

2019 AASCU New Presidents Academy

The AASCU New Presidents Academy (NPA) is tailored to the distinctive needs of presidents and chancellors who lead state colleges and universities, and is the only presidential leadership program that offers executive coaching and mentoring throughout the first year to support continued learning and success. Don't miss this unique opportunity to meet with your state university peers in a learning environment that is supportive, engaging and tailored to the specific challenges that a first-time president is likely to face.

“The New Presidents Academy provided a foundational overview of the critical elements that can impact the success of our institutions and our students,” said former NPA attendee Karen M. Scolforo, president of Castleton University (Vt.). “We learned not only from our Academy faculty—seasoned presidents leading public universities across the country—but from our colleague presidents as they shared unique perspectives, asked thoughtful questions, and contributed to the timely dialogue about today’s challenges in higher education.”

The academy is open to first-time AASCU member presidents and chancellors appointed after September 2017, and will take place Monday, July 29, through Friday, Aug. 2, in San Diego, Calif. The program provides practical advice grounded in leadership research and is complemented by the knowledge and experience of current and former AASCU presidents who serve as NPA faculty. Visit this site for additional registration and program information: www.aascu.org/meetings/NPA19/.



Stewardship of Public Lands

Throughout the United States, but especially in the West, the question of who will control public lands is a hotly debated topic. During the annual seminar Stewardship of Public Lands, faculty representatives from participating AASCU institutions spend a week in Yellowstone National Park with our partner, Yellowstone Forever, studying controversies about wolves, bison, snowmobiles and grizzlies. To date, more than 200 faculty members from more than 80 campuses have participated in the program.

This year’s program, which begins late afternoon on Monday, May 20, and ends at noon on Saturday, May 25, will be held at Mammoth Hot Springs Hotel in

Yellowstone National Park. Attendees begin the program by studying the science and history of the controversies and listening to scientists and park rangers. Then, at the end of the week, the faculty participants travel beyond the park boundaries to interview local citizens on both sides of the issues, including political activists, business people, environmentalists, ranchers, and representatives from various organizations. Faculty then return to their campuses to design programs for students, some focused on the controversies in the Yellowstone ecosystem and others focused on local public land and resource issues. To register for the event and to see more information, please visit the program’s website: www.aascu.org/programs/adp/SPL/.

2019 AASCU Board of Directors Takes Office



Framingham State University (Mass.) president F. Javier Cevallos is now serving as chair of the AASCU Board of the Directors.

F. Javier Cevallos, president of Framingham State University (Mass.), assumed the chair of the American Association of State Colleges and Universities' (AASCU) Board of Directors during the association's Annual Meeting on Tuesday, Oct. 30, 2018.

Cevallos joined AASCU when he became president of Kutztown University (Pa.) in 2002, and has been actively involved with AASCU since. He served on the Millennium Leadership Initiative (MLI) Executive Board and as an MLI mentor for the last 12 years. He also served twice on AASCU's board and on many AASCU committees. Cevallos

served as the immediate past chairman of AASCU's Council of State Representatives, which prepares the association's annual *Public Policy Agenda*, and as the vice-chair of the Committee on Student Success.

Charles L. Welch, president of the Arkansas State University System, was appointed chair-elect of the board; he will serve as chair in 2020. As the head of the Arkansas State University System, he oversees one four-year research institution, the first comprehensive U.S. public university campus in Mexico, and four two-year colleges. Welch graduated from AASCU's New Presidents Academy in 2008, is a member of AASCU's Rural Coalition, and served as a key presenter during AASCU's 2018 Spring Symposium on Strategic Planning.

The following presidents and chancellors will serve on the AASCU Board of Directors in 2019:

Past Chair:

Dana Hoyt, president, Sam Houston State University (Texas)

Secretary-Treasurer:

Cynthia Teniente-Matson, president, Texas A&M University-San Antonio

Newly Elected Directors:

Virginia Arthur, president, Metropolitan State University (Minn.)

