

## History of the National Association of Branch Campus Administrators

The beginning of the National Association of Branch Campus Administrators (NABCA) originated as the result of the concern by a group of higher education administrators with the lack of knowledge and support they had at branch campus locations. NABCA was established to address those concerns. Utilizing discussions and conferences, and eventually committees, research, surveys and a journal, NABCA has continuously improved and grown in the ability to meet the needs of faculty, staff, and administrators at remote higher education locations. Using all of the current sources available, a NABCA History has been compiled, highlighting the last 22 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 the WABCA 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 the California State University Hayward Contra Costa Campus with 11 attendees.

The WABCA target audience included 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 the California State University’s -University 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.

The first WABCA 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 postal 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 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**

The third WABCA 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**

On April 26, 27, 28 the fourth WABCA conference was held 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? and Whom are we trying to attract?*

The association fiscal year was established as May-April. Mark Nickerson led WABCA as the president from May 2001-April 2002 and Steve Lefevre acted as the 2002 conference chair. The 2002 conference started to shape up with California State University, Channel Islands acting as the host.

### **2001-2002**

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 May 2002-April 2003.

### **2002-2003**

The sixth WABCA 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 an Executive Committee recommendation for a name change to 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 May 2003-April 2004, and 2004 conference co-chairs Doug Martin and George Giacumakis prepped for the next conference.

### **2002-2004**

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



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planning for 2005-2006. At this meeting, members also read over the first draft of the proposed NABCA bylaws.

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

### **2004-2005**

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

### **2005-2006**

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

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 filings for non-profit status. Executive committee members discussed the conference at hand and established locations for the 2007, 2008, and 2009 conferences.

### **2006-2007**

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

The 10<sup>th</sup> 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, the NABCA 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.

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### 2007-2008

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

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.

### 2008-2009

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.

The 12<sup>th</sup> 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, 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.

### 2009-2010

CeCe Rivers was elected as the 2009-2010 NABCA president, and Christee Jenlink and Susan Camp worked as the 2010 conference co-chairs.

"Bridging the Gap: Serving Adult Learners and Diverse Populations" was hosted by Northeastern State University in Broken Arrow, Oklahoma, April 14-16, 2010 for the 13<sup>th</sup> year. The various sessions and keynote addresses covered diversity, branch campus finances, and leadership.

### 2010-2011

David Williams served as NABCA president for 2010-2011 and joyce gillie gossom served as 2011 conference chair.

The NABCA research committee acted as the selection and editorial board for the spring 2011 "Branch Campus" 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 at the annual conference.

April 20-23, 2011 was the 14<sup>th</sup> 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.

### **2011-2012**

For the year 2011-2012, Bill Willan served as NABCA President.

NABCA became a 501(c)(6) professional association in April 2012. In this case, NABCA was organized as 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 21<sup>st</sup> Century," was the theme for the 15<sup>th</sup> NABCA Conference on 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.

### **2012-2013**

Margaret Bagley served as NABCA president for 2012-2013.

"Uniqueness in Unity," NABCA's 16<sup>th</sup> annual conference was held April 10-13, 2013 and hosted by Brookdale Community College in Long Branch, New Jersey. The 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.

### **2013-2014**

Susan Cooper led as the 2013-2014 NABCA president while Leigh Atkinson worked as the 2013 conference chair.

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.

### **2014-2015**

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

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.

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)

### **2015-2016**

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

April 13-16, 2016, Wilmington University in Wilmington, Delaware hosted the 19<sup>th</sup> 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.

### **2016-2017**

In 2016, Allison Fitzpatrick was elected president for 2016-2017 and Ali Crane led as conference chair.

Tulsa, Oklahoma was home for the 20<sup>th</sup> 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.

### **2017-2018**

Joe Rives was elected 2017-2018 NABCA President with Tessie Bradford acting as 2018 conference chair.

In 2017, NABCA Executive Committee Members developed and launched the Branch Campus Leadership Institute to bring the expertise of national administrators in off-campus locations to those wanting to enter, serve, and advance in the profession. The inaugural class included eight participants from 2-and 4-year higher education institution. Meeting for one year (April 2018-April 2019) the class sessions were held via videoconference technology and included a course textbook, pairing with a higher education Executive Coach, and sessions with professionals in higher education, leadership, diversity, and finance.

Harrisburg/Hershey, Pennsylvania was home for the 21<sup>st</sup> NABCA conference. Conference. Carol Grace Anderson delivered the Keynote Address, *Burn Out! For Higher Education Administrators*. Concurrent session tracks included topics such as Donors & Marketing, Technology & Security, and Leadership & Operations. Conference information, session information, and evaluations were located online. The Conference Dinner Experience was a trip to Hershey Chocolate World, where the group had the entire facility and all attractions for the evening.

### **2018-2019**

Dennis Huffman was elected 2018-2019 NABCA President and Adam Lipson worked as 2019 conference chair. In 2019, NABCA developed and launched the Innovation Awards, given to an individual at an academic institution with off-site location(s) who did something to strategically move the location or institution forward. All Individual and NABCA Academic Institution Members may apply. One winner will be announced for the NABCA Innovation Award each year. The Award Recipient will be required to present his or her innovation at the Annual NABCA Conference and one complimentary registration will be provided to the Recipient.

Also, in 2019, in order to seek the best transportation, hotel and other rates for members and to avoid discrimination against public member institutions in any US state, NABCA implemented a rotating Conference location schedule. The schedule included the cities of Atlanta, GA; Minneapolis, MN and Denver, CO.



Realizing that the President and Vice President roles have such steep learning curves and that it was difficult to accomplish goals and strategic advancement, the offices of President and Vice President were adjusted, by Member vote, to be more in line with that of the Secretary/Treasurer. The offices of the President and Vice President were changed to two-year terms.

The second Class of the Branch Campus Leadership Institute was launched in Spokane, WA and the inaugural Class presented their Case Studies and graduated.

### **2019-2020**

Joseph "Joe" Rives was elected 2019-2021 President and Patty Tryon was elected 2020 Conference Chair.

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