

**NABCA**  
National Association of  
Branch Campus Administrators

# Uniqueness in Unity

**16<sup>TH</sup> ANNUAL CONFERENCE**  
**LONG BRANCH, NJ**  
**APRIL 10-13, 2013**



Hosted by



# Conference Welcome

**I**t is a pleasure to welcome you to the 2013 National Association of Branch Campus Administrators conference.

The members of the Executive and Conference Committees are dedicated to delivering an outstanding experience for you. We hope the 2013 Conference will give you plenty of opportunity to share and network with colleagues about the important issues that face our campuses and institutions.



NABCA continues to grow! I look forward to sharing many of our “first initiatives” from this year of restructuring, refocusing, and renewing our commitment to you.

Cheers to a successful and memorable conference.

Margaret Badgley  
2012-13 NABCA President



**W**elcome to the 16<sup>th</sup> Annual NABCA Conference hosted by Brookdale Community College. Brookdale is proud of our multi-campus environment and commitment to function as “One Brookdale” in serving students at six locations throughout Monmouth County.

Hurricane Sandy devastated Brookdale’s service area; however, we are committed to helping our community rebuild. I applaud the fine work of the NABCA Membership and hope you enjoy your time at the beautiful Jersey Shore.

Dr. Maureen Murphy  
President  
Brookdale Community College



## Airport Transportation

Ocean Place Resort and Spa, (One Ocean Boulevard; Long Branch, NJ 07740)

From/To Newark Liberty Airport (EWR)

**By Car:** Approximately 1 hour (45 miles)

**By Train:** 1hr 30min, \$16.50 each way. A courtesy van service is available through Ocean Place Resort & Spa by calling 732-571-4000

<http://www.panynj.gov/airports/pdf/ewr-airtrain-brochure-english.pdf>

**By Shuttle:** Approximately 1 hour, \$55 each way. State Shuttle Reservations  
1-800-822-9797 [www.stateshuttleolympic.com](http://www.stateshuttleolympic.com)

## Onsite Conference Registration

The Conference Registration Desk is located in the Oceanport Foyer. Registration desk hours are:

**Wednesday**, 10 April 2013: 12:00 pm- 7:00pm

**Thursday**, 11 April 2013: 7:00 am- 5:00pm

Services Available:

**Metropolitan Universities Journal: Spring 2011 Branch Campus Issue**

Normally, \$25 per copy this special issue is available during the Conference for \$15 each.

**Guest Plenary Dinner Tickets for Thursday, 11 April 2013**

\$76 per person (check, cash or credit card) for the Beachfront Jersey Shore Clam Bake and Bonfire (Guests or 1-Day attendees)

**Message Board** with local information, attendee messages, and Conference Communications, Transportation sign-up, and more. Check often.

## Long Branch, NJ Weather & Hotel

Mid 50s to Low 70s; bring a jacket or sweater to sessions. Plenary Dinner is outdoors on the Beach. Conference dress code is business casual.

Check-in is 4:00 PM. Check out is 11:00 AM.

## Brookdale Community College Site Visits

**Friday** to Freehold Campus: Meet in the hotel lobby for 8:30 am bus departure (return at 5:30 pm).

**Saturday** to Long Branch Center: Meet in the hotel lobby for 8:00 am walking departure (return at 12:30 pm). Remember to sign up at the Registration & Information Desk for Transportation if you are not able to walk 1/3 mile to the Center.

## Conference Tracks

**Campus Expectations:** Solutions for community problems. Regional and community needs. Customer service. Community involvement. Economic initiatives. Everybody has different expectations. Find out how other administrators have met and exceeded theirs.

**Student Services:** Adult learners are different. They require different strategies for advising, support, and campus life. Learn how to recruit, measure success, and retain this non-traditional population effectively.

**Infrastructure:** Many services and procedures you provide are outside the academic realm. Get some innovative and creative best practices for handling communication, IT, satellite services, professional development, and more.

**Finance:** Need fresh insights for off campus funding or reducing operations costs? Get “bottom line benefit” insight and experience.

