
Event Agenda

NABCA 2025 Conference

Tuesday, May 27, 2025

Registration

7:30 AM – 8:30 AM | Location: WCU Atrium Lobby

Check in to pick up your name badge and swag bag ... ask questions ... get directions!

Conference Kickoff

8:30 AM – 9:00 AM | Location: Room 346

PLENARY

Welcome to NABCA 2025! Our conference starts today and we look forward to seeing all attendees bright (and a little bit early) at 8:30a.m. for our conference kickoff. Tuesday will be filled with shorter presentations on problems and solutions faced by the members of our Branch Campus Leadership Institute as they present their Capstone Case Studies. We look forward to seeing you!

Speakers



Dr. Cyndee Perdue Moore

Executive Director | NABCA



Gary Adcox

Vice President of Research | P2C

Cracking the Enrollment Code: Turning Adult Ed into a College Pipeline

9:00 AM – 9:20 AM | Location: Room 346

PLENARY

What if the key to solving the enrollment cliff is already in your college? Adult education programs, often powered by state and federal dollars, hold untapped potential as recruitment pipelines to credit programs. By investing in these pathways, colleges can not only boost enrollment but also create a lasting impact. Don't miss this game-changing session packed with bold ideas and actionable strategies to turn adult learners into lifelong students. Let's rethink recruitment—together!

Speaker



Abby Zegers

Executive Campus Dean - Urban Campus | Des Moines Area Community College

Enhancing Enrollment Success: A regional college's strategy journey to increase enrollment

9:25 AM – 9:45 AM | Location: Room 346

PLENARY

Like many regional campuses across the United States, the University of Mississippi at Tupelo faced a sustained enrollment decline in recent years. National research confirms this is a widespread trend—between 2019 and 2023, undergraduate enrollment in public two- and four-year institutions fell by over 8%, with rural and regional campuses hit hardest (National Student Clearinghouse Research Center, 2023).

Contributing factors in Northeast Mississippi included demographic shifts, economic instability, competition from online programs, and affordability concerns. Declining enrollment triggered cuts to campus resources, degrading the student experience, and deepening the cycle of attrition. Addressing these interconnected challenges was essential to restoring the campus's role as a regional academic hub.

Speaker



Leigh Anne Newton

Director, Tupelo & Booneville Campuses | University of Mississippi

Evaluating Variables Driving Early College Academy Success

9:50 AM – 10:10 AM | Location: Room 346

PLENARY

Early College Academies (ECAs) provide high school students with the opportunity to earn both high school

and postsecondary credit. Wichita State University (WSU) launched Shocker Academy ECA in Fall 2023 but has not yet achieved anticipated enrollment targets. This case study explores key factors, including funding mechanisms, stakeholder engagement, and program structures that affect ECA success. A comparative analysis of three other institutions (Miami University in Ohio, the University of Mississippi, and Coastal Alabama Community College) will highlight the best practices and lessons learned for ECA growth and sustainability.

Speaker



Augustine Iacopelli

Director | Wichita State University

BREAK

10:10 AM – 10:30 AM

BREAK

Bridging the Gap: Enhancing Support for Neurodivergent Students at Branch Campuses

10:30 AM – 10:50 AM | Location: Room 346

PLENARY

Colleges are increasingly striving to become more inclusive of neurodiverse learners. This need can be amplified on branch campuses, as neurodivergent students seek smaller, close-knit campuses near home. However, branch campuses may face resource limitations, as accessibility and academic support are often centralized within the broader institution. This presentation provides a case study of a cross-functional collaboration to enhance and expand support for neurodivergent students at a multi-campus community college, including efforts to better equip faculty and staff with strategies to help students who learn in diverse ways.

Speaker



Kristin Brookover

Des Moines Area Community College

Evaluating the Need of a New Program at a Branch Campus

10:55 AM – 11:15 AM | Location: Room 346

PLENARY

The purpose of this case study is to determine whether an agriculture program would be a good fit for the Des Moines Area Community College (DMACC) Carroll campus given its location in rural Iowa. The study will assess the need, interest, and potential impact of such a program on the local economy. The DMACC Carroll campus is ideally positioned to offer educational opportunities that resonate with the local demographic. Agriculture plays a significant role in the local economy, and there is a growing need to equip the workforce with relevant skills and knowledge to support this industry.

