



# NABCA

National Association of  
Branch Campus Administrators

## BRIDGE TO THE FUTURE

17<sup>TH</sup> ANNUAL CONFERENCE  
NEWPORT BEACH, CA  
APRIL 9 - 12, 2014

*THE BEST WAY TO PREDICT YOUR FUTURE  
IS TO CREATE IT*

-- ABRAHAM LINCOLN

Hosted by



# Conference Welcome

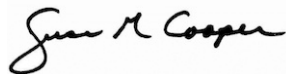
## Welcome to the 17<sup>th</sup> Annual Conference of the National Association of Branch Campus Administrators!

It is my pleasure to serve as the host of this year's conference as well as President for the past year.

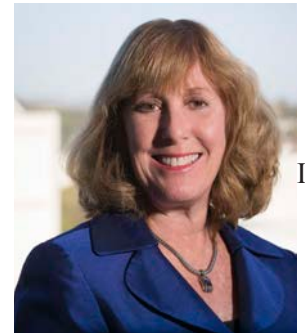
Southern California is a wonderful region in which to work, vacation, and get together with colleagues. I look forward to seeing old friends and making new ones as we explore the joys and challenges of branch campus life. I especially welcome our new members and first-time attendees. You will find this a welcoming and friendly group who will share their trade secrets with you. I also welcome, for the first time, a wonderful group of sponsors to our conference. Please take the time to visit with each one at the hotel or on our campus tour.

California State University, Fullerton is the largest university in the 23 campus system with over 37,000 students. The Irvine Campus, which we will tour on Friday, is the largest branch campus in the CSU with 3,400 students. We are celebrating our 25<sup>th</sup> year as a branch campus and are excited to introduce you to our students, staff, faculty and facilities.

My sincere thanks to our conference committee for the wonderful plans and arrangements they have made for us, as well as the Executive Committee and Executive Director for their unconditional support throughout the year. It has been my pleasure to have served as President of NABCA during the past year.



Susan M. Cooper, Ed.D.  
Dean, California State University, Fullerton – Irvine Campus  
NABCA President, 2013-2014



## Welcome NABCA Conference Attendees, from the City of Irvine and California State University Fullerton!

We are pleased to host the 17<sup>th</sup> Annual Conference and look forward to sharing our beautiful region and Irvine campus with you.

California State University, Fullerton is a major regional university. One of 23 campuses in the California State University system, Cal State Fullerton has awarded degrees to more than 215,000 graduates since it opened in 1957. Many are leaders in business, government, education and the arts. With more than 37,000 students, the University offers 107 degree programs in eight colleges. It continues to be one of the country's most diverse universities – ranked ninth in the nation. Cal State Fullerton's branch campus at Irvine was established in fall 2002 to meet the higher education needs of central and south Orange County. Our Irvine Campus is located 20 miles from the 236-acre Fullerton Campus in north Orange County. Enjoy your visit to the growing Irvine Campus on Friday!



Cal State Fullerton  
President, Mildred Garcia, Ed.D.

The City of Irvine was incorporated on December 28, 1971, and operates under a City Council-City Manager form of government adopted in 1975. One of the nation's largest planned urban communities, the City encompasses more than 65 square miles and has an estimated 223,729 population.

Irvine contracts for fire and medical services with Orange County, and has three independent districts for library, educational, and utility services. Other government services include animal control, police, recreation and cultural programs, and more. We are very pleased that you have chosen our regional community for your Conference and look forward to welcoming you to the City of Irvine.



City of Irvine  
City Manager, Sean Joyce

# Conference Information

### Airport Transportation

Hyatt Regency Newport Beach, Newport Beach CA 92660; 949-729-1234  
From/To John Wayne Airport (SNA) 5 miles / 15-20 minutes

The Hyatt Regency provides a complimentary shuttle to and from John Wayne Airport every hour beginning at 6:00 am and ending at 10:00 pm (from hotel). The shuttle stops outside baggage claim between Terminals 3 and 4. Taxis are also available.

### On-site Conference Registration

Conference Registration Desk is located in the Terrace Promenade

**Wednesday** April 9, 2014: 12:00 pm - 6:00 pm

**Thursday** April 10, 2014: 7:00 am - 5:00 pm

Services Available Include

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

\$15 During the Conference (regularly \$25)

***Guest Plenary Dinner Tickets for Friday, April 11, 2014***

\$75 Guests for LA Angels vs NY Mets Baseball and Dinner

***Fast Track Registration!***

### Weather & Dress

Temperatures during the day can range from the mid-60s to 80s and from the mid 40s to mid 50s at night. Dress for the conference is business casual. Keep in mind that the meeting rooms can be chilly, so bring a light jacket or wrap – just in case.

Dress for our Plenary Dinner on Friday is very casual, since we will be going to see the LA Angels play the NY Mets at the LA Angels Stadium. We suggest that you wear a sweatshirt from your college, university, or organization so when they flash NABCA on the Jumbotron, we can all stand up and wave wearing our school sweatshirts! Not only will it keep you warm, it will also be a conversation starter for those who don't know each other. If you attended the New Jersey Conference in 2013, or you are a new Member, bring your blanket along for added warmth.

Hotel Check-in is 4:00 pm; Check out is 12:00 pm

### Site Host Campus Visit

**Friday** California State University Fullerton, Irvine Campus, Hotel lobby 10:15 am bus departure; 4:00 pm return



A grid of 10 portrait photos of the 2013-2014 Executive Committee members, arranged in two rows of five. Each photo is in a square frame with a blue background and a gold border. Below each photo is the member's name and title in white text.

 President Susan M. Cooper	 Past President Margaret Badgley	 Vice President James McCaslin	 Treasurer Secretary Ken Shaw	 2014 Chair Leigh Atkinson
 Communication Diana Haglund	 Membership Arthur James	 Research Dennis Huffman	 Delegate Allison Fitzpatrick	 Delegate Joe Rives