Susan E. Borrego, chancellor, University of Michigan-Flint

Steve M. Dorman, president, Georgia College & State University

Brian O. Hemphill, president, Radford University (Va.)

Bonita Jacobs, president, University of North Georgia

John Jasinski, president, Northwest Missouri State University

Brian Noland, president, East Tennessee State University

Linda Schott, president, Southern Oregon University

David Wilson, president, Morgan State University (Md.)

Those Continuing Their Terms:

Denise A. Battles, president, State University of New York at Geneseo

M. Christopher Brown, II, president, Kentucky State University

Dianne F. Harrison, president, California State University, Northridge

Sandra J. Jordan, chancellor, University of South Carolina Aiken

Jack Thomas, president, Western Illinois University

Ramon Torrecilha, president, Westfield State University (Mass.)

MEETINGS CALENDAR

2019 Communications Conference for Senior Professionals

March 19-21 | Washington, D.C.

2019 Millennium Leadership Initiative (MLI) Institute

May 31 - June 4 | Washington, D.C.

The Emerging Leaders Program

June 1-4 | Washington, D.C.

2019 Civic Learning and Democratic Engagement (CLDE) Meeting

June 5-8, 2019 | Fort Lauderdale, Fla.

Report Outlines How to Prepare Online Faculty to Succeed

As online degree programs grow in popularity, colleges and universities need to prepare faculty to thrive in virtual classrooms. Seeking best practices for recruiting and training online instructors, Learning House, a Wiley brand, surveyed chief academic officers at AASCU member institutions. Register today to get access to the report: www.learninghouse.com/knowledge-center/research-reports/online-learning-at-public-universities/.

Roadmap for Developing Community Engagement Data Collection Initiatives

By collecting data that reinforce, document and support their community engagement work, higher education institutions can advance their initiatives and gain a better understanding of community priorities. Published by two of Collaboratory's creators in the *Metropolitan Universities Journal*, the article "A Centralized Strategy to Collect Comprehensive Institution-wide Data from Faculty and Staff about Community Engagement and Public Service" provides a roadmap for institutional leaders tasked with the development of community engagement data collection initiatives. These concrete steps can ensure the greatest success in collecting and using data to deepen engagement, ensuring the broadest buy-in from those working together to address key community priorities. Access the article here: www.aascu.org/corporatepartnership/Collaboratory2018.pdf.

AASCU Announces Jean Cibuzar as Its New Vice President of Administration and Finance



Jean Cibuzar will serve as AASCU's vice president of administration and finance.

AASCU is pleased to announce Jean Cibuzar as its next vice president of administration and finance. Cibuzar's experience includes 11 years as the executive director of finance at Gallaudet University in Washington, D.C., where she was responsible for accounting and financial reporting, a \$180 million endowment, and overseeing Student Financial Services. She also supported the Audit, Budget and Operations, and Investment Committees of its board and served as Gallaudet University Foundation's treasurer.

Cibuzar received her bachelor's degree from the University of St. Thomas in Minnesota and is a certified public accountant. She was selected for the National Association of College and University Business Officers (NACUBO) Fellows Program from 2017-18 and attended Yale School of Management's Endowment Institute.

As the AASCU vice president of administration and finance, Cibuzar will oversee AASCU's finance team, human resources department, and IT and facilities services. Cibuzar's new role started on Feb. 25.

International Criminal Prosecutor Receives Distinguished Alumnus Award

Brenda J. Hollis, an international criminal prosecutor and human rights expert who has assisted victims of international crimes, received AASCU's 2018 Distinguished Alumnus Award at the association's annual meeting in October. Hollis received her B.A. in 1968 from Bowling Green State University (BGSU) in Ohio.

