

13th ANNUAL NABCA CONFERENCE 2010

*Bridging the Gap: Serving Adult
Learners and Diverse Populations*



Cece Rivers
NABCA PRESIDENT

Colleagues,

Welcome to the 13th Annual National Association of Branch Campus Administrators Conference and to Tulsa, Oklahoma. It is a time to meet with colleagues, develop new professional relationships, share information, and learn new and better ways to administer our campuses.

As branch campuses, we are unique entities in our own rights. It is safe to say, we all serve diverse and challenging student populations. Whether our campuses are 20 minutes away from the main campus or hundreds of miles away, we meet a great need -- the needs of students who often can't, won't, or don't care to take classes at the main campus. We create learning and working environments, successful partnerships, and collaborative arrangements that help us stretch our resources and serve our communities well!

While we are together these next few days, embrace the opportunity to learn from our speakers, our presenters, and from one another.

Thanks for attending and enjoy the conference!

A handwritten signature in dark ink that reads "Cece Rivers".

Cece Rivers, Ed.D.
NABCA President 2009-2010

CONFERENCE INFORMATION

Name Badge

Wear your name badge at all times during the conference. Your name badge is your pass to conference sessions, meals and other related activities.

Conference Evaluation

Each year our goal is to improve the quality and experience of the NABCA conference. Therefore, your evaluation, comments, and suggestions are very important for future conference planning. Please take the time to complete the conference evaluation form included in your welcome packet. If you misplace the form, please pick one up at the NABCA Registration Desk. We ask that you also evaluate each breakout session. Session Evaluation forms will be provided in each meeting room.

Transportation to Stokely Event Center and Northeastern State University

Please meet in front of the hotel Conference Center at 5:45pm on Thursday evening. The bus will depart at 6:00pm for the Stokely Event Center. Board at 8:00pm for return to the hotel.

On Friday morning, board immediately following the business meeting to travel to the NSU Broken Arrow campus. Reload at 4:30pm for return to the hotel.

WEDNESDAY, APRIL 14, 2010 >> RENAISSANCE TULSA HOTEL AND CONVENTION CENTER

2:00 pm - 6:00 pm	Registration Convention Registration Desk
5:30 pm - 7:00 pm	Welcome Reception Seville I-II NSU Jazz combo entertainment
6:30 pm - 6:45pm	Welcome- Dr. Don Betz, President of Northeastern State University
7:00 pm	Dinner on Your Own - Tulsa area

THURSDAY, APRIL 15, 2010 >> RENAISSANCE TULSA HOTEL AND CONVENTION CENTER

7:30 am - 12:00 noon	Registration Convention Registration Desk			
7:30 am - 8:30 am	Continental Breakfast Seville I-II			
8:30 am - 9:00 am	Conference Welcome Seville I-II Cece Rivers, NABCA President Mickey Thomson, CEO & President, Broken Arrow Chamber of Commerce			
9:00 am - 10:00 am	Keynote Address: Trevor Wilson, TWI, Inc. - Beyond Diversity to Human Equity in Academe Seville I-II			
10:00 am - 10:15 am	BREAK			
10:15 am - 11:15 am CONCURRENT SESSIONS ONE	10:05 - 10:35 am Keynote Follow-up Trevor Wilson, TWI, Inc. Seville I-II	#1 Branch Campus & Center Administrator Survey: Initial Results Phyllis Bebko Dennis Huffman Florida Atlantic University Seville III	#2 Diversity: Embracing Regional and Branch Campuses Valerie King, University of Central Florida Salon VIII-IX	#3 Reach Higher: Oklahoma Degree Completion Program Tim McElroy, Northeastern State University/ Debbie Blanke, Oklahoma State Regents for Higher Education Salon VII
11:15 am - 11:30 am	BREAK			
11:30 pm - 12:30 pm	Lunch & Special Presentations			
12:30 pm - 12:45 pm	BREAK			

