

18th Annual Conference Quad Cities, IA & IL April 15 - 18, 2015

Hosted by



Conference Welcome

It gives me great pleasure to welcome you to the 18th Annual Conference of the National Association of Branch Campus Administrators. If this is your first NABCA conference, you are about to be immersed in one of the most collaborative, nurturing, and engaging professional development opportunities available in postsecondary education. Ask any retuning member and you will quickly discover that this conference is the best group therapy available. The relationships formed here quickly become friendships. We're not colleagues; we're family. We're thrilled you've become part of that family.

This year's Site Host, Western Illinois University – Quad Cities, is a phenomenal example of what can happen when you are blessed with the opportunity to develop strong community partnerships. Thank you to Dr. Joe Rives, Chris Brown, and everyone at WIU-QC

for serving as this year's Site Host.

You will find our host communities lovely, quaint, and inviting. There are excellent restaurants and shops all within walking distance of the Hotel Blackhawk. Our goal is to provide you with a comfort-

able and engaging venue in which to exchange ideas, and I can assure you that our Conference Committee has worked tirelessly to ensure an excellent experience. Please be sure, too, to visit the vendors who graciously agree to help sponsor this year's conference. If you have any questions throughout the conference, please stop by the Conference table or seek out anyone with Executive Committee or Conference Committee on their nametag.



James "Dr. J" McCaslin, PhD NABCA 2014-2015 President

Vice President of Outreach and Community Development Southcentral Kentucky Community & Technical College



As host of the 18th Annual Conference of the National Association of Branch Campus Administrators it is my pleasure to welcome you to the Quad Cities. We are thrilled to extend to you the warm hospitality of the "Marvels on the Mississippi"!

The 2015 conference provides a unique and wonderful opportunity to share ideas, discuss challenges and solutions, and network with colleagues from around the globe. The conference committee has done a great job coordinating a dynamic line-up of keynote and workshop speakers and presenters, as well as scheduling time for relaxing conversation. I encourage you to spend time with our carefully selected exhibitors to discover solutions and strategies for your campus.

My institution, Western Illinois University, offers a variety of bachelor's and master's degree programs, pre-professional programs, two doctoral degrees, and certificate programs to more than 11,000 students at two campus locations. The traditional, residential four-year campus is located in Macomb, Illinois. Our non-residential,

metropolitan campus is located here in the Quad Cities/Moline, Illinois. On Friday, you will have the pleasure of touring our premier Quad Cities Campus and touring our new Student Housing Apartments, "The Mills at Riverbend Commons" with our Regional Sponsors.

Whether you are a first-time visitor, or are returning to the marvelous Mississippi, I hope this trip ends with memories of a great conference and a wonderful time in the Quad Cities.

Joseph A. Rives

Vice President for Quad Cities and Planning Western Illinois University 2015 NABCA Site Host

Conference Information

Airport Transportation

Hotel Blackhawk

200 East 3rd Street Davenport, Iowa 52801

888-525-4455 or 563-322-5000

From/To Quad Cities Airport (MLI)

United, Delta, American, and Allegiant airlines provide nonstop and connecting flight service to the Quad Cities Airport (MLI). Hubs & Connecting Cities include: Atlanta, Chicago O'Hare, Dallas-Ft. Worth, Denver, Detroit, Las Vegas, Minneapolis-St. Paul, Orlando-Sanford, Phoenix-Mesa, and St. Petersburg/Clearwater Beach

On-site Conference Registration

Conference Registration Desk is located in the Prefunction Foyer

Wednesday April 15th: 1:30 pm - 7:00 pm

Thursday April 16th: 7:00 am - 5:00 pm

Services Available Include

Metropolitan Universities Journal, Spring 2011 Branch Campus Issue

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

Guest Experience Quad Cities! Dinner Tickets for Friday, April 17th

\$75 Guests (Included with Registration for Attendees)

Site Host Campus Visit

Friday Western Illinois University, Quad Cities, Hotel lobby 10:15 am bus departure; 4:30 pm return

Conference Webpage

http://www.nabca.net/attendee-materials.html

Please Bookmark and use this special "Attendee Materials" page to access Evaluations, the Attendee Roster, and More. It will be updated and information added throughout the Conference. If there is something you would like to see added to this Webpage, just let us know.

At the Conference, you will receive a smaller (5 x 8 $\frac{1}{2}$), printed version of the program for use.



