

2017

HIGHER EDUCATION GOVERNMENT RELATIONS CONFERENCE

December 6 - 8, 2017

San Diego Marriott Marquis & Marina
San Diego, Calif.

AASCU American Association
of State Colleges and
Universities
Delivering America's Promise



Wednesday, December 6

3:00 p.m. — 3:15 p.m. 📍 Marina Ballroom

Conference Opening

Janet Owen, Vice President, Governmental Affairs and Associate General Counsel, University of North Florida, and Chair, Task Force on Higher Education Government Relations

3:15 p.m. — 4:15 p.m. 📍 Marina Ballroom

Plenary Session: *Being an Effective Advocate for Higher Education in Today's Environment*

Speaker: **Eileen Klein**, President, Arizona Board of Regents
Moderator: **Kathleen Daly**, Associate Vice President for Government Relations, Florida State University

4:15 p.m. — 5:30 p.m. 📍 Marina Ballroom

Plenary Session: *The Growing Partisan Divide on the Value of College*

Speakers: **Scott Jaschik**, Editor, *Inside Higher Ed*
Peter Wood, President, National Association of Scholars
Barbara Damron, Cabinet Secretary, New Mexico Higher Education Department
Shaun R. Harper, Clifford and Bethy Allen Professor of Urban Leadership, Executive Director, Race and Equity Center at the University of Southern California
Moderator: **Andy Clark**, Assistant Vice Chancellor for Governmental Relations, University System of Maryland

5:30 p.m. — 6:30 p.m. 📍 Bayside Pavilion

Reception

With Support From Elsevier

Thursday, December 7

7:00 a.m. — 8:00 a.m. 📍 Marina Ballroom

Breakfast

8:00 a.m. — 8:15 a.m. 📍 Marina Ballroom

Plenary Session: *Update on Voluntary System of Accountability, Voluntary Framework of Accountability, and the Student Achievement Measure (SAM)*

Speakers: **Elise Miller**, Vice President for Research & Policy Analysis, Association of Public and Land-grant Universities (APLU)
Jim Hermes, Associate Vice President, Government Relations, American Association of Community Colleges (AACC)
Moderator: **Victor Santos**, Director of Community and Government Relations, Delaware State University

8:15 a.m. — 9:15 a.m. 📍 Marina Ballroom

Plenary Session: *The Economic Case for State Investments in Higher Education—and How to Make The Case to Lawmakers*

Speakers: **Philip Trostel**, Professor of Economics, Margaret Chase Policy Center, University of Maine
Constance Brooks, Vice Chancellor for Government & Community Affairs, Nevada System of Higher Education
Jessie Ryan, Executive Vice President, The Campaign for College Opportunity
Moderator: **Claire Rosacco**, Vice President of Government Relations and Community Outreach, Cuyahoga Community College (Ohio)

9:15 a.m. — 10:30 a.m. 📍 Marina Ballroom

Plenary Session: *Washington Update: Briefing on Federal Legislation and Policy Issues*

Speakers: **Michael Zola**, Vice President for Government Relations and Policy Analysis, American Association of State Colleges and Universities (AASCU)
Jennifer Poulakidas, Vice President, Congressional & Governmental Affairs, Association of Public and Land-grant Universities (APLU)
Brian Flahaven, Senior Director for Advocacy, Council for Advancement and Support of Education (CASE)
Jim Hermes, Associate Vice President, Government Relations, American Association of Community Colleges (AACC)
Moderator: **Robin Walton**, Vice President of Community and Government Affairs, Thomas Edison State University (NJ)

10:30 a.m. — 10:45 a.m. 📍 Marina Ballroom

Refreshment Break

10:45 a.m. — Noon 📍 Marina Ballroom

Plenary Session: *Conference Roundtables*

Section 1: *The Value of Student and Government Affairs Partnerships*

Speaker: **Jared Giarrusso**, Assistant Director, California State University Student Association

Section 2: *How Are States Trying to Meet Their Educational Attainment Goals?*

Speaker: **Shannon Gilkey**, Director, Education Strategy Group

Section 3: *Separating Fact from Fiction on University Foundations*

Speaker: **Brian Flahaven**, Senior Director for Advocacy, Council for Advancement and Support of Education (CASE)
Moderator: **Rachel Kincaid**, Vice President of External Affairs, University of Louisiana System