THURSDAY, APRIL 15, 2010 >> RENAISSANCE TULSA HOTEL AND CONVENTION CENTER CONT'D

12:45 pm - 1:45 pm CONCURRENT SESSIONS TWO	#4 Financial Crisis & Faculty Enhancement: Doing More with Less Jason Stone Oklahoma State University Seville III	#5 Providing Effective Support for Adult Learners Heidi Munsey, Joliet Junior College Salon VIII-IX	#6 Opportunities in a Downward Economy: A Case Study Ken Shaw, Florida State University Salon VII
1:45 pm - 2:00 pm	BREAK		
2:00 pm - 3:00 pm CONCURRENT SESSIONS THREE	#7 Branch Campus Leadership: Toward a Research Agenda joyce gillie gossom, University of West Florida Seville III	#8 Strengthening Relationships with Branch Administrators John Krueger Adelphi University Salon VIII-IX	#9 Engaging Adult Learners and Commuter Students in Leadership Development Melissa Mahan, Northeastern State University-Broken Arrow Salon VII
3:00 pm - 6:00 pm	Refreshments & Free Time		
5:45 pm - 6:00 pm	<i>Load Bus for Dinner</i> <i>Front of Convention Center</i>		
6:15 pm - 8:00 pm	BBQ Feast and Entertainment Stokely Event Center		

FRIDAY, APRIL 16, 2010 >> RENAISSANCE TULSA HOTEL AND CONVENTION CENTER

6:00 am - 8:00 am	Complimentary Breakfast Cypress Grille- Renaissance Tulsa Hotel
8:00 am - 8:30 am	NABCA Business Meeting Seville I-II
8:30 am - 8:45 am	Board bus for Travel to NSU Broken-Arrow Campus
9:00 am - 9:15 am	Welcome to NSU - BA, Dr. Christee Jenlink, Interim Dean, NSU-BA Campus NSU Broken Arrow - Auditorium
9:15 am - 10:15 am	Keynote Address: Professor, Adult Education Dr. Gary Conti, Professor, Oklahoma State University NSU Broken Arrow - Auditorium
10:15 am - 10:30 am	BREAK Refreshments Sponsored by Northeastern State University

FRIDAY, APRIL 16, 2010 >> RENAISSANCE TULSA HOTEL AND CONVENTION CENTER

10:30 am - 11:30a m CONCURRENT SESSIONS FOUR	Keynote Follow-up Gary Conti G112	#10 An Adult Success Service Model Shelley Howell Julie Kelley, University of Phoenix G110	#11 A Year of Change: What the Research Tells Us Brenda Harms, Stamats, Inc. G126
11:30 am - 11:45 am	BREAK		
11:45am - 12:45 pm	Lunch Banquet Hall NABCA 2010-11		
12:45 pm - 1:00 pm	BREAK		
1:00 pm - 2:00 pm CONCURRENT SESSIONS FIVE	#12 Engaging Non-Traditional Students Through Media Connections Angela Doucet Rand Phil Norris, University of South Alabama ----- Allison Fitzpatrick Brookdale Community College-Northern Monmouth Higher Education Center G110	#13 Baby Boomer & Millennial Generations: Future Opportunities Charlie Bird, Ohio State University G126	#14 Graduate! Philadelphia Kimberly Stephens, Graduate! Philadelphia G124
2:00 pm - 2:15 pm	BREAK		
2:15 pm - 4:30 pm	Journal Proposals Review Vision Care Institute (VCI) Room Building C, Second Floor		
4 : 3 0 p m	Transport back to Renaissance Hotel and Convention Center		



Trevor Wilson

HUMAN EQUITY™ STRATEGIST

Trevor Wilson is a dynamic speaker, a visionary thought leader and a global diversity and Human Equity™ strategist. He is currently working on a new book that will continue the diversity evolution to that of maximizing Human Equity™. He is sought out as much for his knowledge and expertise as he is for his style, executive presence, and ability to coach executives to be the best and most equitable leaders.

Leveraging over two decades of innovative experience in diversity, inclusiveness and Human Equity™ management, Trevor is regularly invited to participate in leading-edge diversity think-tanks, conferences and initiatives, and is often profiled in the media. Most recently, Trevor was profiled in special feature of the Profiles in Diversity Journal special on the Pioneers of Diversity -Trevor is the only non-US consultant on the list of 30.