Speaker



Jen Wollesen

DMACC

BCLI Session 6

11:20 AM – 11:40 AM | Location: Room 346

PLENARY

Speaker



Susanna Zambrano

Associate Dean for South Yuma County | Arizona Western College

First-Year Transfer Retention Study Between Students of Color and White Students at Grand Valley State University

11:50 AM – 12:10 PM | Location: Room 346

PLENARY

This session reviews the research on First-year transfer students of color and First-year transfer White students at yearend at a PWI by discussing the study's findings. We will discuss findings that include differences between first-year students of color and first-year White students' Sense of Belonging, Academic Dispositions, and Student Academic Performance. Participants will leave with a greater understanding of the findings and the implications for practice for administrators, practitioners, faculty, and lawmakers.

Speaker



Shawntain Jenkins

Director Central-West Michigan | Grand Valley State University

LUNCH

12:15 PM – 1:30 PM

BREAK

BCLI Mentor/Mentor Luncheon with NABC Board (Room 336)

All other participants: LUNCH ON YOUR OWN

Explore lunch and shopping options at Biltmore Park Town Square at [Shop & Dine - Biltmore Park Town Square](#)

Reconvening - A little of THIS, a little of THAT, and a WHOLE LOT OF PRIZES!

1:30 PM – 1:50 PM | Location: Room 346

PLENARY

Speaker



Dr. Cyndee Perdue Moore

Executive Director | NABCA

Bridging the Gap: How Community Outreach Strengthens Rural Satellite College Campuses

1:55 PM – 2:15 PM | Location: Room 346

PLENARY

This case study explores the vital role of community outreach for rural satellite college campuses like Western Nevada College-Fallon and examines the challenges faced due to limited marketing resources. Satellite campuses serve as critical educational hubs in rural areas, offering local residents access to higher education and workforce development opportunities. However, disparities in marketing resources and community engagement efforts compared to main campuses often leave these essential institutions overlooked and underutilized.

Speaker



Lisa Gallo Swan

Director of Fallon Campus & Rural Outreach / Interim Coordinator, Liberal Arts and Sciences | Western Nevada College

Opening Doors

2:20 PM – 2:40 PM | Location: Room 346

The focus of the project is to raise the awareness of our noncredit ELL courses to our community. The second part was to increase the number of target our non-English proficient population to come to the college where we can assist them as they improve their skills. The program had been cut in Newton due to low enrollment and the goal was to get an in-person class at Newton.

Speaker



Bill Peters

Dean Newton Campus | Des Moines Area Community College

Driving Enrollment Growth: Strategies for Success at the University of Mississippi DeSoto Campus

2:45 PM – 3:05 PM | Location: Room 346

PLENARY

As a regional director for the University of Mississippi, I will share our comprehensive approach to increasing enrollment at the DeSoto campus. Faced with the challenge of reversing a steady decline in headcount, we implemented targeted strategies that included a revitalized student journey, a data-driven recruitment process, and community partnerships that bridged the gap between higher education and local industries. By transforming the student experience, enhancing social media engagement, and creating personalized outreach campaigns, we successfully boosted enrollment and retention. This session will detail the steps we took, the challenges we encountered, and the innovative methods we used to engage prospective students and foster long-term success. Additionally, we will explore how branch campuses can tailor their efforts to strengthen local ties, increase visibility, and promote programs, ultimately contributing to sustainable growth. This presentation offers practical insights and replicable strategies for administrators seeking to increase

enrollment.

Speaker



April Holifield-Scott

Director DeSoto and Grenada | University of Mississippi

BREAK

3:05 PM – 3:30 PM

BREAK

The Implementation of a Stand-alone Behavioral Intervention Team at a Branch Campus: A Case Study

3:30 PM – 3:50 PM | Location: Room 346

PLENARY

This case study focuses on the creation and implementation of a Behavioral Intervention Team (BIT) at a branch campus at an institution of higher education (IHE). This study was conducted at a branch campus associated with a large, midwestern, public, four-year, institution. The branch campus is co-located with community college extension programs as well as state agency offices. Prior to this case study, the branch campus was not represented in the CSU BIT and did not have a clear threat assessment process in place. Throughout the duration of this case, a branch campus BIT was established as a stand-alone sub-team linked to the main campus BIT. Through the case study, several learning opportunities emerged providing direction for future improvements as well as implications for research. The case study includes a review of literature, a description of the case itself, and outcomes and implications from the process of establishing the branch campus BIT.

