Senior Leadership Conference
June 11 – June 14, 2017
Longboat Key, Florida

Designed to maximize interaction among colleagues from multi-campus settings, this conference allows senior administrators to share ideas relevant to leadership of branch campus environments.

Strategic Engagement - Building Stakeholder Involvement
**WELCOME** to the Regional and Branch Campus Administrators Conference. It is the only conference that is designed for and with presentations by senior executives of branch campuses. Organizers hope that you find the conference sessions informative and valuable. Ample time has been set aside to network with other attendees enjoying the setting of the Longboat Key Club Resort.

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**CONFERENCE SCHEDULE RBCA 2017**

**Sunday, June 11, 2017**

3-6 p.m.  *Conference Registration -- Resort Center Lobby Foyer*

3:30 p.m.  *RBCA Newcomer’s Briefing – A short session to welcome those new to RBCA and answer any questions.* – John Ringling Room

4 p.m.  *Do Satellite Campuses Provide an Environment More Conducive to Better Outcomes Due to Higher Levels of Satisfaction?* -- Dr. Mary E. Burke, Senior Vice President for Academic Affairs, Quincy College – John Ringling Room

5-7 p.m.  *Welcome Reception – Barefoots Bar, poolside*

*Dinner on your own*

**Monday, June 12, 2017**

**FOCUS: GOVERNANCE**

7:45 a.m.  *Continental Breakfast and Conference Registration – Resort Center Lobby Foyer*

8:30 a.m.  *Welcome – Bill Willan and Jim Smith, Ohio University – John Ringling Room*

8:45 a.m.  **KEYNOTE: CHALLENGES FOR HIGHER EDUCATION EXECUTIVES** – Dr. Terry MacTaggar

Executives in America’s colleges, universities and campuses today face an almost unparalleled set of challenges. Many students, families and policy makers question the historic value proposition that a college degree all but guarantees a good job and bright future. In addition, many institutions experience a widening gap between revenue and costs; college students are more apt to act out their grievances; national political divides threaten to disrupt campus life; and shared governance often fails to deliver consensus around new directions. These challenges are intensified by the ubiquitous effects of mobile social media.

This environment calls for a fresh understanding of what it takes to lead institutions and their major units. In this first session, Dr. Terry MacTaggart will outline the critical success factors required of leaders today and facilitate a discussion with participants of their relevance to regional campus leadership.

10:00 a.m.  *Refreshment Break – Resort Center Lobby Foyer*

10:15 a.m.  **KEYNOTE: CHALLENGES FOR HIGHER EDUCATION EXECUTIVES** – Dr. Terry MacTaggar

In a roundtable format, groups of six to eight participants will discuss these questions:

What are the major challenges facing regional campus leaders today? To what extent are they new problems? To what degree are they intensified versions of perennial challenges?

What are the most effective strategies to address these challenges? Are there opportunities to be seized in this changing environment? What are the barriers to overcoming these problems?

What advice would participants offer to aspiring or new executives? How might aspiring campus leaders prepare themselves for the role?
11:15 a.m. **Governance Strategies: Using Policy Governance© to Make Board Work Meaningful** – Dr. Keith Cotroneo, President, Mountwest Community and Technical College

12:15 p.m. **Luncheon** – John Ringling Room or as announced

1:15 p.m. **Identification of the Challenges and Opportunities of System-Based Shared Governance Forms Unique to Regional or Branch Campuses** – Dr. Jarrod Tudor, Dean & Chief Administrative Officer, Wayne College, The University of Akron

2:00 p.m. **Refreshment Break** – Resort Center Lobby Foyer

2:30 p.m. **The Integrated Decision Making-Communications Linking Pin Model** – Dr. Jeffrey Bauer, Dean, Clermont College, University of Cincinnati

3:15 p.m. **An Approach to Writing Effective Policy and Procedure Manuals** - Dr. Jim Smith, Dean, Lancaster Campus, Ohio University

4:00 p.m. **Reflections on the Day’s Presentations**

4:30 p.m. **Adjourn for the Day – dinner on your own**

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**Tuesday, June 13, 2017**

**FOCUS: STAKEHOLDERS**

8:15 a.m. Continental Breakfast – Resort Center Lobby Foyer

9:00 a.m. **Town-Gown Engagement: Reading, Meeting and Discussing our Way to Strengthening Connections and Building Positive Relationships** – Dr. Walter Collins, Dean, Dr. Ron Cox, Associate Dean and Dr. Lisa Hammond, Director of Institutional Effectiveness and Research, University of South Carolina, Lancaster Campus

