

SHEEO PROFESSIONAL DEVELOPMENT CONFERENCE

The Boston Park Plaza Hotel & Towers
August 14 - 16, 2007

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.

Tuesday, August 14, 2007

4:00 PM **Registration Begins**
 Exeter Foyer (Mezzanine Level)

5:30 PM **Welcome Reception**
 Plaza Ballroom (Mezzanine Level)

Sponsored by Xap Corporation, represented by J. Michael Thompson, CEO, and Judy Chappellear, Vice President of Sales

6:30 PM **Dinner Buffet and Program**
 Imperial Ballroom (Mezzanine Level)

Governance and The Great Divide

Speaker: Stephen Portch, Chancellor Emeritus, University System of Georgia

Hosts: SHEEO Staff and Planning Committee Chairs

Introduction of Planning Committees by Committee Chairs:

- Government Relations/Communications Committee by Matt Cookson, Associate Vice Chancellor for External Affairs, University System of New Hampshire
- Academic Committee by Stephanie Jacobson, Associate Executive Director for Academic and Student Affairs, Arizona Board of Regents
- Finance Committee by Michael Baumgartner, Deputy Director, Planning & Budgeting, Illinois Board of Higher Education

Wednesday, August 15, 2007

- 6:00 AM – 7:30 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.
- 6:30 AM – 7:15 AM Yoga class led by Brittny McCarthy, certified yoga instructor, and Director of Federal Relations, American Association of State Colleges & Universities (AASCU). Bring a hotel towel (to use as a yoga mat) and meet in Lexington Room, 4th floor.

All meeting rooms are on the Mezzanine Level

- 7:30 AM – 8:45 AM **Continental Breakfast and Registration**
Georgian Foyer
- Data and Information (CIO & IR) Discussion Breakfast with Hans L'Orange**
Georgian Room – Bring your breakfast from Georgian Foyer and look for designated tables.
- 7:30 AM – 8:45 AM **GRAPEVINE Breakfast with James Palmer, GRAPEVINE Editor, and invited guests**
Hancock Room
- 9:00 AM – 10:00 AM **Plenary Session**
Georgian Room

Update: Federal Policy and the Higher Education Act Reauthorization

Panelists: Brittny McCarthy, Director of Federal Relations, American Association of State Colleges & Universities (AASCU)
Vickie Schray, Senior Advisor to the Under Secretary of Education, U.S. Department of Education

Moderator: Paul E. Lingenfelter, President, SHEEO

- 10:00 AM – 10:15 AM **Break**
Georgian Foyer

- 10:15 AM – 11:30 AM **Concurrent Sessions**

- **Serving Underrepresented Populations**
Georgian Room [Organized by GRCO Committee]
(Please sit at the tables near the front of the room for GRCO sessions.)

Many states are exploring innovative approaches to meeting the higher education needs of students from traditionally underrepresented groups. Three colleges in Minnesota are teaming up to provide the first two years of college tuition-free to high school graduates from Minneapolis or St. Paul. Through the Affordable College Effort, the University System of New Hampshire is covering the direct cost of attendance for low-income residents attending a state public postsecondary institution. In Massachusetts, legislators are working on proposals to offer free community college to academically-prepared high school graduates. Officials from each state will discuss progress on these initiatives.

Panelists: Matt Cookson, Associate Vice Chancellor for External Affairs, University System of New Hampshire
Phil Davis, President, Minneapolis Community and Technical College
The Honorable Rob O'Leary, Senator, Massachusetts State Senate, and Chair of the Senate Higher Education Committee

Moderator: Linda Kohl, Associate Vice Chancellor for Public Affairs, Minnesota State Colleges & Universities

Wednesday, August 15, 2007 (continued)

10:15 AM – 11:30 AM

Concurrent Sessions (continued)

- **Accreditation and Accountability - Emerging State Issues in a Rapidly Changing Environment**

Arlington Room

[Organized by SHEAO Committee]

The recent U.S. Department of Education's Negotiated Rulemaking Accreditation Committee raised important questions about the roles of accreditation in learning assessments, credit transfer, and other areas. These academic quality issues directly involve many states, and they will impact all states. What do state academic affairs officers need to know? What effects will new regional and national accreditation practices have on states as well as colleges and universities? What roles will the federal government play relative to accreditation, transparency, and accountability? This session will juxtapose perspectives and encourage broader awareness of what's at stake for states in these changes.

