

A photograph of the Seattle skyline under a clear blue sky. The Space Needle is prominent on the left. In the background, Mount Rainier is visible. The city's skyscrapers and construction cranes are visible in the mid-ground.

# **NABCA 2011**

**NATIONAL ASSOCIATION OF BRANCH CAMPUS ADMINISTRATORS**

**14th ANNUAL CONFERENCE**

**SEATTLE, WASHINGTON**

**APRIL 20-23, 2011**

## **On the Horizon: Regional/Branch Campuses in Higher Education**

**HOSTED BY CENTRAL WASHINGTON UNIVERSITY | UNIVERSITY CENTERS**



**David W. Williams**  
NABCA President 2011

The National Association of Branch Campus Administrators welcomes you to the 14th Annual National Conference. We are pleased to acknowledge the impact you make every day in your role at your respective institution or campus.

This year's conference gives us the opportunity to share our challenges and triumphs, exchange best practices, and raise the expectations held for branch and regional campuses and higher education centers. We have two new, dynamic conference institutes to help you to stay on top of revolutionary trends, and we've set up a series of concurrent sessions for you to explore successful models and programs. To maximize your opportunity to network and learn from each other, we have planned our lunch sessions by interest groups, allowing you to invest additional time addressing specific issues affecting your campus and sharing your expertise.

We have collaborated with the Coalition of Urban and Metropolitan Universities to produce a new journal focused on regional and branch college issues, Metropolitan Universities: An International Forum. The journal will be available throughout the conference weekend and is the work of our dedicated research committee.

I welcome you, and thank you for the ideas and energy you bring to our conference. I hope that you will find the conference informative and that it inspires you with ideas and tools to take back to your campus. I encourage you

to connect with your colleagues from across the country and to become resources for one another as you continue your work at your home institution. NABCA is 100 percent volunteer run, so I invite you to join in and become active on a committee or in a leadership role.

Cordially,  
David W. Williams, NABCA President 2011

---

## Conference Information

### Name Badge

Wear your name badge at all times. Your badge is your pass to all conference related activities. Your badge also indicates the number of NABCA conferences you have attended. Please be sure to make our "First Time Attendees" feel included and welcome. You will recognize them by the **BLUE** dot on their name badge!

### Conference Evaluation

It is important to us that we hear from you. Your evaluation, comments, and suggestions assist in future conference planning. Please take the time to complete the conference evaluation form included in your welcome packet. If you misplace your evaluation form, please pick one up at the Registration Desk. Be sure to return the completed evaluation at the REGISTRATION and HELP DESK located on the lower level across from the MAIN SALON before you leave the conference.

### Transportation to the Argosy Dinner Cruise

Attendees may walk to the Pier (56) or Ride Free Bus-line; returning options include walking to hotel or by Shuttle. Details are available at the REGISTRATION and HELP DESK located on the lower level across from the MAIN SALON.

### Registration and Help Desk

If you have any questions or need additional information during the conference, please feel free to stop by the REGISTRATION and HELP DESK located on the lower level across from the MAIN SALON.



## WEDNESDAY, APRIL 20, 2011

1:00 pm – 6:00 pm REGISTRATION OFFICE	REGISTRATION / HELP DESK
2:00 pm – 3:30 pm SEAPORT ROOM	CONFERENCE INSTITUTE I Building Effective Involvement with Municipal Officials joyce gillie gossom
4:00 pm – 6:00 pm LIBRARY	WELCOME RECEPTION & MIXER Marilyn Levine, Provost, Central Washington University David Williams, NABCA 2011 President
6:00 pm	DINNER ON YOUR OWN

## THURSDAY, APRIL 20, 2011

7:00 am – 10:00 am REGISTRATION OFFICE	REGISTRATION / HELP DESK		
7:00 am – 8:00 am SALON EFG	BREAKFAST BUFFET		
8:00 am – 9:30 am SALON D	<p>OPENING SESSION David Williams, 2011 NABCA President Margaret Badgley, 2011 NABCA Site Coordinator joyce gillie gossom, 2011 NABCA Program Committee Chairman</p> <p>INTRODUCTION &amp; MIXER Leigh Atkinson, 2011 NABCA Program Committee Member Yvonne Ulmer, 2011 NABCA Program Committee Member</p>		
9:30 am – 10:30 am SALON D	<p>KEYNOTE ADDRESS <i>Optimizing Successful Results: Where Are The Jobs and What Can Colleges do to Meet Employer Needs for a Skilled Workforce?</i> Dr. Bryan Wilson, Deputy Director of the Washington State Workforce Board</p>		
10:30 am – 11:00 am	BREAK		
11:00 am – 12:00 pm CONCURRENT SESSIONS 1	<p>Making Connections Track <i>Idaho Goes: A Collaborative Approach to Marketing and Student Recruitment</i> Erik T. Anderson SALON A</p>	<p>Students, Retention, and Success Track <i>Tools for Increasing Community College Partnerships</i> Melanie Palm Diana Haglund Lauren Lutz Kim Ostrowski SALON B</p>	<p>Regional and Branch Campus Finance Track <i>Becoming a Viable Campus in Uncertain Times: The Creation of a New College and New Funding Model for Florida State University Panama City</i> Ken Shaw SALON C</p>

