

# SHEEO HIGHER EDUCATION POLICY CONFERENCE

The Westin San Diego  
August 12-15, 2008

## A G E N D A

*We encourage you to attend the sessions that most interest you, independent of your main area of expertise. The specific committee (academic-SHEAO, finance-SHEFO, or government relations/communications-GRCO) that planned each session is noted after the title to assist you in determining the primary theme of that session.*

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### *Tuesday, August 12, 2008*

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4:00 PM                    **Registration Begins**  
                                 Emerald Ballroom

5:00 PM                    **Exhibitors' Reception**  
                                 Emerald Ballroom

*Reception sponsored by Xap Corporation, represented by J. Michael Thompson, CEO; Judy Chappellear, Vice President of Sales; and Bobby Kanoy, Senior Advisor for Academic Strategy*

Corporate Exhibitors:

AcademyOne  
ACT, Inc.  
College Board  
CollegeSource, Inc.  
DecisionAcademic  
Docufide  
Hezel Associates  
MGT of America, Inc.  
National Student Clearinghouse  
Xap Inc.

Association and Nonprofit Exhibitors:

Achieve  
Council for Adult & Experiential Learning  
Midwestern Higher Education Compact  
State Higher Education Executive Officers  
Western Interstate Commission for Higher Education

Exhibits may remain in the General Session until Thursday, 5:00 p.m.

## *Tuesday, August 12, 2008 (continued)*

6:30 PM

**Dinner Buffet and Program**  
Diamond Rooms

Dinner sponsored by: *AcademyOne, Inc., represented by David K. Moldoff, Founder and Chief Executive Officer*

**Host:** Hans L'Orange, Vice President for Research and Information Resources and Director of the SHEEO/NCES Network, State Higher Education Executive Officers (SHEEO)

**Introduction of Planning Committees by Committee Chairs:**

- Government Relations/Communications Committee by Chair Julie Carullo, Director of Governmental Affairs & Special Projects, South Carolina Commission on Higher Education
- Academic Committee by Chair Debra Stuart, Vice Chancellor for Educational Partnerships, Oklahoma State Regents for Higher Education, and Vice Chair Jonathan Tafel, Vice Chancellor for Educational Linkages & Access, Ohio Board of Regents
- Finance Committee by Chair Mark H. Spencer, Associate Commissioner for Finance and Facilities, Utah System of Higher Education

**Speaker:** **Ralph Cavanagh**, National Resources Defense Council, Senior Attorney and Co-director of NRDC's energy program

**Sustainability -- The issues and implications for higher education leaders**

Introduction by Paul Lingenfelter, President, SHEEO

## Wednesday, August 13, 2008

6:00 AM – 7:00 AM City Walk led by Ken Sauer, Associate Commissioner for Research and Academic Affairs, Indiana Commission for Higher Education  
Meet in hotel lobby by main entrance.

**All meeting rooms are located on the second floor.**

7:00 AM – 8:30 AM **Continental Breakfast and Registration**  
Emerald Foyer

**Data and Information (CIO & IR) Discussion Breakfast with Hans L'Orange**  
Opal - Bring your breakfast from Emerald Foyer.

7:00 AM – 8:30 AM **GRAPEVINE Breakfast with James Palmer, GRAPEVINE Editor, and invited guests**  
400 West Restaurant (inside The Westin San Diego)

8:30 AM – 9:45 AM **Plenary Session**  
Emerald Ballroom

### **Growing Educational Attainment in the Global Market**

Over the past decade, educational attainment around the world has increased at unprecedented rates. While the U.S. has remained stagnant, other industrialized countries have broadened their educational pipeline and are awarding college credentials to more young adults. Both the factors contributing to rapid gains and strategies for targeting underserved populations will be explored.