Panelists: Barbara Brittingham, Director, Commission on Institutions of Higher Education, New England Association of Schools and Colleges
R. Judson Carlberg, President, Gordon College
Vickie Schray, Office of the Under Secretary, U.S. Department of Education
Tom Wickenden, Director of Accreditation, Accrediting Council for Independent Colleges and Schools

Moderator: Marshall A. Hill, Executive Director, Nebraska Coordinating Commission for Postsecondary Education

- **Creative Financing: Are We Securing or Mortgaging the Future?**

Berkeley/Clarendon Room

[Organized by SHEFO Committee]

Pressed with increasing demand for services, fewer resources, and opposition to tax increases, states have increasingly looked for new and creative ways to finance existing functions of government, like higher education. Innovative state strategies have included selling state assets (like turnpikes), new gambling proposals, and securitization of future revenue streams. Panelists will discuss specific state higher education initiatives, including creative ways to finance student loans and need-based aid programs, and their long-term implications for higher education and state fiscal affairs.

Panelists: Andy Davis, Executive Director, Illinois Student Assistance Commission
Paul Wagner, Deputy Commissioner of Higher Education, Missouri Department of Higher Education

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

Wednesday, August 15, 2007 (continued)

11:30 AM – 1:15 PM

Concurrent Sessions – Roundtable Luncheons

Sponsored by AcademyOne, represented by David K. Moldoff, Founder and Chief Executive Officer

- **GRCO Roundtable Luncheon—A movie, a meal, and a dose of reality**
Georgian Room

Chair: Matt Cookson, Associate Vice Chancellor for External Affairs, University System of New Hampshire

As attendees representing government relations and communications functions meet over lunch, we'll be treated to a video montage, produced for this event by the Pathways to College Network, reflecting several marketing campaigns from across the country encouraging high school students to prepare for and attend college. Lunch will be followed by table-topic discussions about subjects or issues that face today's GRCO professionals, with time reserved at the end for each table to share highlights of their conversations with the larger group.

- **SHEAO Roundtable Luncheon—Organized table-topic discussions to share state strategies in academic policy and planning**
Arlington Room

Chair: Stephanie Jacobson, Associate Executive Director for Student and Academic Affairs, Arizona Board of Regents

Academic affairs officers are called upon to find effective strategies for working with a variety of individuals and groups, and for finding approaches to both new and old challenges. So where's the training for all of this? Where do we find effective strategies? Where can we go for help on processes as well as substance? Often we turn to colleagues in other states who face comparable challenges. This roundtable will be a chance for us to share strategies to improve our effectiveness in several areas, compare notes, and return to our roles next Monday with some fresh approaches. Pick a table and join in the discussion—over lunch—on one of the topics below. Committee members (and other volunteers) will facilitate table talk and summarize key points for the entire group.

Table Topics on Effective Strategies:

1. Maintaining academic quality in a period of declining state support
2. Working effectively with a Board Academic Affairs Committee
3. Working with institutional academic leaders to improve curricula and teaching
4. Integrating online coursework systemwide and across sectors/states
5. Working effectively with institutional leadership to improve persistence and student success

- **SHEFO Roundtable Luncheon**
Berkeley/Clarendon Room

Chair: Michael Baumgartner, Deputy Director, Planning & Budgeting, Illinois Board of Higher Education

This interactive dialogue will focus on fiscal issues in the states; issues of primary concern and interesting new efforts will be shared. If time permits, there will also be an opportunity to discuss the State Higher Education Profile (SHEF) and the new Higher Education Policy Profile resources.