## Resort Facilities



<b>12:00-7:00 PM</b> Oceanport Foyer	<b>Registration &amp; Information Desk</b> Onsite conference registration. Membership and Committee information. Purchase the Metropolitan Universities Journal Special Branch Campus issue. Purchase Guest Tickets for the Conference Plenary Dinner: "Jersey Shore Clam Bake." Message Board. Sign up for Bus transport to Brookdale Community College, Freehold Campus on Friday; and more. The NABCA Office is located in the "Office South" room.
<b>2:30-4:00 PM</b> Sea Bright Conference Institute I	<b>On the SIDE of Tomorrow's Student</b> Leigh Atkinson, Director, Pickerington Center, Ohio University Stephanie Burcham, Director, Proctorville Center, Ohio University <p>Talking about diversity and inclusion can be difficult or uncomfortable. This Interactive, engaging, and participatory Conference Institute provides an exploration of diversity through experiential activities using the Summer Institute for Diversity Education (SIDE) model developed and piloted at Ohio University. Participate in activities that will help you initiate or continue those conversations. Leave with exercises, instructions, and other materials you can implement that help your campus and community face the demographic, cultural, international and socioeconomic reality in our future.</p> <p><b>Leigh Atkinson</b> is the Director of Ohio University Pickerington Center. She graduated from SIDE (Summer Institute on Diversity Education) 2011 and has facilitated numerous workshops on the topic. She serves as the 2012-13 NABCA Conference Committee Chair.</p> <p><b>Stephanie Burcham</b> is the Director of Ohio University Proctorville Center. She is a SIDE (Summer Institute on Diversity Education) graduate 2012.</p>
<b>4:15-5:00 PM</b> Sea Bright First Time Attendee Orientation	<b>Linking Effectively With NABCA</b> 2012-13 NABCA President, Margaret Badgley Assistant Vice President, University Centers, Central Washington University Diana Haglund, Site Director of Wenatchee Center at Central Washington University Faimous Harrison, Site Director of Lynnwood Center at Central Washington University Susan Cooper, Dean of Irvine; Southern CA at California State University, Fullerton Leigh Atkinson, Director of Pickerington Center at Ohio University Deena Fisher, Dean of Woodward Campus at Northwestern Oklahoma State University It's your first time at a NABCA Conference. You may know a little or a lot about the association. You may not know anyone here or have several colleagues with you. Either way, the 2012-13 NABCA President would like to welcome and introduce you to the Committee Chairs and incoming President. Learn about NABCA and discover how you connect.
<b>5:00-7:00 PM</b> Oceanport & Foyer Conference Reception	<b>2013 Conference Reception</b> <b>Welcome to the City of Long Branch and Brookdale Community College</b> Brookdale Community College Jazz Trio Hot and Cold Hors d'oeuvres, Vegetable Display, Artisan Cheeses, Fruits, Cracker Presentation (Vegetarian and Non-Dairy options provided); Cash Bar and Soft Drinks
<b>7:00 PM</b>	<b>Dinner On Your Own</b> Don't forget to invite a <i>First Time NABCA Conference Attendee</i> to dinner! Arrange restaurant groups through the Message Board at the Registration Desk.

