CHAMPIONING STATE COLLEGES AND UNIVERSITIES:
OUR ROLE IN DELIVERING AMERICA’S PROMISE

AASCU 2018 ANNUAL MEETING PROGRAM

Fairmont Washington, D.C., Georgetown
October 28-30, 2018
Program

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Championing State Colleges and Universities: Our Role in Delivering America’s Promise

“Championing State Colleges and Universities: Our Role in Delivering America’s Promise” highlights how America’s state colleges and universities have long demonstrated a steadfast commitment to the core values that define our sector: access, opportunity, quality and affordability. However, the ever-changing public perception of higher education, and the perpetual question of the value of a college degree, mean now more than ever presidents and chancellors must define and advance our collective mission to Deliver America’s Promise.

**Professional Consultations** – Sign up at the AASCU Registration Desk to meet with a representative from The Registry, Grants Resource Center (GRC), and associates from the AASCU-Penson Center for Professional Development on Sunday, October 28 - Tuesday, October 30, in the Small Private Dining room located on the lobby level.

**Appointments are available:**
- **Sunday, October 28,** 2 p.m. – 4 p.m. *(Last appointment begins at 3 p.m.)*
- **Monday, October 29,** 8 a.m. – 10 a.m. and 1 p.m. – 4 p.m. *(Last appointment begins at 3 p.m.)*
- **Tuesday, October 30,** 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, October 28 - Tuesday, October 30, in the Large Private Dining room located on the lobby level. If you are interested in meeting with an advisor, please sign up Sunday, October 28, 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, October 28,** 2 p.m. – 4 p.m. *(Last appointment begins at 3 p.m.)*
- **Monday, October 29,** 8 a.m. – 5 p.m. *(Last appointment begins at 4 p.m.)*
- **Tuesday, October 30,** 8 a.m. – 4 p.m. *(Last appointment begins at 3 p.m.)*
Private Consultations with Ray Cotton – In a new partnership, Ray Cotton, partner with Nelson Mullins Riley & Scarborough LLP’s Washington, D.C., office, will be available to provide complimentary, private, one-hour consultations to member presidents and chancellors who may need guidance or advice on any legal issue. Consultations will take place in the John Adams room located on the third floor. If you are interested in meeting with Mr. Cotton, please contact Ms. Susannah Rodrigue at rodrigues@aascu.org.

**Appointments are available:**
- **Sunday, October 28,** 2 p.m. – 5 p.m. *(Last appointment begins at 4 p.m.)*
- **Monday, October 29,** 2 p.m. – 5 p.m. *(Last appointment begins at 4 p.m.)*
- **Tuesday, October 30,** 2 p.m. – 4 p.m. *(Last appointment begins at 3 p.m.)*

Health and Wellness – It takes more than physical exercise to maintain good health. We understand balance is the key to leading a healthy lifestyle. We are pleased to provide a health and wellness class for Yogis and beginners Sunday and Monday morning from 7 a.m. - 8 a.m. in **Studio 2 located in the Balance Gym on the Mezzanine 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 their age or level of ability, all are welcome to come start the day with self-love and good vibes.

ZUMBA will also be provided Monday and Tuesday at 7 a.m. in **Studio 1** for those wanting to increase their cardio for an awesome workout. Dance to great music with great people and burn a ton of calories without even realizing it.

Annual Meeting Networking and Sponsor Gallery and Networking Lounge – 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 the **Ballroom Pre-Function** room located on the ballroom level of the hotel.
Saturday, October 27

10:00 a.m. – 5:00 p.m.  Imperial I (Ballroom Level)
2018 Workshop for AASCU-Penson Associates
Presiding: Howard Cohen, Executive Director and Senior Associate, AASCU-Penson Center for Professional Development and Chancellor Emeritus, Purdue University Calumet (Ind.)

