

Navigating 21st Century

Leadership

The Influence and Inspiration Imperative

Spouses and Partners Final Program

Summer Council of Presidents

July 9–12, 2016

Portland, Oregon

SUMMER COUNCIL OF PRESIDENTS

Welcome Spouses and Partners

I hope you will join us in beautiful Portland, Oregon. Whether you enjoy joining in with the presidents and chancellors to explore this year's topic, engaging in serious discussion with other spouses and partners, or fun on your own, there will be something for you. As always, time to network with others will be available. See you there!

Becky Driscoll
Chair, Spouse/Partner Planning Committee

About the Spouse/Partner Program

The Summer Council programming is designed to provide spouses and partners opportunities to learn and reflect in an informal setting. The program and activities focus on the personal dimensions, benefits, and challenges of the changing role of the spouse on an AASCU campus. Attendance is limited to current spouses and partners, family members and guests of presidents and chancellors.



SUMMER COUNCIL OF PRESIDENTS

Professional Consultations

Sign up at the AASCU Registration Desk to meet with a representative from Academic Search, Inc. or with associates from the AASCU-Penson Center for Professional Development. Representatives will be available Sunday, July 10 from 11:30 a.m. to 5 p.m. and Monday, July 11 from Noon to 5 p.m. in Laurelhurst.

Summer Council Networking Lounge

Open in Salon A during times not competing with general session programming in the Ballroom. Share conversation and refreshments with colleagues, recharge devices, or review professional articles and publications. A place to connect!

TIAA Private Consultations

Sign up in advance for a private meeting with a wealth management advisor. The TIAA table is in the Ballroom Lobby on Saturday, July 9. Appointments are available Saturday, July 9 through Monday, July 11 in Meadowlark and Douglas Fir (*last appointment begins at 4 p.m.*).

Schedule

Saturday, July 9	Noon – 4 p.m. (<i>last appointment begins at 3 p.m.</i>)
Sunday, July 10	7:30 a.m. – 5 p.m.
Monday, July 11	7 a.m. – 5 p.m.

FRIDAY, JULY 8

5:30 p.m. – 6:30 p.m. 📍 Truss

Networking Reception—Pre-Meeting Program Participants

(presidents and spouses by invitation)

Experienced Presidents Retreat participants, Workshop for Second Year Presidents participants and participants in the Women Presidents Program join to network at the conclusion of their programs.

6:30 p.m. 📍 Andina Restaurant | 1314 NW Gilsan Street | Tupai Room

Reception and Dinner: AASCU Board of Directors and Committee on Professional Development

(presidents and spouses by invitation)



SATURDAY, JULY 9

7 a.m. – 5 p.m. 📍 Registration Foyer

Registration

9 a.m. – 11:45 a.m. 📍 Salon I

Pre-Meeting Workshop: Using Design-Thinking to Lead Change, Drive Innovation and Create a Sustainable Future

Many higher education leaders have heard about design thinking in the context of “really cool and innovative” solutions-focused work being done by high profile experts, but are less familiar with fundamental design thinking processes and how they can be applied in public higher education. In this highly interactive workshop, join a design thinking expert and representatives from Blackboard, a leader in employing design thinking approaches in higher education, for a discussion about how AASCU schools can employ a design thinking approach to simultaneously improve campus operations and student success. The workshop will:

- Define design thinking, specifically in the context of higher education;
- Provide a case study of how design-thinking is being used as a tool to improve student experiences and retention at one AASCU institution;
- Help presidents and chancellors understand how the principals of design-thinking can be used to uncover opportunities for innovations that can enhance institutional operations and students’ educational experiences.

The workshop will use interactive and contextual techniques to focus on exploring “what is” and “what could be” in operations and relationships with key influencers including university leaders, staff, faculty, students, parents and employers.

Moderator: **Carlos Vargas-Aburto**, President, Southeast Missouri State University

Speakers: **Jonathan Lewis**, Experience Director, Thinktiv

David Burge, Vice President, Enrollment Management George Mason University (Va.)

Christina Fleming, Senior Director, Marketing and Enrollment Services, Blackboard

10 a.m. – 11:30 a.m. 📍 Laurelhurst

Spouse/Partner Planning Committee

Chair: **Becky Driscoll**, Presidential Spouse, Indiana University of Pennsylvania

Coordinator: **Judy Ingle**, Spouse/Partner Program Planning and Outreach, AASCU

SATURDAY, JULY 9

Noon – 1:30 p.m. 🍷 Mt. Hood

New Member Presidents and Spouses Welcome Lunch

All presidents and chancellors, spouses and partners, appointed since July 2014 are invited to attend.