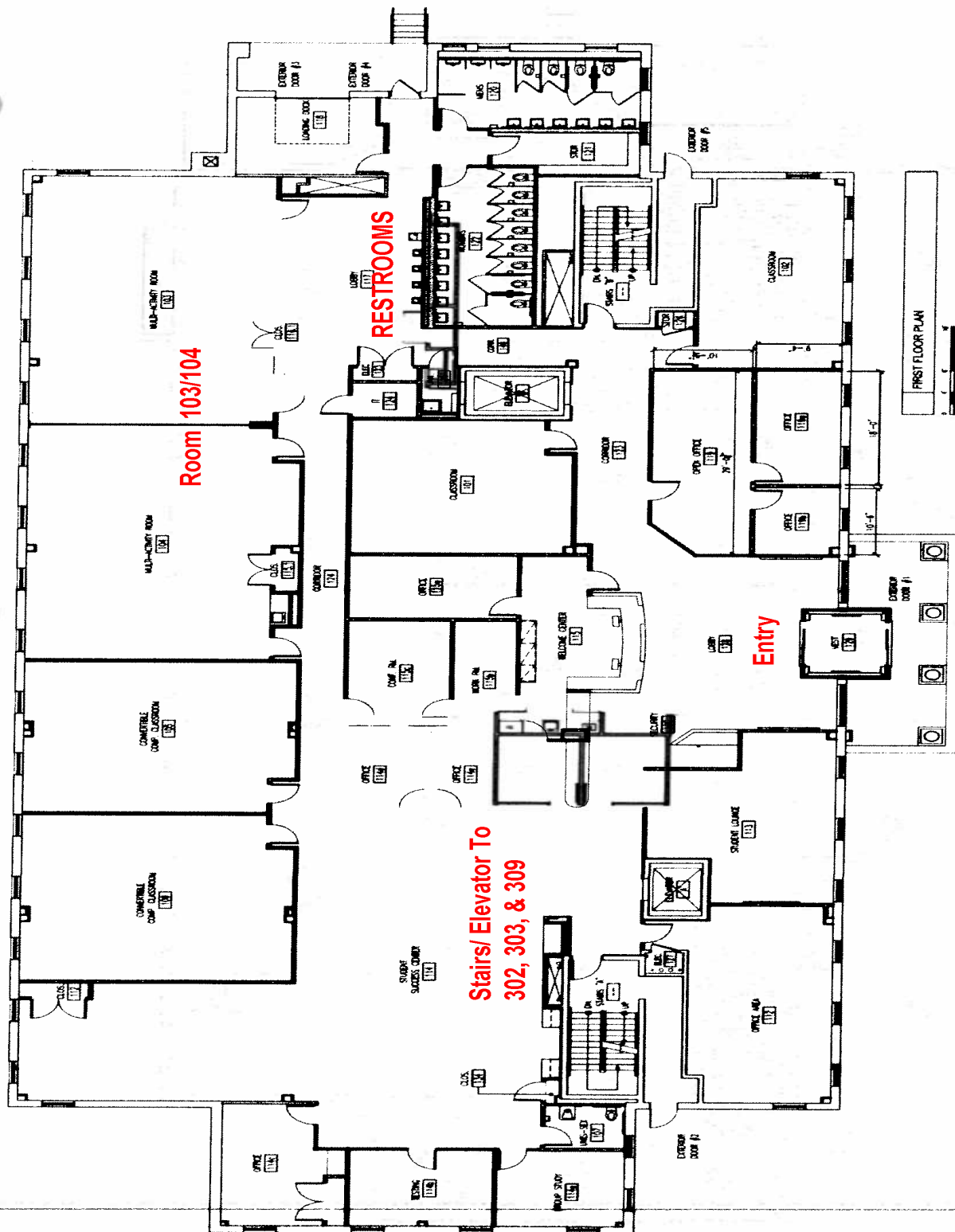
<b>7:00 AM-5:00 PM</b> Oceanport Foyer	<b>Registration &amp; Information Desk</b> Message Board. Membership and Committee information. Metropolitan Universities Journal (\$15). Plenary Dinner Tickets (\$76). Bus Sign up.
<b>8:30-9:45 AM</b> Atlantic 2 Opening Plenary	<b>2013 Conference Opening Plenary</b> Margaret Badgley, 2012-13 NABCA President Maureen Murphy, President, Brookdale Community College
<b>10:00-10:45 AM</b> Atlantic 2 Keynote Address I	<b>The Urgency of the National College Completion Agenda</b> Houston Davis, Executive Vice Chancellor and Chief Academic Officer, University System of Georgia Houston Davis gives an overview of the Complete College America Initiative and how it has been implemented in Georgia. This new completion agenda is shaping policies and programs in the areas of collegiate readiness, remedial reforms, flexible degree program options, time to degree, and performance funding. Discover the context for these and other focal areas. Discuss the implications on our evolving role as university and college Administrators in the US. <b>Houston Davis</b> serves as the Executive Vice Chancellor and Chief Academic Officer of the University System of Georgia. USG institutions enroll approximately 318,000 students and employ approximately 41,700 faculty and staff members to provide teaching and related services to students and the communities in which they are located. Before beginning his role in Georgia, Davis served as the Vice Chancellor for Academic Affairs for the Oklahoma State Regents for Higher Education and as the state of Oklahoma's liaison on the national Complete College America initiative. Prior to joining OSRHE in 2007, he served as Associate Vice Chancellor of Academic Affairs for the Tennessee Board of Regents, on faculty and in academic leadership for Austin Peay State University, in fiscal and academic affairs for the Tennessee Higher Education Commission, and as a regional counselor for the University of Memphis. In addition to his past professional duties, Davis was selected as a part of the 2005 class of the National Center for Higher Education and Public Policy Associates program, a mid-career honor and leadership opportunity for professionals engaged in policy impacting higher education. He received his PhD from Vanderbilt University with other degrees from the University of Memphis and Tennessee State University.
<b>11:00 AM-12:00 PM</b> Atlantic 2 Keynote Address Follow-up	<b>The Urgency of the National College Completion Agenda</b> Houston Davis, Executive Vice Chancellor and Chief Academic Officer, University System of Georgia Want more? This informal question and answer session gives you an opportunity for conversation and discussion with Houston Davis.
<b>11:00 AM-12:00 PM</b> Atlantic 4 Concurrent Sessions 1	<b>"Opening Doors"</b> <b>How A New Lecture Hall Transformed A Campus And Its Community</b> Toni Andrews, Associate Director of Community Relations George Mason University, Arlington Can bricks and mortar lay the foundation for the creation of a new sense community and purpose? For George Mason University's Arlington campus, the answer is a resounding yes. With graduate-level programs housed for years in a former department store, Mason erected the state-of-the-art "Founders Hall" in its place in 2011 as part of a strategic phase of growth in one of the Washington DC area's most affluent and highly educated urban centers along a busy public transit corridor. With a 300-seat auditorium, modern classrooms, and event space, the new facility was poised for a special purpose envisioned during planning and implemented through a strategic community outreach effort and critical partnerships with Arlington County. That purpose was based on a simple premise: open our doors and actively engage the community. Learn how the strategic use of unique space has transformed a University's sense of purpose in the community it serves.
<b>11:00 AM-12:00 PM</b> Atlantic 5 Concurrent Sessions 1	<b>Strategic Enrollment Management at a Multi-Campus Institution</b> Richard Pfeffer, Interim Dean of Enrollment Development and Student Affairs at Brookdale Community College Dianna Phillips, Executive Vice President of Educational Services at Brookdale Community College Anita Voogt, Dean of Communiversity, Branch Campus, and Higher Education Centers at Brookdale Community College Freehold Brookdale Community College recently implemented a Strategic Enrollment Management (SEM) process to clarify the role and expectations of its Branch Campus and Higher Education Centers in the context of "One Brookdale." Gain practical application insights from a process that analyses external demographic and occupational data along with internal enrollment trends to determine underserved populations. Brookdale's SEM process can help you build faculty and staff relationships among multiple sites.
<b>12:00 PM</b> Ocean View Dining Room Conference Networking Lunch	<b>2013 Conference Networking Lunch</b> Table topics with facilitators form the canvas for our lunch break. Choose to share best practices that reflect findings, campus activities, and problems with conference attendees who have similar interests. Or, find out what NABCA Committees are doing and where you can connect.