**2013-2014 Executive Committee**

# Wednesday, April 9, 2014

<p><b>10:00 am - Tuesday</b> Harbor Room</p>	<p><b>NABCA Committee Check-In &amp; Assignments</b> NABCA Conference Office</p>
<p><b>8:00-11:00 am</b> Executive Boardroom</p>	<p><b>Executive Committee Meeting</b> Members will have their April 2014 meeting</p>
<p><b>12:00-6:00 pm</b> Terrace Promenade</p>	<p><b>Registration &amp; Information Desk</b> Conference Materials. <i>Metropolitan Universities Journal</i> (\$15). Plenary Dinner <b>Guest</b> Tickets (\$75). Transportation requests. Parking Validation (for discount). Drop off Door Prizes. Fast Track Registration.</p>
<p><b>12:00 pm-7:00 pm</b> Terrace Promenade</p>	<p><b>Conference Expo</b> A select group of Exhibitors are on-site to display products, answer questions, and provide you with information. The Expo will be co-located with the Reception, Breaks, and close to meals and plenary sessions for your convenience. We are also pleased to be able to showcase our <b>Member-Authors</b> at the Conference Expo. Stop by the <b>NABCA Booth</b> and sign up to join a group for dinner, get information about Committees, leave a message, and make a video telling us what you like about being a member!</p> <p>After the “merger of equals” with Office Depot in 2013, <b>OfficeMax Workplace</b> is the global provider of office products, services, and innovative solutions that help you work better. <b>OfficeMax</b> is a 2012-2013 Ethisphere Institute’s Ethics Inside Certification (EIC) holder in recognition of their culture of ethics and leadership; the only company in the office supply industry to receive the EIC designation.</p> <p><b>Epson</b> is a leading manufacturer in the printer, professional imaging, projector, scanner, and systems devices that transform the way we share ideas and information.</p> <p><b>Computer Comforts</b> is an innovative computer furniture manufacturer with solutions for multiple learning environments. You will have a unique opportunity to see the new <b>Crestron</b> wireless collaboration product, “Air Media.” Designed for small group sharing, a demonstration will be installed on a <b>Computer Comforts</b> “Collaborative Table.”</p> <p><b>Troxell Communications</b> suggests and provides AV solutions for academic institutions to achieve specific goals, they make sure that the technology is successful by providing training and support services.</p> <p><b>Charles Bird</b> will have his latest book, <i>Out on a Limb</i>, available for purchase. A great resource filled with lessons from his experience to support branch, regional, and satellite administrators</p> <p>Special thanks to <b>Visit Newport Beach, Haglund’s Trophies, Hyatt Regency Newport Beach, and CSU Fullerton</b> for the sponsorship support they have provided.</p>
<p><b>1:00-2:00 pm</b> Executive Boardroom</p>	<p><b>Conference Committee Meeting</b> Members will have their April 2014 meeting</p>
<p><b>2:30-4:00 pm</b> Terrace Room Conference Institute I</p>	<p><b>What Would You Do? Preparing for Branch Campus Emergencies</b> Special Report: Campus Dean Rescues Dogs, While Coach Saves Players From Soccer Ball Invasion! “What Would You Do?”</p> <p><b>Susan Cooper</b>, Dean at California State University Fullerton, Irvine Campus <b>Sue Fisher</b>, Emergency Management Coordinator at California State University Fullerton</p>

4:15-5:00 pm  
Terrace Room

Evaluate This Session:



**First Time Attendee & New NABCA Member Orientation**

Get an understanding of what NABCA is and what we have to offer you!

President, Susan M. Cooper  
Vice President, James McCaslin  
Membership Chair, Arthur James  
Conference Chair, Leigh Atkinson  
Conference Co-Chair, Allison Fitzpatrick  
Research Chair, Dennis Huffman

**Session Description:**

Meet members of the Executive Committee and get questions answered. Find out the history of NABCA, ways you can become more involved, and the benefits you gain from being a member.  
Welcome & Introduction of Speakers  
Benefits of NABCA Membership  
History & What NABCA Is  
Getting Involved  
Question & Answer / Introductions of Attendees

Evaluate This Session: [<https://www.surveymonkey.com/s/NABCAConfEval>]

5:00-7:00 pm  
Terrace Promenade & Patio

**2014 Conference Reception**

Welcome to the City of Newport Beach and California State University Fullerton, Irvine Campus  
California State University Jazz Quartet, Hot & Cold Hors d'oeuvres, Cash Bar, Conference Expo, Door Prizes

President, Susan M. Cooper  
Conference Chair, Leigh Atkinson

7:00 pm

**Dinner on Your Own**

Don't forget to invite a *First Time NABCA Conference Attendee* to dinner!  
Arrange restaurant groups through the Message Board at the NABCA Expo Booth.

**Conference Institute I**

You are the ranking administrator on your branch campus. A normal day becomes an emergency for which you have only conducted drills in the past. Watch what happened at California State University Fullerton as a shelter in place was enacted when armed suspects crashed at the campus.

Participate in two table top group exercises to determine your branch campus strengths and challenges in five possible emergencies and how you and your branch campus would respond to specific emergency scenarios. Leave with strategies, exercises, and suggestions for being better prepared for emergencies.



**Dr. Susan M. Cooper** is the 2013-2014 NABCA President. She has been responsible for the administration of the CSUF Irvine Campus since she was appointed Dean in 2008. She joined the university after serving as Dean of career technical education and workforce development at Irvine Valley College. Dr. Cooper received her doctorate degree in secondary education and her master's degree from Northern Illinois University. She has been known to adopt rescue dogs, travel thousands of miles to watch the Chicago Cubs, and swim in large bodies of water.

**Sue Fisher** joined CSUF in 1991. Before that she spent six years doing cancer research and as the campus Radiation and Bio-Safety Officer at the Fred Hutchinson Cancer Research Center in Seattle.

Ms. Fisher has taught radiochemistry and occupational health and is an invited presenter at university, county, state, and national venues. Ms. Fisher received her master's degree in environmental studies from California State University Fullerton and her bachelor's degree in biology from the University of Chicago. She is active in the League of Women Voters, has coached youth soccer for 17 years, and is an avid soccer player.



## 2014 Conference Sponsors

### BRANCH LEVEL SPONSOR

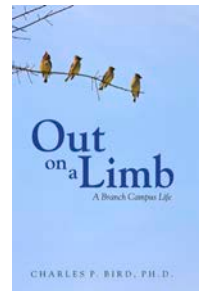
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### CONFERENCE SPONSORS



### Conference Tracks

#### Marketing & Community Connections

Meeting the needs of your local community with the programs offered at your site. In turn, relationships with local businesses and organizations can support your own enrollment initiatives. Sessions in this track might discuss Community needs assessment; Analysis of demographic information; Strategic enrollment management; Cooperative relationships with local organizations and businesses; Developing community presence; or Community engagement.

#### Student Services

General campus or center areas such as recruitment and retention issues and strategies, advising, student support services, and/or campus life. Session topics might relate to Adult learner recruitment and retention; Remediation strategies; Research and issues dealing with serving students; Measuring student success; Tracking and reporting enrollment and retention; Encouraging student engagement; Career services programs; Inclusion and multiculturalism; or Scheduling and academic programming.

#### Assessment, Research, & Decisions

Help navigating the world of institutional research, assessment, and the resulting decisions. Sessions might include Creating and measuring student learning outcomes; Establishing student success indicators; Using institutional data; Strategic planning; or Establishing a culture of assessment.

#### Wild Card

Topics that are timely in nature but do not fit other track categories. Sessions of interest and benefit.

