

PROGRAM

**MISSION
IMPOSSIBLE
POSSIBLE**

**WABCA
2000**

The Third Annual
Conference of the
Western Association of
Branch Campus
Administrators



WESTERN
ASSOCIATION OF
BRANCH CAMPUS
ADMINISTRATORS

Mission Impossible/Possible

Conference of the Western Association of Branch Campus Administrators
April 27-29, 2000 • Washington State University Vancouver

CONFERENCE SCHEDULE

THURSDAY, APRIL 27, 2000

- 5:00 - 7:00 p.m. Registration**
Student Services Bldg., Gallery
- 7:00 - 8:00 p.m. Social Hour/Reception**
Student Services Bldg., Room 236
- 8:00 - 8:15 p.m. Welcome and Opening Remarks**
Harold A. Dengerink, Ph.D.
Campus Executive Officer and Dean
Washington State University Vancouver
Student Services Bldg., Room 129
- 8:15-9:30 p.m. Trends or Fads: What's Ahead for Higher Education?**
Barbara Holland, Ph.D.
Associate Provost for Strategic Planning and Outreach
Northern Kentucky University
Student Services Bldg., Room 129



Barbara Holland

Barbara A. Holland, Ph.D., received her doctorate from the University of Maryland and has been working as Associate Provost for Strategic Planning and Outreach at Northern Kentucky University since 1998. Previously, she was Associate Vice-Provost at Portland State University where she contributed to curricular reforms, new views of faculty roles and rewards, and comprehensive civic engagement programs. She is also Executive Editor of *Metropolitan Universities*, a quarterly journal sponsored by the Coalition of Urban and Metropolitan Universities. Her research interests include organizational change, university-community partnerships, assessment of service-learning, and institutional mission development. Current projects include several national studies exploring methods and measures for documenting and assessing the engagement activities of universities and colleges.

FRIDAY, APRIL 28, 2000

- 8:00 - 9:00 a.m. Continental Breakfast**
Student Services Bldg., Room 129
- 9:00 - 10:30 a.m. A Vision and Purpose for a Corporate University: Characteristics of a Working Model**
Richard Swanson, Executive Director
Oregon Institute of Technology
Student Services Bldg., Lecture Hall, Room 110



Richard Swanson

Mr. Swanson's college and university experience and responsibilities include teaching in psychology and mechanical technology, program design for both technology and teacher preparation; customized business/industry training projects, and involvement in several international technology and pedagogy projects. He has been responsible for distance and continuing education; customized training for specialized industry needs, specialized business startup training projects, and development of state and multi-state projects to provide collaborative resources to support emerging and technically advancing business and industry. Dick has been extensively involved in student support services, and has designed a unique data based student management system.

Dick is the person primarily responsible for maintaining program currency, faculty quality, and industry requirements for all of the OIT/Portland programs and as such is abundantly aware of the impact of changing technology on employee training and academic curriculum. The presentation today is based on his recent work with program and general advisory councils and his current relationships with major industry in the Portland area and across the U.S.

10:30-11:45 a.m. CONCURRENT SESSIONS I

Governance/Administration Library Building, Room 201

One of the most perplexing issues for branch campus administrators is the administrative, organizational or reporting relationship with the parent campus. These presentations will detail the structure and relationship for two very different institutions and will lead to some principles by which this issue be resolved or understood.

Presenters:

Russ Lohman, Ph.D., Rochester Center Director, Winona State University, Rochester

Judy Harris, Ph.D., Interim VP of Academic Affairs, Rochester Community and Technical College, Rochester

Gail Sauter, Administrative Associate, University of Minnesota, Rochester

Pauline Merry, Ph.D., Administrative Dean, Long Beach City College, Pacific Coast Campus

Marketing/Enrollment Management

Education Building, Room 101

The session will present ways to strengthen enrollment through effective recruiting and retention strategies. Presenters will demonstrate how one branch campus overcame the challenges of having to use a database that had been developed for an established campus. A solution evolved by developing an easy-to-use, ACCESS-based system to support its needs for flexible enrollment management.

Presenters:

Dan Wakelee, Ph.D., Associate Director, CSU, Northridge/Channel Islands

James West, Director of Student Affairs, University of Washington Bothell

Hung Dang, Assistant Director and Registrar, University of Washington Bothell

Kathleen Bernhard, Ph.D., Director of Counseling and Student Services, University of Washington Bothell

Randy Spaulding, Financial Aid and Scholarship Coordinator, University of Washington Bothell

Noon - 1:15 p.m.

Luncheon Speakers

Identity Crisis: Just What is a Branch Campus Anyway?

Cindy Zehnder, Regent, Univ. of Washington

Judy Gignac, Regent, State of Arizona

Student Services Bldg., Room 129

1:30 - 3:00 p.m.

CONCURRENT SESSIONS II

Pedagogical Issues:

Best Practices and Technology

Education Building, Room 101

Information technology will continue to greatly affect both teaching and learning in the university education experience. This session will have a present and future focus, first on the various ways that multi-media technologies can be integrated into the classroom, and then on the forthcoming direction of technologies in corporate education.

Presenters:

Leslie Wykoff, MLS, Director of Information Services, Washington State University Vancouver
Thomas Perham, Online Courses Program Manager, Microsoft

Inter-institutional Relationships:

2+2, Public, Private, Consortia

Library Building, Room 201

Branch campuses are often structured in ways that present significant opportunities and challenges for working with other institutions. These issues are unique to the branch campuses and are not faced by the larger "parent" campus. This presentation will explore examples of successful inter-institutional partnerships and outline principals of effective collaboration.

