

**NABCA**  
National Association of  
Branch Campus Administrators

**21<sup>ST</sup> ANNUAL CONFERENCE  
HARRISBURG/HERSHEY, PA  
APRIL 11-14, 2018**

**Region Level Partner**

**Hosted by**



Harrisburg



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## **Donors & Marketing**

Want to build relationships with donors through funding and fundraising? Want to conduct the right marketing campaign to attract students and stakeholders? Don't know where to begin or are you an expert and want to share your knowledge? This track addresses building those relationships as well as the associated marketing required to acquaint your local community with the programs offered at your site. It is designed to address the use of Web, Social Media, Commercials, and other outreach methods.

## **Technology & Security**

In today's changing world, technology is a given. It also brings new security concerns. Cyber security, physical security, and operational security are the focus of this track. Share some innovative and creative best practices for handling communication, IT, satellite services, security, and more.

## **Libraries & Tutoring Services**

Adult learners are different. They require different strategies for adjusting to the differences in education, learning, and studying effectively. Libraries have seen their role changing from a more passive to actively engaged center for learning. Student services have expanded to include things like day care, tutoring, and fitness. This track focuses on reaching and serving this non-traditional population more effectively through all aspects of library, learning resources, and student services.

## **Leadership & Operations**

There is no degree or professional program to teach you how to be a Branch Administrator. This track is an Administrative/Executive level focus on the operation of a branch/satellite campus, region, and/or center. It is specifically designed to address the development of various areas of leadership, budgeting, personnel, community engagement and administrative knowledge involved in running a newly built or existing site.

## **Wild Card**

Interested in a topic that is timely in nature but does not fit other track categories? This track includes a variety of sessions that would be of interest and beneficial to Branch Conference Attendees. Topics include finance, research, assessment, accreditation, infrastructure, community relationships, and more.

# Conference Welcome

Welcome to Harrisburg, home of our host, Temple University-Harrisburg Campus and chocolate goodness!

I hope that everyone has an enjoyable and productive conference. Take part, get engaged, share your story, and enjoy the comradery that NABCA accords. You make this conference special.

Together, we serve students in locations, centers, and branch campus in our regions, across the nation, and around the world. Renew old friendships, make new ones, and take new ideas home because you inspire.

Have a great conference,



Joseph "Joe" Rives, PhD  
2017-2018 President

Western Illinois University, Quad Cities



## Welcome to Temple University, Harrisburg!



Here, in addition to our emergent Freshman Year Experience, you will find an active community of adult learners interested in improving their professional knowledge and skills. Temple Harrisburg is engaged in improving our community through academic degree and certificate programs, as well as a variety of professional development opportunities. The campus location in the capital region allows the opportunity to share Temple's commitment to social justice, innovative research and community service with legislative, governmental decision makers and the public.



## **Airport Transportation**

Hershey Lodge, 325 University Drive, Hershey PA 17033; 717-533-3311

From/To Harrisburg International Airport (MDT)

**By Shuttle:** NABCA rate, round trip \$30/person; 717-534-8601 Concierge to reserve or email

lodge\_concierge@hersheypa.com

Complimentary onsite Parking

## **On-site Conference Registration**

Conference Registration Desk is located at the Confection Office

**Wednesday** April 11th: 1:30 pm - 6:00 pm

**Thursday** April 12th: 7:30 am - 5:00 pm

**Friday** April 13th 8:00-9:00 am and 2:00-4:00 pm (some Registration services will also be available at Temple)

**Saturday** April 14th: 8:00 am - Noon

Services Available Include

Conference Materials

***Guest “Experience Hershey!” Dinner Tickets \$75***

***Book Sales***

Local Dining, Shopping, and Activities

Conference Communication

## **Weather & Dress**

Bring a jacket or sweater to sessions; Plenary Dinner is Indoor; Conference dress code is business casual

Hotel Check-in is 4:00 pm; Check out is 11:00 am

## **Site Host Campus Visit**

***Friday*** Temple University, Harrisburg; Hotel lobby 9:30 am bus departure; 1:15 pm return departure

## **Conference Information Webpage**

<http://www.nabca.net/2018conferenceinformation.html>

Please Bookmark and use this special “Conference Information” page to access Evaluations, the Attendee Roster, and More. It will be updated and information added throughout the Conference.



# Wednesday, April 11, 2018

## BRANCH CAMPUS LEADERSHIP INSTITUTE ORIENTATION

The Branch Campus Leadership Institute brings the expertise of national administrators in off-campus locations to those wanting to enter, serve, and advance in the profession. For more information, or to apply for the 2019-2020 Class II Session: <http://www.nabca.net/programoverview.html>

8:00 am – 11:00 am

Breakfast will be provided

Cocoa Suite 6

## EXECUTIVE COMMITTEE MEETING

Executive Committee Members and Vice Chairs will have their April 2018 Meeting

Breakfast will be provided

9:00-11:00 am

Cocoa Boardroom

## LEADERSHIP INSTITUTE & EXECUTIVE COMMITTEE LUNCH

NOTE: Hotel shuttle will leave the Hershey Hotel between 8-8:30 on Wednesday to bring you and your luggage to the Hershey Lodge. Bellmen will meet you to assist with your luggage before the Executive Committee meeting. Rooms will be prepared for your check in after Lunch

Members of the Branch Campus Leadership Institute and the NABCA Executive Committee Lunch

11:00 am-12:00 pm

Magnolia CD

11:30 am-1:00 pm

Confection Office

Confection Lobby

## Set up Registration and Expo Areas

Committees and Volunteers will set up tables for Conference Opening

## CONFERENCE COMMITTEE MEETING

Conference Committee Members will have their April 2018 meeting

1:00-2:00 pm

Cocoa Boardroom

## REGISTRATION & INFORMATION DESK OPEN

Pick up your Conference Materials.

Shop in the Book Store.

“Experience!” Dinner **Guest** Tickets (\$75).

1:30-6:00 pm

Confection Office

## Don't Forget to Vote!

Be sure to cast your vote online for the Executive Committee Nominees (Wearing Purple Ribbons) before Midnight Eastern, Wednesday. Also review and vote on proposed Bylaw and Operating revisions, 2018-2019 Budget and Fiscal Reports.

[<https://www.surveymonkey.com/r/NABCABallot>]

**CONFERENCE EXPO OPEN** Stop by the NABCA Booth to join a group for dinner, get information about Committees or leave a message

**1:30-6:00 pm**  
Confection Lobby  
Make a Video! While at the Conference, you can make a short video telling us why you are a NABCA Member, what NABCA Membership means to you, or about your Conference experience. We will use the videos on our Website and Social Media sites throughout the year.

