The 2017 RBCA Leadership Conference committee is seeking proposals for presentations and panels from deans and others in regional/branch campus senior leadership positions for presentation at the annual conference.

**Conference Dates:** June 11-14, 2017  
**Conference Location:** Longboat Key Club and Resort, Longboat Key, Florida (near Sarasota)  
**Conference Theme:** Strategic Engagement - Building Stakeholder Involvement

### Request for Proposals: Theme and potential topics

Regional campuses enjoy ties to their home campus and resources that can add depth and robust support. The branch benefits from connections to the brand and are directly impacted by policy and funding decisions of governing boards and policy decisions of formal governing bodies (e.g., Faculty Senate), as well as other key committees forming policy. This conference focuses on: 1. The role of governance, policy, and stakeholder advice at institutions of higher education. 2. What branches may consider in structuring appropriate and respectful means to help such groups understand the role branch campuses serve and collaboratively working with such groups to fulfill their mission. 3. As campus leaders, how can our campuses inform and participate in appropriate forums of shared governance decision making and perhaps shape awareness and an agenda for advancing the regional campus mission?

The conference committee requests proposals on the conference theme of strengthening connections and building positive relationships with various forms of policy makers and stakeholders including, but not limited to, legislators, HEI governing boards, local/campus advisory boards, program advisory committees, key HEI committees (e.g., curriculum), college town relationships, working with community officials, and area economic development committees. Recommendations and effective methods on how best to provide input, useful facts, structure community awareness, as well as building these relationships into strategic planning can be explored, but must be presented in a manner to make them useful to provide ideas, lessons learned, and implementation strategies to the audience.

Proposals that differ from the stated theme and are of general interest to the audience will also be considered and their submission is encouraged. Approximately six presentation times are held for this purpose. Such presentations should focus on leadership level development of strategies, managing implementation, organizational issues, and budgetary matters for highly effective and efficient regional campus education.

All proposals will be reviewed by the conference committee and the selection of presentations will be based on a prioritized alignment with the conference theme, perceived audience interest on theme and general interest topics, overall relevance and applicability to many branch campus environments, and perceived quality.

### The audience

The conference is specifically intended for branch campus leaders who function as a chief academic and administrative officer for that site, and who typically hold titles such as Campus President, Provost, Dean, Associate Dean or Campus Director. The conference encourages attendance by those in leadership roles aspiring to higher levels of leadership in branch campus administration. Attendees participate in formal presentations, roundtable discussions, and informal networking for their professional development and growth in leadership and campus management. It is a conference presented by senior leadership for senior leadership enhancement.

### Presentations may be proposed in one of the following formats:

- Formal presentations ideally 30 or 45 minutes in length
- Panel presentation/discussion, to include representatives from two or three institutions
- Presentations of short papers (about 15 minutes in length)  
  (No presentation should spend more than a few minutes about the presenter’s campus to provide context with the balance of the time focused on issues, strategies, and management.)

### Deadline for all submissions is March 20, 2017. Speakers will be notified of acceptance by early-April.

Brief proposals (2 pages maximum) including title, format, length, and a biographical statement (75 words maximum) for each presenter must be submitted as Word documents attached to an email addressed to Jim Smith, Ohio University Lancaster Campus: smithj27@ohio.edu.

RBCA is sponsored by Ohio University’s Office of Regional Higher Education