6:00 p.m. – 8:00 p.m.  Meet in lobby for 5:30 p.m. bus departure (By invitation)
2018 Board of Directors Dinner - Del Mar Restaurant - 791 Wharf St. SW, Washington, DC 20024

Sunday, October 28

7:00 a.m. – 5:30 p.m.  Pre-Function (Ballroom Level)
Registration

7:00 a.m. – 8:30 a.m.  Latrobe (Ballroom Level)
Executive Committee of the 2018 AASCU Board of Directors (Working breakfast)
Presiding: Dana Hoyt, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors

7:00 a.m. – 8:00 a.m.  Studio 1 and 2 – Balance Gym (Mezzanine Level)
Yoga and Zumba Class

8:30 a.m. – 12:15 p.m.  Roosevelt (Ballroom Level)
2018 AASCU Board of Directors Meeting (7:45 a.m. breakfast precedes 8:30 a.m. meeting)
Presiding: Dana Hoyt, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors

9:00 a.m. – 10:15 a.m.  Longworth (Ballroom Level)
AASCU-Penson Workshop: Balancing Budgets During Financially Challenging Times
Facilitator: Kenneth Dobbins, President Emeritus, Southeast Missouri State University

This session is designed to provide ideas on how to balance university budgets when revenue is significantly reduced (e.g., state appropriation reductions, decreased enrollments). The presenter will discuss approaches used during consulting engagements at AASCU institutions to increase revenues and decrease expenses. Additionally, session participants will be asked to share their successful approaches.
Sunday, October 28

10:30 a.m. – 11:45 a.m.  Jefferson (3rd Floor)
**AASCU-Penson Workshop: Rethinking Fundraising**
Facilitators:  John Anderson, President Emeritus, Millersville University of Pennsylvania
David Soltz, President Emeritus, Bloomsburg University of Pennsylvania

Does your capital campaign need a boost? Thinking you need to put new energy into your advancement area?
A session facilitated by two seasoned former presidents will remind you of what you should expect from your foundation board, alumni board, trustees, advancement staff, and yourself(!) to revitalize or launch new initiatives in fundraising.

10:30 a.m. – 11:45 a.m.  Latrobe (Ballroom Level)
**New Presidents Academy Class of 2018 Reunion**
Facilitators:  Ron Rochon, President, University of Southern Indiana
Lynette Zelezny, President, California State University, Bakersfield

11:00 a.m. - 12:15 p.m.  Imperial I (Ballroom Level)
**Spouse/Partner Meet & Greet**

12:00 p.m. – 1:00 p.m.  Lindens (Ballroom Level)
**Millennium Leadership Initiative (MLI) Executive Steering Committee (Working lunch)**
Chair:  Cheryl D. Dozier, President, Savannah State University (Ga.)

12:30 p.m. – 1:30 p.m.  Kennedy Ballroom (Ballroom Level)
**Networking Lunch for New Member Presidents/Chancellors and Spouses/Partners with Board of Directors and Committee on Professional Development**
Presidents and chancellors who were appointed after July 1, 2017, and their spouses, partners or guests are encouraged to attend.
Presiding:  Scott Olson, President, Winona State University
Remarks:  Mildred García, President, AASCU
Cyndie Shepard, Spouse/Partner Planning and Outreach Coordinator
Sunday, October 28

1:00 p.m. – 1:45 p.m.  Lindens (Ballroom Level)
Millennium Leadership Initiative (MLI) Business Meeting
Presiding:  Mary Sias, Director, MLI and Assistant to the President

1:30 p.m. – 3:30 p.m.  Sulgrave (3rd Floor)
Pre-Annual Meeting Seminar: Own Your Future: Grow and Transform your Institution
Facilitator:  Peter Stokes, Managing Director, Huron
Speakers:  Donald L. Birx, President, Plymouth State University (N.H.)
Soraya Coley, President, California State Polytechnic University, Pomona
Ramon Torrecilha, President, Westfield State University (Mass.)

Transformative change forward requires an intentional approach and creative thinking. This workshop will provide ideas and tools to help you do just that. Insights and examples from other industries, as well as those shared by a panel of higher education executives, will help fuel innovation and transformation on your campus, especially at a moment in time when many stakeholders in the industry are seeking answers.

Following the panel discussion, strategic concepts and frameworks designed to optimize an institution’s strengths while simultaneously establishing a structure for the strategic changes that will allow it to succeed in the future will be introduced and discussed in detail. In closing, small groups will work together to discuss their own institutions in the context of future scenarios—student demographics, technology, regulatory and funding environments and so forth—to begin laying a foundation about how to evolve core businesses (i.e., offerings, outputs, operations) in fundamental ways to become more relevant, competitive and efficient in today’s environment.
Sunday, October 28

1:30 p.m. – 4:00 p.m.  Culpeper (Ballroom Level)

**Spouse/Partner Pre-Meeting Workshop: Finding Your Way as the Spouse/Partner of a University President**

Presiding: **Cyndie Shepard**, Spouse/Partner Planning and Outreach Coordinator

Facilitators: **Jane Dorman**, Presidential Spouse, Georgia College & State University
            **Susan Fiorentino**, Presidential Spouse, West Chester University of Pennsylvania
            **Julie Virjee**, Presidential Spouse, California State University, Fullerton
            **Mort Maimon**, Presidential Spouse, Governors State University (Ill.)

