INSTITUTIONAL LEADERS, MISSION CHAMPIONS:
Advocating for Our Vision and Values

HYATT REGENCY LA JOLLA AT AVENTINE
SAN DIEGO, CALIFORNIA

OCTOBER 21-25, 2017
Program

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Institutional Leaders, Mission Champions: Advocating for Our Vision and Values

We live in disruptive times. Individual success in today’s society requires our students to possess foundational skills, creative competencies, adaptability and civic awareness. America’s state colleges and universities play a crucial role in educating those who will serve their communities and our country and influence America’s place in a global society.

As university programs evolve to fulfill the needs of an increasingly diverse America, it is imperative that we communicate and demonstrate what a critical role we play in the economic, social and cultural fabric of society. Questions arise everyday as to the value of the institutions we serve—in essence, is college worth the investment?

The answer is yes, of course. But it is our responsibility, as leaders and champions of state colleges and universities, to persuade our stakeholders about the enduring value of our mission. It is also vital that we create a compelling argument in support of a sustainable future for our institutions.

Professional Consultations – Sign up at the AASCU Registration Desk to meet with a representative from The Registry; Academic Search, Inc.; or associates from the AASCU-Penson Center for Professional Development on Sunday, Oct. 22 – Tuesday, Oct. 24 in the Capri Room (Ballroom Level).

Appointments are available:
- Sunday, Oct. 22, 2 p.m. – 4 p.m. (Last appointment begins at 3 p.m.)
- Monday, Oct. 23, 8 a.m. – 10 a.m. and 1 p.m. – 4 p.m. (Last appointment begins at 3 p.m.)
- Tuesday, Oct. 24, 10 a.m. – 4 p.m. (Last appointment begins at 3 p.m.)

TIAA Private Consultations – TIAA wealth management consultants will be available for private consultations Sunday, Oct. 22 – Tuesday, Oct. 24 in Delphi A (Second Floor). If you are interested in meeting with an advisor, please sign up Sunday, Oct. 22 between the hours of 12 p.m. – 5 p.m. at the TIAA Private Consultations table near the AASCU registration desk.

Appointments are available:
- Sunday, Oct. 22, 2 p.m. – 4 p.m. (Last appointment begins at 3 p.m.)
- Monday, Oct. 23, 8 a.m. – 5 p.m. (Last appointment begins at 4 p.m.)
- Tuesday, Oct. 24, 8 a.m. – 4 p.m. (Last appointment begins at 3 p.m.)

Remnant Trust Foundation – A representative from the Remnant Trust Foundation will be available to talk about its collection of rare original documents and how you can bring these documents to your campus for a unique hands-on opportunity for your students and faculty. Look for the foundation’s table in the Sponsor Gallery located in the Barcino.
Annual Meeting Networking Lounge – Share conversation and refreshments with colleagues, recharge devices, or review professional articles and publications in the Networking Lounge. It’s open in the Grand Foyer during times not competing with general session programming in the Aventine Ballroom. A great place to connect!

Health and Wellness – A health and wellness class for Yogis and beginners will again be provided Sunday – Tuesday morning from 7 a.m. – 8 a.m. in Mykonos (Second Level).

Each morning practice will be a unique yoga experience in which you’ll learn poses and breath techniques while hearing fun music from a variety of genres. No matter age or level of ability, all are welcome to come start the day with self-love and good vibes.

Led by Melissa Guffy, Owner, Take Flight Yoga and Wellness, Health and Fitness Consultant Instructor, Personal Nutritionist

Sponsor Gallery – AASCU is proud to showcase the work of several Annual Meeting Corporate Sponsors. This is a great opportunity for members to become better acquainted with a wide array of educational suppliers who offer solutions to AASCU leaders and institutions. Sponsors are available to answer questions, demonstrate products and services and consult with presidents. Sponsors will be on hand informally throughout the day, either in the display area or as a part of the larger meeting, but especially during all program breaks. During these breaks, they can be found in Barcino located on the ballroom level of the hotel.
Saturday, October 21

6:00 p.m. – 8:00 p.m.  
**2017 Board of Directors Dinner**  
Fleming’s Prime Steakhouse—8970 University Center Lane

Sunday, October 22

7:00 a.m. – 8:00 a.m.  
**Yoga Class**  
Mykonos (Second Level)

Melissa Guffy is a yoga instructor who teaches dynamic flow classes that build up strength and increase flexibility. Melissa will help you create a solid understanding of a yoga practice and deepen your sense of awareness. She encourages participants to do what they can; enjoy their practice; and, most of all, remember to breathe! Classes are versatile and perfect for groups that range from beginner to intermediate.

