



**National Association
of Branch Campus
Administrators**

Ninth Annual NABCA Conference
“Experience Diversity”

April 26-28, 2006
Rochester, Minnesota

NABCA CONFERENCE SCHEDULE

Wednesday, April 26—Radisson Plaza Hotel

- 11:30am-8:00pm Registration Open—*2nd Floor Foyer*
1:00pm-4:30pm Pre-Conference Workshop—*Galleria Ballroom III*
Recruiting Adult Students: Cutting Edge Strategies by **Terry Whittum**
4:30pm-6:30pm Executive Board Meeting—*Regency (1st Floor)*
6:30pm-8:00pm Welcome Reception & Cash Bar—*Galleria Ballrooms I & II*

Thursday, April 27—Radisson Plaza Hotel

- 7:30am-8:45am Ongoing Registration, Continental Breakfast, State & Ad Hoc Meetings—*Galleria Ballrooms I & II*
9:00am-10:30am Opening General Session: “*It’s All About Relationships*” by **Terry Whittum**—*Galleria Ballroom IV*
10:30am-10:45am Morning Refreshment Break—*2nd Floor Foyer*
10:45am-11:30am Concurrent Sessions Block A
11:40am-12:25pm Concurrent Sessions Block B
12:30pm-1:40pm Lunch, “*Higher Education...Rochester and Beyond*” by **Dr. Judith Ramaley & UCR Partners**—*Galleria Ballrooms I & II*
1:50pm-2:35pm Concurrent Sessions Block C
2:45pm-3:30pm Concurrent Sessions Block D
3:30pm-3:45pm Afternoon Refreshment Break—*2nd Floor Foyer*
3:45pm-4:45pm Plenary Session: “*Making Diversity Work: Moving from Awareness to Action*” by **Jermaine M. Davis**—*Galleria Ballroom IV*
6:30pm-9:00pm Cash Bar, International Tapas Buffet, & Entertainment—**Rochester Art Center**
(Follow signs through the skywalk. Your name badge or a guest ticket is required for entrance.)

Friday, April 28—University Center Rochester

- 7:30am-8:30am Breakfast Buffet—*Galleria Ballrooms I & II*
8:30am Transport to University Center Rochester—*Meet in Hotel Lobby to load buses*
9:00am-10:30am Plenary Session: “*Building a Partnering Culture*” by **Stephen Dent**—*Hill Theatre*
10:30am-10:45am Morning Refreshment Break—*Art Gallery outside Hill Theater*
10:45am-11:30am Concurrent Sessions Block E
11:40am-12:10pm Tours of University Center Rochester—*Meet in Art Gallery*
12:15-1:45pm Lunch, Annual Business Meeting, 2007 Conference Presentation—*College Center 3rd Floor*
2:00pm-2:45pm Concurrent Sessions Block F
3:00pm-3:45pm Concurrent Sessions Block G
3:45pm-4:00pm Afternoon Refreshment Break—*Art Gallery*
4:00pm-5:00pm Closing General Session—*Hill Theatre*
5:10pm Travel back to Radisson Plaza Hotel—*Meet in UCR Atrium to load buses*
6:00pm-6:30pm Cash Bar
6:30pm-9:30pm Mystery Dinner Theater & Cash Bar—*Galleria Ballrooms I & II*

Saturday, April 29

- 9:00am Optional Mall of America Trip—*Meet in Hotel Lobby to pick up shuttle from Rochester Direct.*
Depart from Radisson: 9:00am Depart from Mall of America: 5:25pm

***NOTE: The Amish Tour and Minneapolis Art Tour have been cancelled.**

**Pre-Conference Workshop Presenter &
Thursday Morning Speaker
-Terry Whittum**



Terry Whittum

Terry Whittum, Dean of Admissions and Financial Aid at Stetson University (FL) has spent over 20 years in higher education gaining extensive experience in the areas of recruitment, admissions, enrollment, marketing, adult education, distance learning, and retention.

Prior to his current position, Mr. Whittum served at Embry-Riddle Aeronautical University (FL), where he was responsible for the marketing and enrollment management of over 130 extended campus locations and more recently as director of the Distance Learning Enrollment office. Mr. Whittum has also held director of admissions positions at Bethel College (TN), and Daniel Webster College (NH), where his efforts increased applications by 14 percent.

A Senior Associate Consultant for Noel-Levitz, Terry has worked with institutions such as the University of Tennessee, West Virginia University, the Culinary Institute of America and Buena Vista University on both adult and traditional recruitment and enrollment management issues.

Mr. Whittum frequently presents at such events as the North American Enrollment Management Institute, the Annual Conference of the National Association of College Admission Counseling, and the National Conference on Student Retention.

A former high school music teacher and coach, Mr. Whittum received his master's degree in organization and management from Capella University (MN).