# THURSDAY, APRIL 21, 2011 >> continued

12:00 pm – 1:30 pm SALON EFG	<p>NABCA NETWORKING LUNCH BY INTEREST   PACIFIC NORTHWEST BUFFET</p> <p>Opportunity to share best practices that reflect findings, campus activities, and problems addressed with conference attendees who have similar interests.</p> <p>Interest Groups will include: Senior Campus Administrators &amp; Community Partners; Student Services or Student Affairs; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement; and Campus Technology or Instructional Technology</p>		
1:30 pm – 2:30 pm CONCURRENT SESSIONS 2	<p>Regional and Branch Campus Technology Track</p> <p><i>From El Toro M.C.A.S. to Banting: A Branch Campus Transformation</i></p> <p>Susan M. Cooper</p> <p>SALON A</p>	<p>Regional and Branch Campus Transitions Track</p> <p><i>Planning a New Campus: What's Cooking at JJC's Downtown Campus</i></p> <p>Marsha McCormick</p> <p>SALON B</p>	<p>Students, Retention, and Success Track</p> <p><i>How Are We Meeting the Challenges of Our Adult learners? Factors Impacting the Retention of Adult Students</i></p> <p>Leigh Atkinson</p> <p>SALON C</p>
2:30 pm – 3:00 pm	BREAK		
3:00 pm – 4:00 pm CONCURRENT SESSIONS 3	<p>Regional and Branch Campus Transitions Track</p> <p><i>Living With Dotted Lines: Autonomy and Decision Making at Branch Campuses</i></p> <p>Mindy Ross</p> <p>SALON A</p>	<p>Making Connections Track</p> <p><i>Changing the Landscape of 2+2: The UCF DirectConnect Partnership Model</i></p> <p>Cecelia Rivers Linda Bradley</p> <p>SALON B</p>	<p>Regional and Branch Campus Transitions Track</p> <p><i>Making a Branch Campus Relevant in a Changing World</i></p> <p>John R. Schroeder</p> <p>SALON C</p>
4:00 pm – 6:00 pm	FREE TIME		
6:00 pm – 9:30 pm CONFERENCE GROUP ACTIVITY  PIER 56 WATERFRONT	<p>ARGOSY DINNER CRUISE   PIER 56</p> <p>Arrive dockside at 6:00 pm for NABCA Group Photograph at 6:15 pm. Cruise departs at 7:00 pm and returns at 9:30 pm. A private dining room on the elegant Royal Argosy includes the fine dining cruise with a beautiful buffet dinner freshly prepared on board by an Executive Chef; Coffee, tea, soda and a cash bar are included. Attendees may walk to the (less than 1 mile) or Ride Free Bus-line; returning options include walking to Hotel or by Shuttle.</p>		

# FRIDAY, APRIL 22, 2011

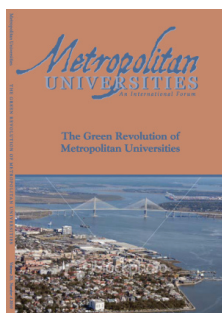
7:00 am – 8:00 am SALON D	BREAKFAST BUFFET		
8:00 am – 9:00 am SALON EFG	KEYNOTE ADDRESS <i>An Optimist's Education Agenda: Help More Students Succeed on the Road Ahead</i> Dr. Mark Milliron, Deputy Director, Postsecondary Improvement US Program, Bill and Melinda Gates Foundation		
9:00 am – 9:30 am	BREAK		
9:30 am – 10:45 am KEYNOTE FOLLOW UP BEST PRACTICES	KEYNOTE ADDRESS FOLLOW-UP <i>An Optimist's Education Agenda: Help More Students Succeed on the Road Ahead</i> Dr. Mark Milliron, Deputy Director, Postsecondary Improvement US Program, Bill and Melinda Gates Foundation  SALON EFG	BEST PRACTICES SESSION <i>Best Practices in Branch Campus Operations</i> Alan D. Capelle Bill Cox joyce gillie gossom  SALON A	
10:45 am – 11:00 am	BREAK		
11:00 am – 12:00 pm CONCURRENT SESSIONS 4	Regional and Branch Campus Transitions Track <i>Branch Campus Administrators: Ownership and Control</i> Lisa Valentino SALON A	Students, Retention, and Success Track <i>Stamats' Adult Students TALK Study – What the Research Says</i> Brenda Harms SALON B	Making Connections Track <i>Utilizing Partnerships to Serve a Larger Market: It Requires more than a University</i> Don Butler SALON C
12:00 pm – 1:30 pm SALON D	NABCA NETWORKING BY INTEREST GROUP   PANINI LUNCH BUFFET  Opportunity to share best practices that reflect findings, campus activities, and problems addressed with conference attendees who have similar interests.  Interest Groups will include: Senior Campus Administrators & Community Partners; Student Services or Student Affairs; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement; and Campus Technology or Instructional Technology		

