Advancing Knowledge, Changing Lives

SERVING THE PUBLIC GOOD

Annual Meeting • October 19–21, 2014 • Washington, D.C.

Spouses/Partners Program
IN MEMORIAM

David J. Brinks  
spouse of Marvalene Hughes, former president,  
California State University, Stanislaus

Hazo W. Carter, Jr.  
former president, West Virginia State University

Phyllis H. Carter  
spouse of the late Hazo W. Carter, Jr.,  
former president of West Virginia State University

Roland Dille  
former president, Minnesota State University Moorhead

Debra Friedman  
chancellor, University of Washington Tacoma

Leo Goodman-Malamuth  
former president, Governors State University (Ill.)

Victor Montana  
former president, College for Lifelong Learning  
(now Granite State College, N.H.)

Paul Olscamp  
former president, Bowling Green State University (Ohio)

Paul G. Risser  
former chancellor, Oklahoma State  
System of Higher Education
SATURDAY, OCTOBER 18

Noon – 6 p.m.  Ballroom Foyer
Registration

6 p.m.  Coaches depart M Street Entrance  (by invitation)
2014 Board of Directors Dinner
Somerset House, 5610 Wisconsin Ave., Chevy Chase, Md.

SUNDAY, OCTOBER 19

7 a.m. – 5:30 p.m.  Ballroom Foyer
Registration

Noon – 1 p.m.  Colonnade (Lobby Level)
Networking Lunch for New Member Presidents and Chancellors and Spouses/Partners with Board of Directors and Committee on Professional Development
Presidents and chancellors who were appointed since July 1, 2013—and their spouse, partners, or guests—are encouraged to attend.
Remarks:  Muriel A. Howard, President, AASCU
Presiding:  Paul B. Beran, Chancellor, University of Arkansas-Fort Smith and Chair, Committee on Professional Development
1 p.m. – 4 p.m.  Sulgrave (3rd Floor)
**New Member Spouse/Partner Workshop**

**Many Voices: Stories That Bring Us Together**
A session for new member spouses and partners in the role since 2012. You find yourself in the position of spouse/partner of a newly appointed university president or chancellor. You may be overwhelmed, have lots of questions, need some advice, or suddenly realize there’s a learning curve you hadn’t anticipated. The goal of this practical and engaging session is to explore topics such as role/identity, communication, privacy and relationships to help spouses and partners new to this position better understand and acclimate to the demands of university life. This is your chance to ask, listen, learn, interact and share.
Please join us.
Facilitators:  
**Carl Bleicken**, Presidential Spouse, Armstrong State University (Ga.)
**Sandy Christian**, Presidential Spouse, State University of New York at New Paltz

Presider and Facilitator:  
**Aundra Shields**, Presidential Spouse, University of Wisconsin-Platteville

3 p.m. – 4 p.m.  Marshall Boardroom (3rd Floor)
**Spouse/Partner Nominating Committee**
Chair:  
**Pamela Pruitt**, Presidential Spouse, Thomas Edison State College (N.J.)
Coordinator:  
**Judy Ingle**, Spouse/Partner Program Planning and Outreach, AASCU
Private Benefits and the Public Good

By comparison with high-school graduates, college graduates enjoy many personal benefits, including higher salaries and lower unemployment rates, greater health and longevity, and more engaged and fulfilling lives. These private benefits translate directly and indirectly into the public good in the form of higher taxes, lower social welfare costs, greater contributions to the nation’s economic growth, and higher voting and volunteerism rates. The children of college graduates are more likely to attend college themselves and far more likely to lift themselves out of poverty. Many of these societal economic benefits have now been quantified—with figures amounting to more than a trillion dollars a year. America’s public colleges and universities enroll three-quarters of all undergraduates. In an increasingly stratified society, public higher education is a potent force for public betterment.

Presenter: Alice Chandler, President Emerita, State University of New York at New Paltz
Presiding: Tomás Morales, President, California State University, San Bernardino

AASCU Excellence and Innovation Awards

• Christa McAuliffe Excellence in Teacher Education Award
• International Education Award
• Leadership Development and Diversity Award
• Regional and Economic Development Award
• Student Success and College Completion Award

5:30 p.m. – 7 p.m. Ballroom Level

Sponsored Receptions featuring hors d’oeuvres and signature beverages

• Royall & Company  Roosevelt B
• The Registry  Culpeper
• TIAA-CREF  Roosevelt A

