INSTITUTE FOR EFFECTIVE GOVERNANCE
2003 GOVERNOR'S CONFERENCE ON
POSTSECONDARY EDUCATION TRUSTEESHIP

Connecting the Dots

Partnering to Advance Community and Economic Development

September 21-22, 2003
Cincinnati Airport Marriott
Hebron, Kentucky

Sunday, September 21

11:30-6:00 **CONFERENCE REGISTRATION**

12:30-2:00 **COUNCIL ON POSTSECONDARY EDUCATION MEETING**
Ballroom III

2:00-3:30 **GENERAL BOARD DEVELOPMENT SESSION**
Ballroom IV

Welcome
Steve Barger, Chair, Council on Postsecondary Education
Senator Dick Roeding, Senate President Pro Tem

Conference Overview
Robert F. Sexton, Co-director, Institute for Effective Governance, and Executive Director, Prichard Committee for Academic Excellence
Thomas D. Layzell, Co-director, Institute for Effective Governance, and President, Council on Postsecondary Education

All About Budget: Understanding the State Budget Process
Discussion leaders:
Mary E. Lassiter, Acting State Budget Director
Representative Harry Moberly, Chair, House Appropriations and Revenue Committee
Senator Richie Sanders, Chair, Senate Appropriations and Revenue Committee
James R. Ramsey, President, University of Louisville *(moderator)*

The state budget director will provide trustees and regents with an overview of the state budget process and its major features. Included in this presentation will be information related to revenue sources, distribution of state appropriations, and the budget timetable. In addition, there will be a focus on the projected General Fund revenue and the structural budget situation for the 2004-06 biennium. Finally, the chair of the Senate Appropriations and Revenue Committee and the chair of the House Appropriations and Revenue Committee will offer their perspectives.

3:30-3:45 **BREAK**
Atrium Terrace

3:45-4:45 **CONCURRENT BOARD ORIENTATION/DEVELOPMENT SESSIONS (Round 1)**

Ballroom IV ***Keep on Keepin' On: The Sequel***

Discussion leaders:
Carol Bredemeyer, Vice President, Coalition of Senate and Faculty Leadership
Thomas D. Layzell, President, Council on Postsecondary Education
Michael B. McCall, President, Kentucky Community and Technical College System
Gary A. Ransdell, President, Western Kentucky University
Lee T. Todd Jr., President, University of Kentucky
Steve Barger, Chair, Council on Postsecondary Education *(moderator)*

In spring 2003, the board development seminar sponsored by the Institute for Effective Governance focused on the need for all of Kentucky's postsecondary institutions to work together to advocate for institutional, community, and statewide support for the reform agenda. This interactive session continues that conversation. Participants will discuss: 1) the nuts and bolts of organizing for advocacy, 2) the challenge for board members and the Council to be advocates for both support and accountability in times of limited resources and increased scrutiny, and 3) the balancing act of advocating for statewide and institutional agendas.

Ballroom V/VI ***Diversity and Affirmative Action: What Every Board Member Should Know***

Discussion leaders:
Arthur L. Coleman, Counsel, Nixon Peabody, LLP, Washington, D.C.
Joanne K. Glasser, President, Eastern Kentucky University
Sherron Jackson, Assistant Vice President, EEO and Finance, Council on Postsecondary Education
Cedric Powell, Professor of Law and Associate Dean of Academic Affairs, Louis Brandeis School of Law, University of Louisville
William H. Turner, Interim President, Kentucky State University
Charles Whitehead, Chair, CPE Committee on Equal Opportunities *(moderator)*

Kentucky's public postsecondary education system must be brought into full compliance with Title VI of the 1964 Civil Rights Act and the standards established in the U.S. Supreme Court's decision in *U.S. v. Fordice*. Public colleges and universities must foster a campus environment that focuses on increasing the number of underrepresented minority students, particularly African Americans, who enroll and receive degrees. Also, institutions are to increase the representation of underrepresented minorities as faculty, administrators, and professional staff. This session will examine the role of the board and the president in establishing a prevailing attitude on campus with respect to equal opportunity and access; developing policies and programs that permeate the core values of the institution; and considering how federal court cases stimulate discussions of policy changes (particularly race-based preferences).