9:45 a.m. **Western Ohio Educational Foundation Role in Supporting Wright State University Lake Campus** – Dr. Jay Albayyari, Dean & Chief Administrative Officer, Lake Campus, Wright State University

10:30 a.m. **Refreshment Break** – Resort Center Lobby Foyer

10:45 a.m. **Local Government and Community Partners: Collaborating to Enhance Student Success** – James Roberson, Chief Campus Officer, Western Wake Campus and Kay Ruth, Associate Professor, Northern Wake Campus, Wake Technical Community College

11:30 a.m. **Reflections on the Day’s Presentations**

12:00 p.m. **Lunch on your own**

1:30 p.m. **Networking opportunities and discussions with colleagues**

6:30-7 p.m. **Reception** – Islandside Club House

7:00 p.m. **Banquet** – Islandside Club House

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**Wednesday, June 14, 2017**

**FOCUS: DUAL ENROLLMENT STUDENTS**

7:30 a.m. **Breakfast** – Resort Center Lobby Foyer

8:30 a.m. **Dual Enrollment – The Brave New Business Model** – Dr. David Devier, President, Glen Oaks Community College

9:00 a.m. **Growth of an Early College Program: The Cascading Effects of Policy Decisions and Making Lemonade Out of Lemons** – Dr. Michael E. Sonntag, Campus Dean and Dr. Eric Reisenauer, Executive Associate Dean of Academic and Student Affairs, University of South Carolina Sumter

9:30 a.m. **Reflections on the day**

10:00 a.m. **Conference Evaluation**

10:15-11 am **Conference Committee Business Session** – Library
General Conference Information

◆ The conference registration table is located in the Resort Center Lobby Foyer. If you need any assistance, please visit the registration table or contact a conference committee member.

◆ All sessions, continental breakfasts, refreshment breaks, and luncheons will be held in the Longboat Key Club Resort Center. Suggested attire for conference sessions is casual.

◆ The banquet will be held in the Islandside Club House, adjacent to the Golf course. Suggested dress for the banquet is business casual.

◆ The resort requests business casual for dining at on-site restaurants. Smoking is not permitted in the public areas or at meeting or social functions.

◆ Please wear your conference badge to all sessions and functions.

◆ Please turn off ring tones during the meetings.

KEYNOTE SPEAKER

Terry MacTaggart

Terry MacTaggart is an experienced leader and scholar in higher education. His consulting and research work focuses on higher education leadership and policy, strategic planning, mergers and restructuring, board development and leadership evaluation. He has served as a faculty member and administrator at several public and independent colleges and universities where he has led or participated in multiple institutional turnarounds. He has held the Chancellor’s position at the Minnesota State University System and on two occasions at the University of Maine System.

He has served as a consultant and/or facilitator of board retreats for numerous colleges, universities and systems including the University of Virginia, the University of North Florida, the University of Connecticut, Rutgers, The State University of New York (SUNY), the University of North Carolina at Chapel Hill, the University System of Maryland, East Carolina University, The University of North Carolina at Greensboro, the Oregon University System, the University of Alaska System, the University of Northern British Columbia, the University of Victoria in British Columbia, the University of Houston System, Texas Southern University, the Texas Tech University, Metropolitan State College of Denver, the Massachusetts Maritime Academy, the Maine Maritime Academy, the University of the Pacific, Johnson & Wales University, New England College, Endicott College, Mitchell College, College of the Marshall Islands, the University of Guam, Fielding Graduate University, and others.

He has served as Chair of the Commission on Institutions of Higher Education (CIHE) of the New England Association of Schools and Colleges (NEASC). He has led multiple visiting teams for several regional accrediting associations. He has served as a Fulbright Scholar to Thailand and to Vietnam as an expert on accreditation and quality assurance.


His academic credentials include a doctorate and master’s degree in Literature from Saint Louis University, an MBA, and honorary doctorates from the University of Maine at Fort Kent and the American College of Greece. He is a member of Phi Beta Kappa.

RBCA Conference Committee

RBCA Conference Committee
Conference Chair
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Ohio University Lancaster | Pickerington

Program Committee
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Butler County Community College, Pennsylvania

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