**Speaker:** **Alex Usher**, Vice-President and Director (Canada)  
Educational Policy Institute

**Introduction:** **Paul E. Lingenfelter**, President, SHEEO

9:45 AM – 10:00 AM **Break**  
Emerald Foyer

10:00 AM – 11:45 AM **Concurrent Sessions**

- **SHEAO/SHEFO Collaborative Session on How Can States Compete Academically and financially in a global higher education environment?**

Topaz [Organized by SHEAO and SHEFO Committees]

**Description TBA**

**Panelists:** **Blaine A. Brownell**, Chairman, International Student Exchange Program, and Former President, Ball State University

**Panelist tba**

**Moderator:** **Rich Petrick**, Vice Chancellor for Finance, Ohio Board of Regents

## Wednesday, August 13, 2008 (continued)

10:00 AM – 11:45 AM

### Concurrent Sessions (continued)

- **Green Campus**

Crystal II

[Organized by GRCO Committee]

#### Greening the Campus: Selling and Sustaining Eco-Conscious Initiatives

Between skyrocketing energy costs and pressures to “go green”, many institutions find themselves concurrently a) implementing environmentally-friendly policies (constructing “green” buildings, investigating alternative energy sources, implementing recycling programs), b) developing new “green” degree programs (sustainability, alternative energy, environmental protection) and c) integrating concepts of environmental sustainability across nearly all academic disciplines and campus operations. As campuses make the decision to become more eco-conscious, GRCOs face the challenge of communicating effectively to students, parents, faculty, legislators, media, and the community on the fiscal realities of energy use, the potential savings of new energy-efficient models, and the value of environmentally-aware degree programs.

**Panelists:** **Matt St. Clair**, Sustainability Manager, University of California  
Office of the President  
**Bonny Bentzin**, Director, Campus Sustainability, Arizona State University

**Moderator:** **Rich Novak**, Vice President, Public Sector Programs, Association of Governing Boards of Universities & Colleges

11:45 AM – 1:00 PM

### Lunch Buffet

Pool Terrace, Third Floor

*Lunch sponsored by MGT of America, Inc., represented by Mary McKeown-Moak, Partner*

1:00 PM – 1:45 PM

### Plenary Session

Emerald Ballroom

#### To and Through: How a Focus on Completion Benefits Our Students and Our Nation

**Introduction:** **Paul Lingenfelter**, President, SHEEO

**Speaker:** **Hilary Pennington**, Director, Special Initiatives, US Programs, Bill and Melinda Gates Foundation

1:45 – 2:45 PM

### Plenary Session

Emerald Ballroom

#### How Do States and Institutions Address the “Big Agendas” for Higher Education?

The Bill and Melinda Gates Foundation advances “big agendas,” including a call for fresh, bold approaches to improve education for all Americans. Substantial progress can be achieved when states advance workable solutions - states like Indiana in advancing college preparation and participation, and Kentucky in more effectively using its technical and community colleges. What can be learned from their success? How can states and SHEEOs move the really big agendas?

**Panelists:** **Keith W. Bird**, Chancellor, Kentucky Community and Technical College System  
**Stanley G. Jones**, Commissioner for Higher Education, Indiana Commission for Higher Education  
**Hilary Pennington**, Director for Special Initiatives, US Programs, Bill and Melinda Gates Foundation

**Moderator:** **Jon Tafel**, Vice Chancellor for Educational Linkages & Access, Ohio Board of Regents

2:45 AM – 3:00 PM

### Break

Emerald Foyer

## Wednesday, August 13, 2008 (continued)

3:00 – 4:15 PM

### Concurrent Sessions on National Initiatives to Increase Attainment

- **Elevating Adult Degree Completion to a National Priority**

Opal

[Organized by SHEAO Committee]

States, SHEEOs and educators are being challenged to meet the education needs of adults more effectively. Economic realities and global demands require higher education to prepare more graduates beyond traditional students. Thus, degree completion of adult students must be a priority. The panel will focus on: the problem, state strategies, successes and challenges, and resources available to elevate adult degree completion to a national priority.