"BGSU is so proud that Dr. Brenda Hollis has been selected for AASCU's 2018 Distinguished Alumnus Award," says BGSU President Rodney K. Rogers. "A 1968 graduate of BGSU, she's had a significant impact on the public through her service in the U.S. Air Force and as lead prosecutor in several historic war crime cases. Her legal work has shaped the global political stage for generations."

Hollis has served as Prosecutor of the Residual Special Court for Sierra Leone since January 2014—appointed by the Secretary General of the United Nations—and also acts as Reserve International Co-Prosecutor of the Extraordinary Chambers in the Courts of Cambodia. In addition, she is a member of the Advisory Board of the International Nuremberg Principles Academy, and from 2001 to 2007, Hollis was an expert legal consultant on international criminal law and procedure. During this period, she trained judges, prosecutors and investigators at courts and international tribunals in Indonesia, Iraq and Cambodia. She also assisted victims of international crimes in the Democratic Republic of Congo and in Colombia to prepare submissions requesting investigations by the International Criminal Court in The Hague.

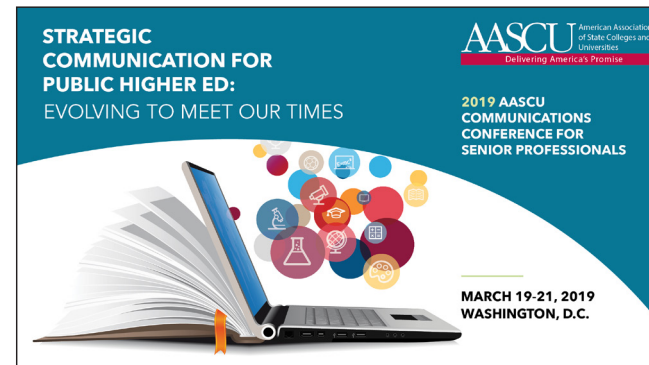
For more than four decades, AASCU's Distinguished Alumnus Award has been presented to an individual who has achieved acclaim in her or his field and who has made a significant contribution to the public, intellectual or cultural life of the nation. Through this award, AASCU directs national attention to the value of society's investment in America's state colleges and universities. Hollis joins a long list of past honorees, including President Lyndon Johnson, who was the first to receive the award in 1972.



Brenda J. Hollis, an international criminal prosecutor and human rights expert, received AASCU's 2018 Distinguished Alumnus Award.

2019 Communications Conference for Senior Professionals

MARCH 19-21, 2019 | WASHINGTON, D.C.



In these tumultuous times, it is crucial for communications professionals to work together to advance their institutions' agendas and to show the value of public higher education. In a constantly evolving political environment, what hot-button topics should we address? What issues are important to our stakeholders, and what are the most effective methods and channels for us to reach them? How do we best communicate the crucial role public higher education plays as a driver of economic development and upward mobility?

Around 40 senior communications officers from AASCU institutions gathered in Washington, D.C., in March for the 2019 Communications Conference for Senior Professionals to explore these issues and more. In addition to programming, the conference—with the theme “Strategic Communication for Public Higher Ed: Evolving to Meet Our Times”—offered attendees the opportunity to network with their state college and university colleagues from around the country.

Plenary speakers included Jamal Watson, executive editor of *Diverse: Issues In Higher Education*, and Elizabeth Scarborough, CEO and partner of Simpson Scarborough. Watson presented the types of media pitches that will earn schools coverage from *Diverse: Issues In Higher Education* and gave insights into the demographics of America's college-age population and trends at U.S. colleges and universities making strides in supporting students from all walks of life. Scarborough examined higher education marketing and communications trends over the next 10 to 20 years and how attendees could thrive despite seismic shifts occurring in the higher education landscape.

Presenters from AASCU institutions focused on topics such as statewide campaigns to advance higher education advocacy, changes to Title IX, demonstrating the value of higher education, how to leverage the executive voice and effectively use social media, and more.

Visit www.aascu.org/meetings/comm19/ for more detailed program information.