AASCU’s Spouse/Partner Program understands the tightrope new spouses and partners walk. This session 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?

2:00 p.m. – 4:00 p.m.  Large Private Dining (Lobby Level)

**TIAA Private Consultations** *(Last appointment begins at 3 p.m.)*

2:00 p.m. – 4:00 p.m.  Small Private Dining (Lobby Level)

**Professional Consultations** *(Last appointment begins at 3 p.m.)*

The Registry, Grants Resource Center (GRC) and AASCU-Penson Center for Professional Development

2:00 p.m. – 5:00 p.m.  John Adams (3rd Floor)

**Private Consultations with Ray Cotton** *(Last appointment begins at 4 p.m.)*

2:00 p.m. – 4:00 p.m.  Roosevelt (Ballroom Level)

**Council of State Representatives**

Chair: **F. Javier Cevallos**, President, Framingham State University (Mass.) and Chair-Elect, AASCU Board of Directors

Co-Chair: **Eduardo Ochoa**, President, California State University, Monterey Bay

AASCU’s Council of State Representatives reviews, discusses and endorses—for the full membership’s consideration—the 2019 AASCU Public Policy Agenda, which identifies the association’s federal and state higher education policy priorities for the year ahead. This discussion centers on
AASCU’s core policy priorities for the upcoming Higher Education Reauthorization Act. 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.)

4:15 p.m. – 5:15 p.m.  Grand Ballroom (Ballroom Level)
**Opening General Session: An Afternoon with Soledad O’Brien**

*Supported by Aramark*

Welcome:  **Mildred García**, President, AASCU  
Presiding:  **Dana Hoyt**, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors  
Speaker:  **Soledad O’Brien**, Broadcast Journalist and Executive Producer

5:15 p.m. – 6:00 p.m.  Grand Ballroom (Ballroom Level)
**AASCU Excellence and Innovation Awards Presentation and Video**  
Presiding:  **Dana Hoyt**, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors

- **Christa McAuliffe Excellence in Teacher Education Award**  
  › Northwest Missouri State University, President John Jasinski
- **International Education Award**  
  › Savannah State University, President Cheryl Dozier
- **Leadership Development and Diversity Award**  
  › Buffalo State College, State University of New York, President Katherine Conway-Turner
- **Regional and Economic Development Award**  
  › University of Memphis, President M. David Rudd
- **Student Success and College Completion Award**  
  › California State University, Sacramento, President Robert Nelsen  
  › University of Central Oklahoma, President Don Betz
- **Sustainability and Sustainable Development Award**  
  › Comprehensive Award: State University of New York College at Oneonta, President Barbara Morris  
  › Innovative Project Award: Grand Valley State University (Mich.), President Thomas Haas
- **Civic Learning and Community Engagement Award**  
  › Western Carolina University (N.C.), Interim Chancellor, Alison Morrison-Shetlar
Sunday, October 28

6:00 p.m. – 7:30 p.m.  Sponsored Receptions Featuring Hors d’Oeuvres and Signature Beverages
  - Ruffalo Noel Levitz  Roosevelt (Ballroom Level)
  - The Registry  Kennedy (Ballroom Level)

7:30 p.m.  Dinner on an Individual Basis

Monday, October 29

7:00 a.m. – 4:00 p.m.  Pre-Function (Ballroom Level) Registration

7:00 a.m. – 8:00 a.m.  • Yoga Class  Studio 2 – Balance Gym (Mezzanine Level)
                        • Body Balance  Studio 1 – Balance Gym (Mezzanine Level)

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

7:30 a.m. – 8:15 a.m.  Affinity Group Breakfast Meetings
  - African-American Presidents and Chancellors  Longworth (Ballroom Level)
  - Asian-American and Pacific Islander Presidents  Kennedy Ballroom (Ballroom Level)
  - Hispanic and Latino Presidents and Chancellors  Culpeper (Ballroom Level)
  - LGBTQ Presidents, Chancellors and Spouse/Partners  Latrobe (Ballroom Level)

8:00 a.m. – 5:00 p.m.  Large Private Dining (Lobby Level)
                        TIAA Private Consultations *(Last appointment begins at 4 p.m.)*

8:00 a.m. – 10:00 a.m.  Small Private Dining (Lobby Level)
                        Professional Consultations *(Last appointment begins at 9 a.m.)*
                        The Registry, Grants Resource Center (GRC) and AASCU-Penson Center for Professional Development
Monday, October 29

8:30 a.m. – 9:45 a.m.