Evening

Dinner on an Individual Basis
MONDAY, OCTOBER 20

7 a.m. – 5 p.m.  Ballroom Foyer
Registration

7 a.m. – 8 a.m.  Marshall Boardroom (3rd Floor)
LGBTQ Presidents, Chancellors and Spouse/Partners

8 a.m. – 10:30 a.m.  Colonnade (Lobby Level)
Spouse/Partner Breakfast Program (8 a.m. breakfast precedes 9 a.m. program)

Mapping the Social Media Landscape
Don’t know where to start when it comes to social media? Get an overview of the social media landscape from Facebook to Instagram and everything in between. Also, during this session, we will explore ways you, as a spouse/partner, can utilize these platforms to connect and engage with various audiences, as well as show your support for related causes while maintaining a level of privacy. You will hear from spouses/partners who have embraced social media. They will share how social media can be a help as well as a hindrance in the lives of spouses/partners.

Presenter: Lauren Precker, Social Communications and Strategy Manager, ASAE: The Center for Association Leadership
Resources: Lisa Lewis Dubois, Presidential Spouse, University of North Carolina at Charlotte
Jalonna Jones, Presidential Spouse, Texas A&M University-Commerce
Presiding: Elizabeth Ross, Presidential Spouse, Central Michigan University

11 a.m. – Noon  Grand Ballroom
General Session

Educational Policy Initiatives
Receive a timely update on the federal higher education agenda from the front line of higher education policy development. Under Secretary Mitchell will provide an update on key federal policy initiatives, including the U.S. Department of Education’s proposed Postsecondary Institution Rating System, changes in eligibility for institutional participation in federal financial aid programs (gainful employment), and reform efforts aimed at decreasing student debt. Also hear the Obama Administration’s priorities involving major policy and funding-related legislation, including reauthorization of the Higher Education Act, immigration reform, and budget bills affecting higher education, workforce development, and the advancement of STEM and innovation.

Presenter: Ted Mitchell, Under Secretary, U.S. Department of Education
Presiding: Robert L. Caret, President, University of Massachusetts System
MONDAY, OCTOBER 20

Noon – 12:30 p.m.  Ballroom Foyer

**Networking Break**

12:30 p.m. – 2 p.m.  Grand Ballroom

**American Academic Leadership Institute Luncheon**

*Supported by the American Academic Leadership Institute (AALI) in collaboration with Academic Search, Inc.*

**Education for Individual Success and the Public Good**

C. Kent McGuire, president and CEO of the Southern Education Foundation, will offer insights from his work with both K-12 and higher education institutions about the challenges and opportunities facing universities in the future.

**Presenter:**  **C. Kent McGuire**, President, Southern Education Foundation

**Presiding:**  **Mickey L. Burnim**, President, Bowie State University (Md.)

2 p.m. – 3 p.m.  Lindens (3rd Floor)

**AASCU Spouse/Partner Directory Photo Opportunity**

2:30 p.m. – 4:30 p.m.  Sulgrave (3rd Floor)

**Spouse/Partner Program**

**Your Ideas Please: Updating our First-Year Spouse Publication**

*The First Year Spouse/Partner* was reissued by AASCU in 1993 in memory of Pat Appleberry, wife of James B. Appleberry, former President of AASCU. It is time for an update and a fresh look at the roles of the spouse or partner of today’s university president. A small group from the Spouse/Partner Planning Committee will work on this update and what will ultimately be a new publication for spouses and partners of newly appointed presidents and chancellors.

The goal of this session is to give spouses and partners, who attend Annual Meeting, an opportunity to share their ideas about topics and content that should be included in this updated publication. Participants will work in small groups to generate ideas.

**Presiding:**  **Mort Maimon**, Presidential Spouse, Governors State University (Ill.)
MONDAY, OCTOBER 20

3:45 p.m. – 4:45 p.m.  Grand Ballroom

**General Session**

**Issues and Trends for Global Higher Education Leadership**
In an increasingly globalized world, higher education is on the brink of significant transformations requiring institutions and systems to adapt more quickly, and effectively, to unexpected changes. A significant demographic, technological and economic shift happening domestically and abroad will pose challenges and opportunities for higher education. How should institutional policies and programs consider significant worldwide trends, and what critical aspects might higher education leaders factor into their decision-making?