Speaker



Mark Dochterman

Deputy Director, SIUE East St. Louis | Southern Illinois University Edwardsville

Research Notes

3:55 PM – 4:15 PM | Location: 346

Speaker



Walter Collins

Executive Vice Chancellor of Academic and Student Affairs and Associate Provost | USC Palmetto College

BCLI Closing Ceremonies

4:15 PM – 5:00 PM | Location: Room 346

PLENARY

Speakers



Dr. Cyndee Perdue Moore

Executive Director | NABCA



Mandy Bezeredi

Campus Director - Fairhope | Coastal Alabama Community College



Gary Adcox

Vice President of Research | P2C

Opening Reception

6:00 PM – 7:30 PM | Location: Western Carolina University at Biltmore Park

GROUP EVENT (INCLUDED IN REGISTRATION)

Please join us at our Opening Reception hosted by Western Carolina University at Biltmore Park in Asheville!

Details TBA!

Wednesday, May 28, 2025

Breakfast

8:00 AM – 8:30 AM

Opening Remarks

8:30 AM – 8:45 AM | Location: Room 346

PLENARY

Speakers



Dr. Cyndee Perdue Moore

Executive Director | NABCA



Gary Adcox

Vice President of Research | P2C

Assuming Your Role as Community Leader

8:45 AM – 9:35 AM | Location: Room 346

PLENARY

As a branch campus leader, you are often seen as the face and voice of your institution in your community. While this role as community leader can be a challenge to navigate because you are not the president/chancellor, it is a crucial role for you to take on for both student success and community advancement. In fact, in your role you can be the connector to help your institution truly be of service to your community. This is a practical, hands-on session with the goal for you to leave with a draft action plan for how you and your branch campus can lead in community and economic development.

Speaker



Kevan Frazier

Executive Director | Western Carolina University

CAMPUS TOURS

9:35 AM – 10:05 AM | Location: WCU Atrium Lobby

BREAK

10:05 AM – 10:20 AM

The Enrollment Cliff: Challenges, Impact, and Strategies

10:20 AM – 11:10 AM | Location: Room 338

BREAKOUT SESSION

Colleges and universities are bracing for the enrollment cliff—a steep drop in student numbers due to declining birth rates and shifting demographics. What does this mean for the future of higher education? In this session, we'll explore the real challenges ahead, from financial strain to changing student needs, and discuss practical, innovative strategies to adapt and thrive. Whether you're a leader, educator, or policymaker, this conversation will provide insights and solutions to help your institution navigate the shift. Let's talk about what's coming and how we can shape the future together.

Speaker



Jennifer Passenti, Ed.D.

Director | Lackawanna College

Lifelong Learning Loop (L3): A Portfolio Model for Branch

10:20 AM – 11:10 AM | Location: Room 336

BREAKOUT SESSION

The Lifelong Learning Loop (L3) Portfolio Model is designed to provide continuous education opportunities for individuals at all stages of life. It integrates traditional academic courses with professional development, personal enrichment, and community engagement activities. This model emphasizes flexibility and accessibility, offering a variety of programs that cater to diverse learning needs and schedules. By fostering an L3 Portfolio Model, branch campuses can support personal and professional growth, enhance employability, and contribute to the overall well-being of the community. This model encourages collaboration between educators, industry partners, and learners to create a dynamic and responsive educational environment.

Speaker



Craig Wilson

Vice Provost Outreadh, Distance and Continuing Education | The University of Arizona

When History & Higher Ed Collide: A Case Study in Community Relations and Institutional Decision Making.

10:20 AM – 11:10 AM | Location: Room 342

BREAKOUT SESSION

When a college acquires historic buildings it doesn't have a clear purpose for, what happens next? This session explores the tensions between institutional planning, historic preservation, and community expectations. Using a case study of Pima Community College's purchase of historic motels, we'll examine efforts to find alternatives to demolition, the role of public engagement, and the legal challenges that followed. Attendees will gain insight into balancing financial realities with community concerns and learn strategies for navigating similar land-use conflicts in higher education.