**Panelists:** **Karen Steinberg**, Executive Vice President, Council for Adult & Experiential Learning, will overview findings from the recent CAEL report, *Adult Learning in Focus: National and State-by-State Data* ([www.cael.org/adultlearninginfoocus.htm](http://www.cael.org/adultlearninginfoocus.htm)).  
**Ken Sauer**, Associate Commissioner for Research and Academic Affairs, Indiana Commission for Higher Education, will introduce *Indiana's Adult Education and Workforce Skills Performance Report* sponsored by the Indiana Chamber of Commerce, and how it is being implemented ([www.indianachamber.com/adulteducation](http://www.indianachamber.com/adulteducation)).  
**Gerard Killebrew**, Associate Commissioner for Academic and Student Affairs, Louisiana Board of Regents, will highlight Louisiana's *Education...Go for More* campaign and CALL, an online, accelerated completion program ([www.yourCALLla.org](http://www.yourCALLla.org)).  
**Houston Davis**, Vice Chancellor for Academic Affairs, Oklahoma State Regents for Higher Education, will describe *Reach Higher*, Oklahoma's flexible, affordable degree completion program ([www.okhighered.org/adc](http://www.okhighered.org/adc)).

**Moderator:** **Phyllis (Teddi) Safman**, Assistant Commissioner for Academic Affairs, Utah System of Higher Education, will introduce and lead this session.

- **How Do We Pay for "Doubling the Numbers"? Are There Tools and Strategies That Really Work?**

Crystal II

[Organized by SHEFO Committee]

**Speakers:** **Jane Wellman**, Executive Director, Delta Cost Project on Postsecondary Costs  
**Thomas C. Meredith**, Chancellor, Mississippi Institutions of Higher Learning

Higher education is being asked to accomplish more including educating more students. This challenge is frequently referred to as "doubling the numbers" but actual implementation and fiscal strategies for large numbers of additional students are less frequently identified. This session will consider "tools" or analyses to aid in helping states, systems, and institutions understand cost and/or productivity, the allocation of resources, and the potential for re-allocation of resources to meet the nation's rapidly changing needs.

**Moderator:** **Bernie Hannon**, Associate Commissioner for Facilities and Financial Affairs, Indiana Commission for Higher Education

- **Communicating Effectively About Alignment: Leveraging Online Resources**  
Topaz [Organized by GRCO Committee]

To ensure that students graduate from high school prepared for college and careers, K-12 and postsecondary sectors must work together to align standards, curriculum, and assessments. Communication is a critical part of this effort. Students and parents need to receive early and consistent messages about college readiness. Postsecondary leaders need to understand how to effectively engage with this agenda. Legislators need help understanding the notion of P-20 education, the important role of the postsecondary sector, and how to effectively fund such efforts. How can states mount an effective electronic communications campaign to reach all of these audiences? What are some ways states might leverage existing national resources?

**Panelists:** **Renee Faulkner**, formerly with Achieve, Inc.  
**Teresa Detrich**, Director of Electronic Communication, Lumina Foundation for Education  
**Belinda Perez-Hernandez**, Program Director, Texas Higher Education Coordinating Board

**Moderator:** **Jim Applegate**, Vice President for Academic Affairs, Kentucky Council on Postsecondary Education

4:15 PM

Conference adjourns for the day

7:05 PM

Optional Activity – San Diego Padres vs. Milwaukee Brewers major league baseball game at Petco Park.

## Thursday, August 14, 2008

6:00 AM – 7:00 AM City Walk led by Ken Sauer, Associate Commissioner for Research and Academic Affairs, Indiana Commission for Higher Education  
Meet in hotel lobby by main entrance.

### 7:00 AM – 8:30 AM **Regional Breakfast Meetings**

The breakfast buffet will be provided in the Crystal Foyer; please take your plate to your respective meeting room.

- **Midwestern Higher Education Compact** Diamond II  
Facilitators: **Chris Rasmussen**, Vice President for Research and Policy Analysis, and **Ann Grindland**, Director of Special Projects & Research Associate, MHEC
- **New England Board of Higher Education** Opal  
Facilitator: **Michael K. Thomas**, Interim President & CEO
- **Southern Regional Education Board** Topaz  
Facilitator: **Joan Lord**, Interim Senior Director, Educational Policy, SREB
- **Western Interstate Commission for Higher Education** Crystal II  
Facilitator: **David Longanecker**, President, WICHE