7:00 a.m. – 5:30 p.m.  
**Registration**  
Grand Foyer (Ballroom Level)

7:30 a.m. – 8:15 a.m.  
**2017 AASCU Board of Directors Executive Committee**  
(working breakfast)  
San Remo (Ballroom Level)

8:15 a.m. – 11:45 a.m.  
**2017 AASCU Board of Directors Meeting**  
(7:30 a.m. breakfast precedes 8:15 a.m. meeting)  
Portofino (Ballroom Level)

**Chair:**  
Deborah F. Stanley, President, State University of New York College at Oswego, and Chair, AASCU Board of Directors

8:30 a.m. – 10:00 a.m.  
**AASCU Penson Workshop**  
Building a More Powerful Leadership Team through Coaching  
Athenia B (Second Floor)

**Facilitator:**  
Mickey Burnim, AASCU Penson Center Associate

We’ve all heard that a team is no stronger than its weakest link. That weakness may derive from inexperience, as in a new promotion or position; reluctance to think or operate “outside the box”; or a personal blind spot that unnecessarily limits options. Executive coaching is a powerful personal development tool for leaders and emerging leaders that can yield great benefits for businesses and corporations. This session will focus on executive coaching’s benefits for higher education.
Sunday, October 22

10:15 a.m. – 11:30 a.m.  **AASCU Penson Workshop**
**Team Development for a Successful Presidency**
Facilitator: Charles Bantz, AASCU Penson Center Associate

While there are numerous stakeholders that determine the success of a university president or chancellor, a leader’s executive team is critical for this success. This session will outline strategies for increasing the cohesiveness and collaboration of leadership teams.

10:30 a.m. – 11:45 a.m.  **New Presidents Academy Class of 2017 Reunion**
Host: John M. Anderson, President, Millersville University (Pa.) and NPA Faculty Member

11:00 a.m. – 11:45 a.m.  **Spouse/Partner Meet and Greet**

12:00 p.m. – 1:00 p.m.  **Networking Lunch for New Member Presidents’ and Chancellors’ Spouses/Partners with Board of Directors and Committee on Professional Development**
Presiding: Mary Cullinan, President, Eastern Washington University, and Vice Chair, Committee on Professional Development
Remarks: Muriel A. Howard, President, AASCU
Cyndie Shepard, Spouse/Partner Planning and Outreach Coordinator

Presidents and chancellors who were appointed after July 1, 2016, and their spouses, partners or guests are encouraged to attend.
Sunday, October 22

12:00 p.m. – 1:00 p.m.  |  Committee on Sustainable Development  
(working lunch)  
Athenia A (Second Floor)  
Chair:  
Tom Jackson Jr., President, Black Hills State University (S.D.)

12:00 p.m. – 1:00 p.m.  |  Millennium Leadership Initiative (MLI) Executive Steering Committee  
(working lunch)  
Delphi B (Second Floor)  
Chair:  
Cheryl Dozier, President, Savannah State University (Ga.)

1:00 p.m. – 1:45 p.m.  |  MLI Business Meeting  
Delphi B (Second Floor)  
Presiding:  
Mary Sias, Director, MLI and Assistant to the President

1:00 p.m. – 5:00 p.m.  |  Sponsor Gallery  
Barcino (Ballroom Level)

1:30 p.m. – 4:00 p.m.  |  Spouse/Partner New Member Pre-Meeting Workshop:  
Finding Your Way as the Spouse/Partner of a University President  
Syros (Second Floor)  
Facilitators:  
Elliott Herzlich, Presidential Spouse, Austin Peay State University (Tenn.)  
Ann Marie Hayes-Hawkinson, Presidential Spouse, Kutztown University of Pennsylvania  
Uzma Ahmad, Presidential Spouse, Western Washington University  
Susan Newman, Presidential Spouse, Edinboro University of Pennsylvania  
Presiding:  
Cyndie Shepard, Spouse/Partner Planning and Outreach Coordinator

AASCU’s Spouse/Partner Program understands the tightrope new spouses and partners walk. In this session, participants will hear results from recent research on university presidential spouses/partners and participate in roundtable discussions around issues of role, identity, relationships and privacy. Discussions will address questions such as the following:

- How do you view your role on campus or in the community?  
  How do others view your role?
- How do you respond to criticism of you, of the president/chancellor, or your institution?
- How do you handle conversations that are inappropriate or offensive?
- How do you protect some level of privacy for yourself and your family?
Sunday, October 22

2:00 p.m. – 4:00 p.m.  TIAA Private Consultations
(Last appointment begins at 3 p.m.)
Delphi A (Second Floor)

2:00 p.m. – 4:00 p.m.  Council of State Representatives
Palatine (Ballroom Level)

AASCU’s Council of State Representatives reviews, discusses and endorses—for the full membership’s consideration—the 2018 AASCU Public Policy Agenda, which identifies the association’s federal and state higher education policy priorities for the year ahead. The meeting includes an update by AASCU staff on the federal budget situation, federal and state legislative activity, and other fiscal and economic dynamics affecting public postsecondary financing. (Presidents/chancellors not serving on the Council of State Representatives are welcome to observe the work of the council.)