Grand Ballroom (Ballroom Level)

**General Session: A Conversation with Roger Ferguson**

Moderator: Deborah Stanley, President, State University of New York at Oswego

Speaker: Roger Ferguson, President, TIAA

Join Roger Ferguson, CEO of TIAA, for a discussion about the economic, technological, political and demographic forces that are reshaping the landscape—and about what the future might hold for the nation’s public higher education institutions.

9:45 a.m. – 10:00 a.m.

Pre-Function (Ballroom Level)

**Refreshment Break**

10:00 a.m. – 11:05 a.m.

Grand Ballroom (Ballroom Level)

**General Session: Presidential Leadership for Student Success: What Do We Know**

Moderator: Susan Sciame-Giesecke, Chancellor, Indiana University Kokomo


Franklin D. Gilliam, Chancellor, University of North Carolina at Greensboro

Rita Cheng, President, Northern Arizona University

What is the role of the president or chancellor in student success? Historically, student success has been the responsibility principally of the offices of academic affairs and student affairs. Presidents often saw themselves with other responsibilities, and, in some cases, were concerned about becoming too involved in areas that traditionally had been the responsibility of faculty. But in this new era, when student success often defines institutional success, presidents and chancellors have to play a key leadership role if institutions are going to make student success a priority. This session will highlight some of the strategies and approaches that have been successful in institutional transformation.
Monday, October 29

11:05 a.m. – 11:15 a.m.  Grand Ballroom (Ballroom Level)
TED Talk: AASCU Exclusive: CAOs Reveal Current Practices Regarding Online Faculty
Presenters:  Ken Tucker, President, University of West Alabama
           Jay Hatcher, Vice President, The Learning House

Much attention has been given to how institutions may effectively attract and retain online students. However, attracting and retaining high-caliber faculty is also an important success factor in online programs and is paramount to ensuring a quality experience for these students. AASCU has partnered with Learning House, a leading academic program manager, to conduct a survey of our member chief academic officers (CAOs) regarding their current practices in recruiting, training and supporting their online faculty.

In this presentation, Jay Hatcher, senior vice president of business development for Learning House, and Dr. Ken Tucker, president of the University of West Alabama, will provide an exclusive preview of some of the exciting information we can expect when the forthcoming “Online Learning at Public Universities: Recruiting, Orienting and Supporting Online Faculty” report is released in winter 2019. This report will serve as an initial benchmark for AASCU members when it comes to developing and implementing best practices related to online faculty.

11:30 a.m. – 12:30 p.m.

Concurrent Sessions

11:30 a.m. – 12:30 p.m.  Longworth (Ballroom Level)
AASCU-Penson Center for Professional Development: What Issues Do Presidents Worry About?
Presenter:  Stephen J. Reno, President Emeritus, University System of New Hampshire

The many issues and trends affecting higher education, especially these days, may often trouble the sleep of presidents and chancellors. Participants in this session will have an opportunity to survey the major concerns that challenge themselves and their colleagues, to share their experiences and to identify some useful resources to address them.

11:30 a.m. – 12:30 p.m.  Jefferson (3rd Floor)
Membership Focus Group
Facilitator:  Alanna Tievsky McKee, MSW, Senior Consultant, McKinley Advisors

Membership Focus Group
Facilitator:  Alison Bramer, MSW, Associate Director of Research, McKinley Advisors
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11:30 a.m. – 12:30 p.m.  
**Philanthropy: Engaging Effectively with Grantors and Donors**  
Kennedy (Ballroom Level)

Moderator: **Lindy Sherwood**, Senior Managing Director, Chief Business Strategy Officer, TIAA Endowment & Philanthropic Services

Presenters:  
- **Liza Primeau**, Senior Philanthropic Advisor, Rockefeller Philanthropic Advisors, TIAA  
- **Erika Thompson**, Director, Grants Resource Center, AASCU  
- **Genevieve Shaker**, TIAA Institute Fellow, Lilly School of Philanthropy

In these times of increasingly constrained budgets and revenue streams, it is more important than ever to understand trends in philanthropy and proactive strategies to help increase your institution’s success in securing grants from federal and private sponsors and donors. This session is designed to share the following:

- Research-based insights about private foundation giving to colleges and universities,
- Information about resources available to uncover funding opportunities and support effective grant writing, and
- Key concepts regarding private donor giving to support your fundraising efforts.

