

## Conference Planner

# Branch Campuses: The 'New Growth' in American Higher Education



WESTERN  
ASSOCIATION OF  
BRANCH CAMPUS  
ADMINISTRATORS

A conference for all branch campus administrators—public and private, two-year and four-year—with tracks on:

- Technology
  - Partnerships
  - Accountability

**April 23-25, 1998**

**California State  
University, Hayward  
Contra Costa Campus**

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# Branch Campuses: The 'New Growth' in American Higher Education

Inaugural conference of the Western Association of  
Branch Campus Administrators

**April 23-25, 1998**

**California State University, Hayward  
Contra Costa Campus, Concord, Calif.**

## Conference Schedule

### Thursday, April 23, 1998

- 7-8 p.m. Reception  
8-8:15 p.m. Welcome and Opening Remarks, **Dr. Norma Rees**,  
President, CSU, Hayward  
8:15-9:30 p.m. **Dr. Wallace Loh**, Chief Policy Adviser to Governor  
Gary Locke, Washington, and former Provost,  
University of Colorado

### Friday, April 24, 1998

- 8-9 a.m. Continental Breakfast  
9-10:15 a.m. **Sir John Daniel**, Vice Chancellor, The Open University  
of Britain, interactively from London  
10:30-11:45 a.m. Concurrent Sessions, Track 1  
Noon-1:15 p.m. Luncheon Speaker: **Dr. Ed Groenhout**, Associate  
Vice President for Statewide Programs, Northern  
Arizona University  
1:30-3 p.m. Concurrent Sessions, Track 2  
3:30 p.m.-4:45 p.m. Interest Group Sessions (for those not  
attending social event)  
4:15 p.m. Buses depart campus for Napa Valley Dinner Train\*

### Saturday, April 25, 1998

- 8:30-9 a.m. Continental Breakfast  
9-10:15 a.m. **Dr. Patrick Callan**, President, Higher Education  
Policy Institute  
10:30-11:45 p.m. Concurrent Sessions, Track 3  
Noon-1:30 p.m. WABCA Business Lunch and Wrap-Up

## **Concurrent Sessions**

### **Track 1**

#### **Branch Campuses and Technology**

*Session Chair:* **William H. Gray**, Campus Executive Officer and Dean, Washington State University at Spokane

**Dennis Haarsager**, Associate Vice President and General Manager, Educational Telecommunications and Technology, Washington State University, Pullman

**Glen Wilde**, Associate Provost for Residential Instructional Centers and Executive Director for Information Resources and Technology, University of Idaho, Moscow

#### **The Characteristics of a Successful Student Affairs Program**

*Session Chair:* **Lynne McVeigh**, CSU Fullerton-Mission Viejo Campus  
**James Daniels**, CSU San Bernadino-Coachella Valley Campus

#### **The Virtual University**

*Session Chair:* Peter Wilson, Dean, CSU, San Bernadino-Coachella Valley Campus

**Jim Highsmith**, California Virtual University Design Team  
Additional Presenter TBA

### **Track 2**

#### **Establishing Strategic Partnerships and Alliances: Why and How?**

*Session Chair:* **Pamela Balch**, Vice Provost for Academic Planning, CSU, Chico  
Presenters TBA

#### **Public/Private; Two-Year/Four-Year; Does it Make a Difference?**

*Session Chair:* **Jan Wilson**, Assistant Dean/Director, University of San Francisco, San Ramon Regional Campus

**Stan Buller**, Associate Dean, University of San Francisco

**Gary Matkin**, Associate Dean, University of California, Berkeley Extension

**Doug Garrison**, Dean, Petaluma Center, Santa Rosa Junior College

#### **From Autonomy to Integration: How Branch Campuses Cope with Organizational Ambiguity**

*Session Chair:* **Bill Harlan**, Director, Diablo Valley College

**Skip Davies**, Provost, Folsom Lake and El Dorado College Centers

**Maggi Murdock**, Dean, University of Wyoming, Casper College

**Joseph Stevenson**, Campus CEO and Provost, Golden Gate University, Sacramento

### **Track 3**

#### **Accountability/Productivity and Branch Campuses**

*Session Chair:* **Sharon Fought**, Associate Dean for Assessment and Planning, University of Washington, Tacoma

**Debra Friedman**, Associate Provost for Academic Planning, University of Washington, Seattle

**Charles Lindahl**, Vice Chancellor for Academic Affairs, CSU

**Allen Wood**, Associate Dean for Academic Affairs, University of Washington, Bothell

**Track #3 (continued)**

**Branch Campus Survey Research: Preliminary Findings**

**Presenter:** Mark Nickerson, Director, CSU, Hayward-Contra Costa Campus

**Accreditation and Branch Campuses**

**Session Chair:** Jim Cochran, Campus Dean, Washington State University at Tri Cities

**Jane Sherman**, Associate Vice Provost, Washington State University

**Keynote Speakers**

**Dr. Wallace Loh**, Chief Policy Adviser to Governor Gary Locke, Washington, and former Provost, University of Colorado

**Sir John Daniel**, Vice Chancellor, The Open University of Britain

**Dr. Ed Groenhout**, Associate Vice President for Statewide Programs, Northern Arizona University

**Dr. Patrick Callan**, President, Higher Education Policy Institute

**Hotel Accommodations**

Note: Attendees must make room reservations on their own.

**Concord Hilton** \$79 + tax per night  
1970 Diamond Boulevard  
Concord, Calif.  
510-827-2000

The Concord Hilton has provided special rates for this conference (\$79 + tax). To ensure guaranteed rate and availability, reservations must be made prior to April 9, 1998. Limited shuttle service to the conference will be available.

For a listing of other hotels please contact Karen Stevens at 510-602-6777.

**Conference Organizing Committee**

**Pamela Balch**, CSU Chico

**Vicky Carwein**, University of Washington, Tacoma

**George Giacumakis**, CSU, Fullerton-Mission Viejo Campus

**Bill Gray**, Washington State University at Spokane

**Bill Harlin**, Diablo Valley College

**Nick Lund**, Northern Arizona University, Yuma Campus

**Mark Nickerson**, CSU, Hayward-Contra Costa Campus

**Jan Wilson**, University of San Francisco

**Peter Wilson**, CSU, San Bernadino-Coachella Valley Campus

# Branch Campuses: The 'New Growth' in American Higher Education

## Registration Form

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Name

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College or University

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Box Number/Street Address

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City/State/ZIP

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Office Phone/Email Address

Conference Fee:	\$175 x _____ = _____	If registration is for more than one person, please submit all names. Registration fee includes opening reception, continental breakfasts and lunches both days. <u>Cancellation policy:</u> Before April 9, 75% refund; after April 9, no refund.
Late Fee:	\$25 x _____ = _____	
Dinner Train*:	\$75 x _____ = _____	
Total Enclosed	_____	

Detach and Return

Accommodations, ground transport, and social events, including the Friday evening dinner train (seating limited to 60), are extra. Please enclose a check made payable to California State University, Hayward (credit cards not accepted) and return this form by April 9, 1998 to:

Karen Stevens, Coordinator of Administrative Services  
California State University, Hayward-Contra Costa Campus  
4700 Ygnacio Valley Road  
Concord CA 94521  
510-602-6777

\*Napa Valley Dinner Train: A three-hour, 36-mile excursion from the historic town of Napa to the quaint village of St. Helena and return. Train cars are restored 1915-vintage Pullman carriages. Passengers spend half the trip in a dining car and half in a lounge car. Guests enjoy dinner prepared on board in a classic continental style with California overtones. Wine, liquor and cocktails are available at extra charge. Evening attire suggested.

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