<b>7:00 am-5:00 pm</b> Terrace Promenade	<b>Registration &amp; Information Desk</b> Conference Materials. <i>Metropolitan Universities Journal</i> (\$15). Plenary Dinner <b>Guest</b> Tickets (\$75). Transportation requests. Parking Validation (for discount). Drop off Door Prizes. Fast Track Registration.
<b>7:00 am</b>	<b>Breakfast Opens</b> , Terrace Promenade (Terrace Room – weather) Sponsored by <b>OfficeMax Workplace</b>
<b>8:00 am-5:30 pm</b> Terrace Promenade	<b>Conference Expo</b> A select group of Exhibitors are on-site to display products, answer questions, and provide you with information. The Expo is co-located with Breaks, and close to meals and plenary sessions. <b>Member-Authors</b> and <b>NABCA Booth</b> . Sponsors: <b>OfficeMax Workplace</b> , <b>Epson</b> , <b>Computer Comforts</b> (and Crestron), <b>Troxell Communications</b> , <b>Charles Bird</b> , <b>Visit Newport Beach</b> , <b>Haglund's Trophies</b> , <b>Hyatt Regency Newport Beach</b> , and <b>CSU Fullerton</b> .
<b>8:30-9:15 am</b> Terrace Room	<b>Opening Conference Plenary</b> Welcome to the City of Newport Beach and California State University Fullerton, Irvine Campus  President, Susan M. Cooper Conference Chair, Leigh Atkinson
<b>9:30-10:30 am</b> Terrace Room Keynote Address I	<b>On-Demand Faculty Development: A New Model</b> <b>Don't get lost in the Faculty Development storm!</b> <b>James Frazee, Senior Academic Technology Officer and Director, Instructional Technology Services at San Diego State University</b>
<b>10:30-10:45 am</b> Terrace Promenade	<b>Morning Beverage Break</b> Sponsored by <b>OfficeMax Workplace</b> <b>Conference Expo</b>

## Dr. James Frazee, Keynote Speaker I

How do you get the people you work with to begin working and learning out loud? In other words, how do we make, “if you do it, share it” the rule of the day?

Are the staff members at your location screen-sharing (recording) everything they do to accomplish a particular task and posting it on YouTube? It is easier than you might think! Because everything is changing so rapidly, there is no need to focus too much energy on big production efforts. More important is consistent tagging and providing enough search functionality that faculty and staff will be able to find what they need easily, on-demand, and “just-in-time.”

**Dr. James Frazee** has more than 20 years in education, with progressively responsible senior level experience in IT and educational technology leadership positions. His professional experience reflects his unwavering commitment to student-centered curriculum reform, faculty support and innovation, and student access and success. He has written and presented widely on the subjects of obtaining, managing, and leveraging large state and federal educational technology grants, designing professional development programs for faculty, strategic technology planning, and using technology to push curriculum reform.


His academic research focuses on using technology to promote active, student-centered learning strategies in higher education. Currently, Dr. Frazee is the Chair of the California State University (CSU) System’s Directors of Academic Technology common interest group. During his 15 years at SDSU, he has played an integral part in supporting the academic success of faculty and students. At SDSU, Dr. Frazee’s work has included oversight of Instructional Technology Services, including the campus’ move into online education. As Senior Academic Technology Officer, he has played a critical role in aligning the work of ITS with the University’s strategic plan.

Dr. Frazee received his joint doctorate degree in educational technology from the University of San Diego and San Diego State University, his master’s degree from San Diego State University and his bachelor’s degree from the University of San Diego. He is among the small number of higher education leaders selected for the prestigious Frye fellowship at Emory University.



<p><b>10:45-11:45 am</b> Garden Room I Concurrent Sessions 1</p> <p><b>Target Audience:</b> Senior Administrator Academic Program Administrators, Advisors, or Faculty</p> <p><b>Evaluate This Session</b></p> 	<p><b>Becoming and Maintaining Good Community Partners</b></p> <p>Discover how Florida State University Panama City has utilized community partnership engagements. Ask questions and get answers for implementing strategies at your campus!</p> <p><b>Ken Shaw</b>, Dean at Florida State University, Panama City</p> <p><b>Session Description:</b> Partnership engagements, if well-implemented, can result in a better academic experience for students, quality internships for students, better workforce for employers, increased awareness of the benefits of the institution, and greater philanthropy for the campus.</p> <p>Learn key engagements for becoming and maintaining good community partners. Find out how you can establish and maintain a community presence, advisory panel, community partners for academic areas, and development board. Discover your role in ensuring the success of being good community partners.</p> <p><b>About the Speaker:</b> <b>Ken Shaw</b> is the 2012-2015 NABCA Secretary/Treasurer. He has served as Dean for 4 years and as a faculty member for 24 years on the branch campus. Ken serves on numerous community and civic boards and has established several campus/community partnerships. As a result, more internship opportunities are occurring and philanthropy has increased each year under his leadership (\$230k, \$558k, \$821k, \$1,017k in 2009, 2010, 2011, and 2012 respectively).</p> <p>Ken is a firm believer that the role of the community is essential to the success of their campus. In a past life, he taught high school mathematics, physics, and computer programming and enjoys spending time on a golf course.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>10:45-11:45 am</b> Terrace Room Concurrent Sessions 1</p> <p><b>Target Audience:</b> Student Services or Student Affairs Academic Program Administrators, Advisors, or Faculty Admissions, Recruiting, or Retention</p>  <p><b>Evaluate This Session</b></p>	<p><b>Joint Admission: Connecting Branch Campuses with Community College Partners</b></p> <p>Joint admission partnerships are not without difficulties! Identify solutions to problems and get examples of success.</p> <p><b>Hannah King</b>, Recruiter/Advisor at Western Kentucky University, Owensboro</p> <p><b>James McCaslin</b>, Interim Vice President of Outreach and Community Development at Southcentral Kentucky Community and Technical College, Franklin</p> <p><b>Dennis George</b>, Associate Provost for Regional Higher Education at Western Kentucky University, Bowling Green</p> <p><b>Session Description:</b> Joint Admission expands access for advising and college services, improves program articulation, expands financial aid resources, and uses resources at both institutions more efficiently and effectively. At the same time, these partnerships are not without difficulties in the management of day-to-day operations.</p> <p>Participate in a case study discussion that describes the Western Kentucky University and Kentucky Community and Technical College System Joint Admission experience. Discover solutions to challenges in data flow management, financial aid, advising, communication, retention, recruitment, and joint marketing. Discuss metrics that will be used to determine the success of Joint Admission with senior administrators from WKU and Southcentral KCTCS.</p> <p><b>About the Speakers:</b> <b>Hannah King</b> provides regular, on-site assistance to students in the Kentucky Community and Technical College System (KCTCS) who plan to transfer to WKU as part of the Joint Admissions program. She serves as a primary contact for KCTCS students, faculty, and advisors and represents the interests of KCTCS transfer students with her university colleagues.</p> <p><b>James McCaslin</b> is the 2013-2014 NABCA Vice President and President-Elect. He has more than 12 years of administrative experience at the postsecondary level. In addition to the daily administrative responsibilities of the SKYCTC Franklin-Simpson Center, James provides leadership across the 10-county service area for the dual credit and concurrent enrollment programs and works closely with programming for adult education, customized workforce training solutions, and grants and contracts.</p> <p><b>Dennis George</b> provides support for the chancellors at the three WKU branch campuses. He assists them in bringing academic programming and student services to their campuses. Because each of the WKU branch campuses work closely with community college transfer students, successful implementation of the Joint Admission agreements has been a principal focus for Dennis during the last three years.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>