Presenter: **Francisco Marmolejo**, Tertiary Education Coordinator, The World Bank
Presiding: **Rita Rice Morris**, President, Shawnee State University (Ohio)

5 p.m. – 6:15 p.m.  Ballroom Level

**Sponsored Receptions featuring hors d’oeuvres and signature beverages**
- Hobsons  
- Huron Education  
- Latrobe  
- Noel-Levitz  
- Longworth

6:30 p.m.  Gather in lobby to walk to the Caucus Room in the Westin Georgetown, 2350 M St NW

**Former Presidents, Chancellors, Spouses and Guests Dinner** *(ticketed $70 per person)*

Evening
**Dinner on an Individual Basis**
TUESDAY, OCTOBER 21

7 a.m. – 5:30 p.m.  Ballroom Foyer

Registration

7:30 a.m. – 9:15 a.m.  * Roosevelt

Spouse/Partner Breakfast Program (7:30 a.m. breakfast precedes 8 a.m. program)

**Views from Retirees: Negotiating Expectations During and After the Presidency**

The topic “Expectations” is a thread running through the spouse/partner sessions in 2014 at Summer Council and Annual Meeting. As a finale, two couples—retired presidents and their spouses—reflect upon the negotiation of expectations not only during the presidency, but also during life after the presidency. The “before and after” contrast should be interesting and instructive for all who attend this session. The purpose of this session is to provide perspectives from two couples who have “been there done that” and what they learned in the process.

Presenters: Patricia Cormier, President Emerita, Longwood University (Va.)
Raymond Cormier, Spouse of President Emerita, Longwood University (Va.)
Ronald R. Ingle, President Emeritus, Coastal Carolina University (S.C.)
Judy Ingle, Spouse of President Emeritus, Coastal Carolina University (S.C.)

Presiding: Lisa Lewis Dubois, Presidential Spouse, University of North Carolina at Charlotte
TUESDAY, OCTOBER 21

9:30 a.m. – 10:45 a.m.  Grand Ballroom

**General Session**

**Citizenship, Democracy and Education**

The goal of this session is to amplify the important role of public colleges and universities in teaching the skills and values of democracy and to share ways in which campuses contribute to the public good through teaching, research and service. Jonathan Alger, president, James Madison University, will share insights about the importance and relevance of civic engagement and how it can make an impact on society; Nancy Cantor, chancellor, Rutgers University – Newark, will talk about building the infrastructure of collaboration to support community engagement; and John Saltmarsh will explore the alignment of institutional rewards with faculty work in community-engaged scholarship.

Panelists:  
Jonathan Alger, President, James Madison University (Va.)  
Nancy Cantor, Chancellor, Rutgers University-Newark (N.J.)  
John Saltmarsh, Director, New England Resource Center for Higher Education, University of Massachusetts Boston

Presiding:  
Rodney Bennett, President, University of Southern Mississippi

11 a.m. – Noon

**Concurrent Sessions**

11 a.m. – Noon  Executive Forum

**Workforce Development: Responding to Regional Needs**

The complex alignment of workforce development efforts, undergraduate curriculum, and regional priorities is challenging. This session will shed light on national trend lines, offer strategies, and help presidents frame arguments and persuade stakeholders to meet future needs.

Presenter:  
Anthony P. Carnevale, Research Professor and Director of the Georgetown University Center on Education and the Workforce

Presiding:  
Rita Cheng, President, Northern Arizona University
11 a.m. – Noon
Concurrent Sessions continued

11 a.m. – Noon  Roosevelt

**Presidential Leadership for Student Success**

Based on research and his considerable experience working with campuses to improve student success, Professor Kuh will share his ideas about conditions that contribute to high performing institutions; the impact of investing in high impact learning practices—especially for low-income and first generation students; and the ways in which presidential leadership matters most to student success.

Presenter:  **George D. Kuh**, Director, Center for Postsecondary Research, Indiana University and Chancellor's Professor of Higher Education at Indiana University

Presiding:  **Kyle R. Carter**, Chancellor, University of North Carolina at Pembroke
11 a.m. – Noon

Concurrent Sessions continued

11 a.m. – Noon  Sulgrave (3rd Floor)

Why Leadership Matters in Maximizing Resources for Student Success

Presented by HCM Strategists

As campus presidents, AASCU leaders are uniquely aware of both the heightened expectations and challenges facing public four-year colleges and universities. With growing pressure to extend four-year degrees to a broader population, how can resource-constrained institutions reach new markets and provide larger numbers of low-income students with affordable routes to success? This panel of former higher education leaders will highlight the four strategies evaluated and the critical role of leadership in their discussion of Maximizing Resources for Student Success, a project supported by the Bill & Melinda Gates Foundation. The project strategies include the following:

• Reducing time and credits to degree;
• Enhancing transfer pathways;
• Using tuition and financial aid incentives; and
• Implementing competency-based education.

