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**NABCA 2007**  
National Association of Branch Campus Administrators  
**10th Annual Conference**  
The Coeur d'Alene Resort  
Coeur d'Alene, Idaho  
April 18-20, 2007

University of Idaho  
1000 West Hubbard Street, Suite 242  
Coeur d'Alene, ID 83814-2277

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**10th Annual NABCA Conference**  
April 18-20, 2007  
Coeur d'Alene, Idaho



The 10th Annual NABCA Conference, **"Engaging Your Community,"** is designed to enhance administrator and professional staff understanding of the diverse issues that face multiple-sites, branch campuses, and university centers. This year's conference provides strategies for engaging community and decision makers to help achieve your organization's goals, and insights on how to build student engagement.

## Conference Registration

Earlybird Registration: \$370 if registered by March 16, 2007

Regular Registration: \$400 when registering March 17-April 4, 2007

Registration Deadline: Wednesday, April 4, 2007

Register online at [www.nabca.net](http://www.nabca.net). Payments can be made by credit card, purchase order or check.

The registration fee includes two keynote presentations, six breakout sessions, invitation to the annual NABCA business meeting, two receptions, two continental breakfasts, two lunches, and a dinner cruise on Lake Coeur d'Alene.

Guests of conference participants may attend the conference meals and social events for a fee of \$200. This includes two receptions, two continental breakfasts, two lunches, and a dinner cruise on Lake Coeur d'Alene. Register guests when you register for the conference.

### Confirmation and Refund Policy

An e-mail confirmation will be sent on registrations received at least 14 days prior to the conference; thereafter, you will receive your receipt at on-site registration.

Refunds will be made to registrants who cancel in writing by March, 16, 2007, less a \$50 administrative processing fee. No refunds will be made after that date. Substitutions are always accepted. The National Association of Branch Campus Administrators reserves the right to cancel the program or events due to insufficient enrollment and limits its liability to registration refunds only.

## Housing/Accommodations

Reserve housing reservations online at [www.nabca.net](http://www.nabca.net). The official conference hotel is The Coeur d'Alene Resort, conveniently located in downtown Coeur d'Alene. Special room rates vary (\$119-\$169) depending upon room type requested. Visit [www.nabca.net](http://www.nabca.net) for detailed housing information. The reservation and rate deadline for The Coeur d'Alene Resort is Thursday, March 8, 2007.

## Transportation/Airport

The Coeur d'Alene Resort is approximately 40 minutes east of the Spokane International Airport. The Resort's shuttle requires advance reservations (208.765.4000) and the cost is \$30 round trip.

## Questions or Comments

Conference Updates, Information, and Resources

[www.nabca.net](http://www.nabca.net)

E-mail

[barbm@uidaho.edu](mailto:barbm@uidaho.edu)

HOSTED BY



University of Idaho  
Coeur d'Alene

# Experience how to **Engage Your Commu**

## Join NABCA April 18-20, 2007 The Coeur d'Alene Resort

Objectives for the NABCA 2007 Conference are:

- Expand the ability of branch campuses to be engaged with their communities.
- Build a strong network of professionals who can advance the mission of multiple-site, branch campuses and university centers.
- Build the knowledge of the attendees so that they can promote excellence through their institutions.
- Move toward the development of a research agenda for branch campuses.

### Wednesday, April 18

12:00 pm - 5:00 pm  
Registration Open

5:00 pm - 7:00 pm  
Welcome Reception

7:00 pm  
Dinner on Your Own

### Thursday, April 19

7:00 am - 8:30 am  
Ongoing Registration

7:30 am - 8:30 am  
Continental Breakfast

8:30 am - 9:00 am  
Conference Welcome

- Charles Bird; President, NABCA
- Sandi Bloem; Mayor, City of Coeur d'Alene

### Thursday, April 19 continued...

9:00 am - 10:30 am

Hugh Blane Keynote Address:

#### **Leadership and Influence**

In today's competitive environment, you must go beyond traditional means to attract students and gain support from your community and key stakeholders. This presentation will focus on learning to lead and positively influence those who can help you achieve your organization's goals. It will also focus on the importance of developing your own "distinctive personal brand," and how to leverage your brand with others, taking into account generational differences.



**Hugh Blane**

Partner and Consultant  
Effectiveness Institute

Hugh Blane is a Consultant and Partner with the Effectiveness Institute. As a senior-level consultant coach, he has worked in variety of organizations, including Starbucks, Microsoft and Costco. His focus is helping organizations develop leadership, teaming, communication and influencing skills.

10:45 am - 11:45 am  
Breakout Sessions

12:00 pm - 1:00 pm  
Lunch

1:15 pm - 2:15 pm  
Breakout Sessions

2:30 pm - 3:30 pm  
Breakout Sessions

3:30 pm - 5:00 pm  
Free Time

5:00 pm - 8:00 pm  
Dinner Cruise on  
Lake Coeur d'Alene



**All Aboard!** After an engaging day, be sure to unwind on the three-hour dinner cruise.

Register online at **WWW.NAB**

# Community at NABCA 2007 in Coeur d'Alene, ID

## Friday, April 20

7:30 am - 8:30 am  
Continental Breakfast

8:30 am - 9:00 am  
NABCA Business Meeting

9:00 am - 10:30 am  
Scott Lomas Keynote Address:  
**Integrated Marketing for  
Multi-Campus Institutions**

How can multi-campus institutions balance the various levels of marketing needs and goals in a multi-campus system? What's at risk if there is not sufficient integration and what's to be gained by dedicating resources to this goal? Do your target audiences really care if you're integrated? This presentation will suggest a model for a clear delineation between institutional brand marketing needs and campus based direct response marketing needs. Topics will include brand development, recruiting, and fundraising and also a discussion of how an organizational structure both within and across campuses can contribute to successful integration.

Scott Lomas is a principal consultant for Stamats, an integrated marketing communications company serving colleges and universities. He has more than 10 years of marketing and advertising experience, primarily in higher education, with expertise in institutional brand marketing and integrated marketing.

10:45 am - 11:45 am  
Breakout Sessions

12:00 pm - 1:00 pm  
Lunch

1:15 pm - 2:15 pm  
Breakout Sessions

2:30 pm - 3:30 pm  
Breakout Sessions

4:00 pm - 5:30 pm  
Bon Voyage Reception  
and Prize Giveaway

5:30 pm  
Dinner on Your Own



**Scott Lomas**  
Principal Consultant  
Stamats, Inc.

## Stay-n-Play Saturday

9:00 am  
**Golf the Floating Green**

When reserving your hotel stay at The Coeur d'Alene Resort, be sure to check the box to golf the #2 resort golf course in the nation!



## Relax Any Day

### Spa Mini Package

While at The Resort, get pampered at their luxurious Spa. Contact the Spa at 208.765.4000 for details. Mention NABCA to receive a specially discounted package.

## Session Sampler

- Applied Collaborative Research: Student Engagement at Branch Campuses
- Strategies for Raising Community Awareness in the Branch Campus Environment
- The Scholarship of Engagement: A Case Study
- Building Community in Distributed Workgroups
- Expanding a Branch Campus Mission: Insights From the Field
- Non-traditional Students: Success and Retention
- Lessons Learned in Transitioning a University Center to a Branch
- Building a Better Doctoral Student

## THANK YOU to our Conference Underwriters:

- University of Idaho Coeur d'Alene
- University South Foundation, Inc. of University of Arizona South
- Washington State University Spokane
- Washington State University Vancouver