



CONFERENCE

CRISIS ACTION TRAINING FOR PRESIDENTS AND SENIOR LEADERS

March 23 - 24, 2017

Charleston, SC





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Learn the actions you need to take as a leader in the early hours and days of an institutional crisis.

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OVERVIEW

In a crisis, your biggest asset and your biggest liability is time, and there have been far too many examples in higher education over the past year wherein leaders have been unprepared or slow to respond in a crisis situation. Is your team equipped to know how to manage the first few hours of a crisis? What about the first few days?

The media and campus community will look first to the President or other senior leaders so we've designed this program specifically for them to learn how to:

- Distinguish between crises and minor issues
- Build the right team to respond
- Direct the overall response while managing other priorities
- Make critical decisions in responding to the crisis
- Ensure the institution emerges stronger as a result

A ONE-OF-A-KIND INTENSIVE TRAINING

This unique training is focused specifically on the roles of Presidents and senior leaders amidst institutional crises. Designed to train institutional leaders to guide and direct efforts on campus, this training will be intensive and outcomes driven. Throughout the event, you will take part in a simulation of the complexities and pressures of the early hours of a crisis and improve your ability to successfully navigate these types of situations.

Collectively, our expert instructors have 35 years of experience in higher education, and 59 years of experience in the US Military. The approach to this conference is born directly from their extensive experience in training and mentoring senior army leaders in crisis action and execution.

WHO SHOULD ATTEND

This conference has been specifically designed for Presidents, Provosts, Chief Communications Officers, Chiefs of Staff, and other senior-level leadership staff in higher education. These leaders are most often accountable for crises, and therefore must learn how to lead and enable others on campus during these events. To get the most out of the conference, we encourage you to attend as an institutional team.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/conference/crisis-action-training-presidents-and-senior-leaders



LEARNING OUTCOME

After participating in this conference, you will be better prepared to effectively lead through crisis situations on your campus.

CONTACT US FOR MORE INFORMATION

Contact Sarah Seigle, Program Manager at Sarah@academicimpressions.com or 720-988-1216 if you'd like additional information about the program.



AGENDA

THURSDAY, MARCH 23, 2017

8:00 - 8:30 a.m.

Continental breakfast (included in registration fee) and conference registration

8:30 - 9:00 a.m.

Welcome and Introductions

9:00 - 10:30 a.m.

Defining a Crisis and Assembling Your Response Team

This opening session will be focused on clarifying the key questions of “what” and “who” as they pertain to crisis management in higher education. What is a crisis? What differentiates a crisis from the hundred more minor issues that crop up every day? Who should you have assembled and ready to mobilize on your crisis response team, and--equally importantly--who is ultimately responsible for leading during a crisis? As the President or Provost, how do you keep the day-to-day operations of the campus running while also managing the crisis? How can you balance quick action with transparency? As a means of sorting through these complex questions, we will review specific examples of crises from other colleges and universities.

10:30 - 10:45 a.m.

Break

10:45 - 11:15 a.m.

Emergent Crisis Management

When a true crisis arises on campus, it unfolds quickly and it hits hard. It is of paramount importance that you and your team know how to respond efficiently and immediately. But how can you communicate effectively to both internal and external audiences when you may not yet have all of the information about the situation, and things are moving and changing quickly? In this session, you will be walked through the initial hours of a realistic crisis situation in which the response team has just assembled and must issue a press statement as a means of first response. You will learn how to write an effective statement that is at once succinct, transparent, and evocative of your institution's position and values.

11:15 a.m. - 12:15 p.m.

Working Activity: Writing a Press Statement

With this example fresh in your mind, you will be given another vignette and asked to write your own press statement as a response. You will then be asked to deliver your press statement to the instructors and to the rest of the group for practice and feedback.

12:15 - 1:15 p.m.

Lunch (included in registration fee)

1:15 - 3:00 p.m.

Charting a Course for the Crisis (includes activity)

After making an initial press statement, the next step that a crisis requires on the part of the response team is some purposeful planning about how you are going to proceed moving forward. In this session, your instructors will teach you a practical framework for your planning process to help you address key questions such as:

- What is the mission statement for the crisis?
- Where do we want the institution to end up once it is all over?
- How can we emerge from the crisis even stronger?
- What is our timeline, and what are our next steps?
- What criteria will we use to determine if we are handling the crisis effectively?