## FRIDAY, APRIL 22, 2011 >> continued

1:30 pm – 3:00 pm SALON EFG	CONFERENCE INSTITUTE II <i>Using Social Media to Connect with Students and Build More Active Communities in Higher Education.</i> Larry Cramer, Application Dynamics
3:15 pm – 4:15 pm SALON D	NABCA BUSINESS MEETING Election of 2012 Officers, Nominations for 2012 Committee Chairs, Presentation of NABCA 2012 Location, Introduction of 2012 Site Coordinator, Awards and Recognition
4:15 pm	FREE TIME/DINNER ON YOUR OWN

## SATURDAY, APRIL 23, 2011

8:00 am – 9:00 am SEAPORT ROOM	BREAKFAST BUFFET
9:00 am – 9:45 am HARBOR ROOM	CONFERENCE ROUNDTABLE A The Growth, Future, and Direction of NABCA
10:00 am – 10:45 am HARBOR ROOM	CONFERENCE ROUNDTABLE B 2011 Conference Debrief and Evaluation Review
11:00 am – 11:45 am HARBOR ROOM	CONFERENCE ROUNDTABLE C 2012 Conference Preliminary Planning



### The Metropolitan Universities Journal

The NABCA Research Committee acted as the selection and editorial board for the April 2011 issue of Metropolitan Universities Journal which focuses on branch campuses. Within the committee, Dr. John Krueger from Adelphi University, coordinated this effort. The journal is a publication of the Coalition of Urban and Metropolitan Universities and copies are available for purchase at the conference.

## CONCURRENT SESSION TRACKS

### Regional and Branch Campus Finance Track

This track includes sessions relating to areas such as Challenges for expansion, Adjusting to changes, Funding models, Funding challenges in these economic times, Remaining viable; Developing facilities to serve the community; Dealing with competition while serving the market; Proving the value of regional, branch, and other off-site locations.

### Making Connections Track

This track includes sessions relating to the various types of community partnerships established by and with regional and branch campuses or centers that find solutions to community problems, meet regional and community needs, and/or support economic initiatives such as Community college & university; More than 2 institutions; Military bases; Community college, state college, and university; Workforce & economic development; K-12 school systems; Academic and continuing education collaboration; Building main campus relationships.

### Regional and Branch Campus Transitions Track

This track includes sessions relating to general campus or center areas such as Curriculum for a changing workforce; Faculty development for the occasional instructor; Transitions and changes facing campuses; Defining or Redefining the regional or branch campus; Current trends and research; One university, many campuses trend; Finding solutions to common problems; Marketing, planning, and viability; Defining the role(s) of administrators; Defining regional and branch models.

### Leading With Technology Track

This track includes sessions relating to areas such as Technology challenges; Technology opportunities; Using technology to find solutions; Distance learning; Reaching a broader audience; Balancing technology usage with student need for face-to-face instruction.

### Students, Retention, and Success Track

This track includes sessions relating to areas such as Adult learners; Research and issues dealing with serving students; Defining the non-traditional student; Measuring student success; Developing programs to serve the community; Tracking and reporting student enrollment and retention; Encouraging student engagement; Career services; Academic affairs and student affairs collaboration.



### **Dr. Bryan Wilson**

#### **Deputy Director, Washington State Workforce Board**

Bryan Wilson is the Deputy Director of the Washington State Workforce Board, and has served on staff for the Board since 1993. Prior to joining the Workforce Board, he served as the governor's policy advisor on workforce and vocational education issues and supported the governor in the creation of the technical colleges, the Worker Retraining Program, the Office of Adult Literacy, and the Workforce Board. Earlier he served as a policy analyst for the Washington State House of Representatives on workforce, economic development, and other issues. He holds a doctorate in political economy from Rutgers University.

## **KEYNOTE ADDRESS**

**Thursday April 21 | 9:30 am – 10:30 am**

**Salon D**

### **Optimizing Successful Results: Where Are the Jobs and What Can Colleges do to Meet Employer Needs for a Skilled Workforce**

Dr. Wilson will draw on a variety of sources to discuss the skill needs of employers and what colleges need to do in order to meet employer demand and place students into jobs.



### **Dr. Mark Milliron**

#### **Deputy Director, Postsecondary Improvement US Program, Bill and Melinda Gates Foundation**

Dr. Mark David Milliron serves as the Deputy Director for Higher Education with the Bill and Melinda Gates Foundation, leading efforts to increase student success in the postsecondary education sector in the United States. He is an award-winning leader, author, speaker, and consultant well known for exploring leadership development, future trends, learning strategies, and the human side of technology change. He serves as a Trustee for Western Governors University and as a board member for Spruce Pine Montessori School. In addition, he authors and moderates the Catalytic Conversations Blog.

Mark brings broad experience to this work. He founded and served as CEO for the private consulting and service group, Catalyze Learning International (CLI). He previously served as an Endowed Fellow, Senior Lecturer, and Director of the National Institute of Staff and Organizational Development in the College of Education at The University of Texas at Austin; Vice President for Education and Medical Practice with SAS, the world's largest private software company; President and CEO of the international education association the League for Innovation; and as Vice President for Academic and Student Services at Mayland Community College (NC).