Wednesday, August 15, 2007 (continued)

1:30 PM – 2:45 PM

Concurrent Sessions

- **College Readiness: Current Initiatives, Future Consequences**

Georgian Room

[Organized by GRCO Committee]

How college-ready are today's students? Is the college-ready message penetrating the consciousness of state and national policymakers? What unique readiness efforts are in place nationally, and how are they being funded? What results are we seeing, and how are they being measured? How can states best share ideas and learn from each other? What are the local and national consequences of students being underprepared for college? This session will bring together regional and national experts to lead a discussion around college readiness, both on progress made to date and where we're headed.

Panelists: Michael Cohen, President, Achieve
Ann Coles, Senior Advisor, College Access Programs, TERI
Patricia F. Plummer, Chancellor, Massachusetts Board of Higher Education
Brian McGill, Program Director, UTAH Mentor

Moderator: Eileen O'Connor, Director of Communications & External Affairs, Massachusetts Board of Higher Education

- **Transcending Transfer: State Initiatives to Address Critical Transfer Issues, Strategies, and Solutions**

Arlington Room

[Organized by SHEAO Committee]

Across the country, growing numbers of state public higher education systems are making great strides in identifying and addressing the complex and frustrating issues associated with college student transfer. Utilizing a recent national transfer survey conducted by SHEEO, this session will address critical factors affecting transfer including the assessment of transfer problems and solutions; the creation and maintenance of articulation agreements and course equivalency standards; and the selection of technological resources to support transfer initiatives. We will also discuss general trends and noteworthy innovative practices across the country and what role state-level entities play in addressing transfer issues.

Panelists: Stephanie Jacobson, Associate Executive Director, Academic and Student Affairs, Arizona Board of Regents
Vicki Leal, Academic Policy officer, Colorado Commission on Higher Education
Nicole L. McDonald, Systems Director for Transfer and Retention, Kentucky Community and Technical College System
Heather Sherry, Director, Office of Articulation, Florida Department of Education

Moderator: Francesca Purcell, Director for Academic Policy, Massachusetts Board of Higher Education

- **A Framework for How Higher Education Influences Economic Growth**

Berkeley/Clarendon Room

[Organized by SHEFO Committee]

For years colleges and universities have touted their roles in economic development and their message has only gotten louder as competition increases for limited public funding. But are all economic development activities appropriate for all institutions? Are there useful guidelines to help focus on activities with the greatest likelihood of success? This session reviews the role of higher education in economic development with the aid of a framework developed by Dr. Richard Lester, Director of the Industrial Performance Center at MIT.

Panelists: Rick Mattoon, Senior Economist and Economic Advisor, Chicago Federal Reserve
Phil Rath, Vice President of Financial Services and Government Relations, Vincennes University

Moderator: Mike Baumgartner, Deputy Director, Planning and Budgeting, Illinois Board of Higher Education

Wednesday, August 15, 2007 (continued)

2:45 PM – 3:00 PM

Break
Georgian Foyer

3:00 PM – 4:15 PM

Concurrent Sessions

- **Higher Ed's Changing Face: Can States Take Charge of Their Demographic Destiny?**
Georgian Room [Organized by GRCO Committee]

Studies in state after state show troubling trends in the demographics of educational attainment. The National Center for Higher Education Management Systems forecasts declines in per capita income for the nation and for 17 states if present educational disparities by ethnicity persist through 2020. The New England 2020 report, funded by the Nellie Mae Foundation, found equally bleak prospects for the region if states with an aging population, growing in ethnic diversity, cannot meet future workforce demands. This session will examine some successful state approaches to addressing the challenges posed by the changing face of postsecondary education.