Cincinnati ***Beyond Tuition: The "Ins and Outs" of College Affordability***

Discussion leaders:
F. King Alexander, President, Murray State University
Ronald G. Eaglin, President, Morehead State University
Joe L. McCormick, Executive Director, Kentucky Higher Education Assistance Authority
John P. Davis, Student Member, Council on Postsecondary Education *(moderator)*

As institutional governing boards set tuition rates each year, they must strike a delicate balance among sometimes conflicting goals: 1) the need to increase the state's educational attainment rate by enrolling more students in college, 2) the need to generate the revenue necessary to provide high-quality academic programs and services, and 3) the need to provide financial access to economically disadvantaged students. This session will explore the issue of college affordability in a broader context than the "sticker price" of tuition and fees. Discussion will focus on the combination of educational costs and pricing that affect a student's financial ability to enroll and stay in college and the role the federal government, state, and institutions play in this complex issue.

4:45-5:00 **BREAK**
Atrium Terrace

5:00-6:00 **CONCURRENT BOARD ORIENTATION/DEVELOPMENT SESSIONS (Round 2)**

Ballroom V/VI ***Standards for Board Behavior: The Do's and Don'ts of Trusteeship***
Discussion leader:
Richard Novak, Executive Director, Center for Public Higher Education Trusteeship and Governance, Association of Governing Boards

The practices of both university and corporate governing boards across the nation are under more scrutiny than ever before. This session will explore the challenges boards face as stewards of the public trust and how they can best fulfill their statutory and fiduciary responsibilities. Issues of financial stewardship, conflicts of interest, and ethical standards will be explored.

Ballroom IV ***So How Are We Doing? Effective Board Self-Evaluation Practices***
Discussion leader:
Terrence J. MacTaggart, Senior Fellow, Association of Governing Boards

New laws applying to corporate boards as well as the priorities of the state of Kentucky have combined to raise expectations for college and university trustees. But how are board members to know if they are doing a good job and what can they do to strengthen their performance? This interactive session will emphasize appropriate goals for trusteeship, the differences between leadership and micromanagement, and handling pressures on board members.

Cincinnati ***The P-16 Challenge: Getting Them In, Keeping Them In, Bringing Them Back Again and Again***
Discussion leaders:
James Applegate, Vice President for Academic Affairs, Council on Postsecondary Education
Keith Bird, Chancellor, Kentucky Community and Technical College System
Cheryl D. King, Vice President, Kentucky Adult Education, Council on Postsecondary Education
Gene Wilhoit, Commissioner, Kentucky Department of Education
Bart Darrell, Vice Chair, Council on Postsecondary Education *(moderator)*

Kentucky must greatly increase the number of traditional high school and adult students earning college degrees. An appetite for learning must be created where Kentuckians continue to access the postsecondary system to upgrade their skills and acquire the knowledge needed to be successful workers and engaged citizens. Students – high school and GED graduates – must be prepared for college without needing remediation. This session will examine the role of the board in developing policies and programs that produce good P-12 teachers, ensure adequate preparation for high school graduates and GED earners, and provide opportunities for life-long learning.