<b>1:30-2:30 PM</b> Atlantic 3 Concurrent Sessions 2	<b>Communities Driving Education - Get on the Bus!</b> Jennifer Oppenlander, Open Campus Coordinator & Outreach and Engagement at Oregon State University Courtney Snead, Campus Coordinator of Madras Campus at Central Oregon Community College <p>In rural communities access to educational opportunities can be limited, particularly for citizens who are place bound. Central Oregon Community College opened a branch campus in partnership with "Oregon Open Campus," the Oregon State University extension program. Personnel work together to increase educational opportunities in rural Jefferson County. Review the program and learn best practices and challenges, including how to work with community business, education, government, social services, and community leaders. Think about your own community and identify partners you could work with to implement programs that increase college-going culture, create a seamless transition from K-16. Find out how to provide local access to learning that meets the needs of individuals, families, and businesses.</p>
<b>1:30-2:30 PM</b> Atlantic 4 Concurrent Sessions 2	<b>Made to Order: A Hybrid Campus Suits a Unique Partnership</b> Kathleen Johnson, Assistant VP for Regional Campuses at George Mason University Caitlin Shear, Director of Special Projects for Regional Campuses at George Mason University <p>"Vision without execution is hallucination." -Thomas A. Edison. Innovative educational collaborations and partnerships offer new opportunities for expanding programs, facilities, and services. Once the MOU is signed, the real work begins. Find out how George Mason University and the Smithsonian Institution broke ground for a new instructional site at the Smithsonian Conservation Biology Institute. The new Smithsonian-Mason School of Conservation dedicated academic, dining and residential buildings in just over a year. Offering 4 state of the art classrooms, 3 labs, a 120-bed residential facility, and 150-seat dining hall, SMSC provides a campus hub where animal researchers, faculty, undergraduate and graduate students, and conservation professionals come together in a learning and living community. Take away structure and perspective best practices from this unique partnership.</p>
<b>1:30-2:30 PM</b> Atlantic 5 Concurrent Sessions 2	<b>Integrating the Scholarship of Outreach and Engagement at Regional Locations</b> Luann Harden, Director of Southwest Region at Western Michigan University <p>Historically, universities invested in regional campuses to increase enrollments. As enrollment shifted to online, regional locations were challenged to identify a new purpose. Learn how one university is repurposing regional locations to serve the outreach mission of the university. Discuss the metrics being used to measure effectiveness for the strategy and the categories that served as the framework. Gain insight into how research and teaching strengths of the university were coupled with distinct community needs in seven locations.</p>
<b>2:45-3:45 PM</b> Atlantic 3 Concurrent Sessions 3	<b>The First 90 Days for Faculty</b> Mary Ann Searle, Regional Dean for Kentucky & Southern Indiana at Indiana Wesleyan University <p>Find out best practices for preparing new, full-time, affiliate, and adjunct faculty to be successful in their First 90 Days through New Faculty Orientation and New Faculty Mentoring. Interact, engage, and leave with ideas for planning and implementation.</p>
<b>2:45-3:45 PM</b> Atlantic 4 Concurrent Sessions 3	<b>Fried Pies and Planning: The Odyssey of Defining a New University Campus</b> Noel Davis, Planning Analyst for Holabird & Root Joseph Rives, Vice President for Quad Cities and Planning at Western Illinois University <p>"We shape our tools and our tools shape us." Marshall McLuhan's observation is especially true in the academic and space planning process. Discover techniques that led to new levels of collaboration between a planning team and school administration, faculty, and students. The techniques used to shape dialogue and decisions about a campus' built resources provided Western Illinois University – Quad Cities' new riverfront campus an opportunity to plan the school's academic and space design from the ground up. Learn how these tools can help you make critical planning decisions.</p>
<b>2:45-3:45 PM</b> Atlantic 5 Concurrent Sessions 3	<b>NABCA Branch Campus and Center Administrator Survey, Phase III: Campus Services</b> Phyllis Bebeko, Associate Vice President of Broward Campuses at Florida Atlantic University Dennis Huffman, Program Director of University Town Center at Prince George's Community College <p>What patterns or correlations exist between headcount, primary focus, and the types of services available? What services are provided to students at remote locations throughout the US? Where are fees charged for certain services? Get the inside scoop on preliminary findings from this nationally administered survey of your peers.</p>
<b>5:45 PM</b> Oceanport Foyer Staircase Conference Photograph	<b>2013 Conference Photograph</b>
<b>6:00 - 9:00 PM</b> Beach 3 (Outdoor) Plenary Dinner	<b>2013 Conference Plenary Dinner</b> <p>Join your NABCA Conference Colleagues for a "Jersey Shore Clam Bake" and Bonfire.  (Non-seafood and Vegetarian options are available)</p> <p>Mixed Greens Salad, Salsa and Guacamole with Chips, Clams and Mussels, Steamed Lobster, Free-range Chicken, Grilled Portobello Mushroom Entree, Sides, Dessert, Hot and Cold Beverages, Cash Bar</p>

