

Program

Organizing for Student Success at the Branch Campus

April 22-24, 1999

University of Washington, Tacoma



**WESTERN
ASSOCIATION OF
BRANCH CAMPUS
ADMINISTRATORS**

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Conference Schedule

Thursday, April 22, 1999

- 5-7 p.m. **Registration;** Office of the Chancellor, UW Tacoma
- 7-8 p.m. **Social Hour/Reception;** Washington State History Museum
- 8-8:15 p.m. **Welcome and Opening Remarks, Dr. Vicky Carwein, Chancellor, University of Washington, Tacoma;** Tacoma Room, GWP 320
- 8:15-9:30 p.m. **Dr. Bill Pepicello, Vice President for Academic Affairs, University of Phoenix;** Tacoma Room
Organizing for Student Success: The Story of the University of Phoenix



Bill Pepicello holds a bachelor's degree in classics from Gannon University in Erie, Penn., and earned his master's and doctorate in linguistics at Brown University. He has held teaching and administrative positions at the University of Delaware, Temple University and the University of the Pacific. In 1987 he joined National University, a non-traditional, adult-oriented institution in California, where he served as regional dean for Orange County. In 1995 he came to the University of Phoenix as dean of the School of General Studies and subsequently was promoted to his current position of vice president for academic affairs. Dr. Pepicello has published widely in the disciplines of linguistics, folklore and humor. He also has spoken and published in the areas of adult learning models, scholarship at teaching institutions and critical thinking.

Friday, April 23, 1999

- 8-9 a.m. **Continental Breakfast;** Tacoma Room
- 9-10:15 a.m. **Dr. John P. Keating, Chancellor, University of Wisconsin, Parkside;** Tacoma Room
Opportunities and Challenges in Branch Campus Evolution: A State and System Perspective



Dr. John (Jack) Keating began his new duties as chancellor of the University of Wisconsin, Parkside-Kenosha/Racine, on July 1, 1998. He is the fifth person to serve as chancellor since the university opened 30 years ago. Prior to accepting the leadership role at UW Parkside, Dr. Keating served as provost of the University of Alaska at Fairbanks (UAF). During his four years at UAF, Dr. Keating led a revitalization of the university's research and teaching missions, forging a cooperative bond between the two potentially conflicting factions. Dr. Keating earlier served as the founding dean and vice provost at the University of Washington branch campuses at Tacoma and Bothell. In this assignment, Dr. Keating helped lay the foundation for reaching the schools' enrollment goal. He also served as a professor at the University of Washington. Dr. Keating received his Ph.D. in social psychology in 1972 at The Ohio State University. He also holds an M.S. degree in theology from the University of Santa Clara (Calif.), along with a B.A. in classics/philosophy and an M.A. in philosophy from Gonzaga University in Spokane, Wash.

- 10:30-11:45 a.m. **Concurrent Sessions**

Branch Campus Student Activities: A Creative Model; Room BB 104

The panel will present an innovative organizational chart for Student Affairs at the branch campus. They will also: outline a process for creative student activities coordination; highlight the demographics and needs of place-bound, commuter students; and address equity issues in providing services to branch campus students.

Presenters:

Dr. Kathleen Bernhard, Director, Counseling and Student Activities, University of Washington, Bothell
Sarah Amos, Program Coordinator, Student Activities, UW Bothell
Jim West, Director, Admissions and Registration, UW Bothell

Friday, April 23, 1999 (continued)

The Art and Craft of Establishing a Working Relationship Between Competing Institutions;
Room BB 106

The panel will identify and discuss some of the complex issues faced by states attempting to foster inter-institutional cooperation to meet the needs of under-served regions of the state.

Presenters:

Janet Weirick, Director, Off-Campus Programs, Indiana University, South Bend

Dr. Jacqueline Caul, Associate Vice Chancellor, Academic Affairs, Indiana University, South Bend

Fred Ziolkowski, Director, Purdue University School of Technology

Noon-1:15 p.m.

Luncheon Speaker: Dr. Wallace Loh, Executive Policy Director to Washington Governor Gary Locke; Tacoma Room

The Future of Higher Education: A 2020 Vision and Its 1999 Implementation



Wallace Loh was selected by Governor Locke to head the Executive Policy Office in September 1997. A native of China who was raised in Peru, Dr. Loh also is a long-time resident of the U.S. He was dean (1990-95) and professor (1974-1995) of the University of Washington Law School and has published widely in the field of law and social science. While at the University of Washington, Dr. Loh was elected by students as the Outstanding Professor of the Year in 1990. He also served as a visiting professor at Cornell, Texas, Vanderbilt, Emory, Houston and Peking universities, and a research fellow at the University of Louvain (Belgium). Dr. Loh is a graduate of Grinnell College (B.A.), Cornell University (M.A.), the University of Michigan (Ph.D.) and Yale University Law School (J.D.). He is author of the book *Social Research in the Judicial Process* and a former president (1996) of the Association of American Law Schools. Dr. Loh returns to Washington from Colorado, where he was vice chancellor for academic affairs and dean of faculties at the University of Colorado at Boulder (1995-97).

1:30-3 p.m.