Mark graduated summa cum laude with his BS from Arizona State University. He was an Arizona State Regent's Scholar while receiving his MA from Arizona State University; and he served as a Kellogg Senior Research Fellow while completing his Ph.D. in Educational Administration from University of Texas at Austin.

## **KEYNOTE ADDRESS**

**Friday, April 22 | 8:00 am – 9:00 am**

**Salon EFG**

### **PLUS A ONE HOUR FOLLOW UP SESSION**

### **An Optimist's Education Agenda: Help More Students Succeed on the Road Ahead**

The US education trend data are not pretty. The challenges around the completion of credentials past high school in particular are real and growing. However, an optimist might look at this opportunity and take heart in the rising embrace of innovative technologies, creative student supports, dynamic delivery models, cross-sector partnerships, and data-informed policies and say there is hope on the horizon. In this presentation we'll explore the likely challenges and opportunities on the agenda as we move to help more students succeed on the road ahead.





## Dr. Joyce Gillie Gossom

**Fort Walton Beach City Council; University of West Florida**

Dr. Joyce Gillie Gossom and her husband Thom have lived in Fort Walton Beach since 1999. She is an entrepreneur, a businesswoman, a philanthropist, an academic, wife, mother, aunt, and godmother.

Born in Chicago, Illinois, Joyce has spent her life going against the grain. At the age of 16, she was so inspired by the poetry of e.e. cummings that her Mother let her legally change her name to all lower case letters, which has frequently met with strong opposition from those who sought to define her.

Although inspired by a small number of known and unknown history makers, Joyce has achieved, not by living up to the standards of others, but by living up to her own expectations. Her more than 30 years of professional experience include working as a special education teacher, a management consultant, and as an instructional designer and supervisor in the nuclear industry. In addition, Joyce has been a small business owner and higher education instructor. Throughout her career, Joyce has served as an active member or officer with numerous civic, professional, and community organizations. In 2004, she joined the University of West Florida (UWF) where she served from June 2007 through June 2011, as the Associate Dean for UWF Emerald Coast. She also serves as a City Council Member in Fort Walton Beach.

## CONFERENCE INSTITUTE I

**Wednesday, April 20 | 2:00 pm – 3:00 pm**

**Seaport Room**

### Building Effective Involvement with Municipal Officials

The College or University as a “community” is often troubled by a mismatch between what is happening and what should be happening. There are often unrealistic expectations and frustrations surrounding decisions made within the municipal community within which the institution is located. Getting to know and becoming involved with local municipal officials (elected and staff) provides a built-in advocacy for institutional mission, purpose, and goals. Because the community benefits from the presence of a higher education institution through economic development, it is to the advantage of institution administrators to build purposeful and proactive relationships with those officials. This session will provide guidelines for building relationships and allow participants an opportunity to develop a working model for engagement.



## Larry Cramer

**Application Dynamics, Inc.**

I've been in advertising, marketing, and design for over 30 years. For the last 20 years I've been focused primarily on the web. I am the CEO and founder of Application Dynamics Inc., a web development and consulting company and [www.Cartweaver.com](http://www.Cartweaver.com), an ecommerce software company. I've been an Adobe Community Professional (previously Team Macromedia) for ten years. I speak at web technology conferences across the country and also teach college courses on Adobe applications. I am a trainer for Lynda.com, the largest online training resource for the design and web development community. I also write and maintain [Blog.Cartweaver.com](http://Blog.Cartweaver.com), a well known blog on “all things ecommerce.”

My company services focus on Web Development, Social Media, eCommerce, and what I call “Web Age Marketing.” I concentrate on an effective web presence and using the web for “direct to consumer relationship building” and have worked with companies ranging in size from “mom-n-pop” to Fortune 1000.

When I'm not in front of the computer working or consulting with clients on Internet Marketing, you'll find me and my wife of 30+ years touring the great Pacific Northwest on our motorcycle, enjoying a good glass of wine with friends or at one of the many wine or music events you'll find around the Northwest. Occasionally I'll do a little boating and attempt to catch a bass or two. Bass goes very well with a good Sauvignon Blanc, you know. I have three grown children that actually seem to like me, and a grandson that loves his grandpa. . . . Does it get any better than that?

Find me on: [www.facebook.com/LawrenceCramer](http://www.facebook.com/LawrenceCramer); [www.twitter.com/LawrenceCramer](http://www.twitter.com/LawrenceCramer); and [www.applicationdynamics.com](http://www.applicationdynamics.com)

## CONFERENCE INSTITUTE II

**Friday, April 22 | 1:30 pm – 3:00 pm**

**Salon EFG**

### Using Social Media to Connect with Students and Build More Active Communities in Higher Education

Facebook, YouTube, Twitter, Blogs . . . tools for higher education? Yes! Social media is not only becoming the fastest, most efficient way to reach students and gain their attention, it is also necessary for building and engaging the higher education community. Students, faculty, and staff are participating in various mediums for networking, research, and discovery. Don't miss out on these fast (and often free) opportunities to reach students and keep them engaged in what your institution is doing locally and globally for better recruitment and retention.

