



**Hilton Burlington  
60 Battery Street  
Burlington, VT 05401**

**(802) 658-6500**



**Friday, July 7**

- 12:30-3:30 p.m. **New Provosts Session & Luncheon**  
**Organizers:** Joe Glover, Rick Miranda, Risa Palm, Jon Wickert  
**Adirondack BC**
- 3:30-5:00 p.m. **Executive Committee Meeting (\*\*Committee Members Only)**  
**Montpellier BC**
- 5:30-6:45 p.m. **Opening Session: UVM Wellness Environment: A neuroscience inspired, incentivized based behavioral change health promotion program**  
**Welcome Message:** Karen Hanson, Chair of CAA Executive Committee  
**Speakers:**  
David Rosowsky, University of Vermont  
Dr. James Hudziak, MD, Professor of Psychiatry & Pediatrics University of Vermont  
**Adirondack A**
- 7:00-8:00 p.m. **Council on Academic Affairs Opening Reception (heavy appetizers & drinks)**  
**Seasons on the Lake/Garden Terrace**

**Saturday, July 8**

- 7:45-8:30 a.m. **Breakfast Briefing:** Howard Gobstein, Executive Vice President, APLU  
Transforming Gateway Mathematics for STEM and Non-STEM Majors Alike  
**Adirondack CD**
- 8:30-10:00 a.m. **Session I - Leadership Development: Connecting For Whom to Why, What, How and...?**  
**Adirondack A**
- Organizers/Speakers:** Andrew Comrie, Junius Gonzales, Bruce McPheron  
Do you want to improve the success and retention of key leaders on your campus and enhance your university's organizational culture? Our three speakers will focus on examples of leadership and professional development initiatives from their campuses/systems, presenting what has been done to develop different kinds of leaders and what has proved effective. The session



will address the general issue of leadership and highlight specific programs such as the Academic Leadership Institute at the University of Arizona, UNC's Academic Affairs Faculty Fellowships, and programs for new chairs and onboarding of deans at The Ohio State University, as well as the use of surveys and COACHE data analysis in the development of leadership at the departmental and college levels. The goal of the panel is to stimulate dialog on promising/best practices in this area, including time for feedback and discussion of examples and challenges in leadership development initiatives from other campuses.

10:00-10:15 a.m.      **Break**

10:15a.m.-11:45a.m.      **Session II - Campus Climate and Lessons Learned – Lightning Round  
Adirondack A**

**Organizers:** Patty Beeson, Tom Peterson, Jon Wickert

Provosts will share their experiences and approaches taken on a broad range of campus issues which are related to current social trends, political dynamics, and sources of controversy. Provosts will address proactive steps taken to prevent escalation or defuse a situation; approaches taken to manage in real-time a campus climate issue; and how best to learn from an event and improve the university as a result. Each overview will be followed by several minutes of questions, for a total of 10 minutes per speaker and case study. This rapid-paced format is intended to engage participants with a range of ideas from multiple institutions, and to prompt good follow-on discussion throughout the conference.

**Speakers:**

Lisa Freeman, Northern Illinois University  
Joan Gabel, University of South Carolina  
Cynthia Larive, University of California-Riverside  
David Rosowsky, University of Vermont  
Joe Whitehead, North Carolina A&T University  
Andrew Phillips, United States Naval Academy  
Maurie McInnis, University of Texas at Austin

11:45 a.m.-1:30 p.m.      **Working Luncheon (No guests)  
Challenge of Change Initiative Update**



**Speakers:** Karen Hanson & April Mason

**Committee Roundtables:**

**Adirondack CD**

3:45p.m. – 5:30p.m. **Optional Excursion (Boat Tour of Lake Champlain)**

Evening **\*\*Dinner on Your Own!**

**Sunday, July 9**

7:15-8:10 a.m. **CAA Nominating Committee Meeting  
Burlington Conference Room**

8:00-8:30 a.m. **General CAA Breakfast  
Adirondack CD**

8:30-10:00 a.m. **Session III - "Widening the Lens" on Higher Ed: Using Evidence-Based  
Communications Strategies for More Effective Advocacy  
Adirondack A**