Following commentary from the panelists, session attendees will be engaged to offer questions, ideas, and experiences that will help guide forthcoming research from the TIAA Institute for future AASCU presentations.

11:30 a.m. – 12:30 p.m.  
**Agile Recruitment Strategy: Building Core Capabilities that Flexibly Serve a Broad Range of Enrollment Aims**  
Sulgrave (3rd Floor)

Presenters:  
- **Vicki Golich**, Provost and Executive Vice President of Academic and Student Affairs, Metropolitan State University of Denver  
- **Tom Taylor**, Senior Consultant and Principal, EAB Enrollment Services

The enrollment goals of the nation’s colleges and universities are as varied as their unique missions, market contexts and recent histories. For some, headcount and net tuition revenue are overarching concerns. For others, class-shaping is priority number one—be it for improved socioeconomic and cultural diversity, elevated academic profile, increased net tuition revenue or some combination of these aims.

One key piece of learning from America’s top-performing enrollment teams is that a common set of strategies can be used to advance the full set of possible recruitment aims. This finding is significant because it points the way to an unprecedented degree of agility where enrollment strategy is concerned: the same infrastructure and practices can serve a variety of enrollment goals, while enabling schools rapidly to switch from one set of aims (e.g., boosting the academic profile of incoming classes) to another (e.g., growing net tuition revenue).

This session will present actionable learning from Metropolitan State University, which has
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used the kind of advanced recruitment marketing strategies referenced above to pursue a range of enrollment goals, including outsized, sustainable growth in headcount. Results to be covered in the Metropolitan State case study include an 18 percent increase in enrollment for entering class 2016 and a doubling of application volume for entering class 2017.

11:30 p.m. – 12:30 p.m. Latrobe (Ballroom Level)
Spouse/Partner Planning Committee
(All spouses/partners are welcome to sit in.)
Chair: Sharon Jones, Presidential Spouse, Henderson State University (Ark.)
Coordinator: Cyndie J. Shepard, Coordinator, Spouse/Partner Planning and Outreach, AASCU

12:30 p.m. – 2:00 p.m. The Colonnade Ballroom (Lobby Level)
Academic Search, Inc. Luncheon: Celebration of AASCU’s International Programs and Partnerships
Moderator: Eduardo Ochoa, President, California State University, Monterey Bay
Speaker: Gerardo Díaz Bartolomé, Minister, Head of Political Affairs, Embassy of the Argentina Republic

Please join our special guest to learn more about the benefits of building quality, successful academic partnerships between AASCU and higher education institutions in Argentina. Additionally, members will have the opportunity to learn more about AASCU’s presidential mission to Argentina in Spring 2019.

Supported by Academic Search, Inc.

1:00 p.m. – 4:00 p.m. Small Private Dining (Lobby Level)
Professional Consultations (Last appointment begins at 3 p.m.)
The Registry, Grants Resource Center (GRC) and AASCU-Penson Center for Professional Development

1:00 p.m. – 5:00 p.m. Roosevelt (Ballroom Level)
MLI Symposium: Leadership and Governance—Own Your Future: How Will You Lead?
Welcome: Lezli Baskerville, President, National Association of Equal Opportunity in Higher Education
Mary Evans Sias, Director, Millennium Leadership Initiative and Assistant to the President

Representatives from the Thurgood Marshall College Fund and Millennium Leadership Initiative (MLI) graduates will join AASCU colleagues for a national conversation to discuss topics affecting their institutions.
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2:00 p.m. – 5:00 p.m.  John Adams (3rd Floor)
Private Consultations with Ray Cotton *(Last appointment begins at 4 p.m.)*

2:00 p.m. – 2:30 p.m.  Pre-Function (Ballroom Level)
Refreshment Break

2:30 p.m. – 3:45 p.m.  Committee Meetings

- **International Education**  Latrobe (Ballroom Level)
  Chair: **Kristin Esterberg**, President, State University of New York College at Potsdam