**4:30-5:30 pm**  
Author Book Signing  
Confection Lobby  
Friendly NABCA Members will be available to 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.

**Conference Information**  
<http://bit.ly/2GygnOY>  
We showcase Authors at the Conference by including them at the Expo for book purchase and author signing.

**Win a Starbucks Gift Card!** Take a photo with someone from a different affinity group or Answer the question, “What it means to be a Branch Campus Administrator” and post it on the NABCA Facebook page or Twitter Feed. Get entered in a drawing to be held during the Conference.

**FIRST TIME ATTENDEE & NEW NABCA MEMBER ORIENTATION**

**3:00-3:45 pm**  
Crystal A  
Get an understanding of what NABCA is and what we have to offer you!  
Conference Vice Chair  
Past President

**Session Description:**  
Meet Chairs from NABCA Committees and get questions answered. Find out the history of NABCA, ways you can become more involved, and how to get the most out of the Conference.

**Conference Information**  
<http://bit.ly/2GygnOY>  
**Evaluate This Session**  
<https://www.surveymonkey.com/r/NABCAEval>

**MEMBERSHIP COMMITTEE MEETING**

**3:00-3:30 pm**  
Cocoa Boardroom  
Membership Committee Members will have their April 2018 meeting

**2018 CONFERENCE RECEPTION**

**4:00-6:00 pm**  
Confection Lobby  
Wild Rose AB  
Welcome to Hershey!  
Site Host Temple University Harrisburg  
Temple University, “The Keith Chasin Quartet” will provide Entertainment  
Hot & Cold Hors d’oeuvres  
Hosted and Cash Bar  
Conference Expo

**4:30-5:30 pm**  
Author Book Signing  
Confection Lobby

**DINNER ON YOUR OWN** Don’t forget to invite a *First Time NABCA Conference Attendee* to dinner!

**6:00 pm**

# Thursday April 12, 2018

## BREAKFAST OPEN

7:00-8:30 am  
Wild Rose AB

## RESEARCH COMMITTEE MEETING

Research Committee Members will have their April 2018 meeting

7:00-8:30 am  
Cocoa Boardroom

## REGISTRATION & INFORMATION DESK OPEN

Pick up your Conference Materials.  
Shop in the Book Store.  
“Experience!” Dinner **Guest** Tickets (\$75).

7:30 am-5:00 pm  
Confection Office

Stop by the NABCA Booth to join a group for dinner, get information about Committees or leave a message

## CONFERENCE EXPO OPEN

8:00 am-5:00 pm  
Confection Lobby

Make a Video! While at the Conference, you can make a short video telling us why you are a NABCA Member, what NABCA Membership means to you, or about your Conference experience. We will use the videos on our Website and Social Media sites throughout the year.

Friendly NABCA Members will be available to 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.

1:00-1:30 pm  
Author Book Signing  
Confection Lobby

We showcase Authors at the Conference by including them at the Expo for book purchase and author signing

Win a Starbucks Gift Card! Take a photo with someone from a different affinity group or Answer the question, “What it means to be a Branch Campus Administrator” and post it on the NABCA Facebook page or Twitter Feed. Get entered in a drawing to be held during the Conference.

## OPENING CONFERENCE PLENARY

8:30-9:30 am  
Crystal A

Welcome to Hershey!

Site Host Temple University Harrisburg

Conference Chair

Region Level Partner-The National Society of Leadership and Success, Marissa Curry

President

8:30-9:00am Annual Business Meeting of the NABCA Membership

2018 President's Service Award

As a NABCA Member, you have the right to make recommendations and ask questions about the direction of the association. The Annual Meeting is your opportunity to do that.

### Conference Information

<http://bit.ly/2GygnOY>

### Meeting Agenda:

<http://www.nabca.net/ma-minutes.html>

## MORNING BEVERAGE BREAK

9:30-9:45 am  
Confection Lobby



**CAROL GRACE ANDERSON, Keynote Speaker**



**9:45-11:15am Crystal A**

**Burn Out!**

**For Higher Education Administrators**

**Carol Grace Anderson, BigSpeak**

From a small trailer park in New Jersey, Carol Grace had childlike dreams of some day teaching and inspiring others to follow their dreams.

Her journey took several detours along the way. After flunking out of several colleges, she decided to buckle down... and chose studying over partying. It's amazing

how that works! After earning her BA, she graduated from NYU with a Masters in Counselor Education.

After years of teaching Life Skills in a correctional facility, Carol Grace was invited to do the keynote for a national educators' convention. In time, that led to a full calendar of speaking engagements for various associations and corporations across the country.

Along the way, she's had her share of challenges; when she lost her younger sister to cancer she was devastated. Instead of giving up, she decided to get fired up! That prompted her to write her first book: *Get Fired Up Without Burning Out!* Since then, Carol Grace wrote an inspiring fable for teens and adults: *The Butterfly Factor*. She also has a heartwarming story in *Chicken Soup for the College Soul*.®

We've all had challenges... they're part of life. Carol Grace will give us practical tools and solutions to keep fired up — no matter what!

**Evaluate This Session:** <https://www.surveymonkey.com/r/NABCAEval>

## KEYNOTE

9:45-11:15am

Crystal A

## Burn Out! For Higher Education Administrators

Carol Grace Anderson, BigSpeak

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

## Conference Information

<http://bit.ly/2GygnOY>

## Concurrent Sessions 1

11:30am-1:00pm

WildRose AB

## Top 5 Best Practices Lunch Discussion

How do you encourage creative thinking within your organization? Do you have security present on your campus? What hours? Are there any security issues/concerns? Discuss these and other questions during lunch with colleagues from similar institutions and come up with your "Top 5 Best Practices" to share with other Conference Attendees.

**Tessie Bradford**, 2018 Conference Chair and AVP of Enrollment Management and Student Affairs at Georgia Piedmont Technical College, DeKalb Campus

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

## Conference Information

<http://bit.ly/2GygnOY>

## AUTHOR BOOK SIGNING

1:00-1:30 pm

Confection Lobby

We showcase Authors at the Conference by including them at the Expo for book purchase and author signing

## Knowing Your Students: Accurate & Real-Time Data Management

In order to serve branch campus students, you need to know who they are! Hear from UMBC about their lessons learned as they built a campus practice for identifying all types of students enrolling at their branch campus.