Presenters:

Harold Vangilder, Program Development Specialist, Sierra Vista City Councilman, The University of Arizona South, Douglas

James West, Director of Student Affairs, University of Washington Bothell

Don Whitney, Recruitment Coordinator and Advisor, University of Washington Bothell

3:00 - 3:45 p.m.

Washington State University Vancouver Campus Tours

Assemble in Student Services Bldg., Room 129

OR

Ad Hoc Interest Groups

Assemble in Student Services Bldg., Room 130
(Rooms available to groups upon request.)

3:45 - 4:00 p.m.

Assemble at flag poles to get your mission and embark on a secret shuttle to adventure.

4:00 p.m.

Depart WSUV for Mission Impossible/ Possible Dinner Event



Judy Gignac

Ms. Gignac is General Manager of Bella Vista Ranches Limited Partnership and Vice President of Bella Vista Water Company, Inc., in Sierra Vista. She was appointed to an eight-year term on the Arizona Board of Regents in 1994, and served as its President

during 1998-1999. She is the ABOR liaison to the State Board of Directors of Community Colleges and serves on the boards of the Arizona Utilities Investors Association, the Arizona Town Hall and the University Medical Center. Ms. Gignac served for twelve years on the Cochise County Board of Supervisors (1977-1988).



Cindy Zehnder

Cindy Zehnder has served on the University of Washington Board of Regents since being appointed by Governor Mike Lowry in 1995 and confirmed by the state Senate in 1996. She has served as president and vice president of the Board and is serving during

the current academic year as visiting regent for the University of Washington Tacoma and the UW School of Social Work. She also serves on the Fred Hutchinson Cancer Research Center Board of Trustees. Ms. Zehnder is Chief Clerk of the Washington State House of Representatives and has also been Deputy Commissioner and Assistant Commissioner for Employment and Training in the Department of Employment Security. She has served in a variety of leadership positions with the International Brotherhood of Teamsters and has substantial experience as a driver and dock worker. Ms. Zehnder holds a bachelor of arts degree in anthropology and a master's degree in educational psychology, both from the University of Washington. She has helped shape public policy in Washington on labor and health care issues through her extensive service on state commissions, board and committees.

SATURDAY, APRIL 29, 2000

- 8:30 - 9:00 a.m. Continental Breakfast**
Student Services Bldg., Room 129
- 9:00 - 10:15 a.m. The Financial Climate of Higher Education: A President's View of Dollars and Sense!**
Jerry Farley, Ph.D., President
Washburn University
Student Services Bldg., Lecture Hall, Room 110



Jerry B. Farley

Jerry Farley, Ph.D., is the 14th President of Washburn University. He joined Washburn in July 1997 after spending over 28 years in higher education in Oklahoma. He most recently held the position of Vice President of Community Relations and Economic

Development at the University of Oklahoma. He had previously served as Administrative Vice President and Chief Financial Officer at the University's Norman campus, and the Health Sciences Center at Oklahoma State University.

He holds a baccalaureate degree in finance and accounting, an MBA and earned a Ph.D. in Higher Education Administration all from the University of Oklahoma. He is a CPA and has been president and chairman of the board of several state and national professional organizations. He has authored or co-authored numerous articles and books in his field—not-for-profit finance and accounting.

Dr. Farley has served on local and state boards for the American Red Cross, American Cancer Society, United Way, state and local chambers of commerce and economic development corporations. He was a trustee of the Oklahoma Teachers Retirement System. He was the recipient of the Robinson Award, a national award for outstanding contribution to the field of college and university accounting, and was inducted into the Oklahoma Higher Education Hall of Fame in 1997.

10:30 - 11:45 a.m. CONCURRENT SESSIONS III

Finance and Operations in an Environment of Growth and Change

Library Building, Room 201

This session will examine the relationship between institutional mission and architectural planning and design. In this case, a branch campus with obligations to the larger institution, responsibilities to a local community, and an emerging mission is examined in relationship to its facilities plan.

Presenters:

Hal Dengerink, Ph.D., Campus Executive Officer and Dean, Washington State University Vancouver
Greg Baldwin, FAIA, Partner, Zimmer Gunsul Frasca Partnership

Faculty at the Branch Campus: Issues, Opportunities and Challenges

Education Building, Room 101

This session will explore issues affecting faculty at branch campuses. Survey data from a national sample will be presented and a faculty panel will reflect on issues such as branch campus governance, promotion and tenure, annual reviews, teaching, research, service conditions, and access to resources.

Presenters:

Mark Nickerson, Director, CSU, Hayward/Contra Costa Campus
Susan Schaefer, Ph.D., Professor, Dept. of Management & Finance, CSU, Hayward/Contra Costa Campus
Mike Wakefield, Ph.D., Professor, School of Business and Public Administration, University of Arizona South, Douglas
David Wang, Ph.D., Associate Professor, School of Architecture, Washington State University Spokane

- Noon - 1:30 p.m. Business Lunch**
Conference Critique and Planning for WABCA 2001 Conference
Student Services Bldg., Room 129

- 1:30 - 2:30 p.m. Ad Hoc Interest Groups**
Assemble in Student Services Bldg., Room 129
(Rooms available to groups upon request.)

CONFERENCE ORGANIZING COMMITTEE

Vicky Carwein, University of Washington, Tacoma
Skip Davies, Consumnes River College, Folsom
Jack Dawson, University of Idaho, Coeur d'Alene
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
Craig Johnson, The University of Arizona South
Steve Lefevre, CSU, Northridge/Channel Islands Campus
Mark Nickerson, CSU, Hayward/Contra Costa Campus