- **Professional Development**  Longworth (Ballroom Level)
  Chair: **Emily Cutrer**, President, Texas A&M University-Texarkana

- **Student Success**  Potomac (3rd Floor)
  Chair: **Joseph Bertolino**, President, Southern Connecticut State University

- **Membership**  Jefferson (3rd Floor)
  Chair: **Denise A. Battles**, President, State University of New York at Geneseo

2:30 p.m. – 3:45 p.m.  Culpeper (Ballroom Level)
Spouse/Partner Program: Retirement—How to Prepare for the Inevitable: What to Expect—How to Prepare Mentally
Facilitator: **Jane Dorman**, Presidential Spouse, Georgia College & State University
Speakers: **Elizabeth Ross**, Former Presidential Spouse, Central Michigan University
**Cyndie Shepard**, Coordinator, Spouse/Partner Planning and Outreach, AASCU
**Merriette C. Pollard**, Former Presidential Spouse, City University of New York, Medgar Evers College

This session will focus on three aspects of retirement from the role of presidential spouse/partner: newly retired, the first few years of retirement, and experienced retirement. Speakers from each of the viewpoints will share their experiences and how having knowledge of what potentially to expect can help determine how current work at the university may enhance connections to university and student involvement.

2:30 p.m. – 3:45 p.m.  Imperial I (Ballroom Level)
New Presidents Academy 2018 Faculty Meeting
Facilitator: **Jolene Koester**, Program Coordinator and President Emerita, California State University, Northridge

3:45 p.m. – 4:00 p.m.  Pre-Function (Ballroom Level)
Refreshment Break
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4:15 p.m. – 5:30 p.m.  
Grand Ballroom (Ballroom Level)  
**General Session: What’s Next from D.C.**?  
A Conversation with Institute for Educational Sciences (IES)  
**Director Dr. Mark Schneider**  
Moderator: **Sandra Jordan**, Chancellor, University of South Carolina Aiken  
Speaker: **Scott Jaschik**, Editor, *Inside Higher Ed*  
**Mark Schneider**, Director, Institute of Education Sciences, U.S. Department of Education  
**Michael Zola**, Vice President for Government Relations and Policy Analysis, AASCU

The Institute for Education Sciences (IES) at the U.S. Department of Education occupies a vital position within the federal government as the hub for scientific evidence for policy and practice in education, including postsecondary education. With a new leadership team in place, IES is exploring meaningful changes to consumer information tools—including the College Scorecard—and other databases and research initiatives that will affect public colleges and universities. This session will feature a conversation between *Inside Higher Ed* Founder and Editor Scott Jaschik and IES Director Mark Schneider on the new direction at IES and its implications for state colleges and universities. The panelists will be introduced by University of South Carolina Aiken Chancellor Sandra Jordan, and the conversation will be followed by a question and answer session led by Michael Zola, AASCU’s vice president for government relations and policy analysis.

5:30 p.m. – 6:45 p.m.  
**Sponsored Receptions Featuring Hors d’Oeuvres and Signature Beverages**  
- AASCU-Penson Center for Professional Development (*Invite only*)  
  Culpeper (Ballroom Level)  
- Diverse Issues in Higher Education  
  Kennedy Ballroom (Ballroom Level)

6:45 p.m. – 8:00 p.m.  
Roosevelt (Ballroom Level)  
**MLI Symposium** (*Invite only*)

7:00 p.m.  
Dinner on an Individual Basis
Tuesday, October 30

7:00 a.m. – 4:00 p.m.  Pre-Function (Ballroom Level)
Registration

7:00 a.m. – 8:00 a.m.  Studio 2 - Balance Gym (Mezzanine Level)
Yoga Class

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

Breakfast Meetings
- Women Presidents and Chancellors  Dumbarton (3rd Floor)
- AASCU System Heads  Longworth (Ballroom Level)
- Rural Campus Presidents  Latrobe (Ballroom Level)
- Male Spouses/Partners  Imperial I (Ballroom Level)

7:30 a.m. – 8:15 a.m.  Marshall Boardroom (3rd Floor Wing)
AASCU-Penson Center for Professional Development Board Meeting
Convener: Howard Cohen, Executive Director and Senior Associate, AASCU-Penson Center for Professional Development and Chancellor Emeritus, Purdue University Calumet (Ind.)