### 8:30 AM – 10:00 AM **Concurrent Sessions**

- **Intersecting P-16 Reform and Practice: *How are states involved, what roles for SHEEOs, and when will we see results?***  
Opal [Organized by SHEAO Committee]

To compete in a global environment, our children and the generations to follow must attain high levels of education and skill. In spite of increased attention over the past two decades, far too many students leave high school unprepared to succeed in additional education and the workplace. Discussion will focus on:

- Which state-level strategies are most necessary and effective?
- What roles must SHEEOs play in education reform and improvement?
- How do we build upon P-12 reforms to ensure greater postsecondary success?
- When will states get the results they need?

**Panelists:** **Sandra Boyd**, Vice President, Advocacy and Outreach, Achieve, Inc., will describe work in 33 states through the American Diploma Project and other Achieve initiatives (See *Closing the Expectations Gap* at [www.achieve.org](http://www.achieve.org))

**David P. Driscoll**, former Commissioner of Education for the Commonwealth of Massachusetts, will highlight *Tough Choices or Tough Times* ([www.skillscommission.org](http://www.skillscommission.org)) by the National Center for Education and the Economy).

**Moderator:** **Vicki A. Leal**, Academic Policy Officer and Governor's Advocate, Colorado Department of Higher Education.

## Thursday, August 14, 2008 (continued)

- **Creative Financing and Deferred Maintenance: It May Not Be Sexy, But It Is Important**  
Topaz [Organized collaboratively by GRCO and SHEFO Committees]

States are developing interesting and creative ways to finance deferred maintenance, but it's not easy. What does it take to get the attention of policy makers and legislators? How can SHEFOs and GRCOs work together to help "sell" these kind of strategies? Building upon two divergent state examples, this joint session will address the challenges inherent in finding ways to finance deferred maintenance and offer some suggestions for working collaboratively.

**Panelists:** **Mary Johnson**, Associate Commissioner of Higher Education Research, Policy, and Financial Analysis, and **Scott Ciecko**, Senior Associate in Finance and Facilities Analysis, of the Connecticut Department of Higher Education, will discuss how retaining focus on deferred maintenance and asset protection has been a challenge for Connecticut despite the state's multi-billion-dollar investments to rebuild, revitalize and expand its higher education facilities.  
**Laura King**, Vice Chancellor/Chief Finance Officer, and **Mary Davenport**, Director of Government Relations, of the Minnesota State Colleges and Universities, will share how Minnesota's 10+ year history of building a credible, trustworthy capital program has enabled success at the legislature, with over \$1 billion of new construction funding in the past decade.

**Moderator:** **Matt Cookson**, Associate Vice Chancellor for External Relations, University System of New Hampshire

10:00 – 10:15 AM

**Break**  
Emerald Foyer

10:15 AM – 11:45AM

Plenary Panel Presentation  
Emerald Ballroom

**Title:** **Establishing a National Agenda for U.S. Preeminence in Educational Attainment, Discovery, and Innovation**

Lifting the spirit and aspirations of all Americans will require leadership that promotes a preeminent educational and research infrastructure as a top priority for ensuring economic and national security. In its recent Open Letter to both presidential candidates, SHEEO members collectively called for the next presidency to set an ambitious goal of being second to no other nation in educational attainment, and in the discovery and innovative applications of new knowledge. Both presidential campaigns were invited to send representatives to discuss a national agenda for higher education responsive to this call.

**Panelists:** **Lisa Graham Keegan**, John McCain 2008 campaign  
**TBD**, Barack Obama for America campaign

**Moderator:** **Paul Lingenfelter**, President, SHEEO

11:45 AM – 1:00 PM

**Lunch Buffet**  
Pool Terrace, Third Floor

## Thursday, August 14, 2008 (continued)

1:00 PM – 2:30 PM

### Concurrent Sessions on Components of a Higher Education Public Agenda

- **Learning Outcomes Assessment: Where Do We Go from Here?**

Opal

[Organized by SHEAO Committee]

Institutions are giving greater attention to assessing learning, and it is high on the agenda for many higher education organizations and constituencies as well. How can SHEEOs, institutions, faculty, accreditors, elected officials, the employers, and other stakeholders get on the same “assessment page?” Or do we?