Wednesday, April 15, 2015

8:00-11:00 am Rock Island Room	Executive Committee Meeting Members will have their April 2015 Meeting
11:30 am-1:00 pm	Set up Registration and Expo Areas
1:00-2:00 pm	Conference Committee
Rock Island Room	Members will have their April 2015 meeting
1:30-7:00 pm	Registration & Information Desk
Prefunction Foyer	Pick up your Conference Materials
	Metropolitan Universities Journal (\$15)
	"Experience!" Dinner Guest Tickets (\$75)
	Transportation requests
	Drop off Door Prizes
1:30-7:00 pm	Conference Expo
Prefunction Foyer	A select group of Exhibitors are on-site to display products
	Make a Video! NABCA Members will be available. Authors and Branch Campus issue of <i>Metropolitan Journal</i>



2015 Region Sponsors



Don't Forget to Vote!

Be sure to cast your vote online for the Executive Committee Nominees (Wearing Purple Ribbons) before 8:00 am Eastern Thursday. Also review and vote on proposed Bylaw and Operating revisions.

[http://www.nabca.net/election.html]

Conference Tracks

Marketing & Community Connections
Student Services
Institutional Assessment & Research
Campus Development
Wild Card

18th Annual Conference • April 15-18, 2015

Wednesday, April 15, 2015

Conference LEAD-Off	
2:30-4:00 pm Gold Ballroom	Come to a Fireside Chat where former NABCA Presidents talk about leadership and careers in the branch campus area. Charles Bird, Vice President for University Outreach Emeritus at Ohio University; 2006-2007 President Susan M. Cooper, Dean at California State University, Fullerton-Irvine Campus; 2013-2014 President Cecelia Rivers, Assistant Vice President of Regional Campuses-Western at University of Central Florida; 2009-2010 President Bill Willan, Executive Dean of Regional Higher Education at Ohio University; 2011-2012 President Moderator: James McCaslin, Vice President of Outreach and Community Development at Southcentral Kentucky Community & Technical College, Franklin-Simpson Center; 2014-2015 President Evaluate This Session http://www.nabca.net/session-evaluation.html
4:15-5:00 pm	First Time Attendee & New NABCA Member Orientation
Gold Ballroom	Get an understanding of what NABCA is and what we have to offer you!
5:00-7:00 pm Bettendorf Prefunction Foyer	2015 Conference Reception Welcome to Quad Cities and Western Illinois University-Quad Cities Campus River City 6 Orchestra; Hot & Cold Hors d'oeuvres, Cash Bar,
Regional Sponsor, 3 Corners Development	Conference Expo, Door Prizes President, James B. McCaslin Conference Chair, Allison Fitzpatrick Site Host, Joe Rives
3 Corners 1	President, James B. McCaslin Conference Chair, Allison Fitzpatrick

Full Conference Program

Attendee Roster, read about the Speakers, and more. The page will be updated and information added throughout the Conference. If there is something you would like to see added to the Conference Webpage, just let us know.



Thursday April 16, 2015

7:00 am-5:00 pm Prefunction Foyer	Registration & Information Desk Pick up your Conference Materials; <i>Metropolitan Universities Journal</i> (\$15); "Experience!" Dinner Guest Tickets (\$75); Transportation requests; Drop off Door Prizes
7:00 am	Breakfast Opens Bettendorf
7:00 & 7:30 am Bettendorf	Finance Committee Members will have their April 2015 Meeting Interested in Finance Committee? Join us at 7:30 am!
7:30 am-5:30 pm Prefunction Foyer	Conference Expo A select group of Exhibitors are on-site to display products Make a Video! NABCA Members will be available. Authors and Branch Campus issue of <i>Metropolitan Journal</i>
8:30-9:15 am Gold Ballroom	Opening Conference Plenary Welcome to Quad Cities and Western Illinois University-Quad Cities Campus
9:30-10:30 am Gold Ballroom	Envisioning and Inspiring the Future of Branch Campus Administrators Mary Landon Darden, Center Dean at Concordia University Texas, San Antonio
10:30-10:45 am Bettendorf Prefunction Foyer	Morning Beverage Break Conference Expo

Dr. Mary Landon Darden, Keynote Speaker I

How can branch campus administrators can successfully survive and – ideally – thrive in the rapidly shifting tides and tidal waves of higher education change? This session will provide tools and insight to help branch administrators embrace their entrepreneurial role, find or create their niche, and inspire the key players buy in and help build the dream.

