The 2015 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 14-17, 2015  
**Conference Location:** Longboat Key Club and Resort, Longboat Key, Florida (near Sarasota)  
**Conference Theme:** Branch Campuses Serving the New Non-traditional Student in New Ways

**Request for Proposals: Theme and potential topics**

Regional branch campuses have long been the providers of access and a more affordable education for the non-traditional student. These students, typically defined as 26 years of age or older, come from different backgrounds or experiences, including displaced workers, military, former homemakers or individuals who desire additional education to change career fields. Many of the older regional and branch campuses were specifically founded to serve this population of students, particularly war veterans. While campuses have a historical experience in serving non-traditional students, today’s “non-traditionals” are different than the past. Many have previous educational and work experiences which have provided them with more advanced and specialized knowledge, skills, and abilities. Veterans, for example, have different expectations and organizations setting criteria, expectations and standards for “military-friendly institutions.”

This conference seeks to identify the recruitment strategies, needs, expectations, academic programming, curricular designs, delivery methods, support systems, and best practices in non-traditional student education to meet the current and future demand for non-traditional students. Presentations of interest may include the importance, lessons learned, and identification of best practices in the areas of: recruitment and campus leadership for non-traditional student services; the extent to which services can be centralized; providing counseling services; acceptance of military credit; establishing and maintaining active student organizations for defined groups of non-traditional students (e.g., veterans), and the content and organization of a customized web presence to attract and support today’s non-traditional students.

Proposals that differ from the stated theme and are of general interest to the audience will also be considered and their submission would be encouraged. 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, 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 minutes or 60 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 April 10, 2015. Speakers will be notified of acceptance by late 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.