**Ashley Waters**, Associate Director at UMBC, UMBC-Shady Grove

### Session Description:

Do you find it hard to keep track of your students? Or are you continually battling with your research colleagues about your numbers? In order to count, track, analyze or serve branch campus students, you need to know who they are! In this session, you will hear from UMBC about their lessons learned, best practices, and positive strides as they built a data warehouse and campus practice for identifying all types of students enrolling at their Shady Grove branch campus during a student administration software transition. Lessons from branch campus directors and IT professionals will be shared to provide various viewpoints.

### About the Speaker:

Dr. Ashley Waters is the lead administrator for UMBC's satellite operation at The Universities at Shady Grove Regional Center in Rockville, MD. Ashley offers leadership and management for enrollment management, facilities, and finance and operations functions for the campus, which serves nearly 600 students and supports 70 faculty members (mainly part-time).

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

## Concurrent Sessions 2

1:30-2:30pm

Magnolia B

Technology & Security

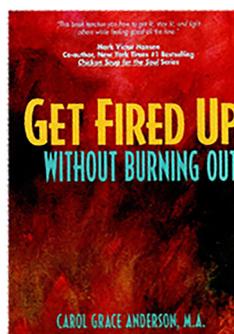
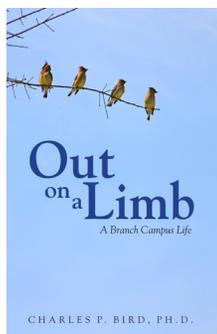
### Target Audience:

Senior Administrator  
Campus Operations or Budget  
Campus Technology or  
Instructional Technology

## Conference Information

<http://bit.ly/2GygnOY>

# Conference Authors & Bookstore



**Concurrent Sessions 2**

**1:30-2:30pm**  
Crystal A

Wild Card

**Target Audience:**  
Senior Administrator  
Student Services or Student Affairs  
Campus Operations or Budget Academic Program  
Administrators, Advisors, or Faculty  
Student Activities or Engagement  
Campus Technology or Instructional Technology

**Conference Information**  
<http://bit.ly/2GygnOY>

**We Proudly Serve: Lattes Driving the Partner Campus Mission**

Administrative support services are able to promote and influence partner campus Academic Affairs and Student Affairs operations. Opening a Starbucks or similar startup enterprise can positively affect the environment.  
**Farley Leiriao**, Director of Business & Financial/Auxiliary Services, Broward Campuses at Florida Atlantic University, Broward Campuses  
**Shanna Longa**, Florida Atlantic University, Assistant Director of Budgeting and Allocations, Broward, Broward Campuses

**Session Description:**

Partner Campus employees whether they are administrators, faculty or staff are always seeking successful ways to promote their departments and keep students on campus beyond their designated class schedule. This session will focus on partner campus owned and operated ventures, such as “We Proudly Serve Starbucks”, Copy/Print Centers and other operations and the positive effects they have on partner campus culture.

**About the Speakers:**

Farley Leiriao is the Director of Business and Financial/Auxiliary Services for Florida Atlantic University’s (FAU) Broward Campuses Administration. His role includes oversight of budgetary and financial transactions at all three FAU Broward County campuses while developing new opportunities that will increase student, faculty, staff and community opportunities.

Shanna Longa is the Assistant Director of Budgeting and Allocations for Florida Atlantic University’s (FAU) Broward Campuses Administration. Her role focuses on academic budgeting, operational alignment, procurement and financial reviews. Shanna has been a member of Florida Atlantic’s personnel for ten years in multiple divisions.

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

**Concurrent Sessions 2**

**1:30-2:30pm**  
Magnolia A

Wild Card

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

**Conference Information**  
<http://bit.ly/2GygnOY>

**The National Student Data Clearinghouse Comes to Branch Campus Administrators**

Ever wonder where your students were before they joined your branch campus? Where they went after? If they ever achieved a degree? Wonder no more! Learn about the National Student Clearinghouse.

**Scott Howell**, Director at Brigham Young University, BYU Salt Lake Center

**Session Description:**

We recently learned about the National Student Data Clearinghouse (see <http://www.studentclearinghouse.org/>) from the BYU Institutional Planning and Assessment office. Even though the presenter has worked in Higher Education for 30 years he had never before heard of it before. This office suggested we run our students at the branch campus (BYU Salt Lake Center) against it to learn more about their educational history and how the students’ stop at our campus fit into their educational journey. As soon as we learned about this possibility we knew we needed to share our findings. Some of the questions this clearinghouse is helping us answer include the following: Were these students who enrolled for a semester or two at our branch campus ever admitted to a degree-seeking program? Where were they before? Where did they go afterwards? How many institutions did they ultimately attend? Which ones? How many of them ultimately graduated with a bachelor’s degree? How long did it take them to receive a degree? Etc.

**About the Speaker:**

Scott L. Howell is the Director of Brigham Young University’s branch campus, BYU Salt Lake Center. He earned his PhD in Instructional Science and has worked in Higher Education for the past 28 years. He is the author of numerous articles on distance and online learning/assessment.

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

## AFTERNOON SNACK AND BEVERAGE BREAK

2:30-3:00 pm

Confection Lobby

### Concurrent Sessions 3

3:00-4:00pm

Magnolia B

Donors & Marketing

#### Target Audience:

Admissions, Recruiting, or Retention  
Student Activities or Engagement  
Community Engagement;  
Marketing and Public and Media Relations

#### Conference Information

<http://bit.ly/2GygnOY>

#### Promoting Your Branch Campus In Mainstream Media

This seminar will outline different strategies on how to maximize academic, trade and mainstream media coverage by strategically promoting the achievements of students, faculty and staff

**Roberto Santiago**, Community Engagement and Communications Officer at Florida Atlantic University, Davie, Fort Lauderdale and Dania Beach

#### Session Description:

Does the main campus always steal the spotlight away from your branch campus? It doesn't have to be that way. This seminar will outline different strategies on how to maximize academic, trade and mainstream TV, print, radio and online media coverage by strategically promoting the achievements of students, faculty and staff and how to create town halls based on breaking news events. The seminar will also explain how to establish relationships with mainstream media editors, producers and reporters to sell your story idea.

#### About the Speaker:

Roberto Santiago is the Community Engagement and Communications Officer for the Florida Atlantic University branch campuses located in Fort Lauderdale, Davie and Dania Beach. He oversees branch campus marketing efforts and public and media relations.