Pre-Conference Workshop

Recruiting Adult Students: Cutting Edge Strategies

Presented by: Terry Whittum

Moderated by: Christine Barajas

(1:00pm-4:30pm—Galleria Ballroom III)

Ries and Traut, in their landmark book, have outlined key laws including The Law of Leadership, The Law of the Mind, The Law of Focus, The Law of Perspective and many others which the audience will find are critical to recruiting students today and into the future.

This fast-paced and interactive session will show how you can apply these laws to the successful recruitment of adult students. The session will also include practical examples in how to use theories of and “The Counselor as Recruiter Model” in your daily work. Tips for developing an annual recruitment plan will also be provided.

Thursday Morning Keynote Address

“It’s All About Relationships”

Presented by: Terry Whittum

Moderated by: Doug Martin

9:00am-10:30am—Galleria Ballroom IV

What do dating and recruiting adult students have in common? It’s all about relationships. Colleges and Universities can learn much about recruiting adult students from online dating, eHarmony.com, and Instant Messaging. This presentation will show how to use relationship building skills to improve the recruitment and retention of your adult students. This session will also briefly highlight the current trends in adult education and then highlight how institutions must change to meet the needs of these students.

Thursday Afternoon Concurrent Session and Keynote Speaker -Jermaine M. Davis



Jermaine M. Davis

It’s been said that experience is the greatest teacher. At a young age, Jermaine M. Davis decided to leave the inner city housing projects of Chicago where he was raised and was determined to find success. Jermaine has been a college faculty member for ten years and currently teaches speech communications at Century College in White Bear Lake, Minnesota. He is a member of the Minnesota Speaker’s Association and Speech Professionals Across Minnesota. An entrepreneur, Jermaine is president and C.E.O of Snack Attack Vending of Minnesota and has published three audiobooks. In addition, Jermaine volunteers for several women’s shelters and men’s programs in the Twin Cities.

While it’s obvious that speech communications is Jermaine’s forte, he also spent time as the African American Student Coordinator for Concordia University in St. Paul and teaching fifth and sixth grade to homeless youth. In addition, he served as a mentor and counselor for adults suffering from emotional and violent behavior and worked for Frito-Lay in sales management, supervising 10-15 route sales drivers. With this background, Mr. Davis brings practical experiences and analogies to life. Audiences are sure to gain insight into themselves and walk away with many ideas on how to improve their lives.

Thursday Afternoon Keynote Address

“Making Diversity Work: Moving from Awareness to Action”

Presented by: Jermaine M. Davis

Moderated by: Jesse Zapata

3:45pm-4:45pm—Galleria Ballroom IV

The question still remains – how does an education institution move from talking the talk of diversity to walking the walk of diversity? Institutions that truly embrace and live diversity maximize their greatest assets – their people, which creates a friendly and safe environment for all people to thrive and succeed. Synergistic institutions move forward because they acknowledge and value the diverse cultures and perspectives of their students, staff, faculty and administrators.

Friday Morning Keynote Speaker -Stephen Dent



Stephen Dent

Stephen M. Dent is a pioneer in partnering intelligence theory, research and application. He has more than 25 years experience helping companies improve performance and operating margins through leadership, strategy and employee development, along with quality, process and partnering improvement methodologies.

Stephen puts forth a compelling case for adopting the principles and practices of partnering intelligence. He demonstrates why, in today's information and knowledge driven economy, effective partnerships are critical for success. He provides a roadmap for companies that wish to develop the partnering acumen of their executives, managers and employees. His partnering technologies form an integrated system for building a strong partnering capacity.

Prior to founding the Partnership Continuum, Inc. Stephen was a Senior VP for Six Sigma-Qualtec where he delivered governance and management systems, quality, process, and six-sigma improvement programs and partner seminars for Global 1000 corporations.

Stephen has worked with clients such as Bank of America, Corporation for Public Broadcasting, Department of Energy, eBenX Inc., Exult Inc., GE Capital Services, GE Retailer Financial Services, GE Financial Assurance, Girl Scouts of America, Johns Hopkins University/Applied Physics Lab, Marcus Evans International, Maryland Highways, MN/DOT, NASA-Goddard Space Flight Center, Qwest Wireless, Sandia National Laboratory, Wells Fargo, Xcel Energy, and others to build partnering capabilities and infrastructures that support a partnering culture.

Stephen holds a BS in psychology and MA in Organizational Learning and Development from Georgia Southern University. He is an Adjunct Professor at the University of St Thomas' School of Management and resides in Minneapolis, MN. His articles have appeared in business publications worldwide.

Friday Morning Keynote Address

“Building a Partnering Culture”

Presented by: Stephen Dent

Moderated by: Christine Barajas

9:00am-10:30am—Hill Theater (UCR)

Internal collaboration doesn't just happen. Leadership must purposefully design a culture to achieve partnering relationships. Learn how to build an organizational culture that will accomplish your goals through collaboration and partnership building.