Panelists: Stephen Coelen, University of Connecticut, Co-Author, *New England 2020*
Patrick Kelly, Senior Associate, National Center for Higher Education Management Systems (NCHEMS)
Brian Prescott, Research Associate, Western Interstate Commission for Higher Education (WICHE)

Moderators: Amanda Covington, Director of Communications, Utah System of Higher Education
Don Sevener, Director of External Relations, Illinois Board of Higher Education

- **State K-16 and P-20 Initiatives: Lots of Attention and Effort, but What Are States Actually Achieving?**
Arlington Room [Organized by SHEAO Committee]

Most states have some type of P-16 activity, but there is much variation in these initiatives and what they actually achieve. Several states make use of the data and expertise of ACT or the College Board to help them align high school preparation with postsecondary expectations and success. Utah brings together high school and college faculty to promote high school/college articulation and success. Indiana is implementing an E-Transcript system to provide a more seamless gateway across schools and colleges, while also providing data for cross sector research and performance indicators. Panelists and participants will discuss these and other approaches.

Panelists: Jon L. Erickson, Vice President, Educational Services, ACT Education Division
Jennifer Jenkins, Executive Director for State Outreach, The College Board
Phyllis (Teddi) Safman, Assistant Commissioner for Academic Affairs, Utah System of Higher Education
Ken Sauer, Associate Commissioner for Research & Academic Affairs, Indiana Commission for Higher Education

Moderator: Gary Alexander, Deputy Director for Academic Affairs, Illinois Board of Higher Education

Wednesday, August 15, 2007 (continued)

3:00 PM – 4:15 PM

Concurrent Sessions (continued)

- **Virginia's 2005 Higher Education Restructuring Act: An Early Assessment of the Act and Its Implementation**

Berkeley/Clarendon Room

[Organized by SHEFO Committee]

In 2005, Virginia passed the 2005 Restructured Higher Education Financial and Administrative Operations Act. The Act gave Virginia institutions the opportunity to seek greater levels of autonomy in exchange for agreeing to meet specific performance goals that address state needs. This session draws upon the experiences of two participants in Virginia's restructuring process and will include a discussion of the antecedents and implementation of the legislation as well as an early assessment of the Act's results. Participants and panelists will also have an opportunity to consider how the goals and lessons of Virginia might apply to other states.

Panelists: James Alessio, Director, Higher Education Restructuring, State Council of Higher Education for Virginia
Peter Blake, Vice Chancellor for Workforce Development, Virginia Community College System

Moderator: Laura King, Vice Chancellor - Chief Finance Officer, Minnesota State Colleges & Universities

5:00 PM – 7:00 PM

Exhibitors' Reception

Plaza Ballroom

Visit with vendors and association exhibitors, while enjoying the beverage of your choice and hearty appetizers in a festive setting.

Sponsored by MGT of America, Inc., represented by Mary McKeown-Moak, Senior Partner, Higher Education Practice

Exhibitors:

- AcademyOne
- Achieve
- Council for Adult and Experiential Learning (CAEL)
- Council for Advancement of Adult Literacy (CAAL)
- The College Board
- Docufide
- ETS
- Hezel Associates
- Jobs for the Future
- MGT of America, Inc.
- National Student Clearinghouse
- National Transcript Center
- Organisation for Economic Co-Operation and Development (OECD)
- Pathways to College Network
- Postsecondary Electronic Standards Council
- Southern Regional Education Board
- State Higher Education Executive Officers
- Xap Corporation

Dinner on your own. See SHEEO Registration Table or hotel concierge for dining suggestions.

Thursday, August 16, 2007

- 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.
- 6:30 AM – 7:15 AM Yoga class led by Brittny McCarthy, certified yoga instructor, and Director of Federal Relations, American Association of State Colleges & Universities (AASCU). Bring a hotel towel (to use as a yoga mat) and meet in Lexington Room, 4th floor.