**CONCURRENT SESSIONS 1****Thursday, April 21 | 11:00 am – 12:00 noon****Making Connections Track****SALON A****IdahoGoes: A Collaborative Approach to Marketing and Student Recruitment**

Dr. Erik T. Anderson, Director of Academic Programs, University of Idaho - Coeur d'Alene Campus

**Case Study/Research Paper/White Paper Discussion**

It can be a challenge for a small branch campus operation to effectively market its programs and to conduct off-site student recruitment throughout its service area. What if a group of institutions got together and shared resources to support marketing and recruitment efforts? Five public higher education institutions in northern Idaho are doing just that. The collaborative effort uses the brand name "IdahoGoes" which is derived from the partner institutions' common goal of increasing access to post-secondary education in the region. This session will describe the history of institutional cooperation in the region and the development of the IdahoGoes effort, outline the key components of the collaborative marketing and recruitment efforts, illustrate some of the group's successes, and share lessons learned and perspectives from participating staff members.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention

**Students, Retention, and Success Track****SALON B****Tools for Increasing Community College Partnerships**

Melanie Palm - Site Director, Central Washington University–Yakima; Diana Haglund - Site Director, CWU-Wenatchee; Lauren Lutz - Site Director, CWU-Kent; Kim Owstrowski - Site Director, CWU-Moses Lake

**Panel Discussion**

It is critical to build collaborative partnerships with community colleges while serving students in our communities. Learn about four programs leveraging these partnerships to contribute to student success: Dual Admissions: The Dual Admission program provides a seamless transition for students from participating community college to one of the university centers' degree programs. Transfer Academic Program Plan: TAPP is an efficient academic planning tool outlining pre-admissions requirements and streamlines the transfer process for students in an easy to understand format. Majors Fair & Faculty Connections: Engaging and connecting faculty to regional counterparts benefits the students, the faculty members and the institution by optimizing transfer pathways, program visibility, and the relationship between the institutions. Learn about this inclusive 1-day program. Community College Relations: Focuses on opportunities to develop relationships with the community college students, staff, and faculty by creating an intentional presence at community college functions.

Through intentional, collaborative efforts, stronger partnerships are built which impact the university center, community colleges and most importantly the students' success.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement

**Regional and Branch Campus Finance Track****SALON C****Becoming a Viable Campus in Uncertain Times: The Creation of a New College and New Funding Model for Florida State University Panama City**

Dr. Ken Shaw, Dean, Florida State University - Panama City

**Case Study/Research Paper/White Paper Discussion**

After Florida State University Panama City went through a closure scare in 2009, they have been tasked to increase enrollment to become fiscally viable. Florida State University's Board of Trustees approved the 16th College of FSU to be located at Florida State University Panama City and Florida State University central administration created a new funding model that would be aligned with campus enrollment. This session will describe how the new college was instituted, details of the new funding model and how it was established, the creation of new programs within the new college, and the potential challenges and benefits of each. This session will be interactive and hopefully will evoke discussion among attendees who desire to learn more about how their campuses might be more autonomous. Included in the session will be discussion of how context, politics, and local support were key drivers in these major decisions.

**Audience:** Senior Campus Administrators; Campus Operations or Budget

## CONCURRENT SESSIONS 2

**Thursday, April 21 | 1:30 pm – 2:30 pm**

### Regional and Branch Campus Technology Track

**SALON A**

#### From El Toro M.C.A.S. to Banting: A Branch Campus Transformation

Dr. Susan M. Cooper, Dean, California State University, Fullerton - Irvine Campus

##### Case Study/Research Paper/White Paper Discussion

As the largest branch campus in the California State University System, Cal State Fullerton, Irvine Campus has been located on a community college campus, a former Marine Corps Air Station, and now in a refurbished bank building. This presentation will describe the process of designing a new campus from an existing commercial building into a modern, technologically superior, open concept university branch campus. Descriptions of the decision process, design process, technology choices and infrastructure will be explored. Photo slides will be provided of the previous campus as well as the before and after photos of the new building which was occupied on January 3, 2011. This session will be interactive to explore the processes involving the parent campus and employees, the architects, contractors and vendors. Emphases will include the curricular, budget and community considerations.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement; Campus Technology or Instructional Technology

### Regional and Branch Campus Transitions Track

**SALON B**

#### Planning a New Campus: What's Cooking at JJC's downtown campus

Marsha McCormick, Director, Extended Campuses and High School Relations, Joliet Jr. College - City Center Campus

##### Case Study/Research Paper/White Paper Discussion

As part of the college's Master Plan, the downtown City Center Campus has been re-visioned to become the home of the college's award-winning Culinary Arts program. Currently the campus houses Workforce Development, Adult Education and the college's catering facility. Bringing Culinary Arts to downtown Joliet will enable the students and faculty to take advantage of new state-of-the-art facilities and equipment and will also allow for expansion of the current program enrollment. Downtown businesses, city officials, other higher education institutions and the community have expressed support for the new campus as it will fit nicely into the planning already underway for growing new and enhancing current dining, tourism and educational options in the city's downtown corridor.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty

