Strategic Engagement – Building Stakeholder Involvement

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.
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.

CONFERENCE SCHEDULE RBCA 2018

**Sunday, June 10, 2018**

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

3:30-5 p.m.  **KEYNOTE: CHANGE AND COLLABORATION WITH COMMUNITY PARTNERS: THE DEVELOPMENT AND MAINTENANCE OF HARMONIOUS TOWN-GOWN RELATIONSHIPS** – Dr. Stephen M. Gavazzi, President, College Town Assessment, LLC – John Ringling Room

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

Dinner on your own

**Monday, June 11, 2018**

**FOCUS: RELEVANCE IN TODAY’S OPERATING ENVIRONMENT**

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: WHAT WE ALL NEED TO KNOW ABOUT Competency-Based Education** – Dr. Linda Schott, President, Southern Oregon University – John Ringling Room

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

10:15 a.m.  **Effective Leadership in Action: Mobilizing Campus and Community Partners** – Dr. Stephen M. Gavazzi, President, College Town Assessment, LLC

11:15 a.m.  **Town-Gown in a Small Town: Advocacy and Community-Building** – Dr. Walter Collins, Campus Dean, USC Lancaster; Dr. Ron Cox, Associate Dean, USC Lancaster; Dr. Lisa Hammond, Director of Institutional Effectiveness and Research, USC Lancaster

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

1:15 p.m.  **What workforce development is and how to refocus our educational programs to that align with employers needs for economic stability, growth and competitiveness** – Dr. Jean Wihbey, Provost of Palm Beach State College in Lake Worth, Florida

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

2:15 p.m.  **A Regional/Branch Campus System Efforts to Remain Relevant: Survival Mode in an “Online World”** – Dr. Linda Bradley relocated from Nashville in 2007, where she had served as Chief Academic Officer of the Coordinating Board for the Tennessee Higher Education Commission since 1996.

3:00 p.m.  **Managing the Implementation of an Academic Success Center: Startup Pitfalls and Early Successes** – Leslie Hafer, Executive Director, Valdosta Campus and the Albany Extension Center of Georgia Military College

3:30 p.m.  **Transferring Just Got Easier; A Collaboration Between Community Colleges and Southeast Missouri State University**

- Pauletta Burns, Coordinator of Academic Programs - Poplar Bluff Site, Southeast Missouri State University.

- Lisa Webb, Director of Extended Learning – Regional Site Operations at Southeast Missouri State University.

4:00 p.m.  **Improving System-Wide Collaboration through Coordinated Scheduling and the Use of Synchronous Technology**

- Bradley A. Bielski, Ph.D., serves as the dean and chief administrative officer of Kent State University at Tuscarawas. The campus is unique due to local ownership of the buildings and grounds.

- Denise A. Seachrist, Ph.D., serves as the dean and chief administrative officer of Kent State University at Stark in North Canton, Ohio.

- Dr. Susan Stocker, Ph.D., serves as the dean and chief administrative Officer of Kent State University at Ashtabula.

4:45 p.m.  Reflections on the Day’s Presentations

5:00 p.m.  Adjourn for the Day – dinner on your own
Tuesday, June 12, 2018

**FOCUS: STRUCTURE**

7:45 a.m.   Continental Breakfast – Resort Center Lobby Foyer
8:30 a.m.   **Palmetto College Celebrates Five Years: Innovation, Transformation, and Growth**
- Dr. Walter Collins, Campus Dean, University of South Carolina Lancaster
- Dr. Susan Elkins, Chancellor, University of South Carolina Palmetto College
- Mr. Ben Kennedy, Managing Partner and Founder, Kennedy and Company
- Dr. Mike Sonntag, Campus Dean, University of South Carolina Sumter