8:15 a.m. – 9:15 a.m.  Grand Ballroom (Ballroom Level)
Council of Presidents/Membership Business Session/Election of Officers
(7:30 a.m. breakfast precedes 8:15 a.m. meeting)
Presiding: Dana Hoyt, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors

8:30 a.m. – 2:00 p.m.  MLI Concurrent Sessions

8:30 a.m.  Roosevelt (Ballroom Level)
Future-Focused and Strategic Leadership
Welcome Remarks: Harry L. Williams, President & CEO, Thurgood Marshall College Fund
Lezli Baskerville, President, National Association of Equal Opportunity in Higher Education

8:45 a.m.  Culpeper (Ballroom Level)
Starting the Conversation: An Exploration of Ideas to Preserve the Legacy and Secure the Future of HBCUs
Welcome Remarks: Harry L. Williams, President & CEO, Thurgood Marshall College Fund
Lezli Baskerville, President, National Association for Equal Opportunity in Higher Education

Dana Hoyt
Tuesday, October 30

Grand Ballroom (Ballroom Level)

**General Session: What the Midterm Elections Could Mean for Higher Education**

Moderator: **Linda Schott**, President, Southern Oregon University
Panelists: **Donna Brazile**, Veteran Democratic Political Strategist and Former Interim Chair, Democratic National Committee
**Ana Navarro**, Political Strategist and Commentator

To help AASCU presidents and chancellors stay informed about how the midterm elections could affect their institutions, join us to hear these political experts outline what the midterm elections could mean for public higher education, institutions serving the nation’s new majority.

Small Private Dining (Lobby Level)

**Professional Consultations (Last appointment begins at 3 p.m.)**
The Registry, Grants Resource Center (GRC) and AASCU-Penson Center for Professional Development

Kennedy Ballroom (Ballroom Level)

**Spouse/Partner Program: Disaster Experiential: How to Navigate the Experience into Recovery**

Facilitator: **John Wujack**, Presidential Spouse, California State University, Northridge
Speakers: **Marilyn Braithwaite-Hall**, Presidential Spouse, University of the Virgin Islands
**Patrick McCallum**, Presidential Spouse, Sonoma State University (Calif.)

This session will highlight the personal stories from two university spouses/partners who have experienced natural disasters on campus. Information will be shared about the emotions and coping mechanisms that needed to come into play; ways to better prepare for possibilities of serious issues on campus, whether naturally occurring or socially inspired; the process of recovery; and the shift
in the presence of the spouse/partner during the recovery period. Time will be given to the audience for questions and discussion about this pertinent and timely topic.

11:00 a.m. – 12:00 p.m.  

**Concurrent Sessions**

**11:00 a.m. – 12:00 p.m.  Dumbarton (3rd Floor)**

**The Strategic Enrollment Imperative**

Presenters:  
- **Tisa Mason**, President, Fort Hays State University (Kan.)
- **Kevin Crockett**, Senior Executive, Ruffalo Noel Levitz (RNL)

Public college presidents are currently dealing with the most turbulent environment in decades. Fueled by stagnant state funding, challenging demographics, rapid technological change and increased scrutiny of the postsecondary enterprise by both government and the larger public, colleges face increased pressure to attract, retain and graduate students in greater numbers than ever before.

This session will explore the major environmental trends that are challenging public higher education and suggest how institutions can develop data-informed strategic enrollment planning systems to respond to the challenges and align the institution’s mission, vision and values with shifting market needs and expectations. The session will also include reflections from a university president on strategic enrollment planning after recently engaging in the process with RNL.

**11:00 a.m. – 12:00 p.m.  Sulgrave (3rd Floor)**

**Transforming Higher Education Through Consumer Insights**

Moderator: **Ronald Rochon**, President, University of Southern Indiana

Presenters:  
- **Carol D’Amico**, Executive Vice President of Mission Advancement and Philanthropy, Strada Education Network

Launched in 2016, the Strada-Gallup Education Consumer Survey measures individuals’ perceptions of their education pathways and work experiences after high school. With interviews from more than 250,000 adults ages 18-65, representing consumers of every socioeconomic status, race/ethnicity, gender and educational attainment level, among other demographics, and with 10,000 new respondents added every month, Strada Education Network and Gallup are harnessing the transformative power of the consumer voice to strengthen pathways from education to employment. Carol will share some of the survey’s latest findings on relevance, quality, reputation and value, which can be broken out by state, region, major metropolitan area, education systems and larger institutions, as well as across multiple demographics.
Tuesday, October 30