### Students, Retention, and Success Track

**SALON C**

#### How Are We Meeting the Challenges of Our Adult Learners? Factors Impacting the Retention of Adult Student

Dr. Leigh Atkinson, Director, Ohio University - Pickerington Center

##### Best Practices Poster Session/Roundtable

Present findings from a Noel Levitz survey done across the five campuses and two centers of Ohio University in fall 2009. This presentation will include who adults learners are and how their needs are different from the 'traditional' student population, factors that impact their retention, and strategies campuses can use to increase their adult student retention rates. Follow-up focus groups held this spring will add anecdotal insight.

**Audience:** Student Services or Student Affairs; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement

## CONCURRENT SESSIONS 3

**Thursday, April 21 | 3:00 pm – 4:00 pm**

### Regional and Branch Campus Transitions Track

**SALON A**

#### Living With Dotted Lines: Autonomy and Decision Making at Branch Campuses

Mindy Ross, Vice President, Orange County Community College - Newburgh Campus

##### Case Study/Research Paper/White Paper Discussion

Where are you on the college's administrative flow chart? How many of your goals for the branch require the approval and support of an administrator on the main campus, many, many miles away? One of the most vexing challenges for us as branch campus administrators is the fact that we often labor in ambiguity, attempting to direct the current and future direction of our branches' programs and services without the clear authority to do so. This session will present one college's (occasionally painful) but unfailingly collaborative process to clarify administrative roles and responsibilities with regard to branch campus decision-making. Participants will have an opportunity to review the resulting document, "Intercampus Collaboration and Decision-making," and share strategies that work for improving branch autonomy while preserving vital connections to the institution as a whole.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Admissions, Recruiting, or Retention; Student Activities or Engagement

### Making Connections Track

**SALON B**

#### Changing the Landscape of 2+2: The UCF DirectConnect Partnership Model

Dr. Cecelia Rivers, Assistant Vice President, University of Central Florida - South Lake Campus

Dr. Linda Bradley, Assistant Vice President, University of Central Florida - Daytona Beach

##### Case Study/Research Paper/White Paper Discussion

In early 2000, a growing concern in Florida was the educational attainment levels of its citizens. A statewide push was made to identify innovative ways to increase the number of bachelor degree holders. This session will discuss the development of a regional strategy that would create opportunities for local students to pursue bachelor's degrees without having to leave their local communities. Through the formation of a unique partnership-- the Central Florida Higher Education Consortium, now one of the strongest partnerships in the country and a national model -- the Presidents of the University of Central Florida and four community colleges -- Valencia Community College, Seminole Community College, Lake Sumter Community College and Brevard Community College combined efforts that more than quadrupled the number of degree seekers. Participants will also learn about other significant developments of the Consortium such as the DirectConnect Program, College Access Summit, and Curriculum Alignment work. Each of these initiatives individually and collectively has effectively served to improve the readiness of transfer students and remove barriers to college access and completion.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Admissions, Recruiting, or Retention

### Regional and Branch Campus Transitions Track

**SALON C**

#### Making a Branch Campus Relevant in a Changing World

John R. Schroeder, Provost, Chandler-Gilbert Community College - Williams Campus

##### Best Practices Poster Session/Roundtable

Leveraging examples from Chandler-Gilbert Community College's Williams Campus, this presentation will consider the transitions that made it possible to move a location from an unplanned and unwanted diversion to a comprehensive branch campus that is highly respected by the communities and students it serves. Leveraging space and facilities no longer desired by the U.S. Air Force, political support by the surrounding communities and businesses, as well as patience and vision, the campus has been able to complete some important new construction, attract notice as an important part of the economic development efforts in the area, and be recognized by the institution as a key factor in future planning. The location adjacent to Arizona State University Polytechnic Campus and Phoenix-Mesa Gateway Airport creates opportunities for partnerships and even more transitions!

**Audience:** Senior Campus Administrators; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Student Activities or Engagement



## CONCURRENT SESSIONS 4

**Friday, April 22 | 11:00 am – 12:00 noon**

### Regional and Branch Campus Transitions Track

**SALON A**

#### Branch Campus Administrators: Ownership and Control

Dr. Lisa Valentino, Provost, Seminole State College of Florida - Oviedo Campus

##### Case Study/Research Paper/White Paper Discussion

This presentation will discuss the presenter's research on the nature of psychological ownership in community college branch campus administrators. Psychological ownership is an attitudinal state, different from actual tangible ownership, in which individuals feel as though the target of ownership (material or immaterial in nature) or a piece of it is 'theirs'. Study results showed that branch campus administrators demonstrated psychological ownership ("It is MINE!") for both their institutions and their campuses, with a significantly higher level of psychological ownership being expressed for the individual's campus, and that individual, institutional and job design factors contributed to the development of institutional psychological ownership. In the presentation the presenter will discuss the factors facilitating the development of psychological ownership and the potential implications for branch campus administration and management.

