



2019 APLU Annual Meeting in San Diego, CA

CECE Session Track | @APLU_News | #APLU2019 | APLU.org/CECE

[View the complete APLU Annual Meeting details online](#)

The theme of the 2019 APLU Annual Meeting is In Service. The meeting sessions will examine how public universities can better serve their students, communities, and country at a time when their work is more essential than ever. The meeting will also mark the 100th anniversary of Veterans Day and include a celebration of the veterans who have left an indelible mark on the institutions where they study and work. In addition, this year marks the 25th anniversary of the 1994 Morrill Act and certain sessions will honor the contributions of the 1994 land-grant institutions.

Sunday, November 10

7-8:15 AM - Breakfast

8:15-9:45 AM - Concurrent Sessions:

[Maximizing Our Public Value Proposition: Achieving Institutional Transformation through Strategic Community Engagement](#)

Partnered with the Coalition of Urban Serving Universities

Developing bold university-wide community engagement commitments and strategies is invaluable for public research institutions seeking to strengthen their core functional areas and provide public value. These universities recognize that a holistic engagement portfolio has positive cascading effects for the institution: it contributes to key institutional needs such as student success, resource generation, and novel research while concurrently enabling interdisciplinary, cross-sectoral, and cross-functional integration. Within the public sphere, innovative engagements and their constituent partnerships have the capacity to move the institution beyond rhetorical public benefit into a space of demonstrable and exciting impacts that come from community and university working together on shared, public problem-solving. Universities that have a clear public-value proposition articulate how community engagement animates, strengthens, and differentiates the institution; they position community engagement and partnerships as cross-cutting enablers to all goal areas within the strategic plan. This latter approach uses community engagement to maximize the institution's public value proposition while also strengthening the institution. Participants will leave this workshop with a start on thinking through how

to leverage the organization's engagement portfolio to serve the university's strategic goals, thereby generating sustainable support for engagement.

- **Lina Dostilio**, Associate Vice Chancellor for Community Engagement, University of Pittsburgh
- **Jennifer Frum**, Vice President for Public Service and Outreach, University of Georgia
- **Terri Shelton**, Vice President for Research and Engagement, Carol Jenkins Mattocks Distinguished Professor, University of North Carolina, Greensboro
- **David Weerts**, Associate Professor; Faculty Director, Academic Planning and Programs, Office for Public Engagement, University of Minnesota

9:45-10:30 Networking Break

10:30-11:45 Concurrent Sessions:

The Role of Universities in Catalyzing Manufacturing Innovation and Competitiveness

Partnered with APLU's Council on Research and Council on Governmental Affairs

The manufacturing sector makes an invaluable contribution to the economic well-being of the United States and North America at large. With the advent of advanced manufacturing and increased competition for manufacturing jobs and firms from overseas, universities stand uniquely positioned to strengthen the advanced manufacturing workforce and innovation pipeline in partnership with federal and industry partners. APLU's Commission on Economic and Community Engagement (CECE) will soon embark on a new initiative to better understand and promote the role universities in catalyzing manufacturing competitiveness.

- **Patrick D. Gallagher**, Chancellor, University of Pittsburgh
- **Mridul Gautam**, VP for Research and Innovation, University of Nevada, Reno
- **Matt O'Keefe**, Director, Center for Manufacturing Excellence, University of Mississippi
- **Phil Weilerstein**, President, Venturewell

Noon-1:15 CECE Executive Committee Luncheon (EC members only)

1:30-2:30 Concurrent Session:

Promotion and Tenure for Public Engagement and Societal Benefit

Partnered with Council on Academic Affairs, Council on Research, and Commission on International Issues

As universities engage multiple publics more extensively, there are signs of potential change to traditional guidelines for faculty promotion and advancement. What are the current opportunities and challenges to incorporating credit for interdisciplinary research collaboration, more widespread engagement of stakeholders from sectors outside of one's academic institution, and translating fundamental discoveries and scientific expertise to greater societal use?

- **Karen Hanson**, Senior Vice President for Academic Affairs and Provost, University of Minnesota
- **Roger Brindley**, USF System Vice President, USF World, University of South Florida
- **David Conover**, Vice President for Research and Innovation, University of Oregon

- **Duane Nellis**, President, Ohio University

Smart and Connected Rural Communities

Partnered with Commission on Food, Environment, and Renewable Resources, Board on Agriculture Assembly, Human Sciences, and Veterinary Medicine

The viability of rural communities depends on continued competitiveness and resilience of its traditional industries, such as agriculture and manufacturing, the continued provision of important health care services, and the development of innovative new businesses. Universities are building partnerships between their research and extension programs and with state and local governments and economic development organizations to help communities acquire broadband service and develop the applications that matter most to the vitality of rural areas. This session will highlight several efforts that demonstrate the benefits of university engagement in these areas and why it is vital to form partnerships that connect the key strategic elements of smart and connected rural regions.