College for the Commonwealth: A Case for Higher Education in American Democracy. Michael T. Benson and Hal R. Boyd. The University Press of Kentucky, 2018. 160 pp. \$35.

Review by Thomas L. Harnisch, AASCU Director of State Relations and Policy Analysis

Kentucky higher education remains at the forefront of two troubling, interconnected trends today: deep budget cuts stemming from state budget pressures and skepticism from top political leaders on the value of higher education, particularly majors not directly connected to the workforce. And while Kentucky may be at the forefront, they are far from alone, as state legislators, governors and others throughout the United States continue to raise questions about whether higher education and its unique practices are relevant in today's world.

In *College for the Commonwealth: A Case for Higher Education in American Democracy*, Eastern Kentucky University president Michael Benson and Brigham Young University (Utah) faculty member Hal Boyd are under no illusions as to the issues confronting higher education in the Bluegrass State and beyond. Despite this, their book makes the case for investing in public higher education through a thorough review of the rich, often forgotten history of higher education in Kentucky

and the nation. Importantly, the authors consider higher education's contributions to both economic goals and democratic values.

The authors revisit underlying rationales behind longstanding practices in the academy and analyze their relevance today, while sharing new models and challenging those within higher education to experiment with new approaches. Benson and Boyd replace dualistic, tired thinking on matters such as the importance of liberal arts versus workforce needs with data and nuance, offering better questions for lawmakers to consider as they discuss higher education issues in their states.

A wide array of topics, from international students to tenure, are effectively covered in the book. Throughout *College for the Commonwealth*, facts and data are brought to life through relatable examples, making Benson and Boyd's book accessible to a broad audience. At only 110 pages, it is a short, yet informative read that should be required for those in campus boardrooms, legislative chambers and college classrooms.

Frontier Set Representatives Contribute to Tool Deployment

AASCU's Frontier Set—a diverse group of six high performing, high potential postsecondary institutions that have been identified as leaders in transformational change for student success—sent representatives from two of its institutions to participate in the Lean Model Advisory Meeting at the Bill & Melinda Gates Foundation headquarters in Seattle in December. The Lean Model is an observed practices tool rooted in the understanding that effective leadership and culture are pervasive elements of transformational change. Brian Loft, faculty administrative fellow and STEM Center director at Sam Houston State University (Texas), and Melissa Welker, executive director of student success programs at Northern Arizona University, were both invited to share their experiences, insights and design strategies for the successful deployment of the tool. We thank Loft and Welker for their contributions in advancing student success practices!



Brian Loft from Sam Houston State University (Texas) and Melissa Welker from Northern Arizona University visited the Bill & Melinda Gates Foundation headquarters on behalf of AASCU's Frontier Set.

AASCU Releases Top 10 Higher Education State Policy Issues for 2019

Now in its 12th year, AASCU's *Top 10 Higher Education State Policy Issues for 2019* analysis explores the most prominent state higher education policy issues for 2019.

Public college and university leaders will enter a more optimistic state policy landscape in 2019, stemming from strong state revenue forecasts and a new class of political leaders who campaigned on proposals to expand college access, enhance college affordability and address workforce development needs. However, intense competition for state resources, continued concern over appropriate policy responses to state demographic shifts, and growing anxiety over market volatility and the prospect of an economic downturn will temper this optimism.

For the second year in a row, federal policy is the most prominent state higher education policy issue of 2019, followed by the economy and state budgets and college affordability. For the full list of state policy issues, visit www.aascu.org/policy/publications/policy-matters/Top102019.pdf.



QUICK TIPS FOR PRESIDENTS:

Questions to Ask in Risk Assessment

- ✓ Is the action strategically important to the institution?
- ✓ Is it the right thing to do?
- ✓ Will addressing the issue unify or divide the campus?
- ✓ Can the opposition be managed?
- ✓ Does the institution have the resources, time and expertise to make the change?
- ✓ What are the consequences of inaction?
- ✓ Will change strengthen or weaken your base?

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