#### Evaluate This Session

<https://www.surveymonkey.com/r/NABCAEval>

#### Branch Campus Enrollment Trends and Marketing Best Practices

Based on a recent NABCA survey, this session will examine current branch campus enrollment trends and marketing practices. Solutions and ideas for increasing enrollment and improving marketing will be presented.

**Jeremy Couch**, Executive Director at Palm Beach Atlantic University, Orlando Campus  
**Drake Levasheff**, [dlevasheff@apu.edu](mailto:dlevasheff@apu.edu), Azusa Pacific University, Senior Director of Orange County & Murrieta Regional Campuses

#### Session Description:

Based on findings from the 2017 Branch Campus Enrollment Trends and Marketing Practices survey, this session will examine current trends in enrollment and marketing best practices at branch campuses. Is branch campus enrollment increasing or declining? What are branch campus leaders doing to increase enrollment? Which marketing tactics are most effective at generating leads? What are the greatest obstacles to enrollment growth and effective marketing at a branch campus? These are some questions that will be answered in this session. In addition, practical ideas and solutions for increasing enrollment and improving marketing will be presented.

#### About the Speakers:

Jeremy Couch regularly speaks, consults, and writes on various leadership, management, and organizational topics. He is passionate about developing intentional leaders, high performance teams, and healthy organizational cultures.

Drake Levasheff lives with his wife and daughter in Irvine, CA. When he's not serving in his family's non-profit organization or competing with them in board and card games, he enjoys walking and reading.

#### Evaluate This Session

<https://www.surveymonkey.com/r/NABCAEval>

### Concurrent Sessions 3

3:00-4:00pm

Crystal A

Donors & Marketing

#### Target Audience:

Senior Administrator  
Academic Program  
Administrators, Advisors, or Faculty  
Admissions, Recruiting, or Retention

#### Conference Information

<http://bit.ly/2GygnOY>

**Concurrent Sessions 3**

**3:00-4:00pm**

Magnolia A

Leadership & Operations

**Target Audience:**

Everyone can make an impact, so I would say all.

**Conference Information**

<http://bit.ly/2GygnOY>

**Branch Campuses Leading The Way**

Interested in raising over \$1.0 million annually, increasing enrollment, student internship sites, and placing your campus at the table for accreditation matters, then this presentation and discussion is for you.

**Joseph Joe Rives**, Vice President, Quad Cities and Planning at Western Illinois University, Western Illinois University-Quad Cities

**Session Description:**

In a time of decreasing state appropriations for public universities, as well as increasing competition for students, tuition dependency, and concerns of access and affordability for all colleges and universities, there are ways the Branch Campuses can lead the way in finding successful solutions to these challenges. Whether we are two-year or four-year, public or private, off-campus locations can increase enrollment, generate external funding, and become much more involved in employer relations, and accreditation matters. This session will discuss the evolution of the President's Executive Institute at Western Illinois University; and how we have used to Institute to stabilize enrollment, support community and economic development, and increase external engagement. Lesson learned will be shared and time will be allocated so that we can learn from one another.

**About the Speaker:**

Joseph (Joe) Rives is the current President of the NABCA. He is vice president of Western Illinois University-Quad Cities, designed the President's Executive Institute that will be discussed, and he continues to oversee the implementation of it. Joe has worked in higher education for 28 years.

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

**FINANCE COMMITTEE MEETING**

**4:00-5:00 pm**

Cocoa Boardroom

Research Committee Members will have their April 2018 meeting

**DINNER ON YOUR OWN**

**6:00 pm**

**Don't forget to invite a *First Time NABCA Conference Attendee* to dinner!**

**If you signed up for a restaurant group, meet in the hotel lobby at 6:00.**

**If you didn't sign up and want to participate, stop by the NABCA Information Booth!**

**NOTES**

Thursday April 12, 2018



## 2018 Conference Partners



21<sup>st</sup> Annual Conference • April 11-14, 2018 • #NABCA2018

<p><b>BREAKFAST OPEN</b></p> <p>7:00-8:30 am Wild Rose AB</p>	<p>If you are a current member or are interested in the Research Committee Committee, join the Chair, Vice Chair and Members for breakfast</p>
<p><b>CURRENT AND INCOMING EXECUTIVE COMMITTEE MEETING</b></p> <p>7:30 -8:30 am Wild Rose AB</p>	<p>Incoming and Newly Elected Executive Committee Members will meet for Breakfast with Current Executive Committee Members</p>
<p><b>REGISTRATION &amp; INFORMATION OPEN</b></p> <p>8:00 am-9:00 am Confection Office</p>	<p>Pick up your Conference Materials. Shop in the Book Store. “Experience!” Dinner <b>Guest</b> Tickets (\$75). Win a Starbucks Gift Card! Take a photo with someone from a different affinity group or Answer the question, “What it means to be a Branch Campus Administrator” and post it on the NABCA Facebook page or Twitter Feed. Get entered in a drawing to be held during the Conference.</p>
<p><b>MORNING PLENARY &amp; 2018 NABCA CONFERENCE PHOTO</b></p> <p>8:30-9:00 am Crystal A</p>	<p><b>Wear Your School Spirit Attire!</b> We will take the official conference photograph. Later, you will be able to download and print or use the photograph (and all other conference photographs) from the 2018 Annual Conference</p>
<p><b>BUS DEPARTURE FOR TRAVEL TO SITE HOST CAMPUS</b></p> <p>9:15 am Hotel Lobby</p>	<p>Meet in the hotel lobby for departure. If you will not return to the Hotel, please check out and bring all luggage with you. Harrisburg provides taxi and Uber service for airport transportation.</p>
<p><b>MORNING BEVERAGE BREAK HOST CAMPUS TOUR</b></p> <p>10:00 am-11:00 am Temple University Harrisburg First Floor Student Learning Center</p>	<p><b>Temple University Harrisburg</b> Link Martin, Director Julie Shade, Director of Conference &amp; Program Services</p>
<p><b>Accreditation Seminar</b></p> <p>11:15am-12:15pm Room 246/248 - Lecture Hall</p> <p><b>Conference Information</b> <a href="http://bit.ly/2GygnOY">http://bit.ly/2GygnOY</a></p>	<p><b>Accrediting Board Seminar</b> <b>Multi-Campus Environments: An Accreditation Perspective</b> Participate in the discussion to shape the future of off-site accreditation with a representative from the local accreditation board. <b>Heather Perfetti</b>, Vice President for Legal Affairs and Chief of Staff at Middle States Commission on Higher Education <b>Evaluate This Session</b> <a href="https://www.surveymonkey.com/r/NABCAEval">https://www.surveymonkey.com/r/NABCAEval</a></p>

Conference Seminar: Accreditation



## Multi-Campus Environments An Accreditation Perspective

### Heather Perfetti

Vice President for Legal Affairs and Chief of Staff at Middle States  
Commission on Higher Education

One of our goals is to establish relationships with the regional accrediting bodies around issues related to branches and centers. As a result, NABCA has contacted the Middle States Association of Colleges & Schools to provide an interactive seminar focused on such things as the definitions of branches, additional locations, and other instructional sites, accreditation issues, and review team processes.