9:15 a.m.   **One Brand, Five Flavors: A Story of Consolidation, Change Management, and Culture Development**
- Dr. Richard Oates, Vice President – Gainesville campus, University of North Georgia
- Dr. Sandy Ott, Director – Blue Ridge campus, University of North Georgia
- Dr. Cyndee Perdue Moore, Executive Director – Oconee campus, University of North Georgia
- Dr. Jason Pruitt, Executive Director – Cummings campus, University of North Georgia

10:00 a.m.  Refreshment Break – Resort Center Lobby Foyer
10:15 a.m.  **Best strategies for the integration of regional campuses into a central system** – Dr. Jarrod Tudor, Ph.D., LL.M., Dean, Wayne College, Acting Dean, The LeBron James Family Foundation College of Education
11:00 a.m.  **The Rationale for and Creation of Student Housing on a Small Rural Campus** – Dr. David H. Devier, President of Glen Oaks Community College in Centreville, Michigan

11:30 a.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

Wednesday, June 13, 2018

**FOCUS: DIVERSITY**

7:45 a.m.   Breakfast – Resort Center Lobby Foyer
8:30 a.m.   **Intentionally Global: Fostering Global Education on the Regional Campus** – Dr. Jeremy Webster, Dean of Ohio University Zanesville
9:00 a.m.   **Branch Campus Leadership: Increasing Social Capital through leadership, Diversity and Recruitment initiatives** – Gary Lacy, Professor, Human Services and Human Development, and teach courses in ethics and personality theory at the State University of New York/Empire State College.

9:30 a.m.   Conference Evaluation
10:00 a.m.  Conference Closing
10:15-11 a.m. Business Session
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 SPEAKERS**

**Dr. Linda Schott, President, Southern Oregon University**
Dr. Linda Schott grew up on a cattle ranch in the Texas Hill Country. After graduating from Bandera High School she attended Baylor University and received a B.A. in History and German in 1979. She then attended Stanford University, earning an M.A. in History in 1982 and a Ph.D. in History and Humanities in 1986. Dr. Schott returned to Texas to begin her teaching career, working first at Texas State University, then at Texas Lutheran University, and then at the University of Texas at San Antonio where she was an assistant and associate professor of history and American Studies as well as the Director of the Center for the Study of Women and Gender. In 2003, Dr. Schott moved to Eastern Michigan University as Director of the Women’s and Gender Studies Program. In 2006 she became an Associate Dean in the College of Arts and Sciences. In 2008, Dr. Schott moved to Durango, Colorado to be serving as the Dean of the School of Arts, Humanities, and Social Sciences at Fort Lewis College. In 2012, Dr. Schott became the president of the University of Maine at Presque Isle.

**Dr. Stephen M. Gavazzi, President, College Town Assessment, LLC**
Stephen M. Gavazzi, Ph.D., is a Professor in the College of Education and Human Ecology at The Ohio State University, where he has established a research program that examines the impact of higher education on families and communities. He has published numerous journal articles on town-gown relationships, as well as authoring the book *The Optimal Town-Gown Marriage: Taking Campus-Community Engagement to the Next Level*. A former dean and director of Ohio State’s Mansfield regional campus, Dr. Gavazzi also is the creator of the Optimal College Town Assessment (OCTA) tool, a measure designed to take the guesswork out of the quality of town-gown relationships. His latest book, co-authored with West Virginia University President E. Gordon Gee, is entitled *Land-Grant Universities for the Future: Higher Education for the Common Good*, and will be published in Fall 2018 by Johns Hopkins University Press.

**RBCA CONFERENCE COMMITTEE**

Conference Chair

James M. Smith, Dean
Ohio University Lancaster

Leslie Hafer, Director
Georgia Military College, Valdosta Campus

Program Committee

Walt Collins, Dean
University of South Carolina, Lancaster

Nicole Pennington, Dean
Ohio University Southern

Deena K. Fisher, Dean
Northwestern Oklahoma State University, Woodward, Oklahoma

Jill Martin Rend, Director
Butler County Community College, Pennsylvania

Michael E. Sonntag, Dean
University of South Carolina, Sumter