Beyond 2020: Envisioning the Future of Universities in America, was designed as a handbook for higher education leaders to help successfully navigate the challenging waters of the future of higher education. This session will examine how branch campus administrators can successfully survive and – ideally – thrive in the rapidly shifting tides and tidal waves of higher education change.

Dr. Mary Landon Darden is Dean of the Concordia University Texas San Antonio Center. She holds a doctorate from the Scholars of Practice program in Higher Education Administration at Baylor University. Dr. Darden has nearly two decades of higher education administration experience. She has received awards for administrative achievements, including the 2001 National Exemplary Award in Community Education from The National Council of Continuing Education and Training.

Conference Webpage http://www.nabca.net/attendee-materials.html

Thursday April 16, 2015

10:45-11:45 am Gold Ballroom	An Innovative Partnership that Supports Student Success How do a state college and community college work together to ensure that students are able to complete a Pachelor's degree
Concurrent 1 Marketing & Community Connections Track	to ensure that students are able to complete a Bachelor's degree in four years? Michael Schroder, Dean at CSU San Marcos, Temecula Suzanne Lingold, Associate Dean at CSU SM, Temecula
Evaluate This Session	Aaron Adams, City Manager, City of Temecula, CA Patrick "Dr. Pat" Schwerdtfeger, Vice President of Instruction at Mt. San Jacinto Community College http://www.nabca.net/session-evaluation.html
10:45-11:45 am Davenport	Redefining a Campus: A tale of Ttwo Expansion Projects If you have been or may in the future be involved in planning for a campus development or expansion, this session is for you!
Concurrent 1 Campus Development Track Evaluate This Session	Challenges, rewards and lessons learned. Marsha McCormick, Director, Extended Campuses and High School Relations at Joliet Jr. College http://www.nabca.net/session-evaluation.html
10:45-11:45 am	Moving From Many to One: Creating a University One-
Club Davenport	Stop Student Services Center
(11th Floor)	
	Meeting changing student needs through technology and a shift to servicing students effectively. Farley Leiriao, Associate Director, Business and Financial/Auxiliary Services at Florida Atlantic University, Broward
(11th Floor) Concurrent 1	Meeting changing student needs through technology and a shift to servicing students effectively. Farley Leiriao, Associate Director, Business and Financial/
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(11th Floor) Concurrent 1 Student Services Track Evaluate This Session 12:00-1:00 pm	Meeting changing student needs through technology and a shift to servicing students effectively. Farley Leiriao, Associate Director, Business and Financial/Auxiliary Services at Florida Atlantic University, Broward Jane Morgan, Director of Operations at Florida Atlantic University, Broward http://www.nabca.net/session-evaluation.html 2015 Conference Networking Lunch Conference Expo New Lease on Your Branch Campus A lease's end creates opportunity for branch campuses. How
(11th Floor) Concurrent 1 Student Services Track Evaluate This Session 12:00-1:00 pm Bettendorf 1:00-2:00 pm	Meeting changing student needs through technology and a shift to servicing students effectively. Farley Leiriao, Associate Director, Business and Financial/Auxiliary Services at Florida Atlantic University, Broward Jane Morgan, Director of Operations at Florida Atlantic University, Broward http://www.nabca.net/session-evaluation.html 2015 Conference Networking Lunch Conference Expo New Lease on Your Branch Campus
Concurrent 1 Student Services Track Evaluate This Session 12:00-1:00 pm Bettendorf 1:00-2:00 pm Gold Ballroom Concurrent 2 Campus Development	Meeting changing student needs through technology and a shift to servicing students effectively. Farley Leiriao, Associate Director, Business and Financial/Auxiliary Services at Florida Atlantic University, Broward Jane Morgan, Director of Operations at Florida Atlantic University, Broward http://www.nabca.net/session-evaluation.html 2015 Conference Networking Lunch Conference Expo New Lease on Your Branch Campus A lease's end creates opportunity for branch campuses. How do you make the most of it? Listen as APU leaders share about decisions and process for their center in Orange County, CA. Drake Levasheff, Director at Azusa Pacific University, Orange