Chair:  Mildred A. García, President, California State University, Fullerton and Chair-Elect, AASCU Board of Directors

2:30 p.m. – 4:00 p.m.  Pre-Annual Meeting Seminar – Where Americans Get Career Advice: Results from the Education Consumer Pulse
Aventine EF (Ballroom Level)

Presenters:  
Nancy Kleniewski, President, State University of New York College at Oneonta
Carlo Salerno, Vice President of Analytics, Strada Education Network
Dennis Shields, Chancellor, University of Wisconsin-Platteville

Education Consumer Pulse is a groundbreaking research platform from Gallup and Strada Education Network that will create the most extensive set of education consumer insights to date. The most recent insights from this daily survey explore where Americans get their career advice and how they value those resources. This session will provide an overview of the latest Education Consumer Pulse report on this topic. There will be a question and answer session at the end of the presentation.

4:00 p.m. – 4:15 p.m.  Refreshment Break  
Foyer II (Ballroom Level)
Sunday, October 22

4:15 p.m. – 6:00 p.m.  
**Opening General Session and AASCU Excellence and Innovation Awards Presentation and Video**  
Aventine Ballroom (Ballroom Level)  
*Support provided by Aramark*

**Presiding:** Deborah F. Stanley, President, State University of New York College at Oswego and Chair, AASCU Board of Directors  
**Welcome:** Muriel A. Howard, President, AASCU  
**Timothy P. White,** Chancellor, The California State University

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**Jeffrey Toobin,** CNN Senior Analyst and staff writer for the New Yorker

**Opening General Session: An Afternoon with Jeffrey Toobin**

After a six-year tenure at ABC News, where he covered the country’s highest-profile cases and received a 2000 Emmy Award for his coverage of the Elian Gonzales custody saga, Toobin joined CNN as a legal analyst in 2002, where he now serves as the Senior Legal Analyst. Also a staff writer for The New Yorker since 1993, he has written articles on such subjects as the Bernie Madoff scandal; the case of Roman Polanski; and profiles of Justices Clarence Thomas, Stephen Breyer, John Paul Stevens, and Chief Justice John Roberts. Prior to joining The New Yorker, Toobin served as an Assistant United States Attorney in Brooklyn, New York. He also served as an associate counsel in the Office of Independent Counsel Lawrence E. Walsh, an experience that provided the basis for his book, “Opening Arguments: A Lawyer’s First Case: United States v. Oliver North.”

Toobin’s specialty areas include the following:

- Analyzing politics, media and the law
- Inside the secret world of the Supreme Court
- The Supreme Court in the post-Obama age
Sunday, October 22

AASCU Excellence and Innovation Awards Presentation and Video

- Christa McAuliffe Excellence in Teacher Education Award
  The University of Toledo (Ohio)—President Sharon L. Gaber
- Civic Learning and Community Engagement Award
  Stockton University (N.J.)—President Harvey Kesselman
  University of North Carolina at Charlotte—Chancellor Philip L. Dubois
  James Madison University (Va.)—President Jonathan R. Alger
- International Education Award
  State University of New York at Oswego—President Deborah F. Stanley
- Leadership Development and Diversity Award
  Sam Houston State University (Texas)—President Dana G. Hoyt
- Regional and Economic Development Award
  University of Northern Iowa—President Mark A. Nook
- Student Success and College Completion Award
  California State University, Fresno—President Joseph I. Castro
  University of Central Oklahoma—President Don Betz
- Sustainability and Sustainable Development Award
  Comprehensive Award: Northwest Missouri State University—President John Jasinski
  Innovative Project Award: State University of New York at Oswego—President Deborah F. Stanley

6:00 p.m. – 7:30 p.m.  Sponsored Receptions Featuring Hors d’Oeuvres and Signature Beverages  Vicino Ballroom (Ballroom Level)

- ACUE
- EAB | Royall & Company

7:30 p.m.  Dinner on an Individual Basis  Rhodes (Second Floor)

7:30 p.m.  Former Presidents, Chancellors, Spouses/Partners and Guests Dinner  (Ticketed $75 per person & cash bar)

7:30 p.m.  Dutch Treat Dinner for Presidents and Chancellors Traveling Solo  (Advance sign-up required)  Truluck’s 8990 University Center Lane
Monday, October 23

7:00 a.m. – 8:00 a.m.     Yoga Class               Mykonos (Second Level)

Melissa Guffy is a yoga instructor who teaches dynamic flow classes that build up strength and increase flexibility. Melissa will help you create a solid understanding of a yoga practice and deepen your sense of awareness. She encourages participants to do what they can; enjoy their practice; and, most of all, remember to breathe! Classes are versatile and perfect for groups that range from beginner to intermediate.

7:00 a.m. – 4:00 p.m.    Registration            Grand Foyer (Ballroom Level)

7:00 a.m. – 8:15 a.m.    AASCU-Penson Center for Professional Development Board Meeting         San Remo (Second Floor)

Convener: Howard Cohen, Executive Director and Senior Associate, AASCU-Penson Center for Professional Development and Chancellor Emeritus, Purdue University Calumet (Ind.)