**Peter Ewell**, a leading expert on both institutional assessment practices and state assessment policies, will set the context for this discussion: where we have been and where we are now, and what can we see in the recent SHEEO Learning Assessment Survey about emerging state roles. **Jeffrey Smith** will discuss how Missouri is developing a state-level assessment framework, and **Paul Turman** will talk about South Dakota’s “targeted” assessments across all their public institutions.

Discussion will include institutional adoption of the VSA accountability framework, use of standardized assessment instruments, roles of organizations such as AAC&U and AASCU, emerging “best practices” for statewide accountability, international benchmarking of teaching and learning, costs and benefits of testing for assessment, and how to support and tap into growing assessment interest and expertise at the institution level. Early findings from the SHEEO survey will be provided; participants are encouraged to bring their own perspectives on how states are responding and where we might collaborate.

**Speaker:** **Peter Ewell**, Vice President, National Center for Higher Education Management Systems (NCHEMS)

**Panelists:** **Jeffrey Smith**, Missouri Department of Higher Education  
**Paul Turman**, South Dakota Board of Regents

**Moderator:** **Debra L. Stuart**, Oklahoma State Regents for Higher Education

1:00 PM – 2:30 PM

### Concurrent Sessions on Components of a Higher Education Public Agenda (continued)

- **Reporting about Higher Education Performance: What does it mean to be fiscally transparent?**

Crystal II

[Organized by SHEFO Committee]

How are states and institutions addressing issues of higher education accountability, performance and transparency? What performance metrics and accountability measures are being used to answer the questions and address concerns of Boards, Legislatures, Governors, faculty, staff, students and families? How is fiscal information shared, reported and received internally and externally? What about “bad news” and “troubling trends”? A member of Utah’s state legislature will be joined by representatives from the Universities of Maine and Massachusetts Systems to discuss budget and financial performance and reporting expectations and models.

**Panelists:** **Senator Lyle Hillyard**, Senate Chair of Executive Appropriations  
Utah State Senator, District 25  
**Steve O’Riordan**, Associate Vice President & University Budget Director,  
University of Massachusetts President’s Office  
**Joanne Yestramski**, Chief Financial Officer and Treasurer  
University of Maine System

**Moderator:** **Mark Spencer**, Associate Commissioner for Finance and Facilities  
Utah System of Higher Education

## Thursday, August 14, 2008 (continued)

- Fitting Accountability in the Public Agenda Frame: Developing Communications Strategies for Statewide Accountability Systems  
Topaz [Organized by GRCO Committee]

Accountability is both central to a state's higher education public agenda and one of the core responsibilities of a SHEEO agency. Recent downturns in state economies, growth in demand for higher education services, and increased competition for limited resources have added to calls for greater accountability and improved institutional performance. GRCOs need to be able to frame this concept in a way that builds institutional buy-in and makes sense to the public, the media, legislators, and other state leaders. How do SHEEO agencies work with institutions in selecting and promoting a statewide accountability system? Once an accountability system is selected, how do SHEEO agencies communicate the validity of that choice to state government and the public? What strategies can SHEEO agencies use to more effectively communicate statewide accountability efforts and their connection to postsecondary goals, improved educational outcomes, and the larger state public agenda?

**Panelists:** **Tricia Grimes**, Senior Policy and Research Analyst, Minnesota Office of Higher Education  
**Jean Johnson**, Executive Vice President, Public Agenda  
**Rona Sherriff**, Deputy Director, California Senate Office of Research

**Moderator:** **Lee Nimocks**, Chief of Staff, Kentucky Council on Postsecondary Education

2:30 PM – 2:45 PM

**Break**  
Emerald Foyer

*Break sponsored by Kaplan Higher Education, represented by John Carreon, Vice President, State Regulatory Affairs and Associate General Counsel*

2:45 PM – 4:15 PM

**Plenary**  
Emerald Ballroom

**Speaker:** **Gordon K. Davies**, Project Director, National Collaborative for Higher Education Policy, and former SHEEO for Virginia and Kentucky

**Protecting While We Nourish:  
Rethinking Campus Security to Deal with Heightened Insecurity**

Colleges and universities are designed to nurture student learning, to foster good teaching, and to sustain the quest for knowledge and its applications. But almost by definition as free, open, and diverse institutions, they are vulnerable to threat both from within and without. How then does higher education respond while remaining true to its mission? Most important to our work, what are the roles and responsibilities of state governing and coordinating boards in helping institutions deal with their vulnerability?