# Conference Site Host

## Brookdale Community College, Freehold Map





<b>8:30-9:15 AM</b> Hotel Lobby	<b>Travel to Brookdale Freehold Campus</b> Meet in the hotel lobby for an 8:30 am departure. Spend the day at the Brookdale Community College, Freehold Campus.  If you will not return to the Hotel, please check out and bring all luggage with you.  Remember to sign up at the Registration & Information Desk for Airport Transportation from the Freehold Campus.
<b>9:30-10:45 AM</b> Freehold 103/104 Site Visit	<b>Host Campus Welcome and Campus Tour</b> Anita Voogt, Dean of Communiversity, Branch Campus, and Higher Education Centers for Freehold Campus at Brookdale Community College Welcome and remarks by Site Host. Tour the facility and take home ideas for improvement and cost savings.
<b>11:00 AM-12:00 PM</b> Freehold 302 Concurrent Sessions 4	<b>The Community is Your Campus: Cultivating Partnerships Between Your Students and Community</b> Margaret Natter, Assistant Chair, English Department at Brookdale Community College You are looking for ways to show community members that your branch campus and its students care. Your faculty members are looking for ways to energize their students and connect what they learn in a classroom to the “real world.” Learn how local guest speakers and affordable class “adventures” in your branch campus’ neighborhood (and beyond) will enhance the courses offered by your institution and get your location recognized as a community friend and leader.
<b>11:00 AM-12:00 PM</b> Freehold 303 Concurrent Sessions 4	<b>Marketing and Communications: Using Your Website to Tell Your Story</b> Cheri Russo, Communications and Marketing Manager for Lancaster Center at Ohio University Providing daily, updated content on your website can draw visitors back with frequency and can provide detailed information about your campus to prospective students and/or their parents. Writing articles for a “news page” on your website creates content that you can share on social media, in an electronic newsletter, and with the university community. Learn to write articles that can also be shared with local media, are easy for media to publish, or fill open space in local newspapers.
<b>11:00 AM-12:00 PM</b> Freehold 309 Concurrent Sessions 4	<b>Are You Ready (For the Unthinkable)?</b> Susan Cooper, Dean of Irvine; Southern CA at California State University, Fullerton Can you ever be prepared enough for a campus emergency? Are you prepared for a crisis that requires training and calm demeanor as well as faculty and student cooperation? Find out what happened at CSUF Irvine to cause a shelter in place experience and the role social media played in bringing about a successful ending with minor injury and loss of life.
<b>12:00 PM</b> Freehold 103/104	<b>2013 Conference Networking Lunch</b>
<b>1:15-2:15 PM</b> Freehold 103/104 Business Meeting	<b>2013 NABCA Membership Business Meeting</b> 20112-13 NABCA President, Margaret Badgley Assistant Vice President of University Centers at Central Washington University  20112-13 NABCA Executive Committee Members: Vice President/President-Elect Susan Cooper, Dean of Irvine; Southern CA at California State University, Fullerton Secretary/Treasurer Ken Shaw, Dean of Panama City at Florida State University Research Committee Chair Faimous Harrison, Site Director of Lynnwood Center at Central Washington University Conference Committee Chair Leigh Atkinson, Director of Pickerington Center at Ohio University Membership Committee Chair Deena Fisher, Dean of Woodward Campus at Northwestern Oklahoma State University Marketing & Communication Committee Chair Jim Shockey, Dean of South Region at University of Arizona Delegate-at-Large Diana Haglund, Site Director of CWU-Wenatchee at Central Washington University Delegate-at-Large Arthur James, Executive Dean of North & South Campuses at North Lake College In accordance with the NABCA Constitution, the Annual Business Meeting takes place at the Annual Conference. A quorum for the Annual Business Meeting consists of 50 percent plus one of the voting Membership attending the Annual Conference. The President-Elect; Delegates-at-Large; Research, Communications, and Membership Chairs are elected. A financial report is made. The President will report on the accomplishments from 2012-13 and the President-Elect will share the goals for 2013-14.