7:30 a.m. – 8:15 a.m.    Breakfast for Presidents/Chancellors and Spouses/Partners      Foyer II (Second Floor)

7:30 a.m. – 8:15 a.m.    Affinity Group Breakfast Meetings

• African-American Presidents and Chancellors     Athenia A (Second Floor)
• Asian-American and Pacific Islander Presidents   Syros (Second Floor)
• Hispanic and Latino Presidents and Chancellors  Athenia B (Second Floor)
• LGBTQ Presidents/Chancellors and Spouses/Partners Delphi B (Second Floor)

8:00 a.m. – 5:00 p.m.    TIAA Private Consultations          Delphi A (Second Floor)

8:30 a.m. – 9:45 a.m.    General Session—Opportunity and Higher Education: Lessons from Big Data       Aventine Ballroom (Ballroom Level)

Presiding: Makola Abdullah, President, Virginia State University
Speaker: John N. Friedman, Associate Professor of Economics and International Affairs and Public Policy at Brown University (R.I.), one of the Principal Investigators of the Equality of Opportunity Project

Over the past seven years, Professor Friedman and his collaborators at the Equality of Opportunity Project have released a series of path-breaking studies that illuminate the landscape of opportunity for children in America. In his keynote, Professor Friedman will take the audience on a tour of that landscape. He will begin by describing broad patterns that place the United States as a whole and also various cities in context, and then he will dive more deeply into the role higher education plays in upward mobility. Attendees will learn that AASCU institutions play a prominent role.

9:45 a.m. – 10:00 a.m.   Refreshment Break              Barcino (Ballroom Level)

Aventine Ballroom (Ballroom Level)
Monday, October 23

10:00 a.m. – 11:00 a.m.  General Session—Challenges to Freedom of Speech on College Campuses

Sandra Jordan, Chancellor, University of South Carolina Aiken
Fredrick M. Lawrence, Secretary and CEO of the Phi Beta Kappa Society

Presiding: Sandra Jordan  Speaker: Fredrick M. Lawrence

In our current polarized political environment, free speech issues are presenting themselves with urgency on campuses, capturing national attention at a range of schools, both public and private, small and large. This makes it important to clarify free speech’s role in democracy and how this relates to college campuses.

The session will focus on the following topics:
• Free expression and free inquiry are central to the mission shared by most, if not all, of our colleges and universities
• Free expression does have limits
• Not all hateful speech is threatening and proscribable

Spouse/Partner Planning Committee

11:15 a.m. – 12:15 p.m.  Concurrent Sessions

Enrollment Success in a Time of Turbulence  Portofino (Ballroom Level)

Robert O. Davies, President, Murray State University (Ky.)
Tom Taylor, Senior Consultant and Principal, EAB | Royall & Company

A historic convergence of market forces is increasingly undermining the lifeblood of higher education institutions: tuition revenue. Some of these forces are well known, such as the number of high school graduates stalling or decreasing in many regions of the United States for the past several years, while others are more recent, including digital communications both providing new ways to reach students and opportunities for costly missteps.

This session will focus on four key capabilities universities should have to boost tuition revenue:
• Knowing how to reach students
• Assessing and responding to student intention
• Offering students types of assistance they most value
• Working across the student lifecycle
Monday, October 23

The session will also offer additional detail on how these four priorities play out in real-world examples, including the transformative effect they have had at several case study institutions. At the end of the session, attendees will have an understanding of the relative effect of major market forces shaping higher education fortunes across the foreseeable future, cutting-edge practices for the use of data and analytics in recruitment marketing, and specific ways in which the ongoing digital medial revolution is affecting student communications preferences.

**Opportunities for Change: Insights from the 2017 American College President Study**

Palatine (Ballroom Level)

**Presenters:**
- Jonathan Gagliardi, Associate Director, Center for Policy Research and Strategy, American Council on Education
- Glenda Baskin Glover, President, Tennessee State University
- Anne Ollen, Senior Director, TIAA Institute
- Maria Thompson, President, Coppin State University (Md.)

More than half of college presidents say they plan to step down in five years. This is an opportunity for change in academic leadership, particularly in adding more diversity to the highest ranks of colleges and universities. Presidents are invited to join peers and scholars for a dialogue based on data from the “2017 American College President Study,” produced by the American Council on Education with support from the TIAA Institute. This session will examine the following:

- Age, ethnic and gender demographic trends in the presidency
- Presidents’ biggest frustrations
- Special challenges for women and minority leaders
- Perceptions of state political climates

Presenters will also demonstrate a new, publicly available online data tool to highlight specific opportunities for action and positive change. The tool lets users chart the progress of the presidency over the past two decades; project future scenarios, such as when the percentages of women and minority presidents will mirror their representation among the student body; and download a wide array of charts, table and data points to print or share on social media.
Monday, October 23

**Technology, the Science of Learning, and Transformation in Higher Education**

*Syros (Second Floor)*

**Presenter:** Candace Thille, Assistant Professor, Stanford University Graduate School of Education (Calif.)

Learning is complex. Decades of scientific research into human learning could transform education; however, research findings have not had a profound effect on teaching practice, educational technology design, or student learning. Likewise, instructors’ knowledge and authentic learning experiences rarely impact research. This session will describe a model for using educational technology to shift the relationship between learning research and teaching practice. This could simultaneously improve student learning and contribute to our fundamental understanding of human learning.