CONCURRENT SESSIONS

Block A **Thursday, April 27** **10:45am-11:30am**

Impact and Influence: Getting Your Way With the Central Administration
(Galleria Ballroom III)

Presented by: Dr. Charles Bird (Ohio University)

Moderated by: Doug Martin

Using a perspective of interest-based bargaining and understanding the influence of various stakeholders, attendees will obtain advice on navigating the political water of an educational institution. Focus will be on influencing decision makers at the cabinet level, managing the boss, and building personal credibility.

What Do I Have To Do With Student Retention?
(Centerplace Room)

Presented by: Brenda K. Harms (Buena Vista University)

Moderated by: Craig Johnson

We all know it is easier to keep a student we already have than to go out and find a new one, but on whose shoulders does the responsibility fall to retain students on your campus? This interactive presentation will provide you with timely information from the American Counsel on Education about strategies for involving your entire campus in the effort.

Building Powerful Partnerships
(Boardroom AB)

Presented by: Patricia Winterburn (Indian River Community College)

Moderated by: George Giacomakis

Learn how the Chastain Campus in Martin County leveraged partnerships with local county government officials, economic development organizations, donors, and community members. Go away from this presentation with the tools and background needed to develop partnerships that will allow your institution to grow.

Block B **Thursday, April 27** **11:40am-12:25pm**

Diversity, Unity & Leadership: Challenges and Opportunities for a Multi-Site Regional Campus
(Galleria Ballroom III)

Presented by: David Williams, Dr. Edna McBreen, William Uricchio (University of Connecticut Tri-Campus), Christine Thatcher (University of Hartford)

Moderated by: Margaret Badgley

Mergers in higher education are becoming more common. Learn how these mergers can result in solutions to very complex issues. Reflect from a leadership development perspective on a case example of a merger that involved full collaboration between three regional campuses.

Enrollment Management in the Growing Institution
(Centerplace Room)

Presented by: Jacinda Miller (Rasmussen College, Minnetonka)

Moderated by: Edna McBreen

This presentation will explore creating a balance between enrollment growth and retention of diverse populations throughout the scope of student services.

Racial Legacies & Learning: Campus & Community in Action
(Boardroom AB)

Presented by: Lee Knisley Sanders, Dr. Robert H. Rusbosin (Miami University Hamilton)

Moderated by: Dennis Griffin

Miami University Hamilton has built a sound program to talk about race in society that has engaged the community and the university. They will share how they forged strong partnerships between the campus and city agencies and between student affairs and academic affairs.

Block C **Thursday, April 27** **1:50pm-2:35pm**

Diversity: The Art of Understanding & Getting Along with Others Through Communication
(Galleria III)

Presented by: Jermaine M. Davis

Moderated by: Dennis Griffin

Diversity is one of the most talked about topics of today. Because the face of American Culture is continually changing, understanding and communication are the keys to reducing cross-cultural conflicts. Learn to confront personal and organizational stereotypes, acknowledge and challenge negative perceptions and interact with people from different cultural backgrounds. You will learn practical skills for embracing and valuing diversity.

Planning for Change: Successful Strategic Planning
(Centerplace Room)

Presented by: David Devier, Vicki Hammer, Susan Riley (UC Clermont College)

Moderated by: Kenneth Shaw

As strategic planning becomes a key component to institutional success, UC Clermont College will share a comprehensive planning process that includes plan development, implementation, and the use of a web-site based score card to evaluate progress. The presentation will include a guided discussion on how this process may be generalized.

“The ++’s of RECRUITMENT PLUS”— Building Customer Relationships Across Institutions
(Boardroom AB)

Presented by: Jan Stephenson (Winona State University-Rochester), Dave Weber (Rochester Community and Technical College), Jay Hesley (University of Minnesota-Rochester)

Moderated by: Craig Johnson

Recruitment Plus is a recruitment and admission tool designed to assist in effective management, communication and relationship building with students from prospect to alumnus. Marketing Representatives from a collaborative partnership of three co-located institutions will present the challenges and benefits of utilizing Recruitment Plus for joint and individual use in communication flow to target markets and in capturing student and market data.

Block D **Thursday, April 27** **2:45pm-3:30pm**

JOURNEY OF COLLABORATION: The Bumpy Road to Success!
(Galleria III)

Presented by: Sharon Sopko, Peg O’Brien, Sharlen Krause (USDSU)

Moderated by: Jesse Zapata

This interactive roundtable discussion will explore the challenges and successes of a collaborative partnership between three institutions during their development of a branch campus. Specific topics to be addressed will include scheduling, course offerings, faculty, staff, and student services.

***The TAPP Dance: Transfer Academic Program Planning
(Centerplace Room)***

Presented by: *Melanie Palm (Central Washington University)*

Moderated by: *Brenda Harms*

Learn how to develop transfer and articulation agreements between university and community colleges. Central Washington University's Transfer Academic Program Plan (TAPP) is a model that helps students create a personalized academic plan to reduce the number of classes taken not required for their major and provide a smoother, more streamlined admission process from community college to university.