Speaker



Nina Corson

Vice-President, Pima CC Downtown Campus | Pima Community College

Last Branch Standing? Leveraging Partnerships for Success

11:15 AM – 12:05 PM | Location: Room 338

BREAKOUT SESSION

In the past few years, half of the Universities of Wisconsin branch campuses have announced closure or have ceased in person instruction. UW-Whitewater at Rock County is one of the few to be showing enrollment growth and strong public perception. The campus relied on key partnerships with main campus departments/colleges, competing technical colleges, a private college, and private healthcare organization to create niche programming with minimal institutional investment, including 2 new bachelor's degrees and a teacher licensure completion program.. This presentation highlights innovation within existing structures and curriculum and will provide opportunities for brainstorming similar programming on participant campuses.

Speaker



Tricia Clasen

Dean and Asst. Vice Chancellor | University of Wisconsin Whitewater at Rock County

Sharing is Caring: The Art of Instructional Efficiency

11:15 AM – 12:05 PM | Location: Room 342

BREAKOUT SESSION

How do you balance a course schedule that meets student needs with budget priorities that require instructional efficiency, especially when you are trying to grow program offerings or manage declining enrollments? Ohio University's regional campuses do it through elaborate course sharing models and a dedicated Course Carousel that is aligned with our Guarantee+ Graduation Plans. This presentation will describe OHIO's history and evolution of course sharing, share insights into how sharing via technology increased partnerships in 2024-2025, and detail how graduation plans, and a refined Course Carousel have led to scheduling efficiency and improved advising information.

Speakers



Lewatis McNeal

Vice Provost for Regional Higher Education and Partnerships | Ohio University



Carissa Anderson

Associate Vice Provost for Regional Higher Education and Partnerships | Ohio University

From Outpost to Hub; Community Centers of Opportunity

11:15 AM – 12:05 PM | Location: Room 336

BREAKOUT SESSION

What does it mean to foster a "One Degree" community dynamic at our branch campuses?

Transforming a campus from an "outpost" to a "hub" emphasizes the shift from being a peripheral entity to becoming a vibrant part of the community. As creators of opportunities, Branch Campus Administrators are tasked with linking institutional resources with community partners. Transforming our campuses into Centers of Opportunity requires deliberate efforts. We cultivate a sense of belonging by connecting our students with industry partners and community stakeholders. Our mission is to bridge the gap between postsecondary education and career opportunities by engaging in community relations.

Speaker



Amy Christopherson

Director, CSI Mini-Cassia Center | College of Southern Idaho

New Member Orientation/Veteran Member Refresher

12:10 PM – 1:00 PM | Location: Room 346

PLENARY

Whether you're brandnew to NABCA OR have been around a while, this session will help you learn to get the most from your membership! We'll show you how to update your profile, navigate our website, understand where we came from and where we are headed! We'll also talk about how to unlock the many features and benefits of membership! It's a session you won't want to miss!

Speaker



Dr. Cyndee Perdue Moore

Executive Director | NABCA

DAY 1 DEBRIEF

1:00 PM – 1:15 PM | Location: Room 346

PLENARY

LUNCH ON YOUR OWN - NETWORKING AND EXPLORATION

1:15 PM – 5:00 PM

YOU TIME

Pre-Dinner Meet up - Downtown!

5:00 PM – 6:30 PM | Location: The Moxy Asheville (61 Biltmore Ave, Asheville NC 28801)

Take an Uber or grab a friend who has room in their car to join us downtown for an informal gathering of old friends and new to sweet tea or cocktail before dinner before we head in opposite directions for dinner.

Parking deck is attached to The Moxy with parking deck entrance to bar/lobby. WCU personnel will be on site to help direct people. Parking Deck entrance is 615 Lexington Avenue, Asheville, NC 28801.

Group Dinners

7:00 PM – 9:00 PM

It's never fun to eat alone in a new town! Sign up to join a group of NABCA conference attendees to have dinner and make new connections. Cost of this optional dinner gathering is not included in registration and is the individual responsibility of each attendee.

We'll be sending out a sign up sheet with restaurant options for attendees to consider.

