

Over twenty years ago, a group of higher education administrators were concerned with the lack of knowledge and support they had at branch campus locations. Using input gathered from conference attendees, standing committees, research, surveys, journals and discussions, The National Association of Branch Campus Administrators (NABCA) has continuously improved and grown each year. Using all sources available, this *NABCA History* has been compiled, highlighting the organization's progression during the last 20 years.

1997

In 1997 the Western Association of Branch Campus Administrators (WABCA) was established as "a professional organization open to all branch campus administrators seeking to understand the opportunities and issues particular to branch campuses. WABCA is committed to creating a forum for professional development, information sharing and dissemination, and the continuous improvement of teaching and learning conditions on all higher education branch campuses."

The objective of one of WABCA's early organizational planning meetings in April 1997 was "to determine the need for, and feasibility of, holding a conference for regional and branch campus higher education administrators in the Western United States." The meeting was held at California State University Hayward's Contra Costa Campus with 11 attendees.

WABCA's target audience was the chief administrative officers of college and university branch campuses and off-campus centers in Alaska, Arizona, California, Colorado, Hawaii, Idaho, Montana, Nevada, New Mexico, Oregon, Utah, Washington, and Wyoming. WABCA members developed a list of possible conference topics, format description, possible speakers, conference fees, a tentative date, and a tentative location for a possible conference the next year.

By October, planning was well underway for "the first (and hopefully annual) conference of the Western Association of Branch Campus Administrators." The conference was held April 23-25, 1998 at California State University's -Hayward Contra Costa Campus. The themes were: strategic alliances and partnerships in higher education, the uses and abuses of instructional technology, and the shifting demography and diversity of higher education's clientele.

"If you have ever tried to find information on branch campuses, you know there is relatively little in the literature," email from Mark Nickerson, Director at the Contra Costa Campus, November 5, 1997. With this email, he included a packet with a consent form, typology and a questionnaire sent to branch campus "CEOs" for research purposes.

1998

In January 1998, the WABCA host committee met, and together covered many areas concerning the conference. Getting a complete and accurate conference announcement out within a few weeks was the most significant order of business. With key information missing, they needed to get everything lined up and publicized. The final keynote speaker was confirmed in mid-March, and the programs were finalized shortly after.

WABCA's first conference "Branch Campuses: The 'New Growth' in American Higher Education" had a \$175 registration fee and 60 people attended, including 9 non-paying speakers. Surveys were distributed after the conference to the attendees to provide feedback on their experience.

In August, WABCA decided the 1999 conference would be April 22-24 at the University of Washington Tacoma, with the same basic structure as the first conference. Themes for the 1999 conference would be: branch campus student life, integration and autonomy: striking a balance in the main/branch relationship, curriculum development, and regionalization. A call for proposals was sent out via mail in December.

1999

Meetings early in the year solidified the 1999 conference. Programs, registration, hosts, promotion, advertising, and finances were discussed and established. At the 1999 conference, there were 62 attendees; four non-paying speakers and 58 registrants that paid \$195 to go to the conference. A



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conference evaluation was shared for attendees to respond to the themes, keynote speakers and sessions so the conference could build on the comments and get ready for the next year.

2000

WABCA 's third conference was held at Washington State University Vancouver April 27-29, 2000. After the conference, ideas were bounced around and together they worked to plan for the next year.

The 2001 WABCA conference would be hosted by The University of Idaho Coeur d'Alene. Registrations were sent out via mail and the cost of registration rose to \$250.

2001

WABCA's fourth conference occurred April 26, 27, 28 at The Coeur d'Alene Resort with about 70 attendees. After the conference participants were invited to complete an evaluation.

WABCA members met several times that year to discuss planning committees, organizational structure, finances, etc. In June, at a joint executive committee and conference planning committee meeting organizational issues were brought up; *Is the focus of WABCA solely that of conducting an annual meeting? Whom are we trying to attract?*

Mark Nickerson led WABCA as the president from 2001-2002 and Steve Lefevre acted as the 2002 conference chair. The 2002 conference started to shape with California State University, Channel Islands acting as the host.

2002

In early 2002, WABCA connected with Dr. Chris Plyer, from the University of South Carolina Regional Campuses and Continuing Education. He attended the Regional and Branch Campus Administrators Conference June 24-28, 2001 in Sarasota, Florida and connected with WABCA because of their similar associations.

Plyer was invited to the WABCA conference April 25, 26, 27 at California State University (CSU) Northridge at Channel Islands and he also distributed the program announcement to his colleagues along the eastern seaboard. Plyer also sent a conference announcement for the Regional and Branch Campus Administrators Conference June 23-26, 2002 in Sarasota, Florida, inviting WABCA members to attend.

Hal Dengerink led as NABCA president for 2002-2003.