<b>2:30-3:15 PM</b> Freehold 103/104 Keynote Address II	<b>Let's Give Them Something to Talk About!</b> Catherine Neiner, Director of Career Planning at Agnes Scott College Aren't all those facts and figures you pulled together absolutely fascinating? Of course they are! If only everyone else realized that. Now, let's flip the question. Aren't all those reports that people send you absolutely riveting? Not so much? It's not necessarily the information's fault that people do not sit up and take notice. It might just be in the presentation. We are constantly required to somehow convey something to someone. Explore key questions that lay a foundation to make the data you worked so hard to collect have a strong impact. Apply a few simple principles to make the presentation engaging so that you, your facts, and your figures are, indeed, absolutely fascinating.  <b>Catherine F. Neiner</b> works with individuals and organizations to identify emerging talent, develop leadership potential and enhance communication competencies. In 2006, she was one of only six US career services professionals awarded a Fulbright to engage with the nascent college career services profession in Germany. She was the first instructor for the core communications course in the Master of Science in Management (MBA) at Georgia Tech and served as director of communications for the School of Management. In addition, she served on the faculties of Entergy University and Auburn Women's Leadership Institute. She has taught various communication modules and workshops and has been an invited presenter at numerous regional and national career conferences. She has written for publications on the topics of communication and career as well as occasional op-ed essays. Currently, she serves as Director of Career Planning at Agnes Scott College. She earned a Masters in Communication from Georgia State University and a Bachelor of Arts in Journalism from the University of Georgia.
<b>3:30-4:30 PM</b> Freehold 103/104 Keynote Address II Follow-up	<b>Let's Give Them Something to Talk About!</b> Catherine Neiner, Director of Career Planning at Agnes Scott College Want more? This informal question and answer session gives you an opportunity for conversation and discussion with Catherine Neiner.
<b>3:30-4:30 PM</b> Freehold 302 Concurrent Sessions 5	<b>I Walk the "Online"</b> Cathleen Goode, Student Development Specialist at Brookdale Community College Linda Bernabeu, Brookdale Community College "I keep a close watch on this heart of mine. I keep my eyes wide open all the time. I keep the ends out for the tie that binds. Because you're mine, I walk the line." Johnny Cash may have walked the line, but at Brookdale Community College we walk the "online". In this session, the presenters share information about the full-service online advising model they offer. Learn the history, timeline, and pitfalls of implementing the online model. Leave with e-tools they developed and see a demonstration of how Adobe Connect is used. Come walk the "online" with Goode and Bernabeu.
<b>3:30-4:30 PM</b> Freehold 303 Concurrent Sessions 5	<b>Servant Leadership and Missionary Work: Building Relationships Within Your Institution</b> James McCaslin, Associate Vice President & Director of Franklin-Simpson Center at Southcentral Kentucky Community & Technical College Branch campus work is some of the most rewarding, yet challenging, in postsecondary education. A microcosm of our parent institution, branch campuses are often misunderstood, misrepresented, and misinterpreted by colleagues residing on "the mother ship." Take this opportunity to engage in lively discussion about your methods for building relationships with colleagues on "the mother ship" and at other locations.
<b>4:45-5:30 PM</b> Return to Hotel	<b>Travel to Ocean Place Resort</b> Meet in the Campus Entry for a 4:45 pm departure.