This presentation and discussion of regional accreditation and the multi-campus environment will include topics relating to institutional improvement, innovation, and accountability through the lens of peer review. It will include an overview of regional accreditation, expectations for multi-campus environments from a regulatory perspective, and insights into working across locations to support meaningful accreditation activities and holistic evaluations leading to institutional improvements.

**Heather F. Perfetti, JD, EdD** joined the Middle States Commission on Higher Education as Vice President liaison to institutions in January of 2015. She has since been promoted to the position of Vice President for Legal Affairs and Chief of Staff in 2017. Previous positions include Vice President for Academic Affairs at SUNY Orange (NY) and Allegany College of Maryland; Assistant Dean, Assistant Professor, and Program Coordinator at Darton College (GA); and Assistant Professor at Murray State University (KY).

She has also held adjunct faculty positions at Georgia Southern University, Barstow Community College (CA), and Darton College. Perfetti earned the Doctor of Education degree with specialization in Higher Education Leadership from Northcentral University (CA), the Juris Doctor degree from the University of Mississippi School of Law, the Master of Science degree in Criminal Justice from Troy University (AL), and Bachelor of Arts degree in English from Frostburg State University (MD).

**Evaluate This Session:** <https://www.surveymonkey.com/r/NABCAEval>

**LUNCH**

Temple University, Harrisburg Room 246/248 - Lecture Hall

12:15-1:00 pm

**BUS DEPARTURE FOR TRAVEL TO HOTEL**

Meet in the campus entry for departure.

1:15 pm

Campus Entry

**REGISTRATION & INFORMATION OPEN**

Pick up your Conference Materials.  
Shop in the Book Store.

2:00 pm-4:00 pm

Confection Office

“Experience!” Dinner **Guest** Tickets (\$75).

Win a Starbucks Gift Card! Take a photo with someone from a different affinity group or Answer the question, “What it means to be a Branch Campus Administrator” and post it on the NABCA Facebook page or Twitter Feed. Get entered in a drawing to be held during the Conference.

**Concurrent Sessions 4**

**Lessons Learned**

More and more institutions need to see enrollment grow on their branch campuses. What are the essential issues to address if campuses are to thrive in a highly competitive world?

**Charles “Charlie” Bird**, Vice President for University Outreach Emeritus at Ohio University, N/A

**Session Description:**

Branch campuses have various missions and significant differences in enrollment and programs. Funding approaches, services provided, and levels of local authority vary widely. More than in the past, institutional leaders seem to recognize that they need to increase enrollment from “nontraditional” audiences, and they are asking questions about how to proceed with their branch campuses, online programs, or both. Questions about structure, funding, services, relationships with partners, and local autonomy are on the table. In this presentation, I will share lessons learned since publishing *Out on a Limb* and after visiting dozens of campuses, with an eye toward helping branch leaders identify critical conversation topics or strategies that are essential for success. Topics will range from the significance of campus origins, to the creation of revenue sharing models, to the importance of local control over certain aspects of operations and beyond.

**About the Speaker:**

With more than 40 years of experience working on and with branch campuses, Dr. Bird is author of *Out on a Limb*

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

2:30-3:30pm

Magnolia B

Leadership & Operations

**Target Audience:**

Senior Administrator  
Student Services or Student Affairs  
Campus Operations or Budget  
Admissions, Recruiting, or Retention

**Conference Information**

<http://bit.ly/2GygnOY>

Friday April 13, 2018

**Concurrent Sessions 4**

**2:30-3:30pm**  
Magnolia A

Leadership & Operations

**Target Audience:**

Senior Administrator  
Campus Operations or  
Budget  
Academic Program  
Administrators, Advisors,  
or Faculty

**Conference Information**

<http://bit.ly/2GygnOY>

**Staying the Course While Navigating Change**

Discuss best practices and challenges in operating a branch campus while developing a new direction. Participants will share experiences and strategies for surviving and thriving during structural or leadership changes.

**Sarah Wieland**, Assistant Dean at The University of Arizona South, Student Services

**Barbara Citera**, [bwcitera@email.arizona.edu](mailto:bwcitera@email.arizona.edu), The University of Arizona South, Associate Dean Academic Affairs

**Session Description:**

The University of Arizona undertook a two year long process to examine, evaluate, and rebrand its extended campuses model from 2016 to 2018. This roundtable will present the challenges faced to maintain operations of a branch campus and statewide learning centers under interim leadership while simultaneously developing and implementing a new mission and institutional approach to extended learning. Participants will share experiences and best practices for leadership through structural change in a led discussion format. Using a foundation of transitional resiliency theories, presenters and participants will identify best practices for change management and leadership models to support a successful culture and improve operations in times of uncertainty.

**About the Speakers:**

Sarah Wieland has provided leadership in academic advising and student services for the last 13 years between two AZ state universities on both their main and extended campuses, specializing in supporting adult and transfer learners experiencing transitions. Two-plus-two partnerships and removing barriers to higher education are her areas of focus.

Dr. Barbara Citera joined the University of Arizona South in 2001. She has served as Faculty Forum President, PI of a successful Title V Collaborative Grant with Cochise College, Division Chair, Associate Dean - under five different Deans/ Campus Executives - and continues to be a passionate advocate for branch campus students.

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

**DON'T FORGET TO SAY "THANK YOU" TO  
THE 2018 CONFERENCE COMMITTEE!**



**CHAIR, TESSIE BRADFORD**  
**VICE CHAIR, ADAM LIPSON**



**Concurrent Sessions 4**

**2:30-3:30pm**

Crystal A

Leadership & Operations

**Target Audience:**

Senior Administrator

Student Services or Student Affairs

Academic Program

Administrators, Advisors, or Faculty

Campus Technology or

Instructional Technology

**Conference Information**

<http://bit.ly/2GygnOY>

**Creating a contemporary Extended Education strategy**

Explore how a multi-branch college with limited resources created a collaborative, multi-part Extended Education strategy that redefined how it educates its district. This is a case study of Shasta College.