**Audience:** Senior Campus Administrators; Campus Operations or Budget

### Students, Retention, and Success Track

**SALON B**

#### Stamats' Adult Students TALK Study – What the Research Says

Dr. Brenda Harms, Principal Consultant – Stamats, Inc.

##### Case Study/Research Paper/White Paper Discussion

As professionals who work with adult students, we all tend to wonder what is on their minds as they are selecting an institution to attend. Stamats set out to answer that question, and many others, in our 3rd annual, national survey of adult students. In this presentation, a review of the 2010 Adult StudentsTALK™ study will be shared with participants in an effort to better inform those professionals who work most closely with them of the motivations and barriers that face this unique population. In addition, information regarding their use of social media, where they go to find out about their college options, what delivery formats they prefer, and the college attributes that most influence their decision will be shared with participants to enrich the conversation about the opportunities they each have before them.

**Audience:** Senior Campus Administrators; Student Services or Student Affairs; Admissions, Recruiting, or Retention

### Making Connections Track

**SALON C**

#### Utilizing Partnerships to Serve a Larger Market: It Requires More Than a University

Dr. Don Butler, Program Director, Longwood University - Longwood University at Southside Virginia Education Center/Emporia

##### Best Practices Poster Session/Roundtable

A presentation that describes a university's developing outreach arm through partnerships. I will describe our process of imagining, pursuing, and establishing branch campus programs. I will present our process of identifying, establishing, and sustaining Partnerships with external agencies that promote branch campus growth and longevity. I will share the obstacles and struggles inherent in offering longstanding, well-reputed, on-campus university programs in an off-campus delivery and ways to overcome those obstacles and struggles and garner outreach support. I will focus on establishing home institution "buy-in" for branch campus programs as well as how to promote external agency "buy-in" using needs assessments and community economic development strategies.

**Audience:** Senior Campus Administrators; Campus Operations or Budget; Academic Program Administrators, Advisors or Faculty; Campus Technology or Instructional Technology

## BEST PRACTICES

**Friday, April 21 | 9:30 am – 10:45 am**

**Salon A**

### Panel Discussion

Alan D. Capelle, Campus Director, Upper Iowa University; Dr. Bill Cox - Executive Director of the Austin Peay University Center at Fort Campbell, Joyce Gillie Gossom, Associate Dean, University of West Florida – Emerald Coast

In 2011 and beyond, all universities and colleges (and their Branch Campuses) are facing increasing challenges in terms of student recruitment, retention, customer service, attaining Branch goals, and sustaining a competitive advantage in a difficult national economy. We are very interested in offering an engaging and collaborative plenary panel discussion focusing on the latest 'Best Practices in Branch Campus Operations' and ideas related to the above topics.

## ROUNDTABLE DISCUSSIONS

**Saturday, April 23 | 9:00 am – 11:45 pm**

**Harbor Room**

### The Growth, Future, and Direction of NABCA

**9:00 am – 9:45 am**

**Executive Committee, President, Research Committee, Program Committee, Communications Committee (suggested new committee), Membership Committee (suggested new committee)**

- Discuss purpose, goals, and objectives; tentatively establish meeting dates; and exchange contact information.
- Areas of research focus.
- Areas of conference focus.
- Areas of effective and meaningful member communication.
- Providing effective and meaningful member benefits.

### NABCA 2011 Conference Debrief and Evaluation

**10:00 am – 10:45 am**

#### Site Coordinator & Program Committee Chairman

Open for all NABCA members, especially those interested in serving on a 2012 Program Committee. Review of 2011 conference strengths and weaknesses and discuss goals and objectives for 2012 conference; and verify member contact information.

### NABCA 2012 Conference Preliminary Planning

**11:00 am – 11:45 am**

#### 2012 President, Site Coordinator & Program Committee Chairman

Open for all NABCA members, especially those interested in serving on the 2012 Program Committee. Discuss conference theme for 2012; tentatively establish Conference date; and confirm conference location.

---

## THANK YOU NABCA COMMITTEE MEMBERS

### EXECUTIVE COMMITTEE

**President** David W. Williams, Campus Director, University of Connecticut-Greater Hartford Campus

**Past President** Cecelia H. Rivers, Assistant Vice President, Academic Affairs, University of Central Florida

**Vice President/President-Elect** Bill Willan, Dean, Ohio University Southern Campus

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

**Conference Chair** Margaret Badgley, Assistant Vice President, Central Washington University-University Centers

Erik Anderson, Director of Academic Programs, University of Idaho Coeur d'Alene

Ralph Burke, Director, Jacksonville State University-Gadsden

Betsy John Jennings, Director, Extended Campus Initiative, Northern Kentucky University, Grant County Center

Marsha McCormick, Director, Extended Campuses and High School Relations, Joliet Junior College

Ken Shaw, Dean, Florida State University Panama City

### CONFERENCE & PROGRAM COMMITTEES

**Program Chair** Joyce Gillie Gossom, Fort Walton Beach City Council; University of West Florida

**Conference Coordinator** Jennifer Dolge, Administrative Assistant, Central Washington University-University Centers

Leigh Atkinson, Director, Ohio University Pickerington Center

Susan M. Cooper, Dean, California State University Fullerton Irvine Campus

Blayne Hinds, Associate VP, Academic Affairs, Langston University-Oklahoma Campus

