

Senior Leaders Travel to China for Education Expo

This year marks AASCU's 16th year partnering with the China Education Association of International Exchange (CEAIE) to hold the China International Conference and Education Expo, which took place Oct. 15-25. The event brings AASCU senior leaders (presidents, provosts, international officers, deans, department heads and faculty) to China to participate in a series of activities designed to create and sustain educational partnerships in China.

During the trip to Beijing, 15 senior leaders from AASCU member campuses participated in a series of international forums with educators from around the world and attended the China Annual International Education EXPO, which attracts over 50,000 Chinese students

interested in studying abroad each year. The group continued to Shanghai to visit the AASCU and CEAIE Sino-American Higher Education Leadership and Innovation Center, to see campuses, and to participate in other cultural activities.

"The AASCU CEAIE Expo was a wonderful opportunity to meet with and learn from other AASCU members and to expand my university's relationships with students, families and educational institutions in China," said attendee Jeff Cohen, executive director of the Office of Global Affairs for the University of Washington Tacoma. "I feel I gained valuable experience in understanding the Chinese educational context and how my university can serve students who join us from China in more holistic ways."



New Bill & Melinda Gates Foundation Grant Will Help AASCU Scale Transformation Practices to Support Student Success

Today's college students come from a wide range of backgrounds and bring with them an equally diverse set of needs. To better serve the new majority of students, AASCU has embarked on an ambitious new initiative to build our capacity to function as a student success transformation network for and with AASCU institutions.

In support of this work, the Bill & Melinda Gates Foundation awarded AASCU a \$1.2 million grant in November 2017. During a two-year period beginning in January 2018, AASCU



will design structures and processes to increase our ability to assist our member institutions with implementing evidence-based campus practices that improve success outcomes for all students.

The grant will allow AASCU to develop new tools, programs and services supporting student success work on member campuses. This project should help substantially increase student attainment rates, while advancing the commitment of AASCU schools to produce credentials of value.

American Democracy Project Launches New Campaign, Hires Senior Director



Amanda Antico

Given these difficult times, now more than ever, public higher education institutions need to focus on educating students to be actively and responsibly engaged in public-policy issues. To support this, the American Democracy Project (ADP) recently launched the ADP Campaign to raise funds to significantly increase ADP activities on AASCU campuses.

Two of ADP's founders, Tom Ehrlich and Felice Nudelman, are leading the ADP Campaign, and have already generated significant funding. The funding will allow ADP to increase the number of programs and projects that will involve and engage AASCU campuses, with a special focus on political engagement. Equally important, the fundraising facilitated the hiring of a new senior director of ADP, Amanda Antico, who will direct the initiative and manage its growth.

Early in her career, Antico co-founded and directed the nonprofit organization the TLT Group, which focused on teaching, learning and technology in higher education. In that role, Antico consulted with more than 700 institutions, and designed and coordinated more than 75 workshops and 10 major national conferences with leaders in academia and educational technology companies.

In recent years, Antico has worked as a consultant, ultimately forming her own consulting firm. In her work, Antico guided students engaged in local and state politics. Passionate about encouraging social entrepreneurship, Antico is particularly interested in educating the next generation to build stronger and more engaging sustainable communities. She has taught courses in organizational development, organizational change, social entrepreneurship, and policy and innovation at both the undergraduate and graduate level at many institutions.

A proven leader in pioneering movements on campuses that affect global issues, Antico will bring her combined academic and practitioner mindset to this inaugural role at ADP. She began her work on Jan. 2, 2018.

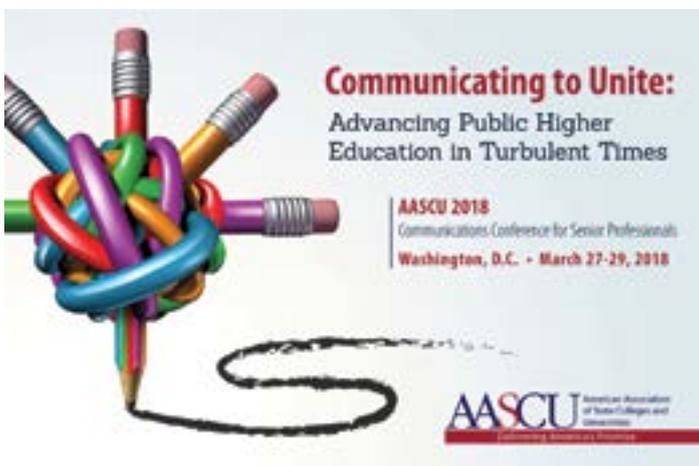


AASCU Communications Conference Focuses on Advancing Public Higher Education in Turbulent Times

This year, higher education has faced several turbulent and controversial issues, including defining freedom of speech on campus, addressing campus sexual assault, and protecting students after the termination of the Deferred Action for Childhood Arrivals (DACA) program. While addressing these issues, schools were often met with increased scrutiny or hostility.