Concurrent Sessions

Faculty Governance, Organization and Curriculum; Room BB 104

The panel will probe faculty relationships both within the branch campus itself and between the branch and main campus. Panelists will address issues such as incentives for attracting faculty, linkages to main campus departments, faculty networks, governance and curriculum development. The panel will engage attendees in a discussion of ways to strengthen quality of instruction and increase faculty involvement in branch policy.

Presenters:

Dr. Stephen Lefevre, Director, CSU, Northridge, Ventura Campus

Dr. James F. Brown, Associate Dean for Academic Programs, University of Washington, Tacoma

Susan Vasquez, Director, Off-Campus Centers, CSU, Fresno

Dr. Peter Wilson, Dean, Coachella Valley Campus, CSU, San Bernadino

Institutional Development and Advancement: Whose Donor is It Anyway? Room BB 106

The panel will explore institutional advancement and development at the regional/branch campus in comparison to, and in contrast with the main institution. The session will focus on advancement data and range of services, types of advancement activities, and strategic initiatives campuses can make in fund-raising efforts.

Presenters:

Dr. Dan Evans, Dean, Wright State University, Lake Campus

John Idstrom, Director of Development, University of Washington, Tacoma

Cassie McVeety, Director of Regional Development and Campus Advancement, Washington State University Vancouver

3:15-4:30 p.m.

Ad Hoc Interest Groups

Faculty Issues, Room GWP 212; **Academic Support**, Room BB 106; **Student Affairs**, Room BB 104; **Branch Campus Research Project**, Room BHS 106; and the **Cyber University**, Room BHS 104

4:30-5:30 p.m.

UW Tacoma Campus Tours; meet in GWP Atrium

6:30 p.m.

Murder Mystery Dinner; Union Station Rotunda and Federal Courthouse

Saturday, April 24, 1999

8:30-9 a.m. Continental Breakfast; Tacoma Room

9-10:15 a.m. Dr. Marvin W. Peterson, Professor of Education, University of Michigan, Center for the Study of Higher and Post-secondary Education; Tacoma Room

The Changing Nature of Our Higher Education Industry: New Challenges and New Opportunities



Marvin W. Peterson is a Phi Beta graduate of Trinity College (1960) with a B.S. in engineering. He holds an M.B.A. from Harvard University (1962) and a Ph.D. in higher education from the University of Michigan (1968). His professional career has included faculty, administrative and research positions at the Harvard Graduate School of Business Administration and at the University of Michigan. At the U of M, he held appointments in the Center for the Study of Higher and Post-secondary Education, the Institute for Social Research, the National Center for Post-secondary Improvement, the National Center for Research to Improve Post-secondary Teaching and Learning, and the Program in Higher and Continuing Education. Dr. Peterson is professor of higher education and former director of the Center for the Study of Higher and Post-secondary Education. His extensive research activity has included projects funded by the United States Department of Education, United States Department of Labor, National Science Foundation, National Institute of Education, W.K. Kellogg Foundation, Ford Foundation, Exxon Foundation, Mellon Foundation and the Spencer Foundation. Dr. Peterson's numerous articles, chapters and research reports relate to his primary research interests in organizational and administrative behavior and institutional research and planning in higher education. In 1978, he was selected as one of *Change* magazine's "100 Young Leaders of the Academy."

10:30-11:45 p.m. Concurrent Sessions

Strategies for Successful Off-Campus Programming in a Multi-institutional Environment; Room BB 104

The panel will highlight seven essential strategies for building a successful multi-institutional, off campus program. The focus will be on collaboration, from planning and administration to curriculum development and program delivery. Participants will receive copies of the SW Virginia Higher Education Center's bylaws, partnership agreements, organizational chart, marketing plan and operating budget.

Presenters:

Dr. Rachel D. Fowlkes, Executive Director, Southwest Virginia Higher Education Center

Jill Smeltzer, Off-Campus Coordinator, Radford University

Penny McCallum, Site Director, Old Dominion University

Branch Campus Student Life: To Be or Not To Be; Room GWP 220

This panel will discuss ways of knowing your students, building community and a sense of identity at the branch campus, how to effectively access services from the main campus and methods of using technology to communicate with students.

Presentors:

Joan Menzies, Director of Student Services, Washington State University, Spokane

Nancy Youlden, Director of Student Services, Washington State University Vancouver

Noon-1:30 p.m. Business Lunch: Conference Critique and Planning for the Year 2000 Conference; Tacoma Room

Conference Organizing Committee

Jim Brown, University of Washington, Tacoma

Vicky Carwein, University of Washington, Tacoma

Hal Dengerink, Washington State University Vancouver

Sharon Fought, University of Washington, Tacoma

George Giacumakis, CSU, Fullerton-Mission Viejo Campus

Bill Gray, Washington State University Spokane

Bill Harlan, Diablo Valley College

Kathy Klein, University of Arizona, Sierra Vista

Stephen Lefevre, CSU, Northridge-Ventura Campus

Rachel Mayo, Cabrillo College, Watsonville Center

Mark Nickerson, CSU, Hayward-Contra Costa Campus

Karen Stevens, CSU, Hayward-Contra Costa Campus

Peter Wilson, CSU, San Bernadino-Coachella Valley Campus

Susan Vasquez, Fresno State, COS Center

Alan Wood, University of Washington, Bothell