11:00 p.m. – 12:00 p.m.  
John Adams (3rd Floor)  
Investment Committee  
Chair: Cynthia Teniente-Matson, President, Texas A&M University-San Antonio

11:00 p.m. – 12:00 p.m.  
Membership Focus Group  
Jefferson (3rd Floor)  
Facilitator: Alanna Tievsky McKee, MSW, Senior Consultant, McKinley Advisors

11:00 p.m. – 12:00 p.m.  
Membership Focus Group  
Lindens (3rd Floor)  
Facilitator: Alison Bramer, MSW, Associate Director of Research, McKinley Advisors

12:00 p.m. – 2:00 p.m.  
The Colonnade Ballroom (Lobby Level)  
Distinguished Alumnus Award Presentation and President-to-Presidents Lecture Luncheon

Distinguished Alumnus Award Presentation  
Introduction: Rodney K. Rogers, President, Bowling Green State University (Ohio)  
Distinguished Alumna: Brenda J. Hollis, Lawyer (Bachelor of Arts in Political Science, Bowling Green State University)

President-to-Presidents Lecture Luncheon Program  
Introduction: George Mehaffy, Vice President for Academic Leadership and Change, AASCU  
Speaker: David Eisler, President, Ferris State University (Mich.)

2:00 p.m. – 2:30 p.m.  
Pre-Function (Ballroom Level)  
Refreshment Break
Grand Ballroom (Ballroom Level)

**General Session: Advice from the Media on How Presidents Can Connect with the Public on Delivering America’s Promise**

**Facilitator:** Lee Gardner, Senior Reporter, *The Chronicle of Higher Education*

**Panelists:**
- Erica Green, Correspondent, *The New York Times*
- Adam Harris, Staff Writer, *The Atlantic*
- Josh Mitchell, Staff Reporter, *The Wall Street Journal*
- Alex Shedd, Editor-in-Chief of *Fourth Estate*, George Mason University (Va.)

With the public perception of higher education changing, and some beginning to question the value of a college degree, how do we define and advance our collective mission? Join us for a panel discussion with journalists who focus on educational issues, and learn how to reclaim our narrative.

Grand Ballroom (Ballroom Level)

**Closing General Session and Transfer of the Gavel**

**Presiding:** Dana Hoyt, President, Sam Houston State University (Texas) and Chair, AASCU Board of Directors

**Remarks:** F. Javier Cevallos, President, Framingham State University (Mass.) and Chair-Elect, AASCU Board of Directors

Mildred García, President, AASCU
Tuesday, October 30

5:15 p.m. – 6:15 p.m.  The Courtyard and Colonnade Ballroom (Lobby Level)
**Cocktail Reception and MLI 20th Anniversary Celebration**

Introduction: **Mildred García**, President, AASCU
Speaker: **Charlie Nelms**, Former Chancellor, University of North Carolina Central and MLI Founder
Speaker: **Mary Sias**, Director, MLI and Assistant to the President

6:30 p.m.  Board Buses for Departure to National Museum of African American History and Culture (NMAAHC)

7:00 p.m. – 11:00 p.m.  NMAAHC Heritage Hall (1st Floor)
**Closing Dinner**

*Support provided by TIAA*

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Wednesday, October 31

9:00 a.m. – 10:00 a.m.  Roosevelt (Ballroom Level)
**2019 AASCU Board of Directors Organizational Meeting**

Presiding: **F. Javier Cevallos**, President, Framingham State University (Mass.) and Chair-Elect, AASCU Board of Directors

10:00 a.m. – 11:30 a.m.  Culpeper (Ballroom Level)
**2019 AASCU New Board Member Orientation**

Presiding: **Mildred García**, President, AASCU
**F. Javier Cevallos**, President, Framingham State University (Mass.) and Chair-Elect, AASCU Board of Directors

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**Special Thank You to Member Presidents and Their Student Ambassadors**

Bowie State University (Md.), President, **Aminta Breaux**
Morgan State University (Md.), President, **David Wilson**
THANK YOU FOR YOUR GENEROUS SUPPORT

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EAB

CollegeBoard

Academic Partnerships

Aramark

The Registry

Strada Education Network
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 online 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.