<p><b>10:45-11:45 am</b> Garden Room III Concurrent Sessions 1</p> <p><b>Target Audience:</b> Senior Administrator</p>  <p><b>Evaluate This Session</b></p>	<p><b>Striking a Balance with the Main Campus: Tips for the Branch Campus Administrator</b></p> <p>Sometimes they just don't get it! Share tips and find out how branch campus staff can work more effectively with the main campus.</p> <p><b>Courtney Snead</b>, Campus Administrator at Central Oregon Community College, Madras Campus <b>Suzie Kristensen</b>, Campus Administrator at Central Oregon Community College, Prineville</p> <p><b>Session Description:</b> Are there days when you wonder how to work more effectively with main campus staff? Engage in a discussion, participate in some fun activities, and leave with a list of ways to manage a branch campus while balancing the expectations and resource limitations of the main campus. Come prepared to share stories and strategies, and learn a lot from each other!</p> <p><b>About the Speakers:</b> <b>Courtney Snead</b> worked in local government before joining COCC. She is currently in an education doctoral program. <b>Suzie Kristensen</b> has been with COCC for three years and was previously an administrator for nine years at Pacific University in Forest Grove, Oregon. She is proud to represent COCC in the small, rural community where she was raised.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>12:00-1:00 pm</b> Terrace Promenade</p>	<p><b>2014 Conference Networking Lunch</b></p> <p><b>Conference Expo</b></p> <p>Interested in working on a NABCA Committee? Sit at a Committee Table and chat with the Chair. Look for the table signs and talk with the Chair and other members about what the Committee does and how you can get involved.</p> <p>You can also have lunch with the Keynote Speaker and ask those questions you didn't get to during the session.</p>

## Special Thanks to the 2013-2014 Conference Committee



**Chair Leigh Atkinson**  
Ohio University  
Lancaster Pickerington



**Co-Chair Allison Fitzpatrick**  
Brookdale Community College  
Brookdale at Hazlet

- Daniel Barbeau, California State University Fullerton**  
**Rebecca Burton, Concordia University Texas**  
**Nancy Grinberg, Prince George's Community College**  
**Blayne Hinds (b. March 20, 1945 - d. December 1, 2013)**  
**James "Dr. J" McCaslin, Southcentral Kentucky Community & Technical College**  
**Joseph "Joe" Rives, Western Illinois University**  
**Caitlin Shear, George Mason University**

<p><b>1:00-2:00 pm</b> Garden Room III Concurrent Sessions 2</p> <p><b>Target Audience:</b> Senior Administrator Academic Program Administrators, Advisors, or Faculty Admissions, Recruiting, or Retention Campus Technology or Instructional Technology</p>  <p><b>Evaluate This Session:</b></p>	<p><b>Increasing Transfer Enrollments and Making Friends: Stronger Relationships with Your Community College Partners Begins in Your Own Institution</b></p> <p>Build relationships that will grow your branch campus and get practical examples and strategies you can use for increasing transfer enrollments.</p> <p><b>Lucas Rucks</b>, Director of Dual Admission &amp; Transfer Initiatives at Central Washington University, University Centers</p> <p><b>Session Description:</b> Nearly every public higher education institution is concerned with less state funding in the coming years. Enrollment growth is a vital necessity to maintain offerings and services.</p> <p>Discover a new regional approach and initiatives to increase transfer enrollments at Central Washington University. Review practical applications for university branch administrators focused on growth in the coming year. Get a holistic overview of the challenges faced when working towards growing a center or establishing a presence in a new recruiting region. Find out how to realistically deal with challenges. Leave with the data that demonstrates how this approach has been effective and examples that promote transfer pathways, online resources, and universal ideas to promote your branch campus.</p> <p><b>About the Speaker:</b> <b>Lucas Rucks</b> serves Central Washington University on a number of transfer and community college partnership initiatives. Before assuming his position in dual admissions in 2013, he spent 6 years at a California Community College.</p> <p>Luke recently completed his doctoral coursework at Azusa Pacific University with ongoing dissertation efforts focused on leadership development of the digital generation, particularly on the experiences of elected female student leaders.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>1:00-2:00 pm</b> Terrace Room Concurrent Sessions 2</p> <p><b>Target Audience:</b> Academic Program Administrators, Advisors, or Faculty</p>  <p><b>Evaluate This Session</b></p>	<p><b>Building the First Freshman Class: A Branch Campus Story!</b></p> <p>Discover the lessons learned during the transformation of a traditional satellite campus with upper-division courses to a four-year university as administrators built the first freshman class.</p> <p><b>David Maynard</b>, Professor and Freshman Class Coordinator at California State University San Bernardino, Palm Desert Campus</p> <p><b>Avi Rodriquez</b>, Freshman Advisor at California State University San Bernardino, Palm Desert Campus</p> <p><b>Session Description:</b> In the fall of 2013, the California State University San Bernardino, Palm Desert Campus welcomed the first 106 freshmen. Review lessons learned while building the class. Discover how CSUSB, Palm Desert Campus evaluated facilities, informed high school principals and staff, advertised and recruited, and ensured community involvement and enthusiasm.</p> <p>Find out how to get academic department buy-in, select majors, develop and implement academic curriculum, and schedule courses. Learn how the need for a freshman resource center with dedicated advisors and tutors was identified. We will share the importance of building freshman class cohorts and implementing a university studies program for student retention.</p> <p><b>About the Speakers:</b> <b>David Maynard</b> has been a faculty member, department chair, and interim dean.</p> <p><b>Avisinia Rodriguez</b> has been working in higher education since 2008 and has a passion for helping underrepresented students achieve their dreams of completing a college degree.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>1:00-2:00 pm</b> Garden Room I Concurrent Sessions 2</p> <p><b>Target Audience:</b> Student Services or Student Affairs Academic Program Administrators, Advisors, or Faculty Admissions, Recruiting, or Retention Student Activities or Engagement</p>	<p><b>Developing LEADers</b></p> <p>LEAD the way! Increase retention by implementing student engagement strategies.</p> <p><b>Leigh Atkinson</b>, Director at Ohio University, Pickerington Center</p> <p><b>Session Description:</b> Student Engagement has a direct correlation to student retention and success.</p> <p>We developed the LEADS program to engage students, provide them with leadership skills, and give them tools to develop campus activities and student groups. Collaborate with colleagues to develop your own program to increase student groups and activities. Take resources with you that enhance student life on a commuter campus and share student engagement best practices with colleagues.</p> <p><b>About the Speaker:</b> <b>Leigh Atkinson</b> is 2014 NABCA Conference and Conference Committee Chair. She graduated from SIDE (Summer Institute on Diversity Education) 2011 and has facilitated numerous workshops on the topic.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>2:00-2:15 pm</b></p>	<p><b>Afternoon Snack and Beverage Break</b> <b>Conference Expo</b>, Terrace Promenade</p>