These investigations focused heavily on implementation, considering both the evidence base and the real world challenges involved in each potential strategy. The project findings have broad application for campus leaders at all institutions seeking to improve student success.

Panelists:

Marie McDemmond, President Emerita, Norfolk State University (Va.)

Kevin P. Reilly, President Emeritus and Regent Professor, University of Wisconsin System and Presidential Advisor for Leadership, American Council on Education

James C. Votruba, President Emeritus and Professor of Educational Leadership, Northern Kentucky University and Associate, AASCU-Penson Center for Professional Development

Moderator and Panelist: Gordon Davies, Former Director, State Council of Higher Education for Virginia and Former President, Kentucky Council on Postsecondary Education
TUESDAY, OCTOBER 21

12:15 p.m. – 2 p.m. ⚘ Grand Ballroom
President-to-Presidents Lecture Luncheon Program

The Public University and the Common Good
Introduction: Tomás Morales, President, California State University, San Bernardino
Lecturer: F. King Alexander, President and Chancellor, Louisiana State University

Distinguished Alumnus Award
Introduction: Virginia Schaefer Horvath, President, State University of New York at Fredonia
Recipient: Michael Marletta, Former President and CEO, The Scripps Research Institute and currently the Cecil H. and Ida M. Green Professor of Chemistry; 1973 graduate of State University of New York at Fredonia

2 p.m. – 3:15 p.m. ⚘ Potomac (3rd Floor)
Spouse/Partner Planning Committee
Chair: Mort Maimon, Presidential Spouse, Governors State University (Ill.)
Coordinator: Judy Ingle, Spouse/Partner Program Planning and Outreach, AASCU

2:15 p.m. – 3:15 p.m. ⚘ Roosevelt
News You Can Use
This session will showcase insider information, provided by authorities within the education community and from news organizations that cover national politics and higher education. Individuals offer succinct updates on the latest developments and information immediately important to presidents and chancellors. The tempo is quick and the information stripped down to the essentials.
Presenters: Chris Minnich, Executive Director, Council of Chief State School Officers
Libby Nelson, Education Reporter, Vox
Ben Pershing, Washington Editor, National Journal
Moderator: William E. (Brit) Kirwan, Chancellor, University System of Maryland
TUESDAY, OCTOBER 21

2:45 p.m. – 3:30 p.m.  Lindens (3rd Floor)

**AASCU Spouse/Partner Directory Photo Opportunity**

3:30 p.m. – 4:30 p.m.  Sulgrave (3rd Floor)

**Spouse/Partner Program: Time for Talking**

It seems that spouses and partners never have enough time just to sit and talk at our meetings. Well, now we do. Come to this session, find a topic that you like and start talking! We’ll even have a tabula rasa—a table with no topic for whatever is on your mind.

Here are some possibilities for topics you might find at this session:

• Time Management and Priorities
• Dealing with Crisis and Conflict
• Working with University Staff
• Projects: On/Off Campus
• Self-Fulfillment
• Re-invent and Re-energize: How?
• Advice: Wish I’d taken, Wish I hadn’t

Presiding:  **Lee Faver**, Presidential Spouse, Washington State University Vancouver

5 p.m. – 6:30 p.m.  Grand Ballroom

**General Session**

**Conversation with Thomas Friedman**

That Used To Be Us: How America Fell Behind in the World It Invented and How We Can Come Back will provide the backdrop for Mr. Friedman’s insights and conversation that will extend from the session throughout the evening.

Presenter:  **Thomas L. Friedman**, Foreign Affairs Columnist,  *New York Times*

Presiding:  **Tomás Morales**, President, California State University, San Bernardino

**Dinner with Thomas Friedman**

6:30 p.m. and 7:30 p.m.  Colonnade and Courtyard on Lobby Level and Grand Ballroom

**Reception and Dinner**  (*ticketed $75 per person)*

**Transfer of the Gavel**

**J. Keith Motley**, Chancellor, University of Massachusetts Boston and 2015 Chair, AASCU Board of Directors
WEDNESDAY, OCTOBER 22

7:30 a.m. – 10 a.m.  ♻ Ballroom Foyer
Registration

8 a.m. – 5 p.m.  ♻ Lindens (3rd Floor)  (by invitation)
First Year Spouse/Partner Subcommittee

THURSDAY, OCTOBER 23

8 a.m. – Noon  ♻ Lindens (3rd Floor)  (by invitation)
First Year Spouse/Partner Subcommittee