Trevor started his career in the public sector advising the Premier of Canada's largest province on issues of multiculturalism, race relations, employment equity, affirmative action, and human rights. He has been the president of Omnibus Consulting Inc., one of Canada's leading consulting practices on issues of employment equity in the workplace, the driving force behind the establishment of The Trinity Group -a group of global corporations dedicated to the development of standards in the measurement of diversity, and on the global advisory board for The Centre for Business and Diversity.

In 1996 Trevor started his own consulting practice to specialize in the area of equity and diversity as a business issue. In the same year, Trevor published a highly acclaimed book entitled *Diversity at Work: The Business Case for Equity*. The firm's clients include some of the most progressive global employers, including Coca-Cola, Ernst & Young, Nike, EDS, Shell, The Home Depot and Raytheon. His approach was instrumental in catapulting Coca-Cola's South African division to the top performing division worldwide.

KEYNOTE ADDRESS

» THURSDAY, APRIL 15 » 9:00 AM - 10:00 AM
PLUS A 30 MINUTE FOLLOW-UP SESSION

Beyond Diversity to Human Equity in Academe

Trevor Wilson, TWI, Inc.

Most colleges and academic institutions have invested heavily in diversity and inclusion over the past two decades. Legislated and now outdated models of diversity based on target groups and representation headcounts can no longer cope with the complexity of the changing workforce and student populations. The time has come to evolve to a new model for diversity - a model that builds on the unique experiences and abilities of every individual. Enter the new discipline of human equity i.e. maximizing total human capital.

Global Human Equity Strategist and noted author Trevor Wilson will describe the evolution of diversity through inclusion to human equity. Participants will be introduced to the innovative SHAPE V talent model and a series of tools designed to identify and maximize on individual talent. The presentation will also look at how talent differentiation strategies can be used by academic institutions for faculty, students and curriculum development.

This workshop will be based on Wilson's highly acclaimed best selling book *Diversity at Work: The Business Case for Equity*.

» THURSDAY, APRIL 15 » 10:15 AM - 11:15 AM

Beyond Diversity to Human Equity in Academe

Trevor Wilson, TWI, Inc. » 10:05am - 10:35am

Most colleges and academic institutions have invested heavily in diversity and inclusion over the past two decades. However, legislated and outdated models of diversity based on target groups and representation headcounts can no longer cope with the complexity of the changing workforce and student populations. The time has come to evolve to a new model of diversity— a model that builds on the unique experiences and abilities of every individual. In this follow-up session, Trevor will elaborate on the evolution of diversity through inclusion to human equity and talent differentiation strategies can be used by academic institutions for faculty, students and curriculum development.

Branch Campus & Center Administrator Survey: Initial Results

Dr. Phyllis Bebko, Florida Atlantic University

Dr. Dennis Huffman, Prince George's Community College

Data from the Campus and Center Administrator's Survey will be shared and the Research Committee's analysis will be provided. A description of several "typical" branch campus models will be offered as well as a prototype of the NABCA branch campus administrator. Participants will be asked to assist in identifying the next priorities for research based upon what the data suggests.

Diversity: Embracing Regional and Branch Campuses

Dr. Valerie Greene King, University of Central Florida

This presentation will focus on developing ways to embrace regional and branch campuses in the work of diversity and inclusion as a higher education imperative. Strategies that have been used successfully by the University of Central Florida's Office of Diversity Initiatives and various UCF regional campuses will be shared. Additionally, opportunities to identify a variety of options for establishing effective liaisons for the implementation of diversity curricula, projects, programs, and services will be explored.

Reach Higher, Oklahoma's Adult Degree Completion Program

Dr. Tim McElroy and Dr. Debbie Blanke, Reach Higher, Oklahoma's Adult Degree Completion Program

This presentation will focus on developing ways to embrace regional and branch campuses in the work of diversity and inclusion as a higher education imperative. Strategies that have been used successfully by the University of Central Florida's Office of Diversity Initiatives and various UCF regional campuses will be shared. Additionally, opportunities to identify a variety of options for establishing effective liaisons for the implementation of diversity curricula, projects, programs, and services will be explored.