**Andrew “Andy” Fields**, Dean of Extended Education at Shasta College, Tehama, Trinity, Intermountain

**Session Description:**

This session will explain the current Extended Education strategy of Shasta College, and the many influences and stakeholders that created it. Shasta College serves a district that encompasses three counties, over 10,000 sq. miles, and population of over 255,000. The remote and rural nature of the district has created challenges in providing educational opportunities for all students. Shasta College has been successful over the past 30 years with the use of interactive video conferencing, but it was time to rethink our approach. With resource limitations and a stretched administrative infrastructure, a new strategy was developed to transform our branch campuses into learning centers focused on student success. Although the use of interactive video conferencing still plays a significant role, it is no longer the primary focus. Today, Shasta College uses several resources and technologies to provide opportunities for students.

**About the Speaker:**

Dr. Andrew Fields has created, enhanced, and managed innovative programs for several colleges and universities including Stanford University, Central Washington University, CSU Hayward, UC Davis, and University of the Pacific. He currently serves as Dean of Extended Education at Shasta College. Some primary passions are education, adventure, and the outdoors.

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

**SNACK & BEVERAGE**

**BREAK**

**3:30 – 4:00 pm**

Confection Lobby

**AUTHOR BOOK SIGNING**

**3:30-4:00 pm**

Confection Lobby

**Departure for Hershey’s Chocolate World**

Meet in the Hotel Lobby for Trolley departure

A NABCA tradition, this dinner activity allows you to “Experience Hershey PA!” and is included with your conference registration. Dress for the Experience! is casual.

In the Sweetest City in the World, you will explore the many wonders of chocolate at the first Hershey's Chocolate World Attraction located in Chocolatetown, USA - Hershey, Pennsylvania! You will be treated to an assortment of one-of-kind experiences and discover the sweetest feeling of pure happiness. We have planned a wonderful chocolate adventure just for you!

We will travel to Hershey’s Chocolate World by Hershey Trolley and go directly into the theater for the The 4D Chocolate Mystery. Through digital animation and special effects, you become part of the show by interacting with the characters and helping solve the mystery!

From the time we arrive until we depart, from Almond Joy to Zagnut, chocolate lovers of all ages will find old favorites and discover new, exclusive items at Hershey's Largest Candy Store! Whether you want to treat yourself or bring home a gift to a friend, you'll find the sweetest selection of chocolate, candy, confections, souvenirs, and gifts.

Enjoy Dinner and Dessert in the Hershey’s Food Court from 7:00 until 8:30. Choose any Deli Sandwich, Hot Entrée, Soups, Pizza, and Sides. Top it off with a Yummy frozen cocoa or decadent Hershey’s Cupcake for dessert!

At 8:30, gather in the Tasting Room for the Hershey’s Chocolate Tasting Experience!

Immerse yourself in the flavorful world of chocolate. Filled with the sights, sounds and smells of chocolate, Hershey’s tasting experts show you how to engage all senses to taste chocolates – from milk to dark and varieties in between.

**“EXPERIENCE  
HERSHEY!”**

**5:30 – 9:00 pm** Hotel Lobby

**6:00 - 8:00 pm, Create Your Own Candy Bar!**

**6:45 - 8:30 Hershey's Chocolate Tour**

**7:00 - 8:30 Dinner and Dessert in the Hershey’s Food Court**

**8:30 pm Tasting Room for the Hershey’s Chocolate Tasting Experience**

**8:00-9:00 pm Trolley Departures**

**Saturday April 14, 2018**

**BREAKFAST OPEN**

**8:00-9:15 am**

Wild Rose AB

**REGISTRATION &  
INFORMATION OPEN**

**8:00 am-11:30 am**

Confection Office

Shop in the Book Store.

Win a Starbucks Gift Card! Take a photo with someone from a different affinity group or Answer the question, "What it means to be a Branch Campus Administrator" and post it on the NABCA Facebook page or Twitter Feed. Get entered in a drawing to be held during the Conference.

**Higher Education 2019  
Conference Details**

**9:00-9:15am**

Crystal A

2019 Conference Details

**April 10-13, 2019 Eastern Washington University, Spokane**

**2018-2019 President, Dennis Huffman**

**2019 Conference Chair, Adam Lipson**

**2019 NABCA Site Host, Nikki Measor**

**Higher Education  
Leadership Seminar**

**9:15-10:15am**

Crystal A

**Higher Education Leadership Seminar  
Implementing Effective Leadership**

**Allison Fitzpatrick**, Director at Brookdale Community College, Brookdale at Wall  
**joyce gillie gossom**, NABCA Executive Director and Princess at Best Gurl, inc

**Conference Information**

<http://bit.ly/2GygnOY>

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>

**CONFERENCE CLOSING  
PLENARY**

**10:15-11:15 am**

Crystal A

**Conference Information**

<http://bit.ly/2GygnOY>

**Speak Out!**

**Get your last minute questions answered or share those insights for NABCA improvement.**

Session Description:

**Throughout the conference, you have listened to great speakers, participated in awesome workshops, chatted with spectacular people. Upon reflection, you now have several ideas, innovations, and insights that you can implement once you get back to your institution. "Speak Out!" is where you can share your implementation plans, talk about ways you can engage with other Members during the year, and get suggestions for improvement before you go.**

**Evaluate This Session**

<https://www.surveymonkey.com/r/NABCAEval>



**SEE YOU IN SPOKANE, WA**

**April 10-13, 2019**

**Eastern Washington University, Spokane**

Conference Seminar: Leadership



## Higher Education Leadership Seminar: Implementing Effective Leadership

**Allison Fitzpatrick**

Director at Brookdale Community College, Brookdale at Wall

**joyce gillie gossom**

NABCA Executive Director and Princess at Best Gurl, inc



What have been the best practices that you have used or have seen at a regional location? What have you wished you knew before you raised your hand to be located at a regional site for your Institution? Come find strategies, resources and characteristics that lead to effectiveness in a regional setting in this fast-paced, interactive workshop.