**Five Questions You Should Ask Your Financial Aid Administrator**

*Milos (Second Floor)*

**Presenters:** Susan E. Borrego, Chancellor, University of Michigan-Flint  
Mandy Sponholtz, Standards of Excellence Review Program Administrator, National Association of Student Financial Aid Administrators (NASFAA)  
Lori Vedder, Director of Financial Aid, University of Michigan-Flint

College and university presidents want to better incorporate the financial aid office into strategic planning and achieving their school’s mission, and also want to better understand the office in general, show findings from a recent study by NASFAA.

In this session we will share how college presidents, senior leadership and financial aid directors can accomplish the following with their financial aid office:

- Foster communication
- Build mutual understanding and accountability
- Work together to achieve the mission of the institution through the use of tools and services available to NASFAA member institutions
Monday, October 23

Enrolling to Retain: Five Strategies to Improve Online Student Growth and Persistence

Presenters: Tim Edwards, Provost, University of West Alabama
            Jay Hatcher, Senior Vice President, Business Development and General Counsel, The Learning House, Inc.

Recruiting online learners who will persist to graduation requires a strategic enrollment process. In this session, attendees will learn five strategies for developing and implementing a successful enrollment process that is geared toward graduating students:

1. Setting clear expectations
2. Monitoring data trends
3. Making connections to resources
4. Building retention-based scholarships
5. Designing financial aid plans during the admissions process

12:30 p.m. – 2:00 p.m. American Academic Leadership Institute Luncheon
                     Vicino Ballroom (Ballroom Level)

Presiding: Kim E. Schatzel, President, Towson University (Md.)
Speaker: Robert Caret, Chancellor, University System of Maryland

Supported by the American Academic Leadership Institute (AALI) and Academic Search, Inc.
Monday, October 23

2:15 p.m. – 3:45 p.m.  Spouse/Partner Program: The Role of the Presidential Spouse/Partner on Campus and in the Community  Rhodes (Second Floor)

Presiding: Jane Dorman, Presidential Spouse, Georgia College & State University
Speaker: Tyrone P. Thomas, Member, Mintz Levin Cohn Ferris Glovsky and Popeo, P.C.

This session will discuss the hidden star for many successful presidencies – the active participation of the presidential spouse/partner. In this session, you will hear the different ways that universities are increasingly seeking to formally and informally engage the participation of presidential spouses/partners with key initiatives. As presidential transitions occur and more working professionals obtain first gentleman/lady status, we will examine whether the “two-for-one” expectation is still prevalent for president/spouse/partner services and in what ways. We will also discuss the interaction of the presidential spouse/partner with varying constituencies of interest for universities, such as board members, donors, faculty and staff, and how to recognize and avoid hidden pitfalls. Last, as diversity progresses to the president’s office, we will address issues common with being the “first” with respect to being the spouse of women, minority and LGBTQ presidents:

- Avoiding conflicts of interests and the appearance of impropriety in reporting relationships
- Insights from boards on avoiding institutional potholes as an active spouse/partner

2:15 p.m. – 3:30 p.m.  Committee Meetings

- Economic and Workforce Development  Mykonos A (Second Floor)
  Chair: Marion Terenzio, President, State University of New York College of Agriculture and Technology at Cobleskill

- International Education  Mykonos B (Second Floor)
  Chair: Kristin Esterberg, President, State University of New York College at Potsdam

- Policies and Purposes  Athenia B (Second Floor)
  Chair: Eduardo Ochoa, President, California State University, Monterey Bay

- Professional Development  Syros (Second Floor)
  Chair: Emily Cutrer, President, Texas A&M University-Texarkana

- Teacher Education  San Remo (Ballroom Level)
  Chair: Karen Whitney, President, Pennsylvania’s State System of Higher Education

- Student Success  Delphi B (Second Floor)
  Chair: Don Betz, President, University of Central Oklahoma
Monday, October 23

2:15 p.m. – 3:30 p.m.  
Investment Committee  
Athenia A (Second Floor)  
Chair:  
George E. Ross, President, Central Michigan University

3:00 p.m. – 3:15 p.m.  
Refreshment Break  
Barcino (Ballroom Level)

3:15 p.m. – 5:00 p.m.  
General Session—Movie Screening: “Fail State” followed by Q&A  
Aventine Ballroom (Ballroom Level)  
Moderator:  
Lee Gardner, Senior Reporter, The Chronicle of Higher Education  
Panelists:  
Alex Shebanow, Director, “Fail State”  
F. King Alexander, President, Louisiana State University  
Gail Mellow, President, LaGuardia Community College (N.Y.)  
David Wilson, President, Morgan State University (Md.)