What if you don't feel up to joining a group? No problem! We just want you to have a great time whatever that looks like to you.

Thursday, May 29, 2025

BREAKFAST

8:00 AM – 8:30 AM

Opening Remarks

8:30 AM – 8:45 AM | Location: Room 346

PLENARY

Join us as we set the stage for DAY TWO featuring ...

- Things you need to know to make the most of your day!
- Logistics for our THURSDAY NIGHT EXPERIENCE!
- PRIZES (of course)

Speaker



Dr. Cyndee Perdue Moore

Executive Director | NABCA

On the Road to Student Success

8:45 AM – 9:35 AM | Location: Room 346

PLENARY

This session explores how one campus created guided curricular pathways, block schedules, and guaranteed classes for students, enabling them get on the right pathway and stay on track toward on-time college completion. Students are placed into block schedules through their first 30 hours, utilizing a “15-to-finish” model in which they complete 15 hours each semester. The campus also guarantees all scheduled classes will be delivered regardless of enrollment. The presenter will discuss processes and lessons learned in enacting these initiatives. Participants are encouraged to share their experiences, challenges, and successes in implementing similar initiatives at their respective institutions.

Speaker



Ted Lewis

President/Chief Administrative Officer | Bluefield State University - Beckley

Enrollment Leadership for Branch Campuses: SEM 101

9:40 AM – 10:30 AM | Location: Room 336

BREAKOUT SESSION

What is Strategic Enrollment Management (SEM) and how do institutional leaders create and operationalize SEM plans? How can branch campus leaders effectively participate in the creation and execution of institutional SEM plans? What strategies can campus leaders employ to ensure branch campuses are positioned to benefit from current and future institutional SEM planning? Join the session: 'Enrollment Leadership for Branch Campuses: SEM 101' to learn more about the basics of SEM, along with the opportunity to generate immediately actionable, practical ideas for optimizing enrollment on branch campuses.

Speaker



Tammy Johnson

Assistant Professor, Leadership Studies & Executive Director of Doctoral Programs | Marshall University

Ready, set, ACTIVATE! Bringing life to a regional campus

9:40 AM – 10:30 AM | Location: Room 342

BREAKOUT SESSION

George Mason University Mason Square is a regional campus of George Mason University in Arlington, VA. Over the last 45 years, the campus has grown from one building to a multiplex of buildings and outdoor engagement areas. With the addition of a new building to be completed this year, Fuse, (itself constructed using a unique Private-Public Partnership), Mason executed a strategic initiative to activate the campus with an emphasis on community placemaking and student engagement. This session will share the journey of a campus that is transforming from a social desert of sparse neighborhood activity and little engagement to a vibrant community haven. Discover how a new collaborative programming model to fully activate the Plaza at Mason Square brings a vibrant sense of belonging to the neighborhood and overall campus community.

Speaker



Melissa Thierry

Director University Life Regional Campuses | George Mason University

BREAK

10:30 AM – 10:45 AM

BREAK

Plenary Session: Annual Meeting and NABCA State of the Association

10:45 AM – 11:35 AM | Location: Room 346

PLENARY

We encourage all participants to join us for our Annual Meeting and State of the Association address. You will hear what we've accomplished, what we have planned for the new year, help us thank our outgoing Executive Committee members and leaders, and assist us in electing a new President to lead us into the next two years.

Learn more about NABCA ... how you can get more involved and leverage your membership to achieve the greatest return on your investment!

AND OF COURSE ... there will be prizes!

Speakers



Dr. Cyndee Perdue Moore

Executive Director | NABCA



Mandy Bezeredi

Campus Director - Fairhope | Coastal Alabama Community College

It's Never Too Late to Learn, Lead, and Succeed

11:40 AM – 12:30 PM | Location: Room 338

BREAKOUT SESSION

In fall of 2021, the University of Tennessee at Chattanooga launched a new degree program aimed at working adults. The Bachelor of Applied Science in Applied Leadership (BAS-AL), housed in the College of Health, Education and Professional Studies, is a fully online program serving students with previous college, military or work experience who want to complete their undergraduate degrees. From the first semester, the program has seen higher than projected numbers of students enrolled, exceeding all projections and leading to expansion of offerings and faculty. The panel will share how this degree was conceptualized, implemented and continues to be revised.