How do we keep the public invested in the important role public higher education plays in our communities, local economies and in fulfilling the American Dream? Join us at the 2018 AASCU Communications Conference for Senior Professionals March 27-29 in Washington, D.C. as we explore the theme “Communicating to Unite: Advancing Public Higher Education in Turbulent Times.”

For additional information and to register, visit the conference website: www.aascu.org/meetings/comm18.



Government Relations Team Leads Collaborative Conference

AASCU's Government Relations and Policy Analysis team—in coordination with the American Association of Community Colleges, the Association of Public and Land-grant Universities, and the Council for Advancement and Support of Education—held the 24th annual Higher Education Government Relations Conference (HEGRC) last December. Over 225 people attended the conference, designed to help higher education government relations professionals from institutions, systems and governing/coordinating boards understand and navigate today's more complicated era for advancing the public higher education agenda.

HEGRC included a keynote address from AASCU member Eileen Klein of the Arizona Board of Regents on “Being an Effective Advocate for Higher Education in Today's Environment,” as well as panels on state and federal policy.

Reauthorization of the Higher Education Act—The PROSPER Act

The House Republicans introduced their draft Higher Education Act (HEA) reauthorization bill while the tax bill was also working its way through Congress. The bill—called the Promoting Real Opportunity, Success and Prosperity Through Education Reform (PROSPER) Act—was introduced, marked-up and passed by the Committee on Education and the Workforce in just 13 days.

Prior to the bill's introduction, AASCU was invited to consult with the committee's staff and to provide feedback during the drafting period. AASCU promptly alerted its members to the legislation's impending release, distributed a draft of the framework of the legislation, and held a webinar on its provisions after it was publicly introduced.

The PROSPER Act, which was approved by the committee with a number of amendments on Dec. 13, 2017, contains several significant changes to existing federal student aid programs that, if enacted into law, would adversely affect access and quality. The timeline for House floor action on the bill is unknown as of this writing, but it is a priority of the committee's chairwoman to get the bill to the House floor as soon as possible.

AASCU's Response to the Tax Cuts and Jobs Act

AASCU responded forcefully to the White House and Republican leadership's prioritization of tax reform by engaging independently and with other higher education stakeholders early in 2017. AASCU met with key offices on Capitol Hill, including bipartisan meetings with House Ways and Means Committee staff, senate offices and party leadership across the Capitol. Additionally, AASCU worked with the American Council on Education (ACE) and the other Big Six higher education organizations to create a Tax Reform resource website managed by ACE. The website received nearly 50,000 page visits and channeled nearly 30,000 messages to Congress around the State and Local Tax (SALT) deduction, charitable giving, endowments, campus employees and higher education finance, among other pertinent aspects of the bill.

The SALT deduction is critical to state funding of public higher education. AASCU called its membership to action, urging them to ask their representatives and senators to oppose the outright elimination of the SALT deduction and to preserve current law. Although the prior version of the SALT deduction law was ultimately better, AASCU's work, along with the advocacy of its peers, resulted in a much more favorable SALT provision than previous iterations.



Communications Division Holds First Opportunities for All Liaisons Meeting

Several *Opportunities for All* (O4A) campus liaisons met with representatives from AASCU's communications division this past December in San Diego, Calif., for the first O4A Liaisons Meeting. AASCU launched the O4A campaign to raise awareness and understanding of the shared values of our nation's state colleges and universities (SCUs). The goal for the meeting was to share implementation ideas and to look at collaborative campaign opportunities among AASCU members.



Attendees discussed framing the story of SCUs in the current political environment, the importance of SCUs in economic and workforce development, and building the value of the SCU brand. Speakers and panel leaders included public affairs and communications leaders from AASCU member schools that have been involved with the O4A campaign.

AASCU's Communications Division plans to hold similar meetings in the future in other locations across the United States.

Apply for the 2018 Excellence and Innovation Awards

Now in its fourth year, AASCU's Excellence and Innovation Awards honor member institutions for excellence and innovation in major areas of campus life and leadership. The winning entries require evidence of top-level administrative support; connection with an institution's mission and strategic agenda; contribution to significant institutional improvements or programming; and grounding in research and best practices.