7:00 AM - 8:15 AM

Regional Breakfast Meetings:

- **Midwestern Higher Education Compact** Arlington Room
Facilitator: Chris Rasmussen, Director of Policy Research, MHEC
- **New England Board of Higher Education** Hancock Room
Facilitator: Patricia Plummer, Chancellor, Massachusetts Board of Higher Education
- **Southern Regional Education Board** Berkeley/Clarendon Room
Facilitator: Joan Lord, Vice President, Education Policies, SREB
- **Western Interstate Commission for Higher Education** Stanbro Room
Facilitator: Jere Mock, Director of Programs & Services, WICHE

8:30 AM – 9:30 AM

Plenary Session

Georgian Room

Higher Education in a Global Context—Some Concerns

Speaker: Richard Yellend, Head of Education Management and Infrastructure Division, Organisation for Economic Co-operation and Development (OECD)

9:45 AM – 10:45 AM

Concurrent Sessions

- **Stepping Back: Perspectives on Technology and Institutional Response**
Berkeley/Clarendon Room [Organized by GRCO Committee]

Are institutions, systems, and states organized and equipped to reflect the growing centrality of new technologies in our culture and society? What aspects of the technological revolution offer institutions the greatest opportunities? How can we more effectively organize institutional processes, and overcome obstacles to fully exploiting technological opportunities? Panelists and attendees will discuss trends and examine ways institutions can use the new technologies as a springboard to greater effectiveness in teaching and scholarship, assessing learning, and serving the needs of the next generation of students.

Panelists: Robert Green, Vice Chancellor for Library Services, Information Resources, and Technology, University of Massachusetts Dartmouth
David Moldoff, Founder and Chief Executive Officer, AcademyOne
Mark Schlesinger, Associate Vice President for Academic Technology Office of the President, University of Massachusetts

Moderator: Sharmila Basu Conger, Policy Analyst, SHEEO

Thursday, August 16, 2007 (continued)

9:45 AM – 10:45 AM

Concurrent Sessions (continued)

- **From Basic Literacy to Degree Completion: Serving Adults Better**

Arlington Room

[Organized by SHEAO Committee]

The National Adult Literacy Survey last April reported disturbing education deficiencies in the adult population. With 12 million adults enrolled in postsecondary education we are still not keeping up with demand, according to the Spellings Commission. We face an urgent task in reaching our adult students and helping them meet their education needs and goals. Focusing on the work of the Council on Adult and Experiential Education and the National Commission on Adult Literacy, this session will cover the spectrum of adult needs and services in postsecondary education, from basic literacy and workforce readiness to undergraduate and graduate degrees.

Panelists: Cheryl Blanco, Vice President for Lifelong Learning Policy and Research, Council for Adult & Experiential Learning (CAEL)
Cheryl King, Study Director, National Commission on Adult Literacy, Council for Advancement of Adult Literacy (CAAL)

Moderator: Ken Sauer, Associate Commissioner for Research and Academic Affairs, Indiana Commission for Higher Education

- **Cost Drivers in Higher Education**

Georgian Room

[Organized by SHEFO Committee]

(Please sit at the tables near the front of the room for SHEFO session.)

Maintaining affordable access and quality in public postsecondary education will require increased productivity (or using funds more effectively) to ensure access, affordability and student success. This means better use of data on the relation between spending, access, and degree production, and the development of data-driven strategies that address the factors driving up costs.

This session will review national trends in postsecondary revenues and spending including what they suggest about costs and postsecondary productivity. The concluding discussion will consider strategies that can be used to address productivity – beginning with understanding cost drivers, language, and measures that better connect spending with performance.

Speaker: Jane V. Wellman, Executive Director, Delta Cost Project

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

10:45 AM – 11:00 AM

Break

Georgian Foyer

11:00 AM – 12:00 noon

Plenary Session

Georgian Room

Transforming Higher Education: Why and How?

The NCSL Blue Ribbon Commission on Higher Education has issued a report calling for states to define clear goals for higher education and take the steps necessary to reach them. Legislators, governors, and state higher education executives must collaborate in any transformation of higher education. This panel will discuss why transformation is needed, what needs to be done and how they see their collaborative relationships.

Panelists: The Honorable Donald Carcieri, Governor of Rhode Island
Stephen Reno, Chancellor, University System of New Hampshire
The Honorable Craig Stanley, Chair, New Jersey Assembly Education Committee

Moderator: Paul Lingenfelter, President, State Higher Education Executive Officers

12:00 noon

Adjournment of Professional Development Conference