The emphasis during this session will continue to be on real-life examples and hands-on practical experience.



AGENDA

THURSDAY, MARCH 23, 2017 (CONTINUED)

3:00 - 3:15 p.m.

Break

3:15 - 4:30 p.m.

Leadership Demands and Decision Points: The Role of the President in a Crisis

A President has a delicate balance to strike in terms of his or her role in a crisis situation. There is not only the crisis itself to contend with, but there are also decisions to be made about who on the response team should be communicating with key internal and external audiences. On top of all of that, the usual day-to-day demands of leadership continue as life goes on, even as the crisis unfolds. This session will provide clarity for Presidents around what their primary focus should be and what key decision points they should be involved in throughout a crisis, and will provide Provosts and other members of the response team with practical tools for delegating responsibilities and keeping the President informed.

4:30 - 5:30 p.m.

Networking reception (included in registration fee)

FRIDAY, MARCH 24, 2017

8:30 - 9:00 a.m.

Continental breakfast (included in registration fee)

9:00 - 10:30 a.m.

Crisis Simulation

To open the final morning of the conference, you will engage in a full-scale, hands-on crisis simulation to help you apply what you have been learning throughout the conference. Your instructors will present a detailed crisis scenario for you to work on, and you will then be divided into teams and given an hour to develop a press statement, vision and mission statement, and a rough crisis management plan for the scenario at hand.

10:30 - 10:45 a.m.

Break

10:45 - 11:30 a.m.

Simulation Presentations

Selected teams will be asked to present a summary of their crisis management plans during this time to the instructors and to the larger group. Instructors and peers will provide feedback and comments.

11:30 - 11:45 a.m.

Closing comments and conference wrap-up



INSTRUCTORS

Dr. Connie Book, Provost and Dean, The Citadel

Connie is The Citadel's second-ranking official, and is a tenured professor in the Department of English. Immediately prior to assuming her position at The Citadel, Dr. Book served as Associate Provost for Academic Affairs and member of senior staff at Elon University in North Carolina.

Dr. Book is a professor and researcher in the field of telecommunications. She has explored the pivotal role television plays in American society and public policy. She is the author of the book, *DTV and Consumers*, the first book dedicated to understanding how our nation's transition to digital television impacted the general consumer. Dr. Book's research has received five first-place awards from the National Association of Broadcasters educational group and several research grants. Her work included the first national assessment of municipal officials' attitudes toward cable television oversight and the subsequent national assessment of municipal cable administrators' attitudes toward cable television oversight. Her work has been published in legal and academic journals. Dr. Book has appeared on panels at the Federal Communications Commission, the National Cable Television Association, the National Association of Broadcasters, the National Association of Telecommunications Officers and Advisors and regional cable television associations. She is often invited to lecture and moderate discussions on telecommunications issues.

Major General Jim Boozer, US Army (Ret.)

Jim Boozer is a career Army general officer, serving at the strategic level with more than 30 years of experience in leading active organizations ranging in size from 30 to 25,000 personnel. His expertise is in the art of command during crisis. He brings a holistic blend of senior leader skills and technical experience for leaders at the highest executive level. MG Boozer is a graduate of The Citadel, holds a master's degree from the venerable Army War College and has been awarded an Honorary Doctorate from the University of Maryland.

Colonel Cardon Crawford, US Army (Ret.) and Director of Government and Community Affairs, The Citadel

Following retirement from the Army, he served as Director of Government and Community Affairs at The Citadel, where he formed and chairs the college's Crisis Action Team (CAT). As the CAT chair, he successfully led the president and senior staff through three national-level crises that held the potential to negatively affect the reputation, image and brand of the college. He served as Executive Assistant to the President of the National Defense University. He is a graduate of The Citadel and holds master's degrees from Central Michigan University and The National War College.