# 2014 Committee Members

## Finance Committee

**Chair Joseph "Joe" Rives**, Western Illinois University  
Treasurer Ken Shaw, Florida State University Panama City  
Auditor Arthur James, North Lake College  
Rodney Clark, Bristol Community College  
Janet Mullings, Sam Houston State University

## Membership Committee

**Chair Arthur James**, North Lake College  
Melanie Baldwin, Wilmington University  
Linda Bradley-Thacker, University of Central Florida  
Rodney Clark, Bristol Community College  
Krista Pettersen, University of Oklahoma  
Desiree Shaw, University of San Francisco



## Communication Committee

**Chair Diana Haglund**  
James "Dr. J" McCaslin, Southcentral Kentucky Community & Technical College  
Michelle Howland, SUNY Plattsburgh at Queensbury  
Darice Ingram, California State University East Bay

## Research Committee

**Chair Dennis Huffman**, Prince George's Community College  
Luann Harden, Western Michigan University  
Faimous Harrison, Central Washington University  
Janet Mullings, Sam Houston State University  
Lucas Rucks, Central Washington University  
Courtney Snead, Central Oregon Community College

**2:15-3:15 pm**  
Terrace Room  
Concurrent Sessions 3

**Target Audience:**  
Senior Administrator  
Academic Program Administrators,  
Advisors, or Faculty



**Evaluate This Session**

## **Bud-ge-lu-tion (noun): The Evolution of an Off-Campus Center in Tight Budgetary Times**

Learn how a public private partnership between a state university, a school district, and a city launched an off-campus center during a severe recession.

**Suzanne Lingold**, Associate Dean of Extended Learning at California State University San Marcos, Temecula

### **Session Description:**

During one of the most severe recessions the State of California has ever experienced, a public private partnership was forged between a state university, a unified school district and a city. This unusual partnership resulted in an off-campus center.

Learn about our initial program strategies, growth in the initial five years, and the shift in attitudes at the home campus. Discover strategies for and the importance of community engagement. Discuss similarities between the results of the 2010, NABCA Survey, "Developing a Typology of Branch Campuses," and the issues of student demands about staffing, security, isolation, and entitlements that result from increased headcount on a developing campus.

### **About the Speaker:**

**Suzanne Lingold** moved to Southern California in February 2002 to help build the Extended Learning program at CSUSM. She was instrumental in the launch of the CSUSM Temecula satellite campus in January 2009 and for the renovation and reopening of the newest Temecula site in September 2010.

Suzanne has administrative over-site of the campus and is responsible for championing its growth in Southwest Riverside County. Her twenty plus years of continuing education experience includes the Center for Continuing Education at The University of Texas Pan American, the Oklahoma Center for Continuing Education at the University of Oklahoma, Paris Junior College, and the Young Presidents' Organization.

**Evaluate This Session:** [<https://www.surveymonkey.com/s/NABCAConfEval>]

**2:15-3:15 pm**  
Garden Room III  
Concurrent Sessions 3

**Target Audience:**  
Senior Administrator  
Campus Operations or Budget  
Academic Program Administrators,  
Advisors, or Faculty  
Admissions, Recruiting, or  
Retention



**Evaluate This Session**

## **Get Strategic to Compete: New Directions for Branch Campuses**

The competitive environment for branch campuses is changing dramatically. Come explore innovative strategies from around the country that are making a positive difference.

**Charles Bird**, Vice President Emeritus for University Outreach at Ohio University

### **Session Description:**

The competitive environment in higher education has changed dramatically, but there still are outstanding opportunities for branch campuses to thrive. The key is to become intensely strategic about mission and goals.

Today, some institutions are pursuing separate accreditation for their branch campuses while others are looking seriously at their funding models, opportunities for unique programs, strategies for defining new student markets, and more. Discover examples of innovative strategies and consider when and where they make sense. Share your own examples and engage in discussion about the pros and cons of various choices. Find ways to understand the unique role of branch campuses and how they can be better integrated into an overall institutional strategy.

### **About the Speaker:**

**Charles Bird** spent nearly 19 years at Ohio State University, first as a faculty member in psychology, and later as associate dean of the OSU-Mansfield Campus. He came to Ohio University, in 1995, and served in several roles, including dean of the Lancaster Campus, vice president for University Outreach and Regional Campuses, and vice provost for University Outreach.

**Evaluate This Session:** [<https://www.surveymonkey.com/s/NABCAConfEval>]

**2:15-3:15 pm**  
Garden Room I  
Concurrent Sessions 3

**Target Audience:**  
Campus Operations or Budget  
Campus Technology or  
Instructional Technology



**Evaluate This Session**

## **Branch Communications in the Digital Age**

Are visitors lost in the maze of your branch campus layout? Find out how to plan, launch, and maintain digital signage communications.

**Brad Sayers**, IT Applications Analyst at Ohio University Lancaster, Office of Information Technology


### **Session Description:**

If technology can be used to communicate and successfully navigate the Ohio University Lancaster Branch Campus – it can be used to navigate virtually any branch campus in the world!

Learn the research, development, planning, and deployment stages for a multi-purpose digital communications project on a University branch campus. Uncover the many phases, challenges, and rewards. Get an overview of the best practices for deploying, maintaining, and enhancing digital signage technology from simple communications to advanced Way finding. Find out how to keep prospective students and their families, community partners, and adult student learners well informed and able to make their way around a split-level, difficult to navigate, branch campus facility.