***Managing Accountability and Performance Excellence at a University Center
(Boardroom AB)***

Presented by: *Dave Weber (Rochester Community and Technical College)*

Moderated by: *Edna McBreen*

Higher education accountability continues to be a major focus helping policy makers and taxpayers gauge effectiveness. This session will focus on how Rochester Community and Technical College, Winona State University - Rochester Center and the University of Minnesota - Rochester have developed a performance excellence framework of key performance measures and core measures to assess performance and accountability for diverse stakeholders.

Block E Friday, April 28 10:45am-11:30am

***Leading Transformational Change in Higher Education
(EA 103)***

Presented by: *Dr. Christine Barajas (Winona State University-Rochester), Dr. Charles Bird (Ohio University)*

Moderated by: *George Giacumakis*

Models of the past will not meet the needs of the future. Learn how two universities are approaching transformational change. Intentional group process strategies, technologically-enhanced communication networks, and overall collaborative partnership designs will be shared and tied to conceptual frameworks.

***Student Services in Extended Campus Boundaries
(EA 119)***

Presented by: *Marty Odermann-Gardner (Dickinson State University), Cynthia Sandford (Dickinson State University-Bismarck Site)*

Moderated by: *Kitty Conover*

Better understanding the differing needs of adult students can provide administrators with valuable information to assist in student success. This presentation utilizes data gathered from students to address creating a climate for student success as well as a model for assessment of student services at a branch campus.

Diversity – It Only Works if You D.R.I.N.K. IT! (Develop Relationships to Inspire New Knowledge): A 21st Century Approach to Diversity Initiatives in Higher Education & * Community Outreach Partnerships

(EA 121)

Presented by: Joyce Walker (Winona State University-Rochester)

Moderated by: Margaret Badgley

As our world increases in racial, ethnic and cultural diversity educational outreach and programming, and curriculum will need to change. This presentation explores the role of relationship development in university-community partnerships, especially as it is affected by the approach to engagement and outreach with community members and organizations. It proposes key elements of relationship development and highlights their importance as guiding principles of a successful higher education partnership.

Block F Friday, April 28 2:00pm-2:45pm

Geography of Branch Campuses in the United States

(EA 103)

Presented by: Dr. James W. Fonseca

Moderated by: Kitty Conover

Distance learning is providing more and more opportunities to students, yet simultaneously we are seeing a growth in branch campuses. Learn about the over 1200 branches of colleges and universities throughout the U.S. Discuss what this means to each of us and to higher education.

Study of Regional Campus Governance Structures at Research Extensive Universities

(EA 119)

Presented by: Dr. Pat Book (Kent State University)

Moderated by: George Giacumakis

This presentation is based on the results of an electronic survey and follow up phone calls and on-site visits to a number of research extensive universities between January and March 2006. The study seeks to investigate organizational structures that inhibit and/or foster engagement at four year regional campuses of research extensive universities and to identify a few best practices in governance structures that lead to enhanced engagement with the local community.

Assessment Strategies for the Branch Campus

(EA 121)

Presented by: Susan Hatfield (Winona State University)

Moderated by: Charles Bird

As assessment and accountability increase in importance we must all build our tool kits and increase the intentionality with which we approach assessment. This session will help you learn about not only collecting data, but collecting the right data and utilizing it to improve your organization and, especially, learning outcomes.

Block G **Friday, April 28** **3:00pm-3:45pm**

DIALOGUE SESSIONS

These sessions will provide you with an opportunity to informally share with your colleagues from around the country. The conversations will be facilitated and will focus on issues key to the participants.

Dialogue on Leadership and Administrative Services

(EA 103)

Moderated by: Charles Bird

Dialogue on Student Services Issues

(EA 119)