Presiding: **Mary Cullinan**, President, Eastern Washington University and Chair, Committee on Professional Development, AASCU

Remarks: **Muriel A. Howard**, President, AASCU

Stephen M. Jordan, President, Metropolitan State University of Denver and Chair, AASCU Board of Directors

Reflections on the First Year

Speakers: **Soraya Coley**, President, California State Polytechnic University, Pomona

Steve Kramer, Presidential Spouse, University of Montana-Western

2 p.m. – 4 p.m. 🍷 Hawthorne

Spouse/Partner New Member Pre-Meeting Workshop

Signature Pre-Meeting Workshop: Finding Your Way as the Spouse/Partner of a University President

AASCU's Spouse/Partner Program understands the tightrope new spouses and partners walk. This session will address questions such as:

- How do you view your role on campus or in the community? How do others view your role?
- How do you respond to criticism of you, of the president/chancellor, or your institution?
- How do you handle conversations that are inappropriate or offensive?

Facilitators: **Holly Ochoa**, Presidential Spouse, California State University Monterey Bay

Thomas Cheng, Presidential Spouse, Northern Arizona State University

Sharon Jones, Presidential Spouse, Henderson State University (Ark.)

Phyllis Wong, Presidential Spouse, San Francisco State University (Calif.)

4:30 p.m. – 5:30 p.m. 🍷 Salon E-F

Opening General Session: Resilience: Springing to Success

We live in a VUCA world: volatile, uncertain, complex and ambiguous. It's not surprising that leaders who survive, thrive and deliver in business today have one trait in common; they are resilient. But resilience is not just for a few; it can be learned. Mark DeVolder, a leading change management expert, shares how to rewire your brain to bounce back from adversity, overcome obstacles and adapt to constant change. Participants will learn strategies to create a winning mindset, increase tenacity and decision-making instinct.

Presiding: **Muriel A. Howard**, President, American Association of State Colleges and Universities

Welcome: **Rex Fuller**, President, Western Oregon University

Special Presentation: **Stephen M. Jordan**, President, Metropolitan State University of Denver and Chair, AASCU Board of Directors

Remarks: **Mary Cullinan**, President, Eastern Washington University

Speaker: **Mark DeVolder**, Author of *Get Engaged* and Change Management Expert



SATURDAY, JULY 9

5:30 p.m. – 6:30 p.m. 🍷 Salon A-D

Welcome Reception

6:30 p.m. – 8 p.m. 🍷 Salon E-F

Dinner Buffet

Connect with colleagues and sample the local cuisine in anticipation of a compelling and informative Summer Council program.

SUNDAY, JULY 10

7:30 a.m. – 2 p.m. 📍 Registration Foyer

Registration

7:30 a.m. – 8:45 a.m. 📍 Salon H

LGBTQ Presidents/Spouses/Partners Breakfast Meeting

7:30 a.m. – 8:45 a.m. 📍 Salon E-F

Breakfast for Presidents/Chancellors and Spouses/Partners

9 a.m. – 10:15 a.m. 📍 Salon E-F

General Session: Leadership Reputation Management—Protect, Promote, Evolve

In an era of unprecedented challenges to the reputations of American universities, the role of the president has taken on a new dimension as a public face to a sometimes cynical public audience. This new role requires more than the ability to navigate complex internal issues. It requires the ability to lead through them in a way that generates good decisions with an understanding of what it takes to maintain external trust in an institution. It also sees opportunities to evolve reputation in ways that resonate meaningfully with the public.

This session will review latest trends and research on external university reputation management, with a discussion on the foundations of protecting, promoting and evolving reputation. Public relations experts will share insights learned from university boards, global influencers and corporate leaders, as well as new directions in the public dialog on higher education.

Presiding: **Susan E. Borrego**, Chancellor, University of Michigan-Flint

Facilitators: **Rob Rehg**, President, Edelman DC

Julia Weede, Executive Vice President, Education Practice Leader, Edelman

Charles Bakaly, Senior Counselor, Crisis Management, Edelman DC

10:15 a.m. – 10:30 a.m. 📍 Foyer

Refreshment Break



SUNDAY, JULY 10

10:30 a.m. – 11:45 a.m.