**Gordon Davies**, former SHEEO in Virginia and Kentucky and for many years a national leader in higher education, will lead this plenary discussion of how we react, how we need to prepare, and how we should respond when crisis and tragedy strike our campuses. Most recently Gordon served as a member of the Review Panel on Virginia Tech, appointed by Governor Tim Kaine in the wake of mass shootings at Tech in April 2007. Others will be invited to speak on specific aspects of campus security, including **Chris Rasmussen**, who recently completed a survey of institutional and state responses; **Don Sevener**, who will talk about communications following the shooting at Northern Illinois University; and **Hans L'Orange** on issues of individual privacy and FERPA.

There will be plenty of time for discussion. Bring your question and suggestions.

**Moderator:** **Charlie Lenth**, Vice President for Policy Analysis and Academic Affairs, SHEEO

Dinner on your own

# Friday, August 15, 2008

8:00 AM – 10:00 AM

## Roundtable Buffet Breakfast

Topaz Foyer

The breakfast buffet will be provided in the Crystal Foyer; please take your plate to the Roundtable meeting room of your choice.

- **GRCO Roundtable**

Topaz

**Moderator:** **Julie Carullo**, Director of Governmental Affairs and Special Projects, South Carolina Commission on Higher Education

Government relations and communications officers are faced with myriad issues to tackle each day and over the course of the year. After breakfast and a little light conversation, table-top discussions will provide an opportunity to focus on issues and subjects important to today's GRCOs. Time will be reserved for each table to share conversation highlights with the larger group and for participants to share key issues and happenings in their state.

- **The SHEAO-Academic Affairs Roundtable Discussion**

Opal

**Moderator:** **Debra Stuart**, Vice Chancellor for Educational Partnerships, Oklahoma State Regents for Higher Education, and 2008 SHEAO Planning Committee Chair

Roundtable discussions provide an opportunity for state academic affairs officers to talk about state academic policy issues, discuss strategies or policy approaches that have been effective in dealing with common concerns, and look for ways to work together across state lines. This year, the roundtable will be joined by a special guest, **Judith Eaton**, president of the Council for Higher Education Accreditation, who will contribute insights on how accreditation agencies address these same questions and may be our partners.

**Jim Applegate**, Kentucky Council for Postsecondary Education, will lead a discussion on "Accountability--To whom, at institution and state levels, and for what?"

**Julie Carnahan**, Colorado Department of Higher Education, will facilitate a discussion "Quality--How do we ensure and sustain it, including among non-traditional providers?"

**Jonathan Tafel**, Ohio Board of Regents, will facilitate discussion on "Remedial/developmental education--Reducing need and improving effectiveness? "

Please bring information about issues and initiatives regarding accountability, academic quality and remediation that you are addressing in your state.

- **SHEFO-Finance Officers Roundtable**

Diamond I

An opportunity for state finance officers and others interested in higher education finance to discuss the "state of the states."

10:00 AM – 10:15 AM

Break

10:15 AM – 11:30 AM

## Plenary Panel Presentation

Diamond Room

### Challenges and Strategies of West Coast SHEEOs

Description TBA

**Panelists:** **Diane Barrans**, Executive Director  
Alaska Commission on Postsecondary Education  
**Ann Daley**, Executive Director  
Washington Higher Education Coordinating Board  
**George Pernsteiner**, Chancellor, Oregon University System

**Moderator:** **David Longanecker**, President, WICHE; former SHEEO of the states of Colorado and Minnesota; former assistant secretary for postsecondary education at the U.S. Department of Education

11:30 AM

Adjourn