Moderated by: Brenda Harms

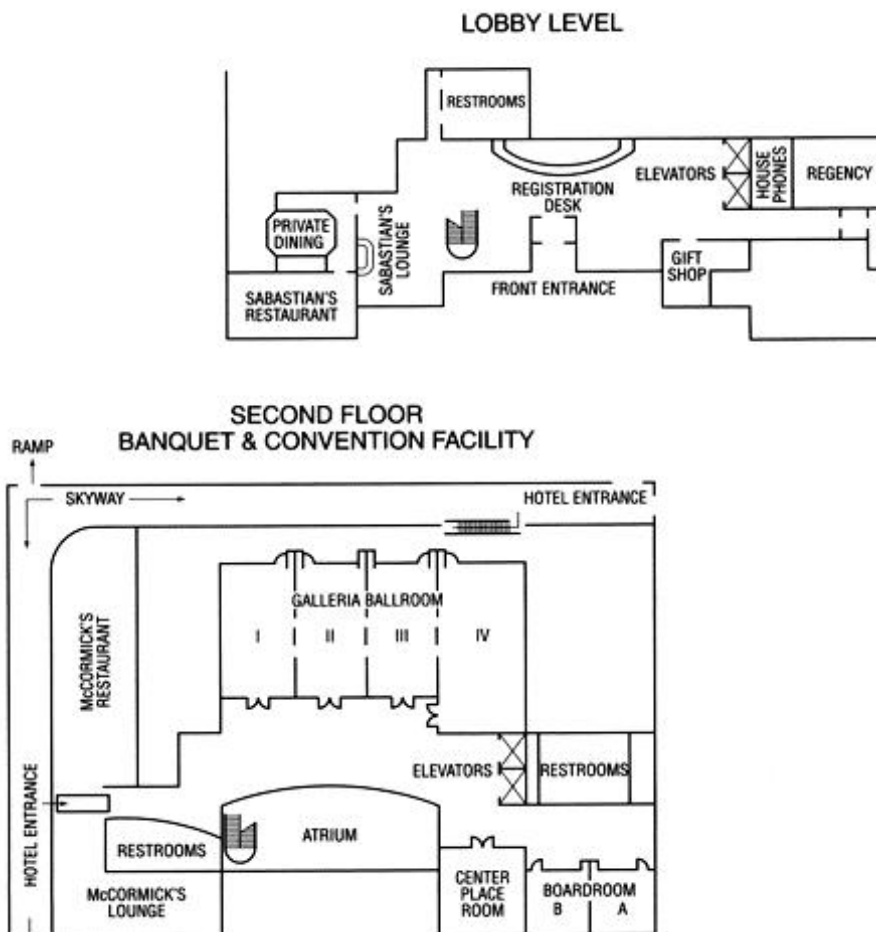
Dialogue on Academic Affairs Issues

(EA 121)