**Organizers:** Karen Hanson, Dru Marshall, Ruth Watkins

Research conducted by the FrameWorks Institute has revealed that the very "zoomed in" and highly individualistic ways of thinking that the public brings to their understanding of higher ed means that the majority of agenda and beneficiaries are left out of view. Consequently, when it comes to articulating the value of higher education to the public, the communications challenge is that of bringing a wider cast of characters and the interrelated systems and structures that support them into view. For more effective advocacy, more powerful storytelling is needed to "widen the lens" in an inclusive manner.

In this engaging and participatory workshop, participants will be given an introduction to the empirically-based Strategic Frame Analysis approach to communications. This theory-to-practice session will explore framing concepts and research, and provide opportunities for participants to begin to apply recommendations to their own communications practice, moving quickly from structured presentation to interactive group activities. Open dialogue, facilitated by moderators Karen Hanson and Dru Marshall, will conclude the session.

**Speaker:**



Anna Marie Trester, Ph.D. Associate, Research Interpretation and Application  
Unit FrameWorks Institute

10:00-11:30 a.m.

**Session IV - Enrollment Management in the changing face of Higher Ed  
Adirondack A**

**Organizers:** Joan Lorden, April Mason, Rick Miranda

Enrollment in public higher education institutions has changed over the last number of years, and looks to continue to change into the future. Bruce Vandal and Gretchen Bataille will address key issues chief academic officers need to know about enrollment and our future students. A preconference information request of participants will allow small group discussion about future enrollments and how we might help shape the students of our universities' future.

**Speakers:**

Gretchen Bataille – President, GMB Consulting Group & Navitas  
Bruce Vandal – Vice President, Complete College America

LUNCH ON YOUR OWN

1:30-3:00 p.m.

**Session V - Data Analytics for Institutional Success (Joint with CIMA)  
Adirondack A**

**Organizers:** Joe Glover (CAA), Kathleen Shaw (CIMA), Ruth Watkins (Both)

Two core elements of the provost's role are ensuring student learning, retention and degree completion, and enhancing scholarly activity. This panel will involve dialogue, from a provost's point of view, on (a) the use of data and data structures in learning analytics and applications to student success, and (b) new approaches and applications of research analytics. The session will be framed as an interactive dialogue with significant opportunity for questions and discussion with attendees.

**Speakers:**

Robert Berdahl – Chancellor Emeritus, University of California, Berkeley,  
President Emeritus, (AAU), Senior Advisor, Academic Analytics  
Amin Qazi – CEO, Unizin

3:00-3:15 p.m.

**Break**



3:15-4:30 p.m.

**Session VI - Data to Action for Student Success from Campuses on the Cutting Edge  
Adirondack A**

**Organizers:** Risa Palm (CAA), Leslie Brunelli (CIMA), Ken Smith (CIMA)

The first two presentations are from campuses describing significant investments that have been made in student success and the results they have achieved. The third is from a campus that is addressing the requirements of performance-based budgeting and how that is affecting their student success initiatives. These presentations will set the stage for the discussion of several issues, such as the role robust data and data management systems play in achieving student success, the role of campus leadership, the availability of resources to invest, and how to measure the effectiveness of these initiatives/investments. The moderator will pose some questions related to cost and external expectations regarding student success initiatives and performance budgeting.

**Speakers:**

Leslie Brunelli, University of South Carolina - *Moderator*

Risa Palm, Georgia State University

Sally McRorie, Florida State University

Ken Smith, Virginia Tech

6:30-7:30 p.m.

**Council Reception (Joint with CIMA)  
Lake Champlain Salon**

7:30-8:30 p.m.

**Council Dinner (Joint with CIMA)  
Lake Champlain Salon**

**Monday, July 10**

8:00-9:00 a.m.

**Breakfast, Business Meeting & APLU Updates (Alan Mabe & APLU Staff)  
Seasons on the Lake**

9:00 a.m.

**Adjourn**