Noon — 1:30 p.m. Marina Ballroom

State Relations Award Luncheon

With Support From The College Board

Marvin D. "Swede" Johnson Achievement Award:

Dene Sheheane, Vice President of Government and Community Relations, Georgia Institute of Technology

Edwin Crawford Award Winner for Innovation:

Tim Farley, Director of Community and Government Relations, Saint Mary's College of California

Moderator: **Justin Lonon**, Executive Vice Chancellor, Dallas County Community College District (Texas)

1:30 p.m. — 2:30 p.m. Marina Ballroom

Plenary Session: *When the Going Gets Tough: Public Higher Education Confronts Gridlock, Polarization and Budget Volatility*

Speakers: **Kim Rueben**, Senior Fellow, State and Local Finance Initiative, Urban Institute

Jennifer Creasey, Director of State Relations, University of Illinois System

Mathew Muñoz, Government Relations Manager, University of New Mexico

Moderator: **Sue Peterson**, Director of Governmental Relations, Kansas State University

2:30 p.m. — 3:30 p.m. Marina Ballroom

Plenary Session: *Connecting Policymakers to Campus Constituencies: Challenges and Opportunities*

Speakers: **Laura Lindenfeld Sher**, Director, Alan Alda Center for Communicating Science, Stony Brook University (N.Y.)

Sarah Caldwell Hancock, Communications Coordinator, Kansas State University

Moderator: **Judith Greiman**, Senior Vice President for Government/Community Relations and Chief Deputy to the President, Stony Brook University (N.Y.)

3:30 p.m. — 4:15 p.m. Marina Ballroom

Plenary Session: *Advocacy Showcase*

Moderator: **Doug Mell**, Executive Director of Communications and External Relations, University of Wisconsin-Stout

Georgia Tech Statewide Advocacy Tour

Casey Aultman, Manager, State Relations, Georgia Institute of Technology

Hard Hats for Higher Education

Janet Owen, Vice President, Governmental Affairs and Associate General Counsel, University of North Florida and **Kathleen Daly**, Assistant Vice President for University Relations, Florida State University

A Capital Bond Issue: Friend Raising & Fundraising at Cuyahoga Community College

Claire Rosacco, Vice President of Government Relations & Community Outreach, Cuyahoga Community College, and **Katie Montgomery**, Director of Government Relations, Cuyahoga Community College

Systemwide Advocacy Strategies

Erin Cowser, Executive Director of Public and Governmental Affairs, Louisiana Tech University

Friday, December 8

7:00 a.m. — 8:00 a.m. Marina Ballroom

Affinity Group Breakfast

Community Colleges

Public Comprehensives

Public Research

Systems and Board

8:00 a.m. — 9:00 a.m. Marina Ballroom

Plenary Session: *How Could Proposed Federal Policy Changes Affect States and Public Higher Education?*

Speakers: **Michael Mitchell**, Senior Policy Analyst, Center on Budget and Policy Priorities

Chris Hoene, Executive Director, California Budget and Policy Center

Moderator: **Eric Kelderman**, Senior Reporter, The Chronicle of Higher Education

9:00 a.m. — 10:00 a.m. Marina Ballroom

Plenary Session: *Update on the Free College Movement*

Speakers: **Martha Kanter**, Executive Director, College Promise Campaign

Brett Rowlett, Director of Public Affairs, Lane Community College (Ore.)

Tim Sheehan, Director of Government Relations, Salt Lake Community College (Utah)

Moderator: **Claire Rosacco**, Vice President of Government Relations and Community Outreach, Cuyahoga Community College (Ohio)

10:00 a.m. — 10:15 a.m. Marina Ballroom

Refreshment Break

10:15 a.m. — 11:15 a.m. Marina Ballroom

Plenary Session: *State Outlook: Summary of 2017 Higher Education Legislative and Funding Outcomes, and 2018 Economic and Policy Forecast*

Speakers: **Kim Rueben**, Senior Fellow, State and Local Finance Initiative, Urban Institute

Thomas Harnisch, Director of State Relations and Policy Analysis, American Association of State Colleges and Universities (AASCU)

Shannon Gilkey, Director, Education Strategy Group

Moderator: **Mica Stark**, Assistant Vice President for Public Affairs, University of New Hampshire

11:15 a.m. — 11:30 a.m. Marina Ballroom

Conference Closing

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