Moderated by: Doug Martin

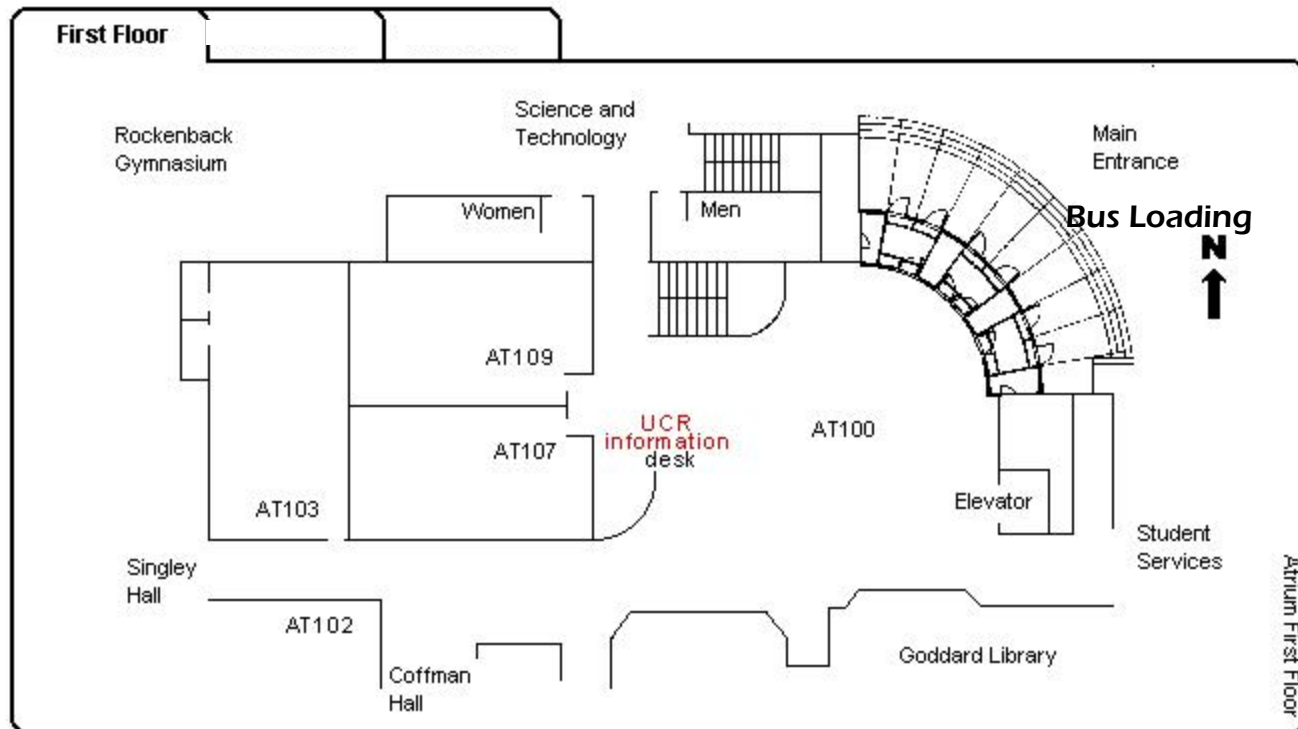
MAPS & FLOORPLANS

Radisson Plaza Hotel Meeting Rooms

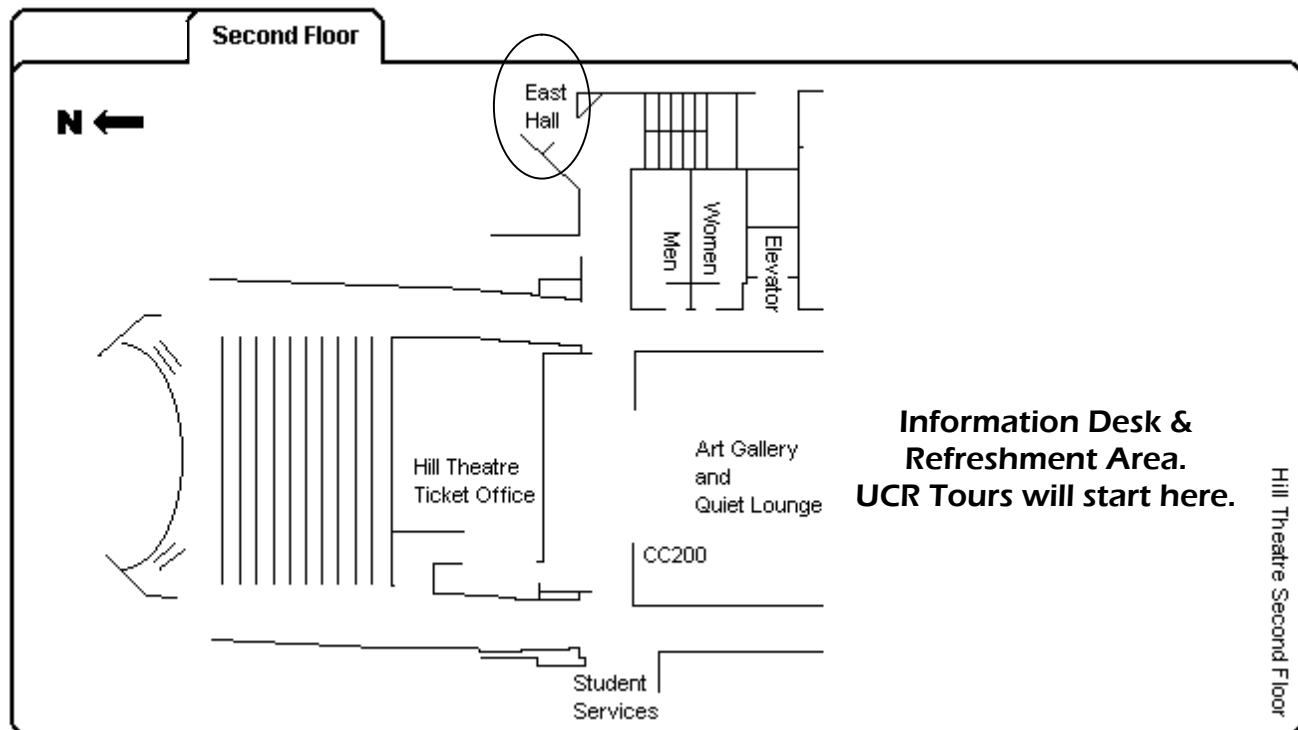


University Center Rochester

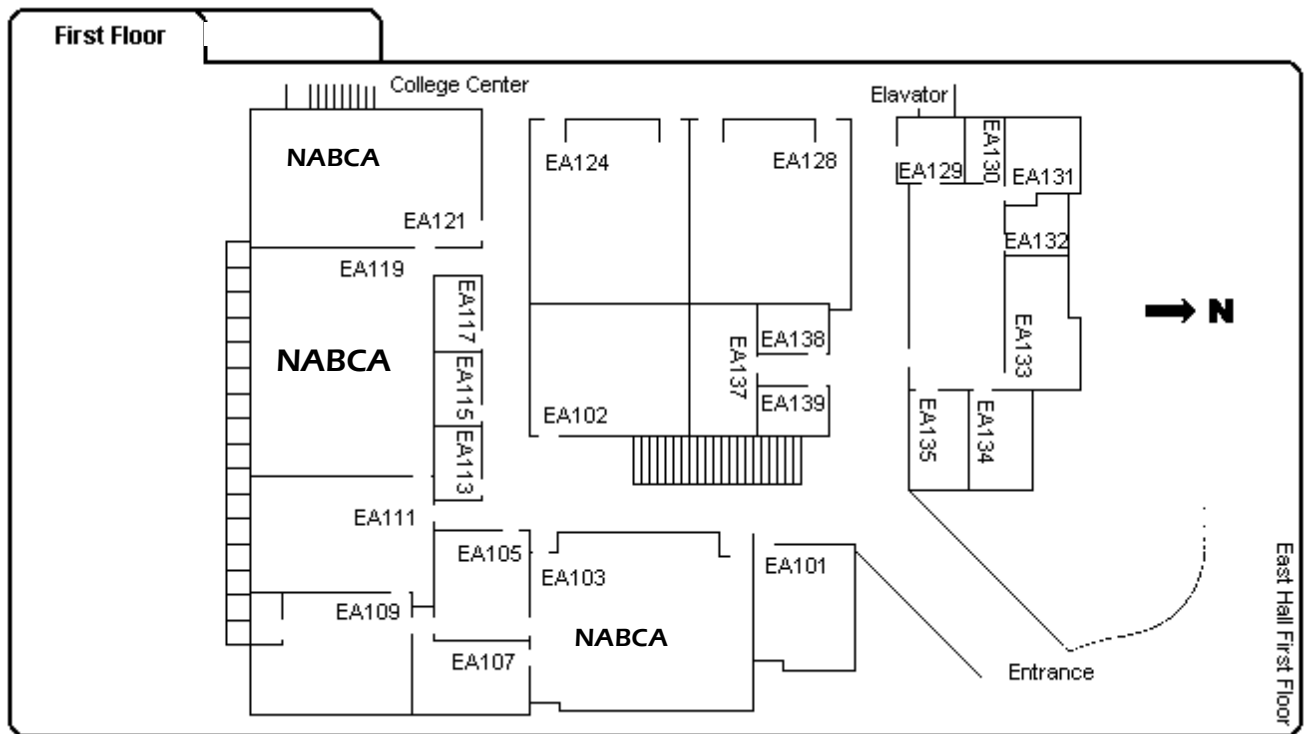