6:00-7:00 **RECEPTION** (cash bar)
Atrium Terrace *entertainment provided by Northern Kentucky University*

7:00-9:00 **DINNER**
International Ballroom *entertainment provided by Northern Kentucky University*

Opening Remarks
Thomas D. Layzell, President, Council on Postsecondary Education

Presentation of Acorn Award
John Turner, Chair, Kentucky Advocates for Higher Education

Introduction of Gubernatorial Candidates
Thomas D. Layzell

Remarks by Kentucky's 2003 Gubernatorial Candidates
Attorney General Ben Chandler
Congressman Ernie Fletcher

9:00 **AFTERGLOW** (cash bar)
Atrium Terrace *sponsored by the Northern Kentucky Convention and Visitors Bureau*
entertainment provided by Northern Kentucky University

Monday, September 22

7:00-12:00 **CONFERENCE REGISTRATION**

7:15-8:15 **BREAKFAST BUFFET**
Ballroom III

8:30-9:30 **PLENARY SESSION**
Ballroom IV

Introduction by Steve Barger, Chair, Council on Postsecondary Education
Address by Paul E. Patton, Governor, Commonwealth of Kentucky

9:45-10:45 **CONCURRENT BREAKOUT SESSIONS**
Board members are encouraged to divide up so that all boards are represented in each session.

Ballroom IV ***Stewards of Place: How Postsecondary Institutions Improve Communities, Economies, and Lives***
Discussion leader:
Mary Jo Waits, Associate Director, Morrison Institute for Public Policy,
Arizona State University

Ms. Waits will provide conceptual justification and rationale for institutions of higher learning to become "stewards of place" with examples of how this is done elsewhere through collaboration among postsecondary institutions and between postsecondary and other partners.

Ballroom V/VI ***Know Thy Place: The Role of Data in Understanding Community, Regional, and Statewide Needs***
Discussion leader:
Ron Crouch, Director, Kentucky State Data Center, University of Louisville

Mr. Crouch will demonstrate what data is available and how campuses can use it to establish strategic priorities and identify appropriate partners to fulfill their missions as stewards of place.

Cincinnati ***A Better Place: Institutionalizing Community Engagement***
Discussion leader:
James C. Votruba, President, Northern Kentucky University

Dr. Votruba will provide concrete examples of how an institution can embrace the "steward of place" concept and institutionalize public engagement. The session will focus on topics such as infrastructure support, faculty and unit-level incentives and rewards, planning and evaluation, budgeting, leadership selection, and evaluation. The key questions that will be addressed are: How does a campus align itself so that all of its elements work to support public engagement? When should the president involve the board in new program considerations? What should the president do to prepare the board for action on a new initiative? How does the campus/president build stakeholder support for the new initiative?

10:45-11:00 **BREAK**
Atrium Terrace

11:00-12:00 **INDIVIDUAL BOARD BREAKOUTS**
Connecting the Dots: A Case Study

In these breakout sessions, board members will bring together the concepts covered in the three preceding concurrent sessions in a case study that focuses on the types of issues board members might encounter at a postsecondary institution striving to become a steward of place through effective use of data and partnerships. Council on Postsecondary Education members, KHEAA board members, and the independent presidents are asked to spread out across these breakouts and be active participants in the case discussions.

Board	***Facilitator***	***Location***
EKU	Michael Childress	Brussels
KCTCS	Cindy Heine	Ballroom II
KSU	Terry MacTaggart	Zurich
MoSU	Ron Carson	Toronto
MuSU	Rich Novak	Montreal
NKU	Rona Roberts	London
UK	Daniel Rabuzzi	Frankfurt
UofL	Steve Kay	Paris
WKU	Bob Sexton	Tokyo

12:15-2:00 **LUNCH**
Ballroom III/IV

Connecting the Dots: Finding Your Place
Discussion leaders:
Ron Crouch, Director, Kentucky State Data Center, University of Louisville
James C. Votruba, President, Northern Kentucky University
Mary Jo Waits, Associate Director, Morrison Institute for Public Policy, Arizona State University
Steve Kay, Roberts & Kay, Inc. *(moderator)*

In the breakout sessions, participants had the chance for an in-depth discussion of particular parts of the work required to mobilize an institution around the idea of becoming a successful steward of place through collaboration. Discussion leaders will bring these ideas together in an interactive session on what it means to become a steward of place, how to use data to define economic and community needs, and how an institution can institutionalize these concepts on campus.

2:00 **ADJOURN**