With a series of wide-ranging interviews from higher education and national political leaders, “Fail State” chronicles decades of policy decisions in Washington, D.C., and throughout the United States that have slowly privatized public higher education and swiftly given rise to a powerful for-profit college industry. As it exposes the privatization trend in American higher education, “Fail State” is a powerful reminder of the need for public college advocates to get active in the state and national policymaking arenas and to reclaim the public good of state colleges and universities. A short excerpt of the film will be followed by a panel discussion on the role that college presidents need to play in making the case for public higher education.

5:00 p.m. – 6:30 p.m.  
Sponsored Receptions Featuring Hors d’Oeuvres and Signature Beverages  
Vicino Ballroom (Ballroom Level)  
- Hobsons  
- TIAA

6:45 p.m.  
Gather in lobby for bus departure for dinner reservation in the Gaslamp District  
Lobby  
(Complimentary shuttle service will be provided both to and from the Hyatt Regency La Jolla to the Gaslamp District.)  
As the West Coast’s premier entertainment district, Gaslamp guests can immerse themselves in a rich Victorian architecture and history and dine with world-renowned chefs. More information can be found by clicking here.

Departures from Hotel: Busses will depart at 6:45 p.m., 7:00 p.m. and 7:15 p.m.  
The drop-off location will be between 4th and 5th on F St. in the Gaslamp District.

Pickup from Gaslamp: Busses will return starting at 8:30 p.m., 9:00 p.m., 9:30 p.m., 10:00 p.m., 10:30 p.m. and final pickup at 11:00 p.m.  
The pickup location will be between 4th and 5th on F St. in the Gaslamp District.
Tuesday, October 24

7:00 a.m. – 8:00 a.m.  Yoga Class  
Mykonos (Second Level)

Melissa Guffy is a yoga instructor known to teach dynamic flow classes that build up strength and increase flexibility. Melissa will help you create a solid understanding of a yoga practice and deepen your sense of awareness. She encourages participants to do what they can; enjoy their practice; and, most of all, remember to breathe! Classes are versatile and perfect for groups that range from beginner to intermediate.

7:00 a.m. – 5:30 p.m.  Registration  
Grand Foyer (Ballroom Level)

7:00 a.m. – 8:15 a.m.  Registry Breakfast Meeting  
Palatine (Ballroom Level)

(Invitation only – please contact The Registry)

Defining Outcomes in Advance: How to Empower Your Registry Interim Executive

Presenters:  
Terry Allison, President, Indiana University South Bend  
F. Javier Cevallos, President, Framingham State University (Mass.)  
Michael Driscoll, President, Indiana University of Pennsylvania  
James Gaudino, President, Central Washington University  
Tom Jackson, Jr., Black Hills State University (S.D.)  
Nancy Kleniewski, President, State University of New York College at Oneonta

Join colleagues and peers for breakfast and informal roundtable discussions about using The Registry’s services to maximize your results.

7:30 a.m. – 8:15 a.m.  Breakfast Meetings (working breakfast meetings)  
Portofino (Ballroom Level)

• Women Presidents/Chancellors Breakfast  
San Remo (Ballroom Level)

• AASCU System Heads Breakfast

7:30 a.m. – 8:15 a.m.  Breakfast for Presidents/Chancellors and Spouses/Partners  
Foyer II (Ballroom Level)

8:00 a.m. – 4:00 p.m.  TIAA Private Consultations  
Delphi A (Second Floor)

(Last appointment begins at 3 p.m.)

7:30 a.m. – 8:45 a.m.  Male Spouse/Partner Breakfast Program  
Rhodes (Second Floor)

Welcome:  
Albert (Mickey) Howard, Liaison to the Spouse/Partner Program

Presiding:  
Mort Maimon, Presidential Spouse, Governors State University (Ill.)

In this roundtable, experienced male spouses/partners will share lessons learned and offer suggestions for navigating the role and dealing with the special dynamics of being a male presidential spouse or partner.
Tuesday, October 24

8:00 a.m. – 8:45 a.m.  
**Council of Presidents/Membership Business Session/**  
**Election of Officers**  
Aventine Ballroom (Ballroom Level)  
*(7:30 a.m. breakfast precedes 8:00 a.m. meeting)*  
**Presiding:**  
Deborah F. Stanley, President, State University of New York College at Oswego and Chair, AASCU Board of Directors

9:00 a.m. – 9:30 a.m.  
**General Session—Remarks by Secretary Betsy DeVos**  
Aventine Ballroom (Ballroom Level)

9:30 a.m. – 10:30 a.m.  
**General Session—Higher Education 2032: Where are Demographics Changing and How Can Presidents of Public Regional Universities Respond?**  
Aventine Ballroom (Ballroom Level)