2003

WABCA's sixth conference was held at The University of Texas at San Antonio. At this meeting, the association voted to change its name. The members present voted for Association of Higher Education Multi-Campus Administrators (AHMCA). In August, there was a motion to contact past conference attendees with the Executive Committee's recommendation for the name change- the National Association of Branch Campus Administrators (NABCA), as well as seven other possible names. It was important to gather input of previous attendees to make the process more inclusive, and the choice was NABCA.

In November, a memo sent from President Peter Wilson explained the name change, as well as, announced the seventh conference. Wilson acted as president from 2003-2004, and 2004 conference co-chairs Doug Martin and George Giacomakis prepped for the next conference.

2004

In 2004, NABCA had a website, similar to what you see today- with tabs for different areas such as Constitution, 2004 Conference, Registration, and Hotel Accommodations. Members met in early 04' to look ahead at the upcoming conference and begin planning for 2005 and 2006. At this meeting, members also read over the first draft of the proposed NABCA bylaws.

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The 2004 Conference was held April 22-24 at Disney's Paradise Pier Hotel in Anaheim, California with about 44 attendees.

2005

With limited information for the 2005 year, comments and input from NABCA members is vital for the history. The 2005 conference was hosted by the University of Texas at San Antonio.

For 2005-2006, Doug Martin led as NABCA president, with Christine Barajas working as the 2006 conference chair.

2006

The ninth NABCA conference was hosted by Winona State University in Rochester, Minnesota, April 27-29, 2006. During the annual business meeting, finances were discussed, as well as results from the election of officers and executive committee members. At the executive committee meeting, officers went over financial reports, a survey of position titles, the newly-approved nondiscrimination and harassment based on discrimination policies, website updates, and NABCA's filing for non-profit status. Executive committee members discussed the conference at hand and established locations for the 2007, 2008, and 2009 conferences.

The 2006-2007 NABCA President was Charlie Bird and Jack Dawson acted as the 2007 conference chair.

2007

The 10th annual NABCA Conference, "Engaging Your Community" was hosted by the University of Idaho Coeur d'Alene, April 19-21, 2007. Early registration cost was \$370 and the regular registration was \$400. At the executive committee meeting and the annual business meeting, members discussed finances, NABCA's research project- to form a branch campus annotated bibliography online, election results, and the next two conferences.

"I think from attendance growth over the past two years suggests that we are providing a service that is needed and appreciated,"- email from Charlie Bird, April 25, 2007. Christine Quinn was elected president, and Charlie Bird became the 2008 conference chair.

In July, the executive committee went over a one year NABCA work plan draft. The four goals were: 1. Increase the value for membership and support organizational growth, 2. Encourage and promote research on Branch Campuses, 3. Promote sharing and dissemination of branch campus success, concerns and issues, and 4. Develop forums, position papers, best practice guides, and other relevant publications.

2008

"Branch Campuses Coming of Age" was the theme for the 2008 conference in Columbus, Ohio, April 25-28.

Ken Shaw was elected the 2008-2009 NABCA president, and he also worked as a co-conference chair with CeCe Rivers to plan the 2009 conference.

In 2008, NABCA established a research committee. The first organizational meeting was held in July with nine members via phone. The objectives of the committee's first meeting were to set up a process for reviewing researcher requests for access to the membership, develop a set of working definitions and terms, profile the NABCA "membership" (which currently consists of a mailing list of administrators who have attended the last several NABCA conferences) and begin to identify priorities for a research agenda.

2009

The 12th NABCA conference, "Quest for Distinction: Challenges and Opportunities" was hosted by Florida State University at Panama City, April 15-17, 2009. Keynote speakers, breakout sessions,

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concurrent sessions, and roundtable sessions focused on fundraising, partnerships, and other trials in branch campus facilities.

At the conference, the research committee met to discuss their progress after forming just a year prior. The priority definitions, branch campus and off-campus center, were broken down by similarities and differences. Both were found to be public or private, 2 or 4 year institutions, geographically separate, with on-site administrators, and both lead toward credentials. Branch Campuses have a wider range of programs, more student support services, resident faculty, and a separate budget, unlike off-campus centers.

CeCe Rivers was elected NABCA president, and Christee Jenlink and Susan Camp worked as the 2010 conference co-chairs.

2010

“Bridging the Gap: Serving Adult Learners and Diverse Populations” was hosted by Northeastern State University in Broken Arrow, Oklahoma, April 14-16, 2010. The various sessions and keynote addresses covered diversity, branch campus finances, and leadership.

David Williams served as NABCA president for 2010-2011 and Joyce Gillie Gossom served as 2011 conference chair.

2011

NABCA’s research committee acted as the selection and editorial board for the spring 2011 issue of *Metropolitan Universities Journal* which focuses on branch campuses. The journal is a publication of the Coalition of Urban and Metropolitan Universities, copies were available for NABCA members to purchase.