Conference Exhibitors

Thursday April 16, 2015

1:00-2:00 pm Davenport Concurrent 2 Student Services Track Evaluate This Session	Serving Veteran Students The veteran student population is increasing in higher education. Learn best practices in student services and classroom practices to better serve veteran students with PTSD and TBI. Rebecca Burton, Center Dean at Concordia University Texas, Dallas / Fort Worth Center http://www.nabca.net/session-evaluation.html
1:00-2:00 pm Club Davenport (11th Floor) Concurrent 2 Wild Card Track Evaluate This Session	Academic & Student Affairs: How the Dean and Assistant Dean Learned to Speak the Language of 'The Other' Find out how the Cal State Fullerton-Irvine Campus Assistant Dean model is working to help both groups better understand the priorities and constraints that underlie the actions and challenges of 'the other'. Robert "Rob" Flores, Assistant Dean for Student Affairs at Cal State Fullerton, Irvine Campus Susan M. Cooper, Dean at California State University, Fullerton-Irvine Campus; NABCA Immediate Past President http://www.nabca.net/session-evaluation.html
2:15-3:15 pm Gold Ballroom Concurrent 3 Institutional Assessment & Research Track Evaluate This Session	3-Rs for Branch Campuses: Research-Based Rationale for Resources Need data driven rationale for requesting additional funding? How about research indicating branch campuses might have better graduation rates than parent campuses, for a start! Faimous Harrison, Regional Director at Central Washington University; NABCA Vice President/President Elect http://www.nabca.net/session-evaluation.html
2:15-3:15 pm Davenport Concurrent 3 Student Services Track Evaluate This Session	Having Crucial Conversations Without Crushing Dreams This session will explore the dynamics of a crucial conversation as well as share tips for having those hard reality conversations based on the book <i>Crucial Conversations</i> and other research. Alison "Ali" Crane, Director, Enrollment and Student Services at Idaho State University, Meridian http://www.nabca.net/session-evaluation.html
2:15-3:15 pm Club Davenport (11th Floor) Concurrent 3 Wild Card Track Evaluate This Session	The Head of Campus Dilemma Feel yourself torn between the expectations of the university, the community and the profession? You are not alone! And beware, where you sit in this tussle is a moving feast! Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html
3:30-4:40 pm Gold Ballroom	NABCA Membership Business Meeting Proposed Budget, Election Report, Conference Photo.
6:00 pm Hotel Lobby	Current and Incoming Executive Committee Dinner Meeting

Friday April 17, 2015

7:00 am Bettendorf	Breakfast Opens
7:30 am Bettendorf	Communication Committee Interested in the Communication Committee?
8:30-8:45 am Gold Ballroom	Morning Plenary President; Conference Chair
9:00-10:00 am Gold Ballroom	Planting Seeds: The Mission and Significance of Branch Campuses
Keynote Address	Charles Bird, Vice President for University Outreach Emeritus at Ohio University and 2006-2007 President.
10:15 am Hotel Lobby	Bus Departure for Travel to Western Illinois University, Quad Cities Campus
10:45 am-12:15 pm Goldfarb Atrium WIU-Quad Cities	AM Beverage Break; Welcome; Campus Tours Joseph Rives, Vice President of Quad Cities and Planning at Western Illinois University and 2015 Conference Site Host
12:15-1:00 pm Goldfarb Atrium WIU-Quad Cities	Networking Lunch

Dr. Charles Bird, Keynote Speaker II



Planting Seeds: The Mission and Significance of Branch Campuses

For decades, branch campuses provided an opportunity for place bound people to reach for a better life. In these changing times, branches can contribute even more to their communities and to advancing the goals of their institution, but we need new strategies and deeper understanding of what helps campuses thrive.

Branch campuses provide critical opportunities for people who might otherwise never realize their educational dreams. In this presentation from the heart, Dr. Bird celebrates the contributions of branch campuses, as places where seeds are planted and nourished, community development is encouraged, and institutional missions are advanced. Drawing on nearly 40 years of experience, in a variety of roles, he suggests strategies for continued growth and success, expresses his irritation with leaders who don't lead, and suggests that the work of branch campuses is not nearly complete.

Dr. Charles "Charlie" Bird has a strong personal and professional commitment to expanding access and opportunities for higher education. "My great love is learning and then sharing what I've learned. I don't consider myself to be especially creative, but I do think I have some talent for what I call 'connecting the dots.' So, I learn, connect the dots, and look for opportunities to share what I think I've discovered." Dr. Bird fills his days with reading, writing, speaking, exercise and activity, and most of all with friends and family. Otherwise, "If I did none of those things any more, I'd be a house plant."

Currently the vice president emeritus for University Outreach at Ohio University, Dr. Bird works as a consultant and executive coach, is founder of Encore Dreams LLC. He is author of the book, *Out on a Limb: A Branch Campus Life*.

