2018 AASCU Symposium for Presidents and MLI Graduates

Own Your Future: An Integrated Approach to Strategic Planning and Mission Fulfillment

THURSDAY, APRIL 19

12:00 p.m.  ›  Drake Ballroom A&B
Fulfilling Our Mission: A Shared Vision for the Future of Higher Education
(Lunch will be provided)
This symposium will begin with an overview of the most important issues and opportunities facing higher education today and will introduce a framework for an integrated and intentional approach to addressing these challenges. A panel of presidents from AASCU member institutions will discuss the essential role that college presidents play in leading transformative change on their campuses.

Welcoming Remarks:
- Mildred García, President, American Association of State Colleges & Universities (AASCU)
- James H. Roth, Chief Executive Officer and President, Huron

Presidential Panel:
- Soraya Coley, President, California State Polytechnic University, Pomona
- Glenn Cummings, President, University of Southern Maine
- James H. Roth, Chief Executive Officer and President, Huron
- Ramon Torrecilha, President, Westfield State University (Mass.)
- Peter Stokes, Managing Director, Huron - Moderator

1:30 p.m.  ›  Break

1:45 p.m.  ›  Drake Ballroom A&B
Plan for Tomorrow’s Campus. Today.
Transformative change requires an intentional approach and creative thinking. During this session, the dual transformation concept and framework will be introduced and discussed in detail. When successfully executed, dual transformation identifies and optimizes an institution’s strengths while simultaneously establishing a structure for the strategic changes that will allow it to succeed in the future. This approach engages stakeholders across the entire institution around a shared vision by encouraging them to embrace the hard work of effecting change today.

Featured Speaker: David Duncan, Senior Partner, Innosight

2:45 p.m.  ›  Break

3:00 p.m.  ›  Drake Ballroom A&B
Assessing the True Costs of the Academic Portfolio
Holistic academic planning is gaining in prominence as a best practice at future-facing institutions. Financial pressures compel institutions to develop a deeper understanding of their internal economy, grow revenues and approach budgeting strategically. At the same time, student characteristics and interest in degrees and programs are evolving rapidly. Successful institutions integrate evidence-based understanding of the impact of all these factors—as well as institutional mission and competitive position—in devising an academic strategy built for long-term sustainability.

Featured Speakers:
- Andrew Laws, Managing Director, Huron
- Charles Welch, President, Arkansas State University System

4:00 p.m.  ›  Break
4:15 p.m.  ›  Drake Ballroom A&B

**Align Resources to Support Strategic Priorities and Enable a Campus to Embrace Change**
Successful transformation involves more than just “training”—it requires transparency and helping stakeholders know what’s coming so they can adopt change and move forward. It hinges on a strong strategy that emphasizes continuous engagement of the individuals and organizations impacted, and ensures a smooth transition between current and future states.

Featured Speaker: **Phil Strzalka**, Managing Director, Huron

5:00 p.m.  ›  Break

6:00 p.m.  ›  Symposium Dinner—Osteria Posto, 99 Third Ave, Waltham, MA 02451
(Meet in hotel lobby at 5:45 p.m.)

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**FRI**D**AY**, **A**PRIL 20

7:30 a.m.  ›  Breakfast

8:30 a.m.  ›  Drake Ballroom A&B

**Collaboration Across Your Campus is Key to Enrollment & Student Success Strategies**
With shifting demographics impacting the demand for higher education, a successful enrollment strategy must involve leaders at all levels of the institution, be tied to an institution’s mission and be clearly understood by the campus community. The enrollment process ideally joins the admissions, financial aid and student-support functions together with analytic tools, academic and financial planning, and a multidisciplinary focus to ensure student success. Doing this successfully, may require colleges and universities to rethink how they collectively work together to achieve their enrollment goals. During this discussion, we’ll dig into what it means and what it will take for your institution to lead with a student-centered approach.

Featured Speaker: **Rose Martinelli**, Senior Director, Higher Education, Huron

9:30 a.m.  ›  Break

9:45 a.m.  ›  Drake Ballroom A&B/Drake C

**Defining the “Jobs to be Done” in Higher Education**
After a short recap of key terms and frameworks learned the day before, participants will be asked to split into groups with each group representing a persona within the higher education ecosystem e.g. students, parents, faculty, employers and state governments. Groups will work together to address three key questions and report out their discussion highlights.

Featured Speaker & Facilitator: **Peter Stokes**, Managing Director, Huron

10:45 a.m.  ›  Break

11:00 a.m.  ›  Drake Ballroom A&B/Drake C

**Defining the “Jobs to be Done” at Your Own Institution**
In the second part of the discussion, participants will work independently on the same set of questions, but now in the context of their own institutions. Various participants will be invited to share their thinking and provide insights into their own stories and future plans.

Featured Speaker & Facilitator: **Peter Stokes**, Managing Director, Huron

12:00 p.m.  ›  Informal Discussion and Lunch

12:30 p.m.  ›  Symposium Closing