» THURSDAY, APRIL 15 » 12:45 PM - 1:45 PM

Financial Crisis & Faculty Enhancement: Doing More With Less

Mr. Jason Stone, Oklahoma State University

Most branch campuses don't have dedicated E-Learning Specialists who can assist faculty members in meeting the insatiable demand for on-line learning. A model will be introduced which includes peer mentoring, minimal software purchases, and the use of freeware and Web 2.0 infrastructure. The audience will be engaged with visual aids, videos, audio recordings, self-assessments, and audience participation.

Providing Effective Support for Adult Learners at Branch Campuses

Ms. Heidi Munsey, Joliet Junior College

A full-time counselor at a community college serving students at a branch campus will offer her perspective on the unique needs and expectations of adult learners at branch campuses. The focus will be how necessary it is to provide support services at branch campuses that parallel those offered at main campuses. The diverse faces of the adult learner, along with their personal stories, will be highlighted. Attendees will benefit from hearing personal perspectives that may be the catalyst to begin or continue implementing parallel support services at their branch campuses.

Opportunities in a Downward Economy: A Case Study

Dr. Ken Shaw, Florida State University

Florida State University looked closely at closing their branch campus in Panama City as early as spring 2010. This presentation will briefly lay out the fiscal problems within the university and the challenges and opportunities that now exist to sustain FSU Panama City and make it successful. The presentation will include a discussion of the importance of community (economic sustainability, economic growth, strategic planning, development, alumni, partnerships), the importance of interdependence (educational community, collegiality among branch campus employees), and the importance of fiscal responsibility (controlling one's own destiny, strong leadership). Throughout the presentation, there will be times where attendees will have opportunity to share their experiences, ask questions, or make comments.

» THURSDAY, APRIL 15 » 2:00 PM - 3:00 PM *CONT'D*

Branch Campus Leadership: Toward a Research Agenda

Dr. joyce gillie gossom, University of West Florida

This presentation/workshop is another step in the ongoing process to identify and define branch campus administration and move toward establishing a branch campus leadership curriculum. This session will continue to build upon the branch campus establishment, operation, and leadership characteristics matrix introduced at the 2008 Conference and the development of an assessment instrument presented at the 2009 Conference as it relates to other locations. Attendees will take the completed assessment, as well as provide qualitative input. The piloted survey will be presented to the NABCA Research Committee for review and approval for distribution to the entire membership (if necessary) and results submitted for inclusion in the upcoming Journal to be edited by NABCA and/or as a 2011 Conference presentation.

Strengthening Relationships with Branch Administrators

Dr. John Krueger, Adelphi University

Literature has shown that well developed relationships among colleagues will lead an organization toward positive outcomes. The presenter will provide information regarding the variables that influence a branch campus administrator's level of organizational commitment. Attendees will be encouraged to share their perceptions in comparison to the research. Recommendations will be offered based on the data analysis and literature and shared with the presentation attendees to identify common and dissimilar attitudes. From roundtable discussions, new and shared information will be forwarded to the NABCA Research Committee for further exploration.

Engaging Adult Learners and Commuter Students in Leadership Development

Dr. Melissa Mahan, Northeastern State University

Delta Leadership Academy at the Broken Arrow Campus of Northeastern State University in Oklahoma is a training ground for students who wish to explore personal leadership. The thought patterns and perceptions of commuter students and adult learners in the process of personal leadership development were gathered. Students expressed strong emotion and personal conviction about what they learned and a connection to the campus community. Many students who completed the program communicated they have never been exposed to this type of leadership training in the past and that they often refer back to the materials learned. Attendees will learn different ways to promote adult student learning, understand how to implement an adult learner leadership program, and gain knowledge about steps for setting up focus groups for assessment.



Gary J. Conti Ed.D.