Friday April 17, 2015

1:00-2:00 pm WIU-1102	Behind the Scenes @ Western Illinois University-Quad Cities
WIU-Quad Cities	Engage in a dialog with our host university as we share best practices in branch campus development. Share your stories as
Concurrent 4	we all learn from one another.
Campus Development	Joseph Rives, Vice President, Quad Cities and Planning at
Track	Western Illnois University-Quad Cities, Office of the Branch Campus and the 2015 Conference Site Host
	Kristi Mindrup, Assistant Vice President, Quad Cities and
	Planning at Western Illinois University-Quad Cities
Evaluate This Session	http://www.nabca.net/session-evaluation.html
1:00-2:00 pm	For Better or For Worse: How Town-Gown Relationships
WIU-2102 WIU-Quad Cities	are Like a Marriage Campuses and communities are in partnerships that resemble
W10-Quad Cides	marriages. How well is your town-gown relationship working
Concurrent 4	for you? Come find out how to measure and build healthy
Institutional Assessment	campus-community associations.
& Research Track	Stephen Gavazzi, Dean and Director, Professor at The Ohio State University, Mansfield Campus
Evaluate This Session	http://www.nabca.net/session-evaluation.html
2.15 2.15	Colorian de Oriano Como Marco Malal
2:15-3:15 pm	Selecting the Optimum Cambus Management Model
2:15-3:15 pm WIU-1102	Selecting the Optimum Campus Management Model Do you think your campus could be more successful if it had
WIU-1102 WIU-Quad Cities	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research
WIU-1102	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance
WIU-1102 WIU-Quad Cities Campus	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements.
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia
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WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5 Marketing & Community	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and Campus Relations at Central Washington University, Des
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5 Marketing & Community Connections Track	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and Campus Relations at Central Washington University, Des Moines, Washington
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WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5 Marketing & Community Connections Track Evaluate This Session 3:15-3:30 pm 3:45 pm	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and Campus Relations at Central Washington University, Des Moines, Washington http://www.nabca.net/session-evaluation.html PM Snack & Beverage Break, Goldfarb Atrium Bus Departure for Travel to Hotel Blackhawk Experience Quad Cities! "An Evening of Art, Dining, and Guys in Ties"
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5 Marketing & Community Connections Track Evaluate This Session 3:15-3:30 pm 3:45 pm 5:45-9:15 pm Figge Art Museum Regional Spansor, The	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and Campus Relations at Central Washington University, Des Moines, Washington http://www.nabca.net/session-evaluation.html PM Snack & Beverage Break, Goldfarb Atrium Bus Departure for Travel to Hotel Blackhawk Experience Quad Cities! "An Evening of Art, Dining, and Guys in Ties" A fun filled evening to cap off an exciting conference. We will
WIU-1102 WIU-Quad Cities Campus Concurrent 5 Wild Card Track Evaluate This Session 2:15-3:15 pm WIU-2102 WIU-Quad Cities Concurrent 5 Marketing & Community Connections Track Evaluate This Session 3:15-3:30 pm 3:45 pm 5:45-9:15 pm	Do you think your campus could be more successful if it had more autonomy? This session presents Australian research into optimising satellite campus management and governance arrangements. Doug Fraser, University Project Manager at Moreton Bay Council, Australia http://www.nabca.net/session-evaluation.html Comparison of Two Branch Campuses Campus Comparisons and community networking. How to grow enrollment and meet the needs of the community. Do community relationships make a difference? Cathy Anderson, Regional Director for Community and Campus Relations at Central Washington University, Des Moines, Washington http://www.nabca.net/session-evaluation.html PM Snack & Beverage Break, Goldfarb Atrium Bus Departure for Travel to Hotel Blackhawk Experience Quad Cities! "An Evening of Art, Dining, and Guys in Ties"

Saturday April 18, 2015

8:00 am Bettendorf	Breakfast Opens
9:00-10:30 am Gold Ballroom	Institutional Partnerships Have you ever heardWe wear many hats, we need to work smarter not harder, and we need or have too many partnerships?
Closing Workshop	Sure we all have, but something is missing! Come discuss the key to success! Rob Flores, Assistant Dean for Student Affairs at California State University Fullerton, Irvine Campus Joseph Rives, Vice President of Quad Cities and Planning at Western Illinois University and 2015 Conference Site Host Kristi Mindrup Assistant Vice President, Quad Cities and Planning at Western Illinois University-Quad Cities, Office of the Vice President, Quad Cities and Planning Evaluate This Session http://www.nabca.net/session-evaluation.html
10:45 am-Noon Gold Ballroom	Conference Closing Plenary 2016 Conference Details

Closing Workshop

Institutional Partnerships

One of the greatest things that we all take home from the conference is great, new, innovative ideas with proven track records of success. Within our campuses we all wear many hats and the key to success is how can we leverage partnerships within our institution to advance our shared ultimate goal—increased student retention and graduation rates. Learning new things is also sharing good ideas that did not pan out, and asking about ideas where you are not sure what the next move will be. We will come ready to share, discuss and learn from one another... Will you?