Award recipients will receive an engraved sculpture and recognition at the AASCU Annual Meeting. During the Annual Meeting, AASCU will present short videos about each of the award-winning programs. Recipients will also be recognized in the AASCU magazine, *Public Purpose*, and on the AASCU website. AASCU will also acknowledge award recipients in national media outlets and take other steps to ensure public recognition of award winners' accomplishments.

Submissions are due May 4, 2018. Below is a short description of each award category:

■ **Student Success and College Completion:**

This award honors institutions that achieve significant improvements in student success and college completion. It focuses on two specific metrics: year-to-year retention and graduation rates. Special consideration will be given to institutions using the Student Achievement Measure (SAM), which uses National Student Clearinghouse data to measure success.

■ **Regional and Economic Development:**

Institutional excellence in regional and economic development can involve campus activities that accomplish the following: demonstrably promote innovation and technology transfer to local businesses, non-profit organizations or governments; improve regional competitiveness and prosperity; foster



entrepreneurial activity on the campus and in the community; and address workforce development/job creation issues. The impact of regional and economic development on the campus also must be considered.

■ **International Education:** The International Education Award will not only recognize outstanding international programs, but it will also document the success of institutions in infusing internationalization into one or more aspects of the university community, including curriculum, student/faculty exchange, study abroad, faculty professional development, international student recruitment, or community outreach.

■ **Leadership Development and Diversity:** This award recognizes exemplary leadership development programs designed to enhance the leadership capacity and diversity of the next generation of higher education leaders. The award also celebrates AASCU's role as a first-class leadership development organization for its members.

■ **Christa McAuliffe Excellence in Teacher Education:** To win this award, teacher education and professional development programs must not only demonstrate effectiveness in producing P-12 learning outcomes, but also demonstrate and explain how their institution has redesigned their programs as a result of these P-12 learning outcomes.

■ **Sustainability and Sustainable Development:** This category includes two awards that honor higher education institutions that demonstrate a clear commitment to advancing environmental sustainability and climate change awareness in their classrooms, on their campuses and in their communities. The two awards under this category are the Comprehensive Project Award, which requires institutions to demonstrate an understanding of developing and implementing an overall sustainability program, and the Innovative Projects Award, awarded to a project that develops new sustainable products, strategies and services.

■ **Civic Learning and Community Engagement:** The award honors institutions that demonstrate a strategic commitment to prioritizing, institutionalizing and advancing student civic learning and community engagement in regional, state and/or national communities. It recognizes colleges/universities that foster student learning and civic skill building, reward faculty teaching and scholarship for civic purposes and with engaging pedagogies and practices, and partner meaningfully with community members and organizations to solve pressing problems and build more just and equitable communities.

For additional information, please visit the Excellence and Innovation Awards website at www.aascu.org/programs/AwardSubmissions.

AASCU RELEASES NEW POLICY BRIEF: *Top 10 Higher Education State Policy Issues for 2018*

Public college and university leaders will enter a state policy landscape in 2018 marked by more political uncertainty than any time in recent memory. AASCU's recently released report, *Top 10 Higher Education State Policy Issues for 2018*, provides a review of higher education policy issues that legislators and governors are most likely to discuss this year. Newspaper articles, economic forecasts, gubernatorial addresses, and the 2017 state legislative sessions informed this analysis.

2018's top 10 policy issues are:

- | | | | |
|----------|------------------------------------|-----------|--|
| 1 | Changes in Federal Law | 6 | Guns on Campus |
| 2 | Sluggish State Revenue Growth | 7 | State Responses to Population Shifts |
| 3 | College Affordability | 8 | Performance-Based Funding and College Completion |
| 4 | Economic and Workforce Development | 9 | Campus Free Speech |
| 5 | Undocumented & DACA Students | 10 | Combatting Campus Sexual Assault |

Upcoming Meetings

March 27 - 29
Communications Conference for Senior Professionals
Washington, D.C.

June 2 - 5
Millennium Leadership Initiative Institute
Washington, D.C.

June 2 - 5
Emerging Leaders Program
Washington, D.C.

June 4 - 17
Japan Studies Institute
San Diego, Calif.

June 6 - 9
Civic Learning & Democratic Engagement Meeting
Anaheim, Calif.

July 7 - 10
Summer Council of Presidents
Santa Fe, N.M.

July 30 - Aug. 3
New Presidents Academy
San Diego, Calif.

To read the full report, visit

www.aascu.org/policy/publications/policy-matters/Top10Issues2018.pdf



American Democracy Project speakers and staff at the 2018 Winter Academic Affairs Meeting in San Antonio, Texas. From left to right, front to back: George Mehaffy, Amanda Antico, Verdis Robinson, Jennifer Domagal-Goldman, Tom Ehrlich, Nancy Thomas and Michael Caulfield.