Dr. Gary Conti has extensive experience in education. He has served as a junior high school history teacher, administrative assistant in the Illinois Office of Education, dean of continuing education at Spoon River Community College, and as a professor of adult education at Texas A&M University, Montana State University, and Oklahoma State University. During his 30 years in higher education, he has received research awards from Texas A&M University and the Texas Association for Community Service and Continuing Education, the highest service award from the Commission on Adult Basic Education, the curriculum award from the Commission of Professors of Adult Education, and the prestigious Feldman Award for Excellence in Teaching from Oklahoma State University. He has served as chair of the Adult Education Research Conference and was the co-editor of Adult Literacy and Basic Education for nine years. Dr. Conti has developed numerous instruments related to the teaching-learning process; these include the Principles of Adult Learning Scale (PALS), the Self-Knowledge Inventory of Lifelong Learning Strategies (SKILLS), Assessing The Learning Strategies of Adults (ATLAS), and Philosophies Held by Instructors of Lifelong-learners (PHIL). Collectively, these instruments have been used in approximately 150 dissertation and other research studies. With over 100 doctoral graduates, he has worked extensively with minority communities in Illinois, Texas, Montana, and Oklahoma. He has published approximately 100 articles, chapters, and monographs related to adult learning and teaching adults, and he is the current co-editor of the Mountain Plains Journal of Adult Education.

KEYNOTE ADDRESS

>> FRIDAY, APRIL 16 >> 9:15 AM - 10:15 AM
PLUS A ONE HOUR FOLLOW-UP SESSION

Taking Care of Business: Addressing Individual Differences

Gary J. Conti, Ed.D.

The famous Oklahoman Will Rogers said, "If advertisers spent the same amount of money on improving their products as they do on advertising, then they wouldn't have to advertise them." The same applies to educators working with adult learners. Adult learning principles offer us a roadmap for how to first recruit and then create a positive learning experience for the growing number of adult learners expanding their education at branch campuses. The key to implementing adult learning principles is to address individual differences. Therefore, in this session we will first look at the concept of individual differences and then examine addressing individual differences by identifying learning strategy preferences. In the spirit of adult learning principles, you will actually identify your own learning strategy preference and then learn the implications for it. Be prepared to move around and watch for our special guest as we shake things up!

>> FRIDAY, APRIL 16 >> 10:30 AM - 11:30 AM

Taking Care of Business: Addressing Individual Differences

Gary J. Conti, Ed.D.

The famous Oklahoman Will Rogers said, "If advertisers spent the same amount of money on improving their products as they do on advertising, then they wouldn't have to advertise them." The same applies to educators working with adult learners. This session will continue the discussion on the concept of individual differences and adult learning principles that offer us a roadmap for how to first recruit and then create a positive learning experience for the growing number of adult learners expanding their education at branch campuses.

An Adult Student Success Service Model

Dr. Shelly Howell and Julie Kelly, University of Phoenix

The University of Phoenix is well-known for its success in educating traditionally underserved adults in higher education at branch campuses. The University of Phoenix campuses in Oklahoma employ a variety of strategies to ensure adult student success. The presenters will describe the University of Phoenix branch campus model and provide insight into creating successful initiatives at branch campuses to ensure adult students receive the services they need to be successful in college.

A Year of Change... What the Research Tells Us!

Dr. Brenda Harms, Stamats, Inc.

While the world seems to have been turned upside down the economic challenges we have all faced over the last year one question remains persistently unanswered. How has the economy impacted the adult student? In 2008 Stamats set out to find the answers to some of the key questions that professional working in the adult student wanted to know. Stamats 2009 Adult Student TALK Research will tell you just that! In this session we will explore the data, the trends that withstood the last year of change, and the shifts that we have seen as a result.

» FRIDAY, APRIL 16 » 1:00 PM - 2:00 PM

Engaging Non-Traditional Students Through Social Media Connections

Ms. Angela Doucet Rand and Dr. Phil Norris, University of South Alabama

Ms. Allison Fitzpatrick, Brookdale Community College

USA Baldwin County Branch Campus has, over the course of a year, developed a vigorous and thriving social media marketing campaign. Penetration of social networking into the adult population is growing. USA Baldwin County has concentrated its social media recruitment efforts on “friending” students and faculty to both receive and provide content for the various online platforms. This combined presentation will cover the inception, planning, design and deployment of our social media campaign for recruitment of adult learners.

