions for boosting admissions, retention and graduation rates for boys.

Plus come away with a new model that will benefit both young men and young women in the classroom.

## Your Presenters

William A. Draves and Julie Coates have been interviewed by the nation's media on this topic, and given talks in the U.S., Canada, and United Kingdom.

Their wide experience with the subject includes conducting original research, reviewing the literature, engaging with other educational researchers, teaching faculty, working with parents of boys, conducting faculty seminars at colleges and universities, and mentoring boys.

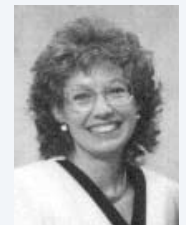
They have been interviewed by the BBC, USA Today, National School Board Journal, Arizona Republic, and numerous local and campus newspapers.

Coates and Draves are authors of the research report, "Smart Boys, Bad Grades" and are authors of the book [Nine Shift: Work, life and education in the 21st Century](#). The BBC calls [Nine Shift](#) "Fascinating."



**William A. Draves** is President of the Learning Resources Network, a national nonprofit education organization. He has taught more than 6,000 faculty about teaching online, does consulting with colleges and universities, and has done numerous all-faculty presentations at institutions of higher education.

**Julie Coates** is Vice President for Information Services at the Learning Resources Network. Her latest book is [Generational Learning Styles](#), a pioneering work on how generations learn differently and the implications for faculty.



She has conducted seminars in Russia, Australia, England, Germany, Mexico and all over Canada and the United States, including Radcliffe. Coates did her graduate work in education at Kansas State University. She also teaches online classes for educators as part of the Master's Degree in Adult and Higher Education at the University of South Dakota.

# Topics Covered

## The Problem

- Why the problem is recent, beginning around 1980
- Why the problem exists in most, if not all, post-industrial societies.
- The social and economic impact for society and retirement funds.
- Ruling out the 10 most common myths about the problem

## The Neurology of Boys

- The impact of neurological and hormonal differences on learning
- Why boys' attention spans are shorter than girls'
- Why boys do not process emotions quickly
- Why girls have better verbal and communication skills
- How the male brain differs from the female brain

## The Research on Gender

- Implications of the pioneering study on gender and testing by ETS
- The research on homework and coursework
- Why boys turn in work late

- Why boys do less coursework and homework than girls

## Historical Precedent

- How this all happened once before 100 years ago
- The critical 20-year transition period between economic ages
- The parallel between your grandfather and your students
- How the issue was resolved for the 20th century
- Why a historical understanding is key to resolving the issue today

## How Boys Learn

- The 7 major learning differences between boys and girls
- The 20 no-cost tips for faculty to help boys learn more
- How boys do differently on assessments than girls
- How boys today learn differently than boys in previous generations

## How Girls Benefit from Gender Equity

- How girls are hurt by gender imbalance on campus

- Is there a connection with the gender pay gap?
- Why girls' test scores are not higher
- The implications for helping girls learn more

## The Four Solutions

- The solution for admissions. How to boost admissions of qualified smart boys.
- The solution for helping boys learn. How faculty can help boys to learn more in the classroom.
- The solution for counselors. How counselors can help boys stay in college.
- The solution for retention and graduation. How a new no-cost policy can boost retention and graduation rates without affirmative action implications.

## Implementing the Solutions

- Student Support Services
- Helping Boys Learn
- Creating Gender Neutral Grading
- Boosting Graduation Rates

## AGENDA

### Wednesday, October 1, 2008

7:00 p.m. – 9:00 p.m.

Optional informal reception  
Registration available

### Thursday, October 2, 2008

8:00 a.m. – 8:30 a.m. Registration

8:00 a.m. – 8:55 a.m. Breakfast

9:00 a.m. – 3:30 p.m. Day's Agenda

Welcome and Introductions

The Problem

The Neurology of Boys

The Research on Gender

Historical Precedent

How Boys Learn

Noon – 1:00 p.m. Luncheon

1:00 p.m. – 3:30 p.m.

Afternoon Agenda

Small Group Discussions

Small Group Reports

How Girls Benefit from Gender

Equity

*Afternoon break*

The Four Solutions

3:30 p.m. End of first day

Optional dinner group in evening  
(on your own)

### Friday, October 3, 2008

8:00 a.m. – 8:55 a.m. Breakfast

9:00 a.m. – Noon Morning Agenda

Group discussion

Morning Break

Implementing the Solutions

The seminar ends on time at Noon

## About the Learning Resources Network (LERN)

The Learning Resources Network is a national nonprofit consulting organization in education, serving around 1,000 colleges and universities a year. LERN does faculty development and on-site consulting on strategic planning for central administrators.

## Special Readings Included

*Nine Shift: Work, life and education in the 21st century.*

*Smart Boys, Bad Grades*

## Bonus!

*Generational Learning Styles*, by Julie Coates, 2007


**Register early and save \$100.**


# Smart Boys, Bad Grades

## Retaining Male Students in Higher Education Seminar

Save \$100 by registering before Sept. 1, 2008

 **Online** Register online at [lern.org/boys](http://lern.org/boys)

 **Fax** Registration form to 1-888-234-8633

 **Mail** Mail registration form and payment or purchase order to LERN, PO Box 9, River Falls, WI 54022.

 **Call** us at 1-800-678-5376

**Register now!**

**Questions?** Email Debbie at [debbie@lern.org](mailto:debbie@lern.org) or call at 1-800-678-5376.

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### Hotel

Courtyard by Marriott Bloomington/Mall of America, 7800 Bloomington Ave S., Bloomington, MN 55425. Courtesy van from airport to hotel, just 10 min. Close to the Mall of America, wildlife preserve, and restaurants.

Make hotel reservations by calling 800-321-2211 or 952-876-0100. Specify "LERN." Room rate is \$119 plus taxes by Sept 17, 2008. After then, rooms subject to availability and price.

Yes, reserve my place for "Smart Boys, Bad Grades – Retaining Male Students in Higher Education" October 2 - 3, 2008, in Minneapolis. I understand materials, breakfast for two days, first day lunch, and breaks are included in the registration fee.

Early rate: \$695  
(before Sept 1, 2008)

Regular rate: \$795

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