Moderator:

- **Ashley Stokes**, Assistant Vice President for Engagement and Deputy Director of Extension, Colorado State University

Panelists:

- [Brian Whitacre, Oklahoma State University](#)
- [James Barnes, Associate Extension Professor, Mississippi State University](#)
- [Joe Luck, Associate Professor of Biological Systems Engineering, Precision Agriculture Engineer, University of Nebraska-Lincoln](#)

2:30-3:15 Networking Break

3:15-4:15 Institutional Strategies Sessions

Institutional Strategies for Innovation and Economic Prosperity

APLU's Innovation and Economic Prosperity (IEP) Universities designation program helps higher ed institutions better know, measure, and tell their economic development impact while recognizing institutions that are taking their commitment to economic development seriously. The IEP process emphasizes holistic economic engagement across talent and workforce development; innovation and entrepreneurship; and placemaking via community engagement, Cooperative Extension, and service. Learn more at www.APLU.org/IEP

2019 IEP designees: University of Mississippi, University of Colorado-Boulder, Western Washington University

Moderator: **Patrick D. Gallagher**, Chancellor, University of Pittsburgh

Speakers:

- **Leslie Boney**, Vice Provost, Outreach and Engagement, North Carolina State University

- **Ahmad Ezzeddine**, Associate Vice President for Educational Outreach and International Programs, Senior Associate to the President for Special Initiatives, Wayne State University
- **Paula Sorrell**, Director of the Economic Growth Institute, University of Michigan
- **Greg Deason**, Senior Vice President and Director of Commercialization and Place Making, Purdue University

Institutional Strategies for Community Engagement

Learn strategies and tactics about successful university and community engagement practices from the 2019 Peter Magrath Award for Community Engagement Award finalists: Purdue University, Cornell University, and Colorado State University (Note: The University of Louisville is a finalist but unable to participate in the session). Finalists will share successful strategies that have enabled their universities to excel in collaboration between the institution and their larger communities for the exchange of knowledge and resources.

- **Shelly Haddock**, Professor of Human Development and Family Studies, Colorado State University
- **Katherine McComas**, Professor of Communications, Cornell University
- **Steve Abel**, Associate Provost of Engagement, Purdue University

4:30-6:00 Keynote Session

6:00-7:30 Welcome Reception

Monday, November 11

7-8:15 Breakfast

For IEP Startup Cohort members: IEP Workshop Planning Breakfast

APLU's IEP University designation helps institutions better know, measure, and tell their economic engagement impact through a rigorous self-study process, capacity building and evaluation, and through on-campus and off-campus stakeholder engagement. The designation recognizes institutions with a demonstrated, sustainable, and institution-wide commitment to economic development impact. 65 institutions across North America have earned this distinction. An additional 20+ institutions are currently pursuing the designation, sharing and learning with each other, national experts, and APLU staff through a national collaborative. Currently in the IEP pipeline? Join us over breakfast to contribute your ideas for an upcoming IEP workshop being hosted by Wichita State University. Learn more about the program at www.APLU.org/IEP.

- **Tonya Witherspoon**, Associate Vice President, Industry Engagement & Applied Learning, Wichita State University

8:15-9:45 Concurrent Sessions

[CECE Member Meeting: Maximizing the Economic and Societal Impact of Public Universities \(All welcome\)](#)

Your participation with APLU and its Commission on Economic and Community Engagement (CECE) goes far beyond the APLU Annual Meeting and the CECE Summer Meeting. Whether you're a long-time member of our community or completely new, join us, meet the team and CECE leadership, and explore existing and forthcoming ways to engage in the work of the Commission and APLU's Office of Economic and Community Engagement. Learn about opportunities to contribute your ideas, assume leadership roles, and make help CECE maximize the impact of public universities on the economy and society in the areas of talent and workforce development, innovation and entrepreneurship, and community engagement.

Project presenters:

- **Jorge Atilas**, Associate Dean, Extension, Global Engagement & Continuing Education, Oklahoma State University; CECE Executive Committee member
- **Dominique Halaby**, Director of the Business Innovation Group, Georgia Southern University
- **Paul Roben**, Associate Vice Chancellor for Innovation and Commercialization, University of California-San Diego; CECE Executive Committee member

9:45-10:30 Networking Session

10:30-11:45 Concurrent Sessions

Workshop: Ready for Jobs, Careers, and a Lifetime

Partnered with Council on Academic Affairs

In 2017, APLU released a seminal report, *Ready for Jobs, Careers, and a Lifetime*, that called on public universities to produce students that have benefited from, both, a broad-based liberal arts education and pragmatic workforce training and learning opportunities necessary to thrive in the 21st century globally competitive workplace. Partnerships between universities, government, employers, and other stakeholders are of paramount importance if higher education is to meet the demands of student preparedness. In this session, we'll explore the role of universities in workforce development with a special focus on the role of the academic enterprise in preparing students for careers with partners from key sectors.