Robert "Rob" Flores is the Assistant Dean for Student Affairs at California State University, Fullerton-Irvine Campus and has seen the campus grow from a small presence on a former military base to its permanent campus in a high profile and culturally rich location in the city of Irvine. Robert has 17 years of higher education professional experience with 13 of those years as part of a branch campus team.

Joseph Rives, Vice President of Quad Cities and Planning at Western Illinois University, has a 25-year career in higher education. He is active locally, regionally and nationally, participating in Renew Moline, The Governors Commission on Volunteerism, NABCA, and the Higher Learning Commission-North Central Association of Colleges and Schools.

Kristi Mindrup is Assistant Vice President for Quad Cities and Planning at Western Illinois University. She is active with the National Clearinghouse for Commuter Programs, Council for Advancement of Standards Board of Directors, ACPA, and is a past President of the Illinois Association for Institutional Research.

Schedule-At-A-Glance

Tuesday NABCA Conference Office-Moline Room

Wednesday

8 am-11 am Executive Committee Meeting, Rock Island Boardroom 1:00-2:00 pm Conference Committee Meeting, Rock Island Boardroom

1:30-7:00 pm Conference Registration, Prefunction Foyer 1:30-7:00 pm Conference Expo, Prefunction Foyer

2:30-4:00 pm Conference LEAD-Off (all attendees), Gold Room

4:15-5:00 pm First Time Attendee & New Member Orientation, Gold Room

5:00-7:00 pm Conference Reception, Entertainment, Networking, and Conference Expo

Prefunction Foyer & Bettendorf

Thursday

7:00 am-12:00 pm Conference Registration, Prefunction Foyer

7:00 am Breakfast (Optional Committee Breakfast Meetings), Bettendorf

8:00 am-5:30 pm Conference Expo, Prefunction Foyer 8:30-9:15 am Opening Plenary, Gold Room 9:30-10:30 am Keynote Address I, Gold Room

10:30-10:45 am Morning Beverage Break, Prefunction Foyer & Bettendorf

10:45-11:45 am Concurrent Sessions 1

12:00-1:00 pm Networking Lunch, Bettendorf 1:00-2:00 pm Concurrent Sessions 2 2:15-3:15 pm Concurrent Sessions 3

3:15-3:30 pm Afternoon Snack and Beverage Break, Prefunction Foyer & Bettendorf

3:30-4:30 pm NABCA Business Meeting (all attendees), Gold Room

4:35 pm NABCA Group Conference Photo

4:45 pm NABCA Regional Meetings (all attendees), Gold Room

6:00 pm On Your Own

6:00 pm Executive Committee Meeting (Current & Elect): Hotel Lobby

Friday

7:00 am Breakfast, Bettendorf 8:30-8:45 am Morning Plenary, Gold Room 9:00-10:00 am Keynote Address II, Gold Room

10:15-10:45 Bus Departure for Travel To Site Host Campus 10:45 am Morning Beverage Break, Goldfarb Atrium

10:45 am-NOON Campus Tour

12:15-1:00 pm Lunch, Goldfarb Atrium 1:00 pm-2:00 pm Concurrent Sessions 4 2:15-3:15 pm Concurrent Sessions 5

3:15 pm-3:30 pm Afternoon Snack and Beverage Break, Goldfarb Atrium

3:45 pm Bus Departure for Travel To Hotel

5:30-9:30 pm Walking Departure for "Experience Quad Cities!" Dinner and Activity (all attendees)

Hotel Lobby

Saturday

8:00 am Breakfast, Bettendorf

9:00-10:30 am Conference Closing Workshop (all attendees), Gold Room

10:30-10:45 am Break

10:45 am-Noon Conference Roundtable Plenary (all attendees), Gold Room

2:00 pm Incoming President & Executive Director Meeting