## 2012-13 NABCA Executive Committee

<b>President</b> Margaret Badgley Assistant VP University Centers Central Washington University	<b>Vice President/President-Elect</b> <b>Nominations &amp; Elections Committee Chair</b> Susan Cooper Dean, California State University Fullerton, Irvine Campus
<b>Past President</b> <b>Nominations &amp; Elections Committee</b> Bill Willan Dean, Ohio University, Southern Campus	<b>Secretary-Treasurer</b> <b>Finance Committee Chair</b> Ken Shaw Dean, Florida State University, Panama City
<b>Conference and Conference Committee Chair</b> Leigh Atkinson Director, Pickerington Center, Ohio University	<b>Membership Committee Chair</b> Deena Fisher Dean, Woodward Campus Northwestern Oklahoma State University
<b>Marketing &amp; Communications Committee Chair</b> Jim Shockey Campus Executive Officer, South, University of Arizona	<b>Research Committee Chair</b> Faimous Harrison Site Director, Lynwood Center, Central Washington University
<b>Delegate-at-Large</b> <b>Marketing &amp; Communications Co-Chair</b> Diana Haglund Director, Wenatchee Center, Central Washington University	<b>Delegate-at-Large</b> <b>Finance Committee</b> Arthur James Executive Dean, North & South Campuses, North Lake College

**Thank you for your Service!**

<b>8:00 AM</b> Hotel Lobby	<b>Travel to Brookdale Long Branch Center</b> Meet in the hotel lobby for an 8:00 am <i>walking</i> departure. If you will not stay overnight at the Hotel, please check out or arrange for late check out. Remember to sign up at the Registration & Information Desk for Transportation if you are not able to walk 1/3 mile to the Center.
<b>8:45-10:15 AM</b> Long Branch 2nd Floor Community Room Conference Institute II	<b>Putting The Community Back into College: Building Community Resources to Maximize Service To Our Learning Communities</b> Ed Johnson, Center Director for Long Branch at Brookdale Community College <p>How can Higher Ed Administrators identify new opportunities and audiences, while strengthening relationships with existing stakeholders in today's high tech and multi-challenging world? By recognizing the pivotal role community resources play in helping colleges and universities achieve their goals. The ability to develop community resources is taking on greater significance in our efforts to provide services to students and identify new populations for enrollment. In the "new economic realities" a growing emphasis will be placed on the role of community relationships in the educational experience. Leave with ideas and best practices you can implement in your own community.</p> <p><b>Mayor Ed Johnson</b> has served on the City Council since January 2005. Appointed to fill a vacancy on the Asbury Park City Council in January 2005, he was elected to a four-year term in May 2005 and reelected to his second term in May 2009 and was subsequently elected Mayor on July 1, 2009 by his council peers. As Mayor, he represents the City of Asbury Park, presides at City Council meetings, signs official documents, and performs marriages and civil commitment ceremonies. Before joining the City Council, Mayor Johnson served 4 consecutive terms as Chairman of the Asbury Park Urban Enterprise Zone. He is credited with the transformation of the APUEZ into a productive organization ready to meet its program obligations and local commitment to strengthen and grow the Asbury Park business community. Mayor Johnson holds a Bachelor of Science Degree in Liberal Arts &amp; Sciences and a Master of Arts Degree in Social &amp; Political Sciences. As an undergraduate, he was elected to 2 consecutive terms as Student Body President (the 1st Student Body President winning reelection in 50 years) and as State Treasurer for the Associated Students of New Mexico. During his second term, The Governor of New Mexico appointed him to the New Mexico State Board of Educational Finance. He was awarded a graduate assistantship in Political Science and was named Outstanding Graduate Student of the year. He is a proud member of the Zeta Sigma Chapter of the Sigma Chi Fraternity and has worked in the areas of Experiential Education, International Exchange, Scholarship, and Academic Programs &amp; Higher Education. Mayor Johnson believes in open access to education and in building cross-cultural communication, diversity awareness, and leadership development. He currently serves as the Director of the Brookdale Community College Long Branch Center. Mayor Johnson has dedicated his career to promoting quality, affordable education and workforce development opportunities to the residents of Monmouth County and throughout New Jersey.</p>
<b>10:30-11:30 AM</b> Long Branch 2nd Floor Community Room Conference Plenary	<b>2013 Conference Roundtable Plenary</b> 2012-13 NABCA President Margaret Badgley, Assistant Vice President of University Centers at Central Washington University 2013-14 NABCA President Susan Cooper, Dean of Irvine; Southern CA at California State University, Fullerton <p>What went well? What didn't go so well? What would you change? Discuss the Conference, the Year, and let us know what you'd like from your Professional Association.</p>
<b>11:30 AM-12:00 PM</b> Long Branch 2nd Floor Community Room Conference Plenary	<b>2013 Conference Closing Plenary</b> 2013-14 NABCA President Susan Cooper, Dean of Irvine; Southern CA at California State University, Fullerton Hear from 2013-14 President Susan Cooper and find out where the 2014 NABCA Conference will be held. <p style="text-align: center;"><b>See You in 2014!</b></p>