Atrium (1st Floor Entrance)



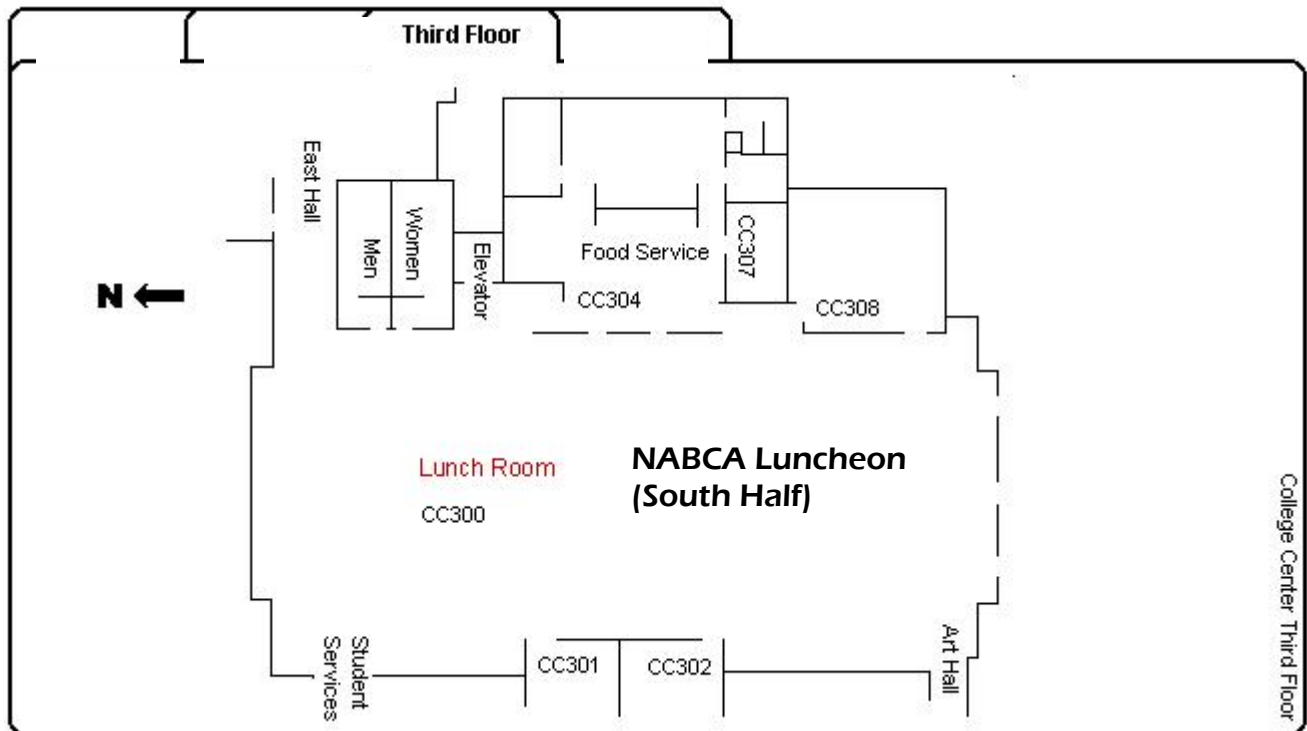
Hill Theatre (2nd Floor Plenary Session Room)



East Hall (1st Floor Concurrent Session Rooms)



College Center (3rd Floor Dining Hall)



Thank You to All the NABCA Volunteers!