### **About the Speaker:**

**Brad Sayers** is a specialist in the areas of systems management, digital communications, and desktop technologies.

<p>3:15-3:30 pm</p>	<p><b>Break</b></p>
<p>3:30-4:30 pm Terrace Room</p>  <p><b>Meeting Agenda</b></p>	<p><b>2014 NABCA Business Meeting</b> (All Attendees) Don't Forget to Vote Online! Election Results, Committee Reports, Financial Report, and 2014-2015 Budget. As a NABCA Member, you have the right to approve proposed amendments to the Constitution and Bylaws and proposed Budget. You also have the right to adopt proposed changes to the Operations Handbook and get financial and committee activity reports. The Annual Meeting is your opportunity to do that. Be sure to cast your vote for the Executive Committee Nominees (Wearing Purple Ribbons) online before Noon Thursday. Also review and vote on proposed Bylaw and Operating revisions. [<a href="https://www.surveymonkey.com/s/NABCABallot">https://www.surveymonkey.com/s/NABCABallot</a>]</p> <p><b>2013-2014 NABCA Executive Committee</b> President, Susan M. Cooper Vice President, James McCaslin Past President, Margaret Badgley Secretary/Treasurer, Ken Shaw Conference Chair, Leigh Atkinson Membership Chair, Arthur James Research Chair, Dennis Huffman Communication Chair, Diana Haglund Delegate-at-Large, Allison Fitzpatrick (Conference Co-Chair) Delegate-at-Large, Joseph Rives (Finance Chair)</p> <p style="text-align: right;"><b>Meeting Agenda:</b> [<a href="https://www.dropbox.com/s/b9lkt4k5c2dtsp/Annual%20Business%20Meeting%20Agenda.pdf">https://www.dropbox.com/s/b9lkt4k5c2dtsp/Annual%20Business%20Meeting%20Agenda.pdf</a>]</p>
<p>4:45 pm Terrace Room</p>	<p><b>NABCA Regional Meetings</b> (All Attendees) Find out who is in your region or state for collaboration. This informally facilitated session is an opportunity for in person networking. Identify days of the week and time of day best for regional networking events. Discuss hot topics and issues of interest for your region. Tell us what you need from NABCA as a Member.</p>
<p>6:00 pm</p>	<p><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 NABCA Expo Booth.</p>
<p>6:00 pm Hotel Restaurant</p>	<p><b>Incoming Executive Committee Meeting</b> (Meet in Hotel Lobby) Newly elected Executive Committee Members will meet to discuss and plan upcoming year</p>

**BRANCH LEVEL SPONSOR - THURSDAY BREAKFAST AND AM BREAK**



# Friday April 11, 2014

<b>7:00 am</b>	<b>Breakfast Opens</b> , Terrace Promenade (Terrace Room – weather)
<b>8:30-8:45 am</b> Terrace Room	<b>Morning Plenary</b> 2013-14 President, Susan M. Cooper 2013-14 Conference Chair, Leigh Atkinson
<b>9:00-10:00 am</b> Terrace Room Keynote Address II	<b>Passion for the Possible: A Journey of Choice</b> <b>Explore your Passion for Leadership!</b> <b>Bessie Katsilometes, Associate Vice President for University Programs at Idaho State University, Meridian Health Science Center</b>
<b>10:15 am</b> Hotel Lobby	<b>Bus Departure for Travel to California State University Fullerton, Irvine Campus</b> Meet in the hotel lobby for departure. 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 if you need Airport Transportation from the Campus.
<b>10:45 am</b>	<b>Morning Beverage Break</b> , Room 123 & 124, Irvine
<b>10:45 am-NOON</b>	<b>Host Campus Welcome and Campus Tours</b> <b>Susan M. Cooper</b> , Dean at California State University Fullerton, Irvine
<b>12:00-1:00 pm</b>	<b>Networking Lunch</b> , Room 123 & 124, Irvine

## Dr. Bessie Katsilometes, Keynote Speaker II



Change in 21st century higher education is brought about by leaders' choices. Servant-leaders embrace possibilities with passion. They engage in partnerships with enthusiasm while persevering through challenges that are unique and common in branch campus development.

Answering the call to adventure, leaders perceive the range of the possible and widen the perception of followers from the probable to action. By focusing on possible paths and unexpected options, doors are open and windows of opportunity are present for leadership committed to thoughtful action.

**Dr. Bessie M. Katsilometes** is a first-generation Greek American. Employed by ISU for 27 years, in her current role as Dean, she facilitates the delivery of more than 20 associate through post-doctoral degrees as well as research and service; including Counseling, Family Dentistry, and Speech and Language Clinics.

Dr. Katsilometes was instrumental in the design and development of the ISU-Meridian facilities. Renovating a former manufacturing plant and co-locating with Joint School District No. 2 and Renaissance High School, expanded post-secondary educational opportunities for secondary students. In May 2013, ISU awarded the first associate of arts degrees in general studies to RHS dual enrollment students.

Also under the leadership of Dr. Katsilometes, ISU-Meridian received the Community Health Award from the Idaho Medical Group Management Association for improving the health of the community by providing physical, oral, and mental health services for indigent adults as part of a partnership with Ada County, Health and Welfare, and Central District Health, and health providers. Currently serving on numerous community and civic boards, Dr. Katsilometes believes that branch campuses should be involved with the local community.

Dr. Katsilometes received her doctorate degree in humanities and transformative studies from the California Institute of Integral Studies and her master's and bachelor's degrees from Idaho State University. She and her husband Tom, an Idaho State Tax Commissioner, are the most recent recipients of the 2013 Idaho's Hometown Hero Medal.

<p><b>1:00-2:00 pm</b></p> <p>Room 119, Irvine Concurrent Sessions 4</p> <p><b>Target Audience:</b> Senior Administrator Student Services or Student Affairs Campus Operations or Budget Academic Program Administrators, Advisors, or Faculty Admissions, Recruiting, or Retention Campus Technology or Instructional Technology</p>  <p><b>Evaluate This Session</b></p>	<p><b>Examining Graduation Rates at Branch and Main Campus Two-Year Community Colleges</b></p> <p>Assess and contrast your institutional vitality and performance. Compare your campus to national completion rates at branch campuses.</p> <p><b>Faimous Harrison</b>, Regional Director of Campuses and Community Partnerships at Central Washington University, Lynnwood, and Everett</p> <p><b>Session Description:</b> Get early results from a pending dissertation study focusing on performance at branch and main campus two-year colleges. Develop a better understanding of graduation rates at branch campus two-year community colleges and how they compare to the main or parent campus. Discover institutional factors that may influence these rates.</p> <p>Gain understanding about the similarities and differences in completion rates among branch campus two-year colleges throughout the United States. Analyze branch campus graduation rates and get quantitative data to compare postsecondary institution performance against other branch campuses. Make data-driven decisions to foster branch campus student achievement and potentially influence graduation rates.</p> <p><b>About the Speaker:</b> <b>Faimous Harrison</b> has worked in higher education for 24 years at community colleges as well as research and regional universities. He is currently a doctoral candidate at Oregon State University.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>1:00-2:00 pm</b></p> <p>Room 219, Irvine Concurrent Sessions 4</p> <p><b>Target Audience:</b> Senior Administrators Student Services or Student Affairs Academic Program Administrators, Advisors, or Faculty Campus Technology or Instructional Technology</p>  <p><b>Evaluate This Session</b></p>	<p><b>Out of the Box Thinking: Increasing Visibility at Branch Campuses</b></p> <p>Grow your Branch Campus using principles from Forrest Gump.</p> <p><b>Michelle Howland</b>, Assistant to the Dean at State University of New York, Plattsburgh at Queensbury <b>Stephen Danna</b>, Dean at State University of New York, Plattsburgh</p> <p><b>Session Description:</b> Garnering regional interest is a challenge for all Branch Campuses and being successful requires creativity and persistence.</p> <p>Learn how the State University of New York, Plattsburgh at Queensbury Branch Campus used best practices, regional and local partnerships, available resources, and technology along with team building, interdisciplinary projects, talent, and passion to raise the awareness and visibility of their organization. Come join us for some fun and lively discussion. Leave with new ideas for growing your Branch Campus in an increasingly competitive environment.</p> <p><b>About the Speakers:</b> <b>Stephen Danna</b> has 25 years of experience in teaching and administration. In a previous life, he worked with the National Oceanic and Atmospheric Administration (NOAA) and U.S. Naval Oceanographic Office as an oceanographer. Stephen has received teaching fellowships from Princeton University, University of Wisconsin-Madison, and Drew University.</p> <p><b>Michelle Howland</b> has been at SUNY Plattsburgh for 12 years. A large part of her contribution to SUNY stems from her background as a professional musician and performer in the private sector for more 20 years. Michelle has worked with Grammy nominated artists from New York City to the Canadian border. She brings her artistic way of thinking differently about problem solving and helping students to the work she does with SUNY.</p> <p><b>Evaluate This Session:</b> [<a href="https://www.surveymonkey.com/s/NABCAConfEval">https://www.surveymonkey.com/s/NABCAConfEval</a>]</p>
<p><b>2:00-2:15 pm</b></p>	<p><b>Afternoon Snack &amp; Beverage Break, Room 123 &amp; 124</b></p>