Brookdale Community College, New Jersey’s #1 community college is a multi-site institution in Monmouth County, New Jersey. Brookdale has seven locations throughout the county including two campuses, four higher education centers and an environmental field station. From 2008 to 2009, the branch campus and higher education redesigned their websites and integrated web 2.0 into the recruitment process. In this part of the presentation, participants will learn how Brookdale’s Northern Monmouth Higher Education Center implemented and promoted web 2.0 technology at their center resulting in a 64% increase in web traffic to the center’s home page.

Attendees will come away with ideas on how they can develop a social media program tailored to the recruitment of adult students on their own campus. Participants will also hear best practices and lessons learned from the Brookdale implementation process.

Baby Boomer and Millennial Generations: Opportunities for the Future

Dr. Charles P. Bird, Ohio University

After reviewing characteristics of Boomers and the data that suggest branch-related opportunities, we will discuss ways in which campuses can create attractive teaching and support jobs. Many Boomers may also use the relative freedom created through their “first careers” to support a move into something new, resulting in a strong interest in courses, certificates and degree programs that support career transition. Presentation focus will also include recognizing generational differences and strengths as an opportunity to explore diversity and building effective cross-generational teams. The audience will be invited to share examples, ask questions, and speculate about possible futures, as they affect opportunities at their own campuses or in their own lives.

The Power of Partnerships:

Graduate! Philadelphia Helps Adults Go Back to and Through College

Ms. Kimberly Stephens, Graduate! Philadelphia

Ensuring that the 300,000 college dropouts in the greater Philadelphia region complete their degrees is beneficial for the area’s colleges and economy. Graduate! Philadelphia (G!P) provides support to working adults for completing college, and a collaborative infrastructure for colleges and other stakeholder groups to improve the region’s talent pool. Eighteen colleges and universities are working together in the innovative model and seeing promising results. In this session, we explain how Graduate! Philadelphia organizes resources, promotes and pilots best practices, and impacts policies to increase the numbers of adults with degrees, and provide a blueprint for action in other regions.

THANK YOU NABCA VOLUNTEERS!

Executive Committee Members

President - *Cecelia H. Rivers, University of Central Florida*

Immediate Past President - *Ken Shaw, Florida State University Panama City*

***Vice President and President-Elect** - *David Williams, University of Connecticut*

Secretary-Treasurer - *Brenda Harms, Stamats, Inc.*

Delegates-at-Large:

Margaret Badgley, Central Washington University

Phyllis Bebko, Florida Atlantic University, ex-officio

Charles Bird, Ohio University

Susan Camp, Cameron University, Duncan Campus

Dan Evans, Ohio University Regional Campuses

Cyndie Hammond, Lewis-Clark State College

Program Committee

Chair - *Marsha McCormick, Joliet Junior College*

Susan Camp, Cameron University, Duncan Campus

joyce gillie-gossom, University of North Florida Emerald Coast

Christee Jenlink, Northeastern State University, Broken Arrow

Cecelia H. Rivers, University of Central Florida

David Williams, University of Connecticut

Conference Committee

Conference Co-Chairs

**Christee Jenlink, Northeastern State University, Broken Arrow*

Susan Camp, Cameron University, Duncan Campus

**Special thanks to Ed Huckleby, formerly NSU Broken Arrow, for his service during the first half of the year*



NSU BROKEN ARROW

Northeastern State University - Broken Arrow has quickly become a leader in higher education in the Greater Tulsa Metropolitan Area since opening in 2001. With funding provided by the citizens of Broken Arrow, Tulsa's Vision 2025 and the Oklahoma Higher Education Bond Issue of 2005, NSUBA has expanded from its humble beginnings to include six state-of-the-art buildings, complete with library, science classroom and lab facilities and on-campus dining services.