Moderator:  
Soraya Coley, President, California State Polytechnic University, Pomona

Panelists:  
Demaree K. Michelau, Vice President of Policy Analysis and Research, Western Interstate Commission on Higher Education (WICHE), and Author of Knocking on the College Door  
Glenn Cummings, President, University of Southern Maine  
Pablo Arenaz, President, Texas A&M International University

Demographic change has captured national headlines this year. Campuses in the Northeast and parts of the Midwest are competing for an ever-shrinking pool of recent high school graduates, while some campuses in the South and West struggle to keep pace with rapidly growing demand for higher education. These ongoing demographic shifts have the potential to reshape the campus community, while renewing the university’s commitment to social mobility, diversity and student success. This session will accomplish the following:

- Present the latest demographic analysis from the WICHE “Knocking on the College Door” report  
- Facilitate a discussion with two college presidents effectively managing opposite ends of demographic shifts

10:30 a.m. – 10:45 a.m.  
**Refreshment Break**  
Barcino (Ballroom Level)
Spouse/Partner Session: Implicit Bias, Microaggressions, Social Justice (or Equity) and Inclusion

Rhodes (Second Floor)

Cyndie Shepard, Spouse/Partner Planning and Outreach Coordinator
Pamela Pruitt, Presidential Spouse, Thomas Edison State University

“Am I biased?” Everyone is biased, but the questions are “How?” and “Why?” No matter what you try to do, these biases will follow you for the rest of your life. How do you recognize these internal biases and manage them within the larger picture of a culturally diverse world? Explore the possibilities with Dr. Pamela Pruitt as she introduces you to Implicit Bias, Microaggressions, Social Justice (or Equity) and Inclusion.

Interventions That Work: Leveraging Technology to Make a Difference for Students

Palatine (Ballroom Level)

Tiffany Beth Mfume, Asst. Vice President for Student Success and Retention, Morgan State University (Md.)
Howard Bell, Senior Vice President, Higher Education Student Success & General Manager, Starfish

By every traditional measure, many Morgan State University students are “high risk” students. Yet, by implementing thoughtful and strategic initiatives to promote student success and degree completion, Morgan State has maintained increases in its retention rates for five consecutive years. During this session, participants will hear about the following:

- Successful strategies for serving underrepresented populations
- Opportunities for success in student service and intervention
- How the thoughtful use of technology can make a difference in student outcomes
Tuesday, October 24

What Will It Take for the “Student Success” Agenda to Succeed?  
Portofino (Ballroom Level)

Presenters:  
Amy Chasteen Miller, Vice Provost for Academic Affairs, University of Southern Mississippi  
K. Laurie Dickson, Vice Provost for Teaching, Learning Design and Assessment, Northern Arizona University  
Jonathan Gyurko, CEO and Founder, ACUE

Higher education institutions perform numerous activities to bolster student success, including sending automated alerts to students, redesigning programs, focusing on first-year experience and civic engagement, and expanding advising and supplemental instruction. Yet graduation rates are not improving quickly enough to meet our goals. What will it take for the “student success” agenda to succeed?

In this facilitated session, participants will have the opportunity to join a candid, “closed door” conversation about their efforts to improve student outcomes. Discussion facilitators will particularly focus on the quality of instruction and the evidence-based practices shown to increase student engagement, motivation and learning. To what degree are faculty prepared to teach with these approaches? What can we do to ensure students receive the quality of instruction they need to succeed?

Attendees will accomplish these tasks:
- Analyze the comprehensiveness of student success efforts
- Discuss the role of quality instruction in these efforts

Strategic Use of Financial Aid as a Tool for Enrollment Management and Degree Completion  
Milos (Second Level)

Presenters:  
Kevin Crockett, Senior Executive, Enrollment Management, Ruffalo Noel Levitz  
Stuart C. Jones, Vice President for Advancement & Enrollment Management, Southern Utah University

What are public colleges and universities doing to succeed in a challenging higher education environment? Over the last several years, the economy has put public colleges and universities under intense pressure. Funding and other changes have forced campuses to dramatically increase their prices, while at the same time students and families have experienced increased financial need. Yet despite these challenges, some public institutions are not only succeeding but thriving.

This session covers the following critical concepts:
- Understanding the macroeconomic and demographic trends affecting higher education
- Managing enrollment in flat or declining markets
- Altering pricing and revenue strategies to meet the new economic realities of public higher education
- Understanding the effect of financial aid on student retention
- Better positioning your cost of attendance and value
- How financial aid leveraging, a systematic process for awarding merit and need-based aid more strategically, can ensure public institutions effectively adapt to the changing environment by providing prospective and continuing students with the packages they need to enroll and retain
Tuesday, October 24

**How Can Public University Presidents Build the “Partnership University”?**

**Moderator:** Richard Rush, President Emeritus, California State University-Channel Islands and Chair, AASCU Task Force on University Partnership

**Presenters:** Leroy Morishita, President, California State University, East Bay
Sabah Randhawa, President, Western Washington University

Partnerships remain essential to meeting the “public purpose” mission of state colleges and universities. With the growing need for university expertise from external groups and declining revenue from states, the intensity of university partnerships with the private and non-profit sector, as well as other colleges and universities, has grown in recent years. Nevertheless, building these partnerships presents an array of new challenges and risks alongside unprecedented opportunities to create new resources, recognition and relationships. How do campus leaders create the “Partnership University”? Hear about AASCU’s new initiative on building a guidebook for university officials on partnerships and engage with two leading practitioners on how their campuses have led on this issue.