### Conference Plenary Dinner & Activity: Angels Stadium

"Take NABCA Out to the Ball Game" on Friday April 11 to have dinner and watch the Angels play the New York Mets! A NABCA tradition, this dinner activity is included with your conference registration.

Enjoy a mouth-watering "Homerun" Dinner Buffet with salads, hot dogs, hamburgers, veggie burgers, chili, brownies, and more as you catch up with NABCA colleagues and "root, root, root," for the home team. Wear a sweatshirt with your school name or logo and be ready to stand up and cheer when "NABCA" is flashed across the scoreboard. It's sure to be a fun filled evening to cap off an exciting conference.

2:15-3:15 pm  
Room 119, Irvine  
Concurrent Sessions 5

**Target Audience:**  
All



**Evaluate This Session**

## **Eat, Pray, Love: What's the NABCA Research Committee Been Up To?**

During the past year, the NABCA Research Committee has been focused on Eating, Praying, and Loving! Join our conversation and find out what we've been doing for you.

**Dennis Huffman**, Program Director at Prince George's Community College, University Town Center

**Faimous Harrison**, Regional Director of Campuses and Community Partnerships at Central Washington University, Lynnwood and Everett

**Janet Mullings**, Executive Director at Sam Houston State University, The Woodlands Center

**Lucas Rucks**, Director of Dual Admission and Transfer Initiatives at Central Washington University, University Centers

**Luann Hardin**, Regional Director of Western Michigan University, Extended University Programs, Battle Creek and Southwest

### **Session Description:**

Members of the NABCA Research Committee will describe our work to date and seek input and feedback from participants. Come find out what research agenda we've been focusing on this year:

- Eat (sample) – The development of an appropriate sampling frame for future NABCA sanctioned research.
- Pray (ask) – Creating a forum for interaction and information sharing around the issues and challenges faced by administrators of branches and centers (the “Great Questions”).
- Love (share) – Laying the groundwork for an online research-based publication.

Participate in roundtable discussions related to the Great Questions received during the past year and solicited during the conference. Have your discussion captured and posted on the NABCA website.

### **About the Speakers:**

**Dennis Huffman** is the 2013-2014 NABCA Research Committee Chair. His off-campus center in Hyattsville MD serves 2,000 students each semester.

**Faimous Harrison** has worked in higher education for 24 years at community colleges as well as research and regional universities. He is currently a doctoral candidate at Oregon State University.

**Janet L. Mullings** is the former Associate Dean and Chair of the Faculty for the College of Criminal Justice at SHSU. She also served as the Director of Research for the Crime Victims' Institute and the National Institute for Victim Services, both located at the SHSU-Huntsville main campus. Janet's current responsibilities include administration of an offsite Teaching Center with over 2,100 students and 170 faculty members.

**Lucas Rucks** serves Central Washington University on a number of transfer and community college partnership initiatives. Before assuming his position in dual admissions in 2013, he spent 6 years at a California Community College. Luke recently completed his doctoral coursework at Azusa Pacific University with ongoing dissertation efforts focused on leadership development of the digital generation, particularly on the experiences of elected female student leaders.

**Luann Harden** is currently the Regional Director of Western Michigan University - Extended University Programs at the Battle Creek and Southwest (Benton Harbor) Locations.

**Evaluate This Session:** [<https://www.surveymonkey.com/s/NABCAConfEval>]

2:15-3:15 pm  
Room 219, Irvine  
Concurrent Sessions 5

**Target Audience:**  
Senior Administrator  
Academic Program Administrators,  
Advisors, or Faculty  
Admissions, Recruiting, or  
Retention



**Evaluate This Session**

## **“The Why of the What for the Who”: An Academic and Administrative Collaboration**

How do you convince prospective students to choose your branch campus? Discover how a new marketing strategy spread the word and increased enrollment, created new offerings, and maximized facility use.

**Caitlin Shear**, Director of Special Projects and Initiatives at George Mason University, Office of Regional Campuses

### **Session Description:**

Distributed campuses organized around a specific field of study can provide a highly desirable living and learning community for students and make the maximum use of classrooms, labs, dormitories, and equipment. But what happens when the physical spaces are underutilized? What role can the administration play in shaping the brand of their specialized location when the course offerings are determined by a separate academic department?

At the Smithsonian-Mason School of Conservation, George Mason University students have exclusive practicum experiences with National Zoo veterinarians, animal keepers, and conservation scientists. Alumni of the program have gone on to do great things, yet enrollment remained static. Administrators knew that the financial future of the campus depended on prospective students understanding the value of this innovative program. Find out how a team of administrators and faculty worked together to apply basic principles of marketing and developed “The Why of the What for the Who” program. Leave with new marketing strategies that you can implement at your campus, in phases.