Speakers



David Rausch

University of Tennessee at Chattanooga



Elizabeth Crawford

Professor | University of Tennessee at Chattanooga

Many Hands Make Light Work

11:40 AM – 12:30 PM | Location: Room 342

BREAKOUT SESSION

Until the past decade, North Idaho has been a rather rural region of the Pacific Northwest. The main city of Coeur D'Alene has been served by a well respected community college, North Idaho College. Beginning in the 1980's other Idaho institutions began establishing outreach centers in Coeur D'Alene to provide transfer opportunities for North Idaho College students. Realizing the inherent challenges of providing limited services to students and restricted marketing budgets at these branch campuses serving the North Idaho region, five higher education institutions came together in 1999 and formed a consortium under the banner of North Idaho Higher Education.

The Idaho State Legislature quickly recognized NIHE as a model of efficiency in the delivery of education and awarded the consortium with an annual appropriation from the state budget. Over the past 24 years, NIHE has developed into an organization that not only shares in the delivery of student services and marketing budgets, but cooperates to provide seamless transfer opportunities among the consortium institutions. In short, these five branch campuses, serving North Idaho, bring all their resources to the table, providing students with a full college experience, which would otherwise be practically and fiscally impossible.

Speakers



Rocky Owens

Senior Director | Lewis-Clark State College, Coeur D'Alene



DeAnn Johnson

Advisor for Completion and Transferability | North Idaho College



Ellen Crabtree

Director of Strategic Initiatives, Academics, and Student Affairs | University of Idaho

It's the Little Things that Matter: Cultivating Growth

11:40 AM – 12:30 PM | Location: Room 336

BREAKOUT SESSION

Strong roots grow from the smallest details!

This presentation will explore how small, intentional actions create a strong foundation for growth and success in higher education at center locations. By focusing on the details—whether in relationship-building, strategic planning, or community engagement—we cultivate deep roots that support meaningful connections and long-term development. Through real-world examples and insights, we'll demonstrate how paying attention to the little things leads to stronger internal and external partnerships, fostering an environment where institutions, faculty, and students can reach new heights.

Join us to hear how the smallest details can make the biggest impact!

Speaker



Phygenia Young

Senior Administrator | Forsyth Technical Community College

Celebrating Innovation

12:35 PM – 1:25 PM | Location: 346

PLENARY

Speaker



Caleb Marsh

Dean of Ashe Campus | Wilkes Community College

FIRST ROUND OF BUSES LEAVE FOR DOWNTOWN

4:25 PM – 4:30 PM | Location: Hilton Hotel Entrance

GROUP EVENT (INCLUDED IN REGISTRATION)

Shuttles will be provided to those who wish to catch a ride, meet us in the lobby of WCU.

Shuttles will leave at 4:30p.m. and 5:00p.m. so get there 15 minutes early! For those who choose to drive themselves, there is a large parking garage behind The Restoration (Coxe Avenue Garage @ 52 Coxe Ave., Asheville, NC 28801. It is attached to the Buncombe County Services Building. Once you park, walk across the street and enter the back entrance of the Restoration to go right into The Draftsman. There are also regular parking lot spaces as well available through a pay-app.

LAST SHUTTLE TO DOWNTOWN

4:55 PM – 5:00 PM | Location: Hilton Hotel Entrance

Shuttles will be provided to those who wish to catch a ride, meet us in the lobby of WCU.

Shuttles will leave at 4:30p.m. and 5:00p.m. so get there 15 minutes early! For those who choose to drive themselves, there is a large parking garage behind The Restoration (Coxe Avenue Garage @ 52 Coxe Ave., Asheville, NC 28801. It is attached to the Buncombe County Services Building. Once you park, walk across the street and enter the back entrance of the Restoration to go right into The Draftsman. There are also regular parking lot spaces as well available through a pay-app.

Networking at the Draftsman

5:00 PM – 6:30 PM | Location: The Restoration Hotel

We'll start our evening at The Draftsman ...a quaint little Speakeasy in the basement of The Restoration Hotel. We've rented out their bowling lanes so you can knock down a few pins ... or you might enjoy taking a turn on one of the retro gaming machine you'll find around the space. There are also board games for those of you who want to throw it way back as well comfy couches and chairs to settle in and chat with old or new friends.