**Allison M. Fitzpatrick, MBA** became a Member of NABCA in 2009 and has served as 2013-2018 as an Executive Committee Member; during that time, she has served as 2015 Conference Chair, 2013 Conference Site Host, and 2016-2017 President. Allison has presented at several conferences and has been influential in establishing a strategic plan and vision for the growth NABCA Members have experienced during the last three years. Currently serving as the Director of the Brookdale at Wall/ NJ Coastal Community for Brookdale Community College, Allison has extensive leadership experience in higher education as a leader and problem solver. She has the ability to work with and get results from people for whom she not only has line-organization supervisory responsibility; she has the same impact on volunteers and peers.

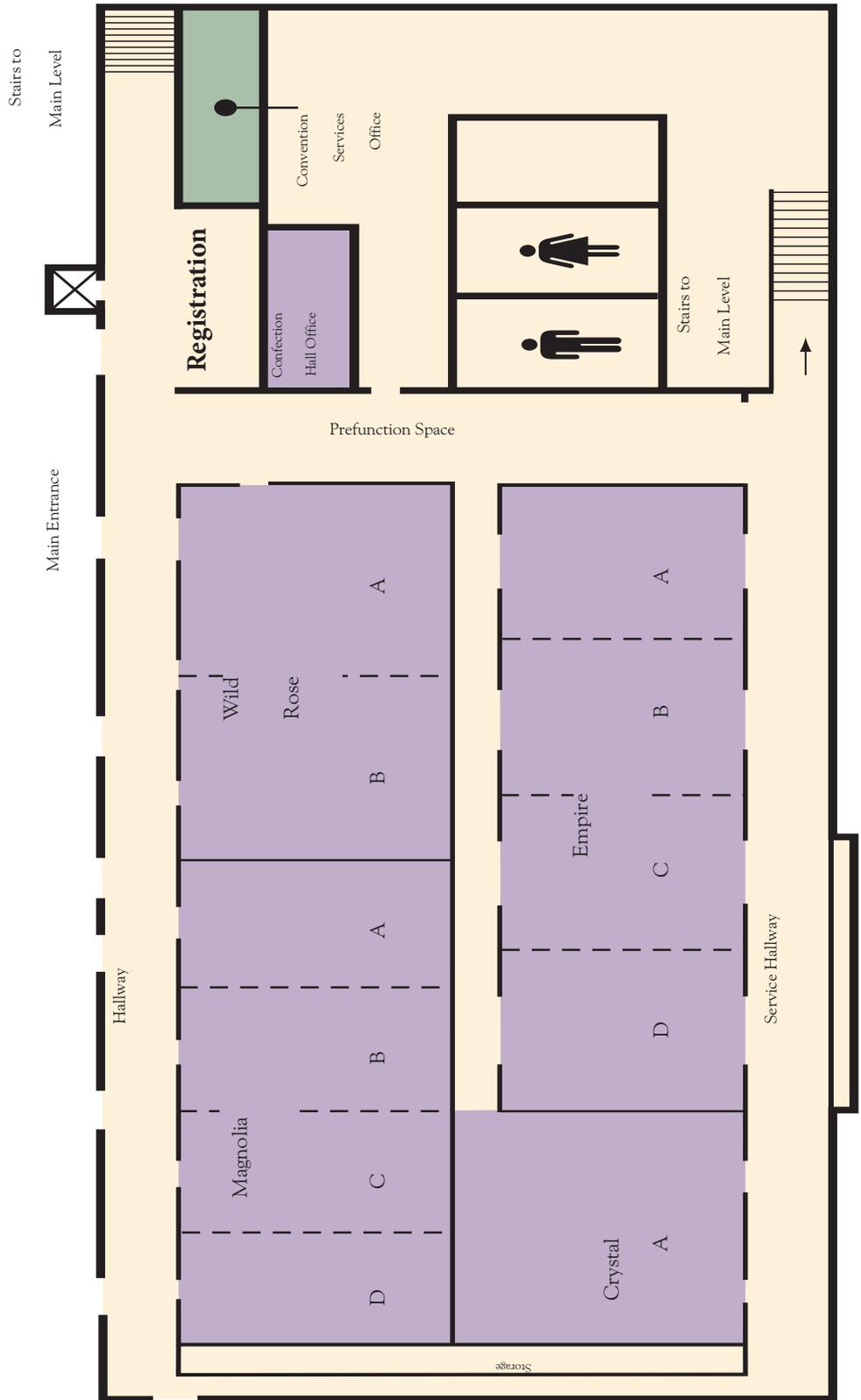
**joyce gillie gossom, EdD** has spent her life going against the grain. At the age of 16, she felt so connected to the poetry and style of e.e. cummings that her mother let joyce legally change her name to all lower case letters, which is frequently met with resistance. joyce's more than 30 years of professional experience range from special education teacher to higher education administrator, business owner, and elected official. joyce has served as Executive Director of the National Association of Branch Campus Administrators since 2012 and as Princess (President) of Best Gurl inc, a unique, multi-platform company committed to all forms of effective communication since 2011. She is the author of *Why Are They Following Me?* a guide to effective leadership.