## Special Thanks to the 2012-13 NABCA Conference Committee

<b>Conference and Conference Committee Chair</b> Leigh Atkinson Director, Pickerington Center, Ohio University	Conference Committee Site Host Allison Fitzpatrick Director, Hazlet Center, Brookdale Community College
Tracy Archie Finger Lakes Community College, Victor Campus Center	Nancy Grinberg Program Director, Laurel College Center Prince George's Community College
Carolyn Hamrick Director, Cartersville, Georgia Highlands College	Blayne Hinds Associate Vice President, Oklahoma City, Langston University
Annie Nogales-Chandler CSU East Bay, Concord Campus	Charanne Smith Director, Neptune Center, Brookdale Community College
James McCaslin Associate Vice President & Director, Franklin-Simpson Center, Southcentral Kentucky Community & Technical College	

# Schedule-At-A-Glance

## Wednesday

9 am-Noon	Executive Committee Meeting, <b>Long Branch Room</b>
12:00 -7:00 pm	Conference Registration, Membership Information, Publication Sales, <b>Oceanport Foyer</b>
1:00 -2:00 pm	Conference Committee Meeting, <b>Long Branch Room</b>
2:30-4:00 pm	Conference Institute I, <b>Sea Bright</b>
4:15-5:00 pm	First Time Attendee Orientation, <b>Sea Bright</b>
5:00-7:00 pm	Conference Reception and Networking, Oceanport Foyer
7:30-9:00 pm	Executive Committee Dinner, <b>Local Restaurant</b> (Meet in Hotel Lobby for walking departure)

## Thursday

7:00 am-5:00 pm	Conference Registration, Membership Information, Publication Sales, <b>Oceanport Foyer</b>
7:00 am	Breakfast Opens, <b>Ocean View Dining Room</b>
8:30-9:45 am	Opening Plenary, <b>Atlantic 2</b>
9:45-10:00 am	Morning Break, <b>Oceanport Foyer</b>
10:00-10:45 am	Keynote Address I, <b>Atlantic 2</b>
10:45-11:00 am	Break
11:00-Noon	Concurrent Sessions 1, <b>Atlantic 2, 4, and 5</b>
12:00 pm	Networking Lunch, <b>Ocean View Dining Room</b>
1:30-2:30 pm	Concurrent Sessions 2, <b>Atlantic 3, 4, and 5</b>
2:30-2:45 pm	Afternoon Break, <b>Oceanport Foyer</b>
2:45-3:45 pm	Concurrent Sessions 3, <b>Atlantic 3, 4, and 5</b>
3:45-5:45 pm	On Your Own
5:45 – 6:00 pm	NABCA 2013 Conference Photo, <b>Oceanport Foyer Staircase</b>
6:00 – 8:00 pm	Conference Plenary Dinner, <b>Beach 3</b> (Bad Weather Alternate, Ocean View Dining Room)
7:00-9:00 pm	Bonfire, <b>Beach 3</b> (Bad Weather Alternate, Friday Night)

## Friday

7:00 am	Breakfast Opens, <b>Ocean View Dining Room</b>
8:30 am	Bus Departure for Travel To Freehold Campus, <b>Hotel Lobby</b>
9:30-10:45 am	Site Host Welcome and Tour, <b>Freehold 103/104</b>
10:45-11:00 am	Morning Break, <b>Outside Freehold 103/104</b>
11:00 am-Noon	Concurrent Sessions 4, <b>Freehold 302, 303, And 309</b>
12:00 pm	Networking Lunch, <b>Freehold 103/104</b>
12:00-1:15 pm	Break
1:15-2:15 pm	Plenary & Business Meeting, <b>Freehold 103/104</b>
2:15-2:30 pm	Afternoon Break, <b>Outside Freehold 103/104</b>
2:30-3:15 pm	Keynote Address II, <b>Freehold 103/104</b>
3:15-3:30 pm	Break
3:30-4:30 pm	Concurrent Sessions 5, <b>Freehold 103/104, 302, and 303</b>
4:45 pm	Bus Departure for Travel To Ocean Place Resort, <b>Campus Entry</b>

## Saturday

7:00 am	Breakfast Opens, <b>Ocean View Dining Room</b>
8:00 am	Walking Departure for Long Branch Center, <b>Hotel Lobby</b>
8:45-10:15 am	Conference Institute II, Long Branch 2nd Floor Community Room
10:15-10:30 am	Break
10:30-11:30 am	Conference Roundtable Plenary, <b>Long Branch 2nd Floor Community Room</b>
11:30 am	Closing Plenary & 2014 Conference Location, <b>Long Branch 2nd Floor Community Room</b>
12:00 pm	Walking Departure for Hotel, <b>Center Lobby</b>
1:00-2:00 pm	Incoming Executive Committee Meeting, <b>Local Restaurant</b> (Meet in Hotel Lobby for walking departure)
2:30 pm	Incoming President & Executive Director Meeting, <b>TBD</b> Incoming Committee Meetings, <b>Determined By Committee Chairs</b>