Serving more than 3,000 students annually, the Broken Arrow campus fulfills the area's educational needs by offering flexible schedules with day, night, weekend and online classes. NSU offers undergraduate and graduate degree programs in Education, Business & Technology, Science and Health Professions, and Liberal Arts on three campuses, along with Oklahoma's only doctorate in optometry at the Tahlequah campus. Through a co-operative partnership agreement with Tulsa Community College, students can complete lower division general education courses from TCC and transition directly into their chosen NSU bachelor's degree program and earn a master's degree as well, all from the Broken Arrow campus.

Oklahoma's fourth-largest university continues to build on its significant presence in the Tulsa higher education market with support generated by the Vision 2025 initiative. This expansion brings increased economic growth for the Tulsa metropolitan area through a well-educated workforce and an incentive for employers to establish businesses in this region. Recently completed, the banquet hall and a high-tech auditorium offer the perfect venue for conferences and workshops, with global access through nearby Tulsa International Airport.

To learn more about becoming part of NSUBA's lasting tradition, call 918-449-6000 or visit www.nsuba.edu.



Don Betz
NSU PRESIDENT

Colleagues,

Welcome to the 13th Annual National Association of Branch Campus Administrators Conference on the campus of Northeastern State University-Broken Arrow. We believe this is the ideal venue in which to interact with colleagues and discuss issues that will profoundly impact the work you do on your campuses.

NSUBA was created ten years ago, joining Northeastern State University-Muskogee as a branch campus of the state's oldest institution of higher learning. Each year, this campus has continued to grow in the number of students enrolled, the number of graduates, and the range of bachelor's and master's degree programs offered. In the quest to meet the changing needs of the communities and region we serve, we continue to develop partnerships with businesses, area chambers of commerce, and other institutions of learning. In Broken Arrow, NSU partners with Tulsa Community College to offer complete four-year degree programs on this campus, with the goal of increasing the number of college graduates in this region. Like institutions throughout the country, we are committed to making opportunities available to our students that will lead them to choose degree programs that enhance their quality of life and compel them to become lifelong learners.

We believe that our branch campuses serve their communities by providing unique educational opportunities. As you meet with colleagues from across the country, I hope you enjoy the opportunity to engage in discussions that inspire fresh ideas and that you leave here with renewed vigor to make our institutions and communities places of learning and discovery.

Sincerely,

Don Betz
President of Northeastern State University



SCHEDULE AT A GLANCE

WEDNESDAY, APRIL 14

Registration.....	2:00 pm - 6:00 pm
Welcome Reception.....	5:30 pm - 7:00 pm
Dinner (on your own).....	7:00 pm

THURSDAY, APRIL 15

Registration.....	7:30 am - 12 noon
Continental Breakfast.....	7:30 am - 8:30 am
Conference Welcome.....	8:30 am - 9:00 am
Keynote Address - Trevor Wilson, TWI, Inc.....	9:00 am - 10:00 am
Concurrent Sessions One & Keynote Follow-up*.....	10:15 am - 11:15 am
Lunch	11:30 am - 12:30 pm
Concurrent Sessions Two.....	12:45 pm - 1:45 pm
Concurrent Sessions Three.....	2:00 pm - 3:00 pm
Free Time.....	3:00 pm - 6:00 pm
Conference Dinner.....	6:00 pm - 8:30pm

**Keynote Follow-up 10:05 am- 10:35 am*

FRIDAY, APRIL 16

Complimentary Breakfast (at your leisure).....	6:00 am - 8:00 am
NABCA Business Meeting.....	8:00 am - 8:30 am
Travel to Northeastern State University (NSU).....	8:30 am - 8:50 am
Welcome to NSU.....	9:00 am - 9:15 am
Keynote Address, Dr. Gary Conti.....	9:15 am - 10:15 am
Concurrent Sessions Four	10:30 am - 11:30 am
Lunch.....	11:45 am - 12:45 pm
Concurrent Sessions Five.....	1:00 pm - 2:00 pm
Journal Proposals Review	2:15 pm - 4:30 pm
Return to Renaissance Tulsa Hotel.....	4:30 pm