**The Guardians Initiative: Reclaiming Trust in Higher Education**

**Presenters:** Kevin Reilly, President Emeritus and Regent Professor, University of Wisconsin

America’s higher education system is recognized around the world for its creativity, educational diversity, quality, research excellence and foundational role as a vehicle of opportunity for students to improve themselves and society. Yet, in recent years, we have witnessed a marked decline in higher education’s standing in the eyes of the American public. The Guardians Initiative seeks to mobilize the individual and collective voices of our nation’s college and university trustees to share views about the value proposition of our diverse higher education system and, through that effort, begin to reclaim the public’s trust. This session will present information on the initiative and how it is advocating for the enduring societal value of higher education.

**Distinguished Alumnus Award Presentation and President-to-Presidents Lecture Luncheon**

**Introduction:**

**Distinguished Alumna:** Dianne F. Harrison, President, California State University, Northridge

**Distinguished Alumnus Award Presentation**

**President-to-Presidents Lecture Luncheon**

Dianne F. Harrison, President, California State University, Northridge

Judith Baca, Activist and World-renowned Muralist, Artistic Director, the Social and Public Art Resource Center (SPARC), UCLA@SPARC Cesar Chavez Digital/Mural Lab, University of California, Los Angeles

**Vicino Ballroom (Ballroom Level)**

**12:00 p.m. – 2:00 p.m.**
Tuesday, October 24

President-to-Presidents Lecture: “And That One Talent Which Is Death to Hide: The View from a Quarter of a Century as a University President”

Introduction: George A. Pruitt, President, Thomas Edison State University (N.J.)

Lecturer: Susan A. Cole, President, Montclair State University (N.J.)

2:00 p.m. – 2:15 p.m. Refreshment Break Barcino (Ballroom Level)

2:15 p.m. – 3:00 p.m. Legislative Update Aventine Ballroom (Ballroom Level)

Speaker: Michael C. Zola, Vice President for Governmental Relations and Policy Analysis, AASCU

3:00 p.m. – 4:30 p.m. Closing General Session Aventine Ballroom (Ballroom Level)

Presiding: Alisa White, President, Austin Peay State University (Tenn.)

Speaker: Calvin O. Butts, III, President, State University of New York at Old Westbury

Transfer of the Gavel

Presiding: Deborah F. Stanley, President, State University of New York College at Oswego and Chair, AASCU Board of Directors

Remarks: Mildred A. García, President, California State University, Fullerton and Chair-Elect, AASCU Board of Directors

5:30 p.m. – 8:00 p.m. Farewell Reception and Dinner—Recognition of President Muriel A. Howard and Mr. Albert “Mickey” Howard

The attire for the event is business attire for men, business or cocktail chic for women.

Asteria Terrace and Vicino Ballroom (Ballroom Level)
Wednesday, October 25

7:30 a.m. – 8:30 a.m.  2018 AASCU Board of Directors Organizational Meeting  Portofino (Ballroom Level)

Chair:

Mildred A. García, President, California State University, Fullerton and Chair-Elect, AASCU Board of Directors
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- TIAA
- EAB
- NASFAA
- VitalSource
AASCU’s more than 400 public college and university members are found throughout the United States and in Guam, Puerto Rico and the Virgin Islands. We range in size from 1,000 students to 44,000. We are found in the inner city, in suburbs, towns and cities, and in remote rural America. We include campuses with extensive offerings in law, medicine and doctoral education—as well as campuses offering associate degrees to complement baccalaureate studies. We are both residential and commuter, and with on-line degrees as well. Yet common to virtually every member institution are three qualities that define its work and characterize our common commitments.

♦ We are institutions of access and opportunity. We believe that the American promise should be real for all Americans, and that belief shapes our commitment to access, affordability and educational opportunity, and in the process strengthens American democracy for all citizens.

♦ We are student-centered institutions. We place the student at the heart of our enterprise, enhancing the learning environment and student achievement not only through teaching and advising, but through our research and public service activities.

♦ We are “stewards of place.” We engage faculty, staff and students with the communities and regions we serve—helping to advance public education, economic development and the quality of life for all with whom we live and who support our work. We affirm that America’s promise extends not only to those who come to the campus but to all our neighbors.

We believe that through this stewardship and through our commitments to access and opportunity and to our students, public colleges and universities effectively and accountably deliver America’s promise. In so doing we honor and fulfill the public trust.