

6/13/2019

**2019
PRESIDENTS ACADEMY SUMMER INSTITUTE**

SATURDAY, JULY 13

10:00 AM – 12:00 PM

Presidents Academy Executive Committee Meeting (PAEC) (by invitation)

12:00 – 1:15 PM

Attendees Check-in

1:15 – 1:45 PM

Welcome to the Presidents Academy Summer Institute 2019

Margaret McMenamin, *Chair, Presidents Academy Executive Committee and President, Union County College (NJ)*

Greetings from the Chair of the AACC Board of Directors

Alex Johnson, *President, Cuyahoga Community College (OH)*

Introduction of PASI 2019 Facilitator

Margaret McMenamin

1:45 – 2:15 PM

Getting to Know Each Other Icebreaker

Jerry Sue Thornton, *President Emeritus, Cuyahoga Community College (OH)*

2:15 – 3:45 PM

Community College Trends and Issues and AACC Priorities 2019-20

This session will focus on trends and issues impacting community colleges in 2019-20. PASI participants will learn about AACC priorities and special initiatives and will learn about the association's plans for the future, including plans for the association's 100th birthday celebration.

Walter G. Bumphus, *President and CEO, AACC (DC)*

3:45 – 4:00 PM

Orientation to the Property and Surrounding Area

Concierge, *Loews Atlanta Hotel*

6/13/2019

4:15 – 5:15 PM

Opening Reception

5:15 PM

Dinner (on your own)

SUNDAY, JULY 14

7:45 – 8:45 AM

Breakfast¹

9:00 – 10:00 AM

New Technology and How It Is Changing the Landscape of Higher Education

Presidents will learn how emerging technologies including artificial intelligence, virtual reality, and machine learning will become a major force in the future of higher education. Additionally, presidents will learn about the future of “ambient” technologies and how they will be incorporated into higher education.

Nicole Engelbert, *Vice President, Higher Education Development, Oracle (CA)*

10:15 – 10:30 AM

Break

10:30 AM – 12:00 PM

Cyber Security Intrusions: What You Need to Do to Protect Your Institution and the Integrity of Your Academic Records

Cyber security intrusions and are on the rise. This panel discussion will focus on presidents describing their experience with cyber intrusions. In addition, the session will include an overview of the many cyber security issues threatening higher education today and will provide strategies for prevention and, in cases where college have been impacted, how to respond to these incidents.

Casey Crabill, *President, Onondaga Community College (NY)*

Alex B. Johnson, *President, Cuyahoga Community College (OH)*

Janet F. Smith, *President, Columbia State Community College (TN)*

12:00 – 1:00 PM

¹ All meals are offered on a flow, which allows registered attendees to eat within the allotted meal schedule at a time that is convenient for them.

6/13/2019

Lunch

1:00 – 2:15 PM

Chatbots to Decrease Summer Melt and Increase Student Success

This session will focus on Georgia State University's experience with Chatbots. The speaker will describe this technology and provide data and anecdotal information on how his university's use of the chatbot helped increase enrollment, improve student satisfaction, and ultimately, improve student success outcomes.

Timothy Renick, *Senior Vice President, Student Success and Professor of Religious Studies, Georgia State University*

2:15 – 2:30 PM

Break

2:30 – 3:45 PM

The AACC Expanding Community College Apprenticeships (ECCA) Initiative

Attendees will be provided with an overview of the cooperative agreement between AACC and the U.S. Department of Labor. In addition, attendees will learn about the progress that has been made in year one of the initiative and will hear from colleges highlighted as having effective apprenticeship programs.

5:00 PM

Dinner (on your own)

MONDAY, JULY 15

7:30 – 8:45 AM

Breakfast

9:00 – 10:15 AM

Marketing Automation as a Tool to Increase FTE Enrollment and Student Engagement

Marketing automation refers to software platforms and technologies designed for marketing departments and organizations to more effectively market on multiple channels online and automate repetitive tasks. With declining enrollments, many community colleges are pouring more money into marketing. In this session, presidents will learn the how and why of using marketing automation to increase FTE enrollment.

Rob Ferrilli, *President, Ferrilli, Inc. (NJ)*

6/13/2019

10:15 – 10:30 AM

Break

10:30 AM – 12:00 PM

Defending Against Financial Aid Fraud/Scams and Facilitating Compliance with Federal Regulations

Community colleges are facing larger numbers and greater sophistication in financial aid and distance education fraud and scams. This session will describe those schemes and offer presidents an analysis of the variety of strategies that can help avoid disastrous consequences for their community colleges.

Mark Sarver, *Chief Behaviorist, Biometric Signature ID (TX)*

12:00 – 1:00 PM

Lunch

1:00 – 2:15 PM

Managing Personnel in Tough Times and in Declining Enrollments

Presidents will provide insights into how they dealt with declining enrollments. From adding athletics and laying off staff to initiating marketing automation and going overseas, presidents will share their strategies with their peers.

Ken Atwater, *President, Hillsborough Community College (FL)*

Lisa Avery, *President, Portland Community College – Sylvania Campus (OR)*

Barbara Gaba, *President, Atlanta Cape Community College (GA)*

Betty Young, *President, Hocking College (OH)*

2:15 – 2:30 PM

Break

2:30 – 3:45 PM

Blockchain in Higher Education

Blockchain is shared ledger technology that reduces error, fraud, and inefficiency. Because members on a blockchain share a common view of the truth, it's now possible to see all details of a transaction end-to-end, reducing those vulnerabilities. Blockchain has emerged with the potential to transform higher education, businesses, and our world. This session will help presidents understand the application of blockchain in higher education and how it will impact our future.

Phil Komarny, *Vice President of Innovation, Salesforce (CA)*

Joe May, *Chancellor, Dallas County Community College District (TX)*

6/13/2019

5:00 – 7:00 PM

PASI Dinner

TUESDAY, JULY 16

7:30 – 8:45 AM

Breakfast

9:00 – 10:15 AM

What Every President Needs to Know About Avoiding Presidential Crises

A president and a system chancellor will describe a variety of crises and challenges that they have experienced and how they managed these challenges.

Glen DuBois, *Chancellor, Virginia Community College System*
Maureen Murphy, *President, College of Southern Maryland*

10:15 – 10:30 AM

Break

10:30 – 11:45 AM

Leadership in this Brave New World

Presidents will hear from this highly decorated Army general about leadership in the Army, leadership at war, and leadership at the U.S. Military Academy at West Point.

Lt. Gen. Darryl A. Williams, *Superintendent, U. S. Military Academy (NY)*

10:40 – 10:55 AM

Closing Comments
Margaret McMenamain