**Evaluate This Session:** <https://www.surveymonkey.com/r/NABCAEval>

# Conference Map

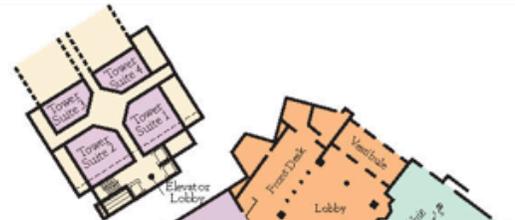
## CONFECTION HALL

HERSHEY LODGE - CONFECTION HALL LEVEL



# Conference Map

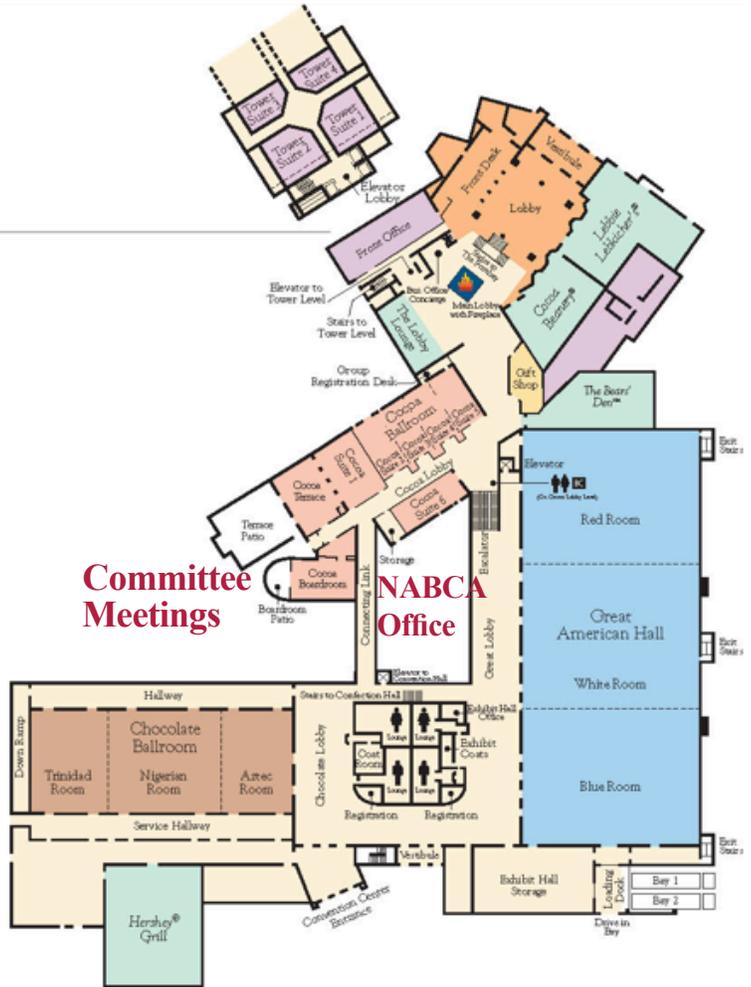
## Tower Level



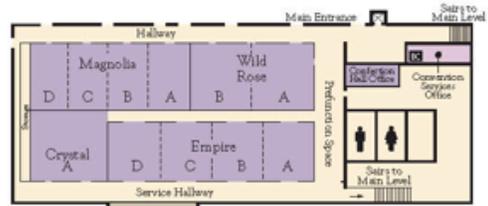
## Main Level

### Key

- Great American Hall
- Cocoa Ballroom
- Chocolate Ballroom
- Monarch Ballroom
- Tower Suites
- Offices
- Restaurants
- Prefunction Areas
- Guest Registration and Lobby
- Wall Dividers



## Confection Hall Level



# Schedule-At-A-Glance

## Wednesday April 11, 2018

8:00-11:00 am ..... Branch Campus Leadership Institute Orientation, *Cocoa Suite 6*  
9:00-11:00 am ..... Executive Committee Meeting, *Cocoa Boardroom*  
11:00 am-12:00 pm..... Leadership Institute & Executive Committee Lunch, *Magnolia CD*  
1:00-2:00 pm ..... Conference Committee Meeting, *Cocoa Boardroom*  
1:30-6:00 pm ..... Registration & Information Desk, *Confection Office*  
1:30-6:00 pm ..... Conference Expo, *Confection Lobby*  
3:00-3:45 pm ..... First-Time Attendee Session, *Crystal A*  
4:00-6:00 pm ..... **2018 Conference Reception**, *Confection Lobby & Wild Rose AB*  
4:30-5:30 pm ..... Author Book Signing, *Confection Lobby*  
6:00 pm ..... Dinner On Your Own

## Thursday April 12, 2018

7:00-8:30 am ..... Breakfast Open, *Wild Rose AB*  
7-8:30 am..... Research Committee Meeting, *Cocoa Boardroom*  
7:30 am-5:00 pm ..... Registration & Information Desk Open, *Confection Office*  
8:00 am-5:00 pm ..... Conference Expo, *Confection Lobby*  
8:30-9:30 am ..... **2018 Conference Opening Plenary**, *Crystal A*  
9:30-9:45 am ..... Beverage Break, *Confection Lobby*  
9:45-11:15 am ..... Conference Keynote, *Crystal A*  
11:30 am-1:00 pm ..... Concurrent Sessions 1 Lunch, *Wild Rose AB*  
1:00-1:30 pm ..... Author Book Signing, *Confection Lobby*  
1:30-2:30 pm ..... Concurrent Sessions 2, *Crystal A, Magnolia A, Magnolia B*  
2:30-3:00 pm ..... Snack & Beverage Break, *Confection Lobby*  
3:00-3:30 pm ..... Membership Committee Meeting, *Cocoa Boardroom*  
3:00-4:00 pm ..... Concurrent Sessions 3, *Crystal A, Magnolia A, Magnolia B*  
4:00-5:00 pm ..... Finance Committee Meeting, *Cocoa Boardroom*  
6:00 pm ..... Dinner On Your Own  
6:00pm..... Conference Group Dinners, *Various Locations for Signup*

## Friday April 13, 2018

7:00-8:30 am ..... Breakfast Open, *Wild Rose AB*  
7:30 am ..... Executive Committee & Vice Chair Breakfast, *Wild Rose AB*  
8:00-9:00 am ..... Registration & Information Desk Open, *Confection Office*  
8:30-9:00 am ..... Morning Plenary & 2018 NABCA Conference Photo, *Crystal A*  
9:15 am ..... Bus Departure, Travel To Site Host Campus, *Hotel Lobby*  
10:00-11:00 am ..... Welcome, Beverage Break, & Host Campus Tour, Temple University-Harrisburg  
11:15 am-12:15 pm..... Accrediting Agency Seminar  
12:15-1:00 pm ..... Lunch, Temple University-Harrisburg  
1:15 pm ..... Bus Departure, Travel To Hotel, *Campus Entry*  
2:30-4:00 pm ..... Information Desk & Expo Open, *Confection Office*  
2:30-3:30 pm ..... Concurrent Sessions 4, *Crystal A, Magnolia A, Magnolia B*  
3:30-4:00 pm ..... Snack & Beverage Break, *Confection Lobby*  
3:30-4:00 pm ..... Author Book Signing, *Confection Lobby*  
5:30-9:00 pm ..... Trolley Departure, "Experience Harrisburg!" *Hotel Lobby*

## Saturday April 14, 2018

8:00-9:15 am ..... Breakfast Open, *Wild Rose AB*  
8:00-11:30 am ..... Registration & Information Desk Open, *Confection Office*  
9:00-9:15 am ..... 2019 Conference Details, *Crystal A*  
9:15-10:15 am ..... Higher Education Leadership Seminar, *Crystal A*  
10:15-11:15 am ..... Conference Closing Plenary, *Crystal A*  
11:30 am ..... **2018 Conference Closes**