Workshop Facilitators:

- **Deborah Hughes**, Senior Advisor, Walmart Foundation
- **Michelle Marks**, Vice President of Academic Innovation, George Mason University
- **Amanda Winters**, Program Director Economic Opportunity Division, National Governors Association

Public Impact Research Report Launch

Partnered with Council on Research, Council on Governmental Affairs, Council on Strategic Communications, and Commission on International Initiatives

A new report on public impact research (PIR) intends to stimulate greater and more diverse public engagement in garnering the contributions of university research to the nation. This discussion will highlight examples of grand challenge research and other university engagement as models for how the concept of PIR might be used by the university community. This effort is the culmination of a year's effort by over 60 university leaders and includes contributions from a team of APLU councils and commissions.

- **Moderator: Sandra Brown**, Vice Chancellor for Research, University of California, San Diego
- **Abhijit Afzalpurkar**, Director, Innovation Partnerships, Thermo Fisher Scientific Inc.
- **David Graham**, Chief Innovation Officer, City of Carlsbad, California
- **Robin Kaler**, Associate Chancellor for Public Affairs, University of Illinois at Urbana-Champaign
- **Gabriel López**, Vice President for Research, University of New Mexico

Noon-1:15 Lunch & Keynote – Understanding Student Debt

1:30-2:45 – Concurrent Sessions

Enhancing Student Employment Outcomes through Degree-Certification Pathways

Partnered with Coalition of Urban Serving Universities

With support from the Lumina Foundation, APLU/USU, Workcred, and the University Professional and Continuing Education Association (UPCEA) have joined forces to explore how universities can embed, align, and integrate independent certifications with four-year degree programs to bolster student success and employability outcomes. In this session, hear from university and certification body leaders who have worked together to successfully implement these unique partnerships - what challenges did they face? How were they overcome? How can your institution replicate this success? Join us and learn more about this initiative and how your institution can benefit from lessons learned."

Welcome and introductions:

- **Gretchen Syverud**, Director of Strategy Integration, Lumina Foundation

Project overview:

- **Shalin Jyotishi**, Assistant Director, Economic Development and Community Engagement, APLU
- **Andrea Rodriguez**, Assistant Director, Office of Urban Affairs, APLU
- Moderator: **Karen Elzey**, Associate Executive Director, Workcred
- Panelist: **Susan Brandeis**, Chief Financial Planning Officer, Pure Financial Advisors, Inc.
- Panelist: **Latha Ramchand**, Provost, University of Missouri
- Panelist: **Mary Kay Svedberg**, Director of Education, Certified Financial Planning Board

3:30-4:45 – Concurrent Sessions

Serving Rural Students: Addressing Barriers to Access, Affordability, and Success

Partnered with Board on Agriculture Assembly, Human Sciences, Veterinary Medicine, and Powered by Publics

Nearly 20 percent of the U.S. population lives in rural areas. Greater postsecondary success for rural students can lead to more rewarding careers for these students and more vibrant rural communities. Higher education leaders are increasingly being asked how they might improve rural students' access to and success in higher education. This session will provide a framing of this issue and offer some examples of institutional initiatives to improve rural students' higher education access and success.

- [Maria Luna-Torres, Project Director, Rural Student Success Initiative, Texas A&M AgriLife Extension](#)
- [Catherine Manly, Ph.D. Student, University of Massachusetts](#)
- [Sharon Paynter, Assistant Vice Chancellor for Community Engagement and Research, East Carolina University](#)
- **Allen J. Smart**, Founder, PhilanthropywoRx

5:00-7:30 PM Reception

CECE-USU Future of Work Networking Reception

Partnered with Coalition of Urban Serving Universities

The theme of the reception will focus around preparing students for the Future of Work. Before the evening begins, participate in a brief, interactivity activity around how APLU/USU can help members better prepare students for jobs, careers, and a lifetime. Please join us at 5 p.m. sharp to partake fully in the activity.

Welcome comments:

- **Gretchen Syverud**, Director of Strategy Integration, Lumina Foundation

Engagement facilitators:

- **Shalin Jyotishi**, Assistant Director, Economic Development and Community Engagement, APLU
- **Andrea Rodriguez**, Assistant Director, Office of Urban Initiatives, APLU

Closing comments:

- **Gretchen Syverud**, Director of Strategy Integration, Lumina Foundation

Tuesday, November 12

7-10:45 Breakfast and Closing Plenaries

The Empowered University – Featuring Freeman Hrabowski, President, University of Maryland Baltimore County

The 2020 Election: Where Does it Stand