OTHERS	VS	ACADEMIC IMPRESSIONS
Typically large annual event		Intimate, workshop-style event with personalized attention
Many concurrent sessions; forcing choice		One focused learning track
Uneven sessions and less outcome-focused, driven by an open call for proposals		Needs-driven and meticulously planned with practical outcomes <ul style="list-style-type: none"> Action plans and next steps to use upon returning to campus Carefully-vetted expert instructors that are also practitioners in the field
Lecture-based		Learner-centric and designed for interaction and collaboration
Large networking events with vendors		Small-scale opportunity to truly connect with colleagues in the same position at other institutions
Some slide presentations posted online after the event		200+ page workbooks with references, worksheets, articles, templates, exercises, and planning documents

96%
of past attendees would recommend an AI conference to a colleague

250+
and growing of AI member institutions (AI Pro)

15,000+
higher ed professionals served

AI Conference Experiences

Academic Impressions provides valuable exploration of timely and pragmatic challenges to higher education institutions. The combination of impassioned subject matter experts as presenters and means of engaging conference attendees was potent.

- C. Tennent, Associate VP of Facilities Management, University of Saskatchewan

This conference was the complete package: relevant topics, philosophical and practical applications, fantastic speakers, fantastic location. One of the BEST conferences I've ever attended. It is what a conference should be! Full of collaboration, networking and solutions.

- M. Lowe, Associate Professor and General Reference Librarian University of Louisiana at Monroe



LOCATION

March 23 - 24, 2017 :: Charleston, SC

HOTEL:

Charleston Marriott
170 Lockwood Blvd
Charleston, SC 29403

To reserve your room, please call 843-723-3000. Please indicate that you are with the Academic Impressions group to receive the group rate.

ROOM RATE:

The rate is \$179 for single or double occupancy, plus applicable tax.

ROOM BLOCK DATES:

A room block has been reserved for the nights of March 22 and 23, 2017.

RATE AVAILABLE UNTIL:

Make your reservations prior to February 22, 2017. There are a limited number of rooms available at the conference rate. Please make your reservations early.

ADDITIONAL INFORMATION:

This Marriott's location overlooks the Ashley River, and offers easy access to beautiful downtown historic Charleston, the old city market, local area beaches, The Citadel, and great dining and entertainment. The hotel offers luxurious amenities, including high-speed wireless internet, shuttle service to the historic district, and state of the art business and fitness centers.

TRANSPORTATION:

The hotel is located approximately 12 miles from Charleston International Airport (CHS). Transportation options to/from the airport include:

- Julian's Transportation Service
 - » Fee: 35 USD (one way)
 - » Reservation required
- Taxi
 - » Estimated fare: 25 USD (one way)



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PRICING (CIRCLE ONE)

Your registration fee includes: Full access to all conference sessions and materials, breakfast, lunch, and access to the networking reception on Thursday, breakfast on Friday, as well as refreshments and snacks throughout the conference.

A \$500.00 surcharge applies to registrants from corporations.

CONFERENCE	WITH AI PRO MEMBERSHIP
Crisis Action Training for Presidents and Senior Leaders	Get \$100 OFF With Qualifying AI Pro Memberships
	Learn More
\$1,495	\$100 OFF

EARLY BIRD PRICING

Postmarked on or before March 3, 2017. For registrations postmarked after March 3, 2017, an additional \$100 fee per registrant applies.

[REGISTER ONLINE](#) or on the next page.



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

CONFERENCE REGISTRATION INFORMATION

Print Name | Job Title

Institution/Organization

What name do you prefer on your name badge? | Address

City | State/Province | Zip/Postal Code | Country

Telephone | Email

IF THIS CONFERENCE PARTICIPANT HAS ANY DIETARY OR ACCESSIBILITY NEEDS, PLEASE LIST THEM IN THE SPACE BELOW. WE WILL DO OUR BEST TO ACCOMMODATE THESE NEEDS.

Empty space for dietary or accessibility needs.

How did you hear about this event? (email from AI, ACPA, colleague forwarded email, *The Chronicle*, etc.) _____

ADDITIONAL CONTACT INFORMATION

If you would like us to send a copy of your registration confirmation or receipt to someone else, please complete this section

Additional Contact Name | Contact Phone

Additional Contact Email | Additional Contact Title

EMERGENCY CONTACT INFORMATION

Emergency Contact Name | Emergency Contact Phone



PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

PAYMENT METHOD

We accept Visa, MasterCard, and American Express credit cards. To pay by check, include the check with this form or select the "invoice me" option. Fax form to 303.221.2259 or mail form along with payment to: Academic Impressions, 4601 DTC Blvd., Ste. 800, Denver, CO 80237

CREDIT CARD



Name on Card		