The New Normal: Significant Changes Impacting Branch Campuses

Senior Leadership Conference
June 15 – June 18, 2014
Longboat Key, FL

Designed to maximize interaction among colleagues from multicampus 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. 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.

RBCA 2014 Conference Schedule

Sunday, June 15, 2014
3-6 p.m. Conference Registration – Resort Center Lobby Foyer
3:30-5 p.m. Keynote Speaker – Out on a Limb: A Branch Campus Life, Dr. Charles Bird, Vice President Emeritus, Ohio University
5-7 p.m. Welcome Reception – Barefoots Bar, poolside - Dinner on your own

Monday, June 16, 2014
7:30 a.m. Continental Breakfast and Conference Registration – Resort Center Lobby Foyer
8:30 a.m. Welcome – Dr. William Willan and Dr. Jim Smith, Ohio University – John Ringling Room
8:45 a.m. Keynote Speaker – Pathways to Success for Today’s Students, Dr. David Harrison, President, Columbus State Community College
10:00 a.m. Refreshment Break – Resort Center Lobby Foyer

FOCUS: LEADERSHIP: BUDGETS AND PLANNING
10:15 a.m. When Money Becomes the Main Thing, Dr. William Willan, Executive Dean, Ohio University
11:15 a.m. The Expected, but Unstated Profit Margin, Ms. Leslie Hafer, Director, Valdosta Campus of Georgia Military College
12:15 p.m. Luncheon – John Ringling Room
1:15 p.m. Critical Success Factors as Tools for Planning in Unpredictable Environments, Dr. Brian Nedweck, Executive Director, Forest Institute - St. Louis
2:30 p.m. Refreshment Break – Resort Center Lobby Foyer
2:45 p.m. The Journey to the Presidency, Dr. David Devier, President, Glen Oaks Community College

FOCUS: REACHING AND SERVING SPECIAL POPULATIONS
3:00 p.m. Campuses as Evolving Organisms: The Case for an Ecosystem Approach to Organizational Success, Dr. Alphonso (Al) Baldwin, Dean, Lakeshore Campus of the College of Lake County
4:00 p.m. Money and Control Create New Kansas Branches, Dr. Willie Dunlap, Professor and Dean (retired) of the School of Applied Studies at Washburn University
4:30 p.m. Reflections on the Day’s Presentations
5:00 p.m. Adjourn for the Day – dinner on your own
Tuesday, June 17, 2014

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

FOCUS: LEADERSHIP AND PLANNING IN EMERGENCY RESPONSE

8:30 a.m.  Campus Emergency Preparedness, Dr. Brenda Phillips, Associate Dean, Ohio University Chillicothe Campus

9:00 a.m.  Emergency Preparedness. Are You Prepared for the Next Unforeseen Emergency? Dr. Jonell Tobin, Director, Morehead State University at West Liberty

FOCUS: RECRUITMENT, RETENTION, AND DELIVERY

9:30 a.m.  The Use of Internal and External Data Sources to Inform Recruitment Strategies for a Regional or Branch Campus, Dr. Martin Tuck, Dean, Ohio University Chillicothe Campus

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

10:15 a.m. Hidden Rules of Student Success, Mr. Ben Almaguer and Ms. Melanie Blackwell, Campus Directors, San Joaquin Valley College

11:15 a.m. From the One Room Schoolhouse to the One Room University, Mr. Roger Griffith, Dean of Greenbrier Valley Campus, New River CTC

12:15 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

Wednesday, June 18, 2014

8:00 a.m.  Breakfast Roundtable Discussions in each of the four conference focus areas – John Ringling Room and locations as announced

9:30 a.m.  Wrap-up and Business Session, Theme suggestions for next year – John Ringling Room

10:30 a.m. Conference Closing and Evaluation – John Ringling Room
Keynote Speakers

Dr. Charles Bird, Vice President Emeritus for University Outreach, Ohio University

Dr. Charles Bird is Vice President Emeritus for University Outreach at Ohio University. Across a career of more than thirty-five years, he has served as a faculty member and regional campus associate dean at Ohio State University, and as a regional campus dean, vice president and vice provost at Ohio University. Since 2008 he has worked as a consultant, executive coach, and speaker on topics related to branch campuses, programs for adult learners and leading innovation in higher education.

Dr. Bird is author of the recently published book, Out on a Limb: A Branch Campus Life. He also maintains two blogs: “Branch Campus Life,” at www.branchcampus.blogspot.com, and “Creating the Future” (a blog dedicated mostly to positive psychology and “thiving in the second half of life”), at www.drcharlesbird.com/creatingthefuture. Additional information on Dr. Bird’s background and interests can be found at www.drcharlesbird.com. Contact him at bird@ohio.edu.

Presentation: Out on a Limb: A Branch Campus Life

Description: An informal presentation and discussion related to Dr. Bird’s recently published book on branch campuses, including his thoughts on the future of regional and branch campuses in an era of increased competition, scarce resources, and expanding online opportunities.

Dr. David Harrison, President, Columbus State Community College

David Harrison became the fifth president of Columbus State Community College in July 2010. With more than 25,000 students, Columbus State is one of the largest and most comprehensive colleges in Ohio. Through its campuses in Columbus and Delaware County and its nine regional learning centers, the college serves students from all 88 counties in Ohio.

Harrison has facilitated important partnerships with local school districts, colleges and universities, and employers throughout central Ohio. He initiated the Preferred Pathway program, which guarantees admission to Ohio State for Columbus State graduates, facilitated the development of a partnership campus with OSU in Delaware County, and deepened partnerships with other central Ohio institutions to earn degrees. He was a primary architect of the Central Ohio Compact, a regional strategy among K – 12 and higher education leaders to help more students succeed in college and in the workplace. A key initiative of the Central Ohio Compact is leading the region into the Pathways to Prosperity Network, which is building grades 9 – 14 career pathways in collaboration with employers and aligned with labor market demands.

Dr. Harrison came to Columbus State with extensive experience building successful community partnerships. As Vice Provost for Regional Campuses at the University of Central Florida, he worked with community colleges to create the Central Florida Higher Education Consortium and the nationally-recognized DirectConnect to UCF program, which guarantees the opportunity for a bachelor’s degree for graduates of partner community colleges.

Prior to joining UCF, Dr. Harrison served in leadership roles at Seminole State College in Florida and at Sinclair Community College in Ohio, and was a consulting manager with Accenture in Pittsburgh. He holds a Ph.D. from The Ohio State University, an MBA from the Katz Graduate School of Business at the University of Pittsburgh, and a Bachelor’s degree in Chemical Engineering from the University of Dayton.

Presentation: Pathways to Success for Today’s Students

Description: While institutions of higher education respond to a rapidly changing business climate, uncertainty increases among students and families. The ability to meet the diverse needs of today’s student given fiscal, political, and other constraints is a challenge for colleges and universities. Guaranteed pathways to degrees, new relationships with school districts and employers, and open communication with students and families are important design principles for success.