Spouse/Partner Program Concurrent Sessions

10:30 a.m. – 11:45 a.m. 🍷 Medford/Salem

Raising Children in the Presidential Home

Raising children in the presidential home adds an entirely new dimension to the role of the spouse/partner and the president. The balancing act becomes trickier, and priorities can change almost daily. Participate in this discussion about your current experiences and leave with new ideas.

Facilitator: **Lisa Lewis Dubois**, Presidential Spouse, University of North Carolina at Charlotte

10:30 a.m. – 11:45 a.m. 🍷 Salon D

The Changing Role of Today's Spouses and Partners in the University Setting

Change is inevitable and regarding the roles of the spouses and partners of university presidents and chancellors, the changes open the doors for so many more possibilities. Never before have spouses and partners had so many choices in defining their roles. A panel that reflects the variety of these roles and table facilitators who will lead stimulating discussions will stimulate your thinking about what this role means.

Possible Facilitators: **Marilyn Braithwaite**, Presidential Spouses, University of the Virgin Islands and University of Georgia fellow

Gregg Chottiner, presidential partner, State University of New York, Empire State College

Pamela Lowe, Presidential Spouse, Indiana University Northwest

Mary Boyce, Presidential Spouse, University of Michigan-Flint

Pamela Pruitt, Presidential Spouse, Thomas Edison State University (N.J.)

Panelists: **Elliott Herzlich**, Presidential Spouse, Austin Peay State University (Tenn.)

Karla Oty, Presidential Spouse, Cameron University (Okla.)

Carmen Wilson, presidential; spouse, University at Wisconsin-La Cross and Provost and Vice President, Academic Affairs, Dickinson State University (N.D.)

SUNDAY, JULY 10

Noon 📍 Front Entrance

Depart to Portland Art Museum

12:30 p.m. – 5 p.m.

Portland Art Museum Program

A buffet lunch will be followed by an interactive session dealing with how to influence funders and inspire support for key campus initiatives. Representatives from the Lumina Foundation, Bill and Melinda Gates Foundation, W.K. Kellogg Foundation, and USA Funds will engage in a discussion, moderated by Stacy Palmer, editor of *The Chronicle of Philanthropy*. Members of the audience will have an opportunity to engage the panel on issues such as trends and emerging areas of focus, how to work effectively with foundations and strategies for identifying sources to support institutional initiatives will be covered.



Time to explore the museum exhibits will run parallel with an early afternoon hospitality reception that allows participants to review the ideas generated in the program before returning to the hotel and dinner on their own.

1:30 p.m. – 3 p.m. 📍

General Session: Building Effective Relationships with Philanthropic Foundations

Moderator: **Stacey Palmer**, Editor, *The Chronicle of Philanthropy*

Speakers: **Patrick Methvin**, Deputy Director of Education, Bill and Melinda Gates Foundation

Gail C. Christopher, Vice President, Truth, Racial Healing Transformation and Senior Advisor, W.K. Kellogg Foundation

Alison Griffin, Senior Vice President, External and Government Relations, USA Funds

Nicole McDonald, Strategy Officer, Lumina Foundation for Education

Self-Guided Museum Tours *(your badge is your ticket)*

Free time to explore the Portland Art Museum exhibits (<http://portlandartmuseum.org/>)

Hospitality Reception 📍 Miller Room

Support Provided by USA Funds

6:30 p.m. 📍 Three Degrees Restaurant | 1510 SW Harbor Way *(advance sign up at registration)*

Presidents Traveling Solo Dinner

Gather in lobby to depart the main entrance to walk to the restaurant.

Evening

Dinner on an Individual Basis

Portland has a wide assortment of dining experiences and reservations are strongly suggested for dinner.



MONDAY, JULY 11

7 a.m. – 2 p.m. 📍 Registration Foyer

Registration

7:30 a.m. – 8:45 a.m. 📍 Portland

Spouse/Partner Nominating Committee

Vice Chair: **Arthur Dozier**, Presidential Spouse, Savannah State University (Ga.)

Coordinator: **Judy Ingle**, Spouse/Partner Program Planning and Outreach, AASCU

7:30 a.m. – 8:45 a.m. 📍 Salon E-F

Breakfast for Presidents/Chancellors and Spouses/Partners

9 a.m. – 10:15 a.m. 📍 Salon E-F

General Session: Changing Mindsets and Behaviors through the Influence Model

New results from a McKinsey Global Survey on organizational transformation suggests that design matters—organizations that design their initiatives to support desired shifts in mind-sets and behaviors see the most successful transformations. Participants in this session leave with practical tools for implementing McKinsey's research based "influence model" for leading change.

