

# Public Purpose

The Magazine of the American Association of State Colleges and Universities



**Mildred García**  
President

**Susan M. Chilcott**  
Editor

**Jennifer Dawn Walpole**  
Managing Editor

**Victoria Markovitz**  
Assistant Managing Editor

**Ina Soepangkat**  
Art Director

**Isabella Ovalle**  
Graphic Designer

## Contributors

Laurence B. Alexander, Karen Doss Bowman, Willette Brown-Fatoyinbo, John Haeger, Victoria Markovitz, Barmak Nassirian, María Luisa Gutiérrez Peart, Stephen G. Pelletier, Jack Thomas

## Editorial Think Tank

Susan M. Chilcott, Thomas Harnisch, Victoria Markovitz, Barmak Nassirian, Jennifer Dawn Walpole.

*Public Purpose* (ISSN 1557-4946) is published quarterly by the American Association of State Colleges and Universities (AASCU), 1307 New York Avenue NW, Fifth Floor, Washington, DC 20005-4701. Subscription Rate: \$60 per year.

*Public Purpose* • Volume 13, Number 2  
Copyright ©2018 by American Association of State Colleges and Universities. All rights reserved. Reproduction in whole or in part without written permission of the publisher is prohibited.

## On the Cover

**6 An Interview with AASCU's New President, Dr. Mildred García**

## Features

**2 Champions for Higher Education**  
*Advocates play larger role than ever in boosting support for state colleges and universities*

**9 On Brand: Strengthening Your Marketing Through AASCU's National Campaign**

**12 The Challenges Ahead for Higher Education**

**16 A Specter is Haunting Europe: The General Data Protection Regulation**

**20 Taking the First Steps Toward Internationalization**

**22 The (New) War on Drugs**  
*Giving voice to the complexities of opioid addiction and campus responses*

## Departments

**24 Presidents & Practices**  
*Fundraising and Alumni Relations: A President's Role*

**25 Currents & Transitions**

- AASCU analysis: State of the State Addresses
- Quick tips for presidents
- Dr. Mildred García honored with leadership award
- Frontier Set convening focuses on progress
- 2018 *Public Policy Agenda*
- AASCU visits Capitol Hill
- Summary of the 2018 Communications Conference
- Statement on the Debt-Free College Act and Omnibus Appropriations Agreement
- Review of *Leading Academic Change: Vision, Strategy, Transformation*
- Event calendar

**28 EndSights**  
*A commentary on student success and strategic planning by Laurence B. Alexander*