NABCA Executive Committee Members

Executive President—Doug Martin (*Azusa Pacific University Orange Regional Campus*)
Immediate Past President—Peter Wilson (*Cal State, Hayward Orange Regional Campus*)
Vice President/President-Elect—Charles Bird (*Ohio University*)
Secretary-Treasurer—George Giacomakis (*Cal State Fullerton El Toro Campus*)
Conference Chair—Christine Barajas (*Winona State University-Rochester Center*)
Margaret Badgley (*Central Washington University*)
Jack Dawson (*University of Idaho Coeur d'Alene*)
Dennis Griffin (*Boise State University*)
Craig Johnson (*University of Arizona, South*)
Edna McBreen (*University of Connecticut Tri-Campus*)
Ray McMurtry (*Azusa Pacific University High Desert Campus*)
Jesse Zapata (*University of Texas San Antonio Downtown Campus*)

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Christine Barajas (*Winona State University University Center Rochester*)
Charles Bird (*Ohio University*)
Kitty Conover (*Iowa Lakes Community College Spencer Campus*)
Brenda Harms (*Buena Vista University Mason City Center*)
Mark Lee (*USDSU*)
Edna McBreen (*University of Connecticut Tri-Campus*)
Doug Martin (*Azusa Pacific University Orange Regional Campus*)
Jesse Zapata (*University of Texas San Antonio Downtown Campus*)

NABCA Conference Staff Members

Tracy Rahim (*Winona State University*)—Conference Coordinator
Jennifer Lamberson (*Winona State University*)
Ann MacDonald (*Winona State University*)
Brenda Phillips (*Winona State University-Rochester Center*)

Employees: Your Most Valuable Resource

Your employees are your most valuable resource — and your biggest investment. Protect that investment and realize greater rewards by providing ongoing, meaningful and impactful training to your employees.

With High Impact Training's customized training programs you will:

- ★ Increase managerial effectiveness
- ★ Enhance customer service skills
- ★ Create effective communication patterns
- ★ Raise employee morale and sense of value to the organization

All of which translates into more motivated and productive employees.

A sampling of our most requested topics include:

- ★ Customer Service
- ★ Thriving in Chaos
- ★ Managing Change and Transition
- ★ Effective Communication
- ★ Finding the Meaning in My Work
- ★ Generations in the Workplace
- ★ Dealing with Angry or Hostile People
- ★ The Power of Recognition
- ★ Get What You Want From Life
- ★ Diversity in the Workplace
- ★ Leadership within Management

Training formats may include:

- ★ Organization-wide workshops and keynotes
- ★ Department-specific consulting
- ★ One- and two-day residencies
- ★ Ongoing monthly consulting
- ★ Individual coaching

"You delivered an interactive and informative session which focused on ways to help our employees achieve their best and make the job of supervision easier and more effective."

- Amy Diamond Barnes, Associate Vice President for Human Resources
Colgate University, Hamilton, NY

"We have presented many training opportunities to our employees in the past and have never had the success we witnessed with your program."

- Kristin Yeager, Human Resources Officer
American Heritage Bank, St. Cloud, MN

For information on how we can help you make the most of your valued employees, contact High Impact Training at 320-259-8222 or visit our website at www.hit4you.net.



HIGH IMPACT
TRAINING



University Center Rochester Campus Overview:

Located in Minnesota's fifth largest city, University Center Rochester spans undergraduate, graduate and workforce education programs. UCR serves as a regional hub for educational, cultural and recreational activities in one of Minnesota's fastest growing cities.

The University Center Rochester campus is home to Rochester Community and Technical College, University of Minnesota Rochester and Winona State University Rochester Center. The three institutions offer more than 150 programs of study, enroll approximately 20,000 students in credit and noncredit education and manage almost 900,000 square feet of educational space on a 480-acre campus.

Many changes have taken place in the last 84 years. In 1915, the Rochester Junior College was established, representing the oldest community college in Minnesota. Later, in 1969 the Rochester Area Vocational and Technical Institute opened. The University of Minnesota received funding in 1966 to establish a center in Rochester. By 1986, Winona State University-Rochester Center moved to the Rochester Community College campus and signed a 2+2 agreement with the Community College. Minnesota Riverland Technical College was formed in 1991 and joined Rochester Community College, Winona State University Rochester Center and University of Minnesota Rochester in the newly completed University Center Rochester campus by the end of 1994.

My NABCA Conference Schedule Guide

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