Presiding: **David Hall**, President, University of the Virgin Islands

Speaker: **Steven Aronowitz**, Associate Principal, McKinsey & Company Organization Practice, San Francisco

10:15 a.m. – 10:30 a.m. 📍 Foyer Outside E-F

Refreshment Break

MONDAY, JULY 11

10:30 a.m. – 11:45 a.m. 📍 Salons C, D, H and I

Excellence and Innovation Award Winners Spotlight Session

Support Provided by Lumina Foundation

These four spotlight sessions provide an opportunity for peer learning and engagement in areas of importance to AASCU members – student success and college completion; regional and economic development; international education; and leadership development and diversity. Representatives from each of the 2015 Excellence and Innovation Award Winners campuses will share not only the “what” but also the “how” of implementing innovative programs. The session is designed to be interactive with ample opportunity to probe and ask questions to learn more about results and how they were achieved.

The AASCU Excellence and Innovation Awards provide a means to collect and disseminate information about successful, replicable programs and practices and to support campus efforts to improve their institutions.

Student Success and College Completion Award 📍 Salon I

Moderator: **James Anderson**, President, Fayetteville State University (NC)

Peter Meiksins, Vice Provost of Academic Programs, Cleveland State University (Ohio)

Pam Petty, Director, WKU Center for Literacy, Western Kentucky University

Daniel Super, Director, Assistance, Strategies and Know-How (A.S.K.) Program, Western Kentucky University

Regional and Economic Development Award 📍 Salon C

Moderator: **Bonita Jacobs**, President, University of North Georgia

Mel Netzhammer, Chancellor, Washington State University, Vancouver

Jane Cote, Academic Director, Carson College of Business, Washington State University, Vancouver

Rita Cheng, President, Northern Arizona University

Rich Bowen, Associate Vice President, Economic Development, Northern Arizona University

International Education Award 📍 Salon D

Moderator: **Cheryl Dozier**, President, Savannah State University (Ga.)

Paul Hofman, International Student Services and Programs, California State University, Fresno

Ashley Henggeler, International Student and Scholar Services Coordinator, Northwest Missouri State University

Leadership Development and Diversity Award 📍 Salon H

Moderator: **Scott Olson**, President, Winona State University (Minn.)

Kyle Marrero, President University of West Georgia

David Dowell, Provost, California State University Long Beach

Karen Nakai, Chief of Staff, California State University Long Beach

Dan O'Connor, Associate Dean for the College of Liberal Arts, California State University Long Beach



MONDAY, JULY 11

Noon – 2 p.m. 🍷 Salon I

Spouse/Partner Luncheon

Preparing for Retirement

Facilitator: **LaVera Burnim**, Presidential Spouse, Bowie State University (Md.)

Presiding: **Albert (Mickey) Howard**, Liaison to AASCU's Spouse/Partner Program

Presenters: **Amy Secor**, Senior Wealth Management Advisor, TIAA

John O'Shea, Director, Wealth Planning Strategies, TIAA

2:30 p.m. – 4:30 p.m. 🍷 Medford *(open to all spouses/partners)*

Spouse/Partner Strategic Planning Session

The role of spouse/partner can be super challenging. There are enormous professional, personal and family pressures on spouses and partners as they navigate this journey. Some have found support at AASCU meetings while others are going it alone. What can we do to support more spouses and partners more of the time? That's the question we'll be tackling in today's strategic planning session.

Find out how about the challenges your colleagues are dealing with and what they are doing about it in a recap of the AASCU specific spouse/partner research as well as the spouse/partner research conducted at the University of Minnesota. Then dive into a fun, fast-paced, creative facilitated discussion about how we can get the support we all need no matter how much we are participating in the role.

Facilitator: **Amanda Kaiser**, Kaiser Insights LLC

Presenters: **Gwendolyn H. Freed**, Director of Development, Humphrey School of Public Affairs, University of Minnesota

5 p.m. – 6:30 p.m. 🍷 Mt. Hood and Truss

Farewell Reception

Sponsored by TIAA

The farewell reception provides an opportunity to reflect on the many insights gained during the conference and continue networking and comparing notes with peers.

Evening

Dinner on an Individual Basis

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