### **About the Speaker:**

**Caitlin Shear** has extensive background in project and event management.



<b>3:30 pm</b> Campus Entry	<b>Bus Departure for Travel to Hyatt Regency Newport</b> Meet in the Campus Entry for departure. Rest, change, and prepare for Plenary Dinner departure.
<b>5:30 pm</b> Hotel Lobby	<b>Bus Departure for Travel to LA Angels Stadium</b> Meet in the Hotel Lobby for departure. Wear warm, casual clothing and a school sweatshirt; bring your appetite and NABCA Blanket!
<b>6:00 pm</b> Angels Stadium  NY Mets vs LA Angels	<b>Plenary Dinner</b> <b>“Take NABCA Out to the Ball Game”</b> to have dinner and watch the Angels play the New York Mets. The Annual Conference Photo will be taken as we exit the bus just underneath the red Angel’s Hat. A NABCA tradition, this dinner activity is included with your conference registration. Enjoy a mouth-watering “Homerun” Dinner Buffet with salads, hot dogs, hamburgers, veggie burgers, chili, brownies, and more as you catch up with NABCA colleagues and “root, root, root,” for the home team. Dress for our Plenary Dinner is very casual, wear a sweatshirt with your school name or logo and be ready to stand up and cheer when “NABCA” is flashed across the scoreboard. Not only will your logo sweatshirt keep you warm, it will be a conversation starter for those who don’t know each other. If you attended the New Jersey Conference in 2013, or you are a new Member, bring your NABCA blanket along for added warmth. It’s sure to be a fun filled evening to cap off an exciting conference.

## Saturday April 12, 2014

<b>8:00 am</b>	<b>Breakfast Opens, Terrace Promenade (Terrace Room – weather)</b>
<b>9:00-10:30 am</b>  Terrace Room Conference Institute II	<b>Wanted: Branch Campus Organizational Models!</b> Find your way with Dr. J! Discover New Branch Campus Organizational Models. <b>James McCaslin</b> , Interim Vice President of Outreach and Community Development at Southcentral Kentucky Community & Technical College, Franklin
<b>10:45 am-Noon</b> Terrace Room	<b>Conference Closing Plenary</b> 2013-2014 President, Susan M. Cooper 2014 Conference Chair, Leigh Atkinson <b>Announcement of 2015 Conference Details</b> 2014-2015 President, James McCaslin 2015 Conference Chair 2015 NABCA Site Host
<b>2:00 pm</b>	<b>Incoming President &amp; Executive Director Meeting</b>

## Conference Institute II



How are you funded? What is your reporting structure? How much autonomy do you have?

Want to know how other institutions and campuses address outreach?

We want to know your story! Join us for a highly interactive and participative session. Share your experiences and learn from your colleagues.

**Dr. James McCaslin** “Dr. J” is the 2013-2014 NABCA Vice President and President-Elect. He has more than 12 years of administrative experience at the postsecondary level.

Before his appointment at the Franklin-Simpson Center, Dr. J served at Western Kentucky University-Glasgow as Resource Coordinator, Assistant Director, and Interim Director. In addition to the daily administrative responsibilities of the SKYCTC Franklin-Simpson Center, Dr. J provides leadership across the 10-county service area for the dual credit and concurrent enrollment programs and works closely with programming for adult education, customized workforce training solutions, and grants and contracts.

Dr. J received his doctorate in educational administration from the University of Louisville, his graduate certificate in organizational communication from WKU, and his master’s and bachelor’s degrees from WKU. He and his wife Sara love all things Disney!

# Schedule-At-A-Glance

## NABCA Conference Office – Harbor Room

### Wednesday

8 am-11 am.....	Executive Committee Meeting: Executive Boardroom
12:00-6:00 pm.....	Conference Registration: Terrace Promenade
12:00-7:00 pm.....	Conference Expo: Terrace Promenade
1:00-2:00 pm.....	Conference Committee Meeting: Executive Boardroom
2:30-4:00 pm.....	Conference Institute I: Terrace Room
4:15-5:00 pm.....	First Time Attendee & New Member Orientation: Terrace Room
5:00-7:00 pm.....	Conference Reception, Entertainment, Networking, and Conference Expo: Terrace Promenade and Patio

### Thursday

7:00 am-5:00 pm.....	Conference Registration: Terrace Promenade
7:00 am.....	Breakfast: Terrace Promenade
8:00 am-5:30 pm.....	Conference Expo: Terrace Promenade
8:30-9:15 am.....	Opening Plenary: Terrace Room
9:30-10:30 am.....	Keynote Address I: Terrace Room
10:30-10:45 am.....	Morning Beverage Break; Terrace Promenade
10:45-11:45 am.....	Concurrent Sessions 1: Terrace Room, Garden Room I, Garden Room II
12:00-1:00 pm.....	Networking Lunch (Committees and Keynote): Terrace Promenade
1:00-2:00 pm.....	Concurrent Sessions 2: Terrace Room, Garden Room I, Garden Room II
2:00-2:15 pm.....	Afternoon Snack and Beverage Break: Terrace Promenade
2:15-3:15 pm.....	Concurrent Sessions 3: Terrace Room, Garden Room I, Garden Room II
3:30-4:30 pm.....	NABCA Business Meeting (all attendees): Terrace Room
4:45 pm.....	NABCA Regional Meetings (all attendees): Terrace Room
6:00 pm.....	Incoming Executive Committee Meeting: Hotel Lobby
6:00 pm.....	On Your Own

### Friday

7:00 am.....	Breakfast: Terrace Promenade
8:30-8:45 am.....	Morning Plenary: Terrace Room
9:00-10:00 am.....	Keynote Address II: Terrace Room
10:15-10:45.....	Bus Departure for Travel To CSUF Irvine Campus: Hotel Lobby
10:45 am.....	Morning Beverage Break: Rooms 123 & 124 Irvine Campus
10:45 am-NOON.....	Campus Tour, California State University Fullerton, Irvine Campus
12:00-1:00 pm.....	Networking Lunch: Rooms 123 & 124 Irvine Campus
1:00 pm-2:00 pm.....	Concurrent Sessions 4: Rooms 119 & 219 Irvine Campus
2:00 pm-2:15 pm.....	Afternoon Snack and Beverage Break: Rooms 123 & 124 Irvine Campus
2:15-3:15 pm.....	Concurrent Sessions 5: Rooms 119 & 219 Irvine Campus
3:30 pm.....	Bus Departure for Travel To Hotel: Irvine Campus Entry
5:30 pm.....	Bus Departure for Travel to Conference Plenary Dinner: Hotel Lobby
6:00-9:30 pm.....	Conference Plenary Dinner: LA Angels Stadium (LA Angels vs. NY Mets)
6:00 pm (Arrival).....	NABCA Conference Photo

### Saturday

8:00 am.....	Breakfast: Terrace Promenade
9:00-10:30 am.....	Conference Institute II: Terrace Room
10:30-10:45 am.....	Break: Terrace Promenade
10:45 am-Noon.....	Conference Closing Plenary: Terrace Room
2:00 pm.....	Incoming President & Executive Director Meeting



Evaluate Sessions

Fast-Track Registration!

Don't Forget to Vote  
before Noon Thursday