[Asheville Speakeasy - The Draftsman Bar & Lounge](#)

We will have a CASH BAR, so bring some bills or a credit card if you wish to have a beverage!

You might also choose to spend some time strolling around the downtown area during this time. Just remember to be back by 6:30p.m. as we'll transition from basement to rooftop for dinner and entertainment at The Solarium at the Observatory. There we'll enjoy an amazing dinner set against the backdrop of a spectacular view of Asheville and the beautiful Blue Ridge Mountains that surround it. There will also be special regional entertainment!

[The Observatory](#)

Again - a CASH BAR will be available to those who wish to purchase adult beverages.

Once dinner is finished and we're "full as a tick" as they say in our part of the world ... we'll board a bus to finish our evening with a tour of Asheville. This Comedy/Haunted Asheville Tour will make you laugh while introducing you to some of histories mysteries!

[Hey Asheville - LaZoom Comedy Bus Tours Asheville + Charlotte NC](#)

This evening is included in your registration (exclusive of bar selections).

The Restoration Hotel for Dinner and a Show

6:30 PM – 10:00 PM

GROUP EVENT (INCLUDED IN REGISTRATION)

At 6:30 p.m., we'll transition from basement to rooftop for dinner and entertainment at The Solarium. There we'll enjoy an amazing farm to fork buffet set against the backdrop of a spectacular view of Downtown Asheville and the mountains that surround it. There will also be special regional entertainment!

Again - a CASH BAR will be available to those who wish to purchase adult beverages.

Once dinner is finished and we're "full as a tick" as they say in our part of the world ... we'll board a bus to finish our evening with a tour of Asheville. This Comedy/Haunted Asheville Tour will make you laugh while introducing you to some of histories mysteries!

[Hey Asheville - LaZoom Comedy Bus Tours Asheville + Charlotte NC](#)

This evening is included in your registration (exclusive of bar service and/or guest).

LaZoom Bus Tour

8:15 PM – 9:15 PM | Location: 1st Bus Leaves for LaZoom Tour!

2nd bus leaves for LaZoom Tour!

8:30 PM – 9:30 PM

Board Shuttles to Hotel

9:30 PM – 9:45 PM

First shuttles leave from downtown back to hotel/WCU at 9:30p.m.

Last shuttles leave from downtown to hotel/WCU at 9:45p.m.

Friday, May 30, 2025

Breakfast

8:00 AM – 8:30 AM

Opening Remarks

8:30 AM – 8:45 AM | Location: Room 346

Speaker



Dr. Cyndee Perdue Moore

Executive Director | NABCA

Enrollment Turnaround Strategies that Actually Work

8:45 AM – 9:35 AM | Location: Room 346

PLENARY

Through 2023, Ohio State University's regional campuses (Lima, Mansfield, Marion, and Newark) had seen enrollments dropping for eight years. Institutional leadership determined that something must be done and began an Enrollment Turnaround Plan. The plan took place during the 2023 - 2024 academic year and has already led to strong outcomes with higher enrollments and stronger student connections within the OSU system. Strategies for the work involved stakeholders from every corner of the regional campuses and Columbus and touched on all areas of the student lifecycle, including marketing, CRM utilization, online education, advising, and financial aid.

Speakers



Devon McGee

Principal | Kennedy & Company Education Strategies



Rachel Nash

Assistant Vice Provost, Strategic Enrollment Management | The Ohio State University

Engaging Youth through Collaboration & Innovative Strategies

9:40 AM – 10:30 AM | Location: Room 338

BREAKOUT SESSION

This is the story of a community college, a workforce board, K-12 partners, and area employers collaborating to tackle local workforce shortages. Join this session to hear about the transformative work we are doing in rural Wisconsin, leveraging the power of our rural regional campuses, to bridge workforce needs and area youth through some fun (and challenging) opportunities. This journey includes everything from 12-year-olds in large commercial farming equipment to phlebotomy and nursing labs in rural high schools. Join in on the conversation of this unexpected journey and the patience it takes to play the long game.