April 20-23, 2011 was the 14th NABCA Conference hosted by Central Washington University-Wenatchee. “On the Horizon: Regional/Branch Campuses in Higher Education” focused on workforce development, student success, communication and connections. For the year 2011-2012, Bill Willan served as NABCA President.

2012

NABCA became a 501(c)(6) professional association in April 2012. In this case, NABCA was a 501(c)(6) organization, a business or trade association, that is not organized for profit and no part of the net earnings goes to the benefit of any private shareholder or individual.

“Regional & Branch Campuses: A Prism of Possibilities for the 21st Century,” April 11-14, 2012 in Orlando, Florida and was hosted by the University of Central Florida Valencia West. Conference tracks were partnerships, student affairs, leadership, and planning.

At the conference the research committee shared their “phase I” administrator survey results, which had 138 responses and was held 2009-2010. (The models were 2-year public, 4-year public, large 2,500+, and co-located). They also looked ahead at “phase II,” which examined the various decision-making authorities related to hiring, budgets, programs and schedules.

In 2012, the membership voted at the conference to hire the organization’s first part-time executive director as a contracted employee. Margaret Bagley served as NABCA president for 2012-2013.

2013

“Uniqueness in Unity,” NABCA’s 16th annual conference was held April 10-13, 2013 and hosted by Brookdale Community College in Long Branch, New Jersey. Four conference track themes were campus expectations, student services, infrastructure, and finance. There were 73 conference attendees.

The research committee’s “phase III” broke down survey information by campus headcount, offerings, mandatory fees, and services.

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Susan Cooper led as NABCA president while Leigh Atkinson worked as the 2013 conference chair.

2014

The 17th Annual NABCA Conference was hosted by the Irvine Campus of California State University Fullerton and was held at the Hyatt Regency Newport, April 9-12, 2014. Conference tracks here were marketing and community connections, student services, assessment and research decisions, and a new wild card track. The wild card track covered topics such as communicating in the digital age, strategic processes, and collaborations. Seventy-four members attended this conference.

James McCaslin was elected 2014-2015 president, with Allison Fitzpatrick acting as the 2015 conference chair.

2015

The 18th annual NABCA Conference was hosted by Western Illinois University -Quad Cities in Iowa and Illinois, April 15-18, 2015. Conference tracks were similar to 2014; marketing and community connections, student services, institutional assessment and research, the wild card, and a new, campus development track.

Faimous Harrison was elected NABCA president for 2015-2016. Rebecca Burton acted as the conference chair for the 2016 meeting.

In October, NABCA published its first "Access Journal." In the first issue, an editorial written by Dr. Drake Levasheff discussed similarities and differences between branch campuses and other higher learning systems. He spoke of the need for relevant research, so that NABCA could represent and advocate for the segment of branch campuses in higher education. Stephen Gavazzi also wrote an article for the journal, "Using Assessment Methods to Advance Campus-to Campus and Campus-Community Partnerships: TownGown Relationships as Yours, Mine and Ours." His piece described the importance of partnerships and working together to succeed.

"The Access Journal ***Access: The Journal of the National Association of Branch Campus Administrators*** is a peer-reviewed journal published once/twice a year by the National Association of Branch Campus Administrators. The journal is committed to publishing manuscripts written by and for presidents, provosts, deans, administrators, staff, faculty, and other stakeholders who operate, work at, or have a vested interest in higher education satellite campus locations. The journal provides professional development, information, research, networking, and support for NABCA Members. Access abstracts are available to the public; articles are only available to current members." (NABCA.net)

2016

April 13-16, 2016, Wilmington University in Wilmington, Delaware hosted the 19th NABCA conference. Conference tracks for 2016 were similar to the 2015 conference with new speakers and topics. In 2016, the conference and session evaluations were online, and there were links under each session in the program to take the survey.

In 2016, Allison Fitzpatrick was elected president and Ali Crane led as conference chair.

2017

Tulsa, Oklahoma was home for the 20th NABCA conference. Conference tracks included topics such as marketing and community connections, campus development, and the wild card, catchall track. Conference information, session information and evaluations were located online. **The conference group visited the Southern Nazarene University and University of Oklahoma Tulsa campuses. Attendees spent the evening at the Philbrook Museum for the conference experience.**

Joe Rives was elected president with Tessie Bradford acting as 2018 conference chair.

2018



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In April 11-14, 2018, the annual NABCA conference was held in the “Sweetest Place on Earth,” Hershey, PA. The conference was held in the chocolate-filled Hershey Lodge and Temple University Harrisburg was the host for the campus visit. For our conference “experience” we spent the evening in Hershey’s Chocolate World.

Elections were held, and Dennis Huffman was chosen as 2018-2019 president. Adam Lipson will serve as 2019 conference chair.

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