John Schroeder, Provost, Chandler-Gilbert Community College

Gerald Tice, Director, Western Kentucky University - Owensboro

Yvonne Ulmer, Campus Executive Officer, St. Petersburg College; Downtown & Midtown

Cynthia Wilson, Associate Director, University of South Alabama-Baldwin County



## Dr. Marilyn Levine

**Central Washington University, Provost/VP Academic Affairs and Student Life**

Welcome to the 14th Annual National Association of Branch Campus Administrators (NABCA) conference, to the beautiful Pacific Northwest and Seattle Washington. Central Washington University is pleased and honored to host this conference for the association and share your passion for the important role our university centers, branch or regional campuses play in serving our time and place bound students. We are confident that the networking and sessions you experience at this conference will guide you to seek new opportunities and address important challenges in your organization.

We hope you enjoy the waterfront experience in Seattle and take advantage of the easy walks around the downtown area. We know you will enjoy the unique opportunity to network on the quiet waters of Puget Sound on the Argosy

Cruise Thursday night where you will get a glimpse of the chic metropolitan area of Seattle and the natural beauty of the mountains and trees that surround us. We also invite you to tour some of our university centers located just a few miles from downtown Seattle.

A handwritten signature in black ink that reads "Marilyn Levine".

## CENTRAL WASHINGTON UNIVERSITY

### University Centers - Partners in Higher Education



CENTRAL WASHINGTON UNIVERSITY

For more than 35 years, Central Washington University's University Centers have been providing access to degree programs where time and place bound students need them: on the community college campuses in their communities around the state.

Many students today face challenges in balancing education needs with family and job responsibilities. Through the University Centers, Central Washington University strives to be recognized for serving the unique needs of these students by providing a high quality education that is convenient and affordable. CWU's University Centers are designed to meet the educational needs and employment demand through selected academic programs and courses.

Serving over 2,000 students the university centers have partnered with eight community colleges around the state to construct co-located Higher Education Centers that provide a permanent location for state supported baccalaureate and graduate programs on community college campuses. Through multi-institutional capital projects CWU and select community colleges worked with architects and engineers to design and construct a shared building residing on the community college campus to maximize space and resources between institutions. These state-of-the-art facilities are equipped with multi-media classrooms, computer labs, interactive television capability, administrative and faculty offices. Degree programs and courses are delivered in an efficient mixture of instruction which includes: traditional face-to-face, online, and Interactive Television (ITV) which allows for more efficient space utilization and course availability to students across the university center campuses.

**CWU-DES MOINES • CWU-EVERETT • CWU-KENT • CWU-LYNNWOOD • CWU-MOSES LAKE  
CWU-PIERCE COUNTY • CWU-WENATCHEE • CWU-YAKIMA**

## SCHEDULE AT A GLANCE

### WEDNESDAY, APRIL 20, 2011

Registration .....	1:00 pm - 6:00 pm
Conference Institute I .....	2:00 pm - 3:30 pm
Welcome Reception .....	4:00 pm - 6:00 pm
Dinner on your own .....	6:00 pm

### THURSDAY, APRIL 21, 2011

Registration .....	7:00 am - 10:00 am
Breakfast .....	7:00 am - 8:00 am
Opening Session .....	8:00 am - 9:30 am
Keynote - Dr. Bryan Wilson, WA State Workforce Development .....	9:30 am - 10:30 am
Concurrent Sessions 1 .....	11:00 am - 12:00 pm
Lunch .....	12:00 pm - 1:30 pm
Concurrent Sessions 2 .....	1:30 pm - 2:30 pm
Concurrent Sessions 3 .....	3:00 pm - 4:00 pm
Free Time .....	4:00 pm - 6:00 pm
Conference Dinner - Argosy Cruise .....	6:00 pm - 9:30 pm

### FRIDAY, APRIL 22, 2011

Help Desk .....	7:00 am - 12:00 pm
Breakfast .....	7:00 am - 8:00 am
Keynote - Dr. Mark Milliron, Bill and Melinda Gates Foundation .....	8:00 am - 9:00 am
Keynote Follow Up & Best Practices .....	9:30 am - 10:45 am
Concurrent Sessions 4 .....	11:00 am - 12:00 pm
Lunch .....	12:00 pm - 1:30 pm
Conference Institute II .....	1:30 pm - 3:00 pm
NABCA Business Meeting .....	3:15 pm - 4:15 pm
Free Time/Dinner on your own .....	4:15pm

### SATURDAY, APRIL 23, 2011

Breakfast .....	8:00 am - 9:00 am
Conference Roundtable A .....	9:00 am - 9:45 am
Conference Roundtable B .....	10:00 am - 10:45 am
Conference Roundtable C .....	11:00 am - 11:45 am



Like NABCA on Facebook!

[www.nabca.net](http://www.nabca.net)