Speaker



Shawna Marquardt

Regional Dean | Madison College

Reimagining Space Utilization on Branch Campuses: Strategic Partnerships for Engagement and Workforce Development

9:40 AM – 10:30 AM | Location: Room 342

BREAKOUT SESSION

The shift to virtual learning has reduced demand for physical campus spaces, challenging engagement with students, faculty, and the community. Florida Atlantic University (FAU) branch campuses address this through partnerships and creative programming. We will highlight two key initiatives:

FAU's Jupiter Campus partnered with Carl Zeiss, Inc., creating the Zeiss Microscopy Solutions Center, providing hands-on training and access to advanced imaging tools.

FAU's Broward Campuses hosted a workforce development event on AI, connecting students, the community and industry leaders. By optimizing space use, branch campuses can enhance academic-industry collaboration and workforce development, ensuring continued relevance and community impact.

This session offers actionable strategies for institutions.

Speakers



Pat Koppisch

FAU



Robert Stackman

Associate Vice President for Academic Affairs - Jupiter | Florida Atlantic University

BREAK

10:30 AM – 10:45 AM

BREAK

Keeping It Real: Authentic Assignments for Online Students

10:45 AM – 11:35 AM | Location: Room 338

BREAKOUT SESSION

Growth in online learning poses an increased risk of marginalizing students. In an applied approach, connecting classrooms to the workplace can open doors for students, reducing the likelihood of marginalization. Assignments that translate to real-world applications across all populations, result in unique submissions from students that excite and motivate both the students and their professors.

Speakers



Allison White

Associate Professor- ORG Studies | Ohio University - Chillicothe



Donna Burgraff

Associate Professor | Ohio University

'I'll Google It!': Creating a Transfer-Friendly Website

10:45 AM – 11:35 AM | Location: Room 342

BREAKOUT SESSION

Utilizing the strategy guide set forward by the National Institute for the Study of Transfer Students (NISTS), "How to Create a Transfer-Centered Website", this session examines the existing content and structure of the website for University of Maryland, Baltimore County's branch campus at the Universities at Shady Grove (a regional higher education center of the University System of Maryland). After conducting an analysis of the existing organization as well as the resources and supports provided on the current iteration of the website, a proposal for new and adjusted content as well as recommendations for improved website structure will be presented with the intent to enhance student perception and understanding of the transfer process. Attendees will also be asked to review their own institutional websites throughout the session in relation to the recommendations set forward by NISTS.

Speaker



Abigail Granger

Assistant Director of Undergraduate Recruitment and Retention | University of Maryland, Baltimore County

Creating a Student Wellness Center – Understanding and Fulfilling the Needs of the Student Population

11:45 AM – 12:05 PM | Location: Room 346

PLENARY

Students face many challenges while pursuing higher education, including lack of access to affordable health and wellness care, which can ultimately affect a student's ability to successfully obtain a college degree.

This paper discusses the development and implementation of a comprehensive student wellness center at a diverse, urban health science university branch campus, in St. Louis, MO. This initiative aimed to align wellness services across campuses, while maintaining the ability to address the unique needs of St. Louis students.

A wellness and counseling center was opened on campus during the spring of 2023. Ongoing barriers to implementation included lack of clarity in roles and responsibilities with the sponsoring healthcare organization, communication with students, and resource allocation and utilization. Open communication, including monthly meetings, has been integral to improve processes and ensure streamlining accurate information and establishing transparency in roles and responsibilities; this has contributed significantly to the evolution and success of this endeavor.

Student utilization of wellness services has increased since the center opened. Over the course of the first six months, student utilization increased by 96%. In 2024, utilization further increased by 33.54%, and is projected to double in 2025. Anecdotal feedback from university students has been very positive; a plan to formally assess student satisfaction is planned in the future.

The addition of a comprehensive wellness center has increased access to wellness services for hundreds of students in the last two years; this initiative has helped students care for their own health and wellbeing, while continuing the pursuit of their healthcare careers.

Speaker



Stefani Schuette

Campus Director | Ponce Health Sciences University

Closing Remarks - Looking Ahead

12:05 PM – 12:30 PM | Location: Room 346

Speakers



Mandy Bezeredi

Campus Director - Fairhope | Coastal Alabama Community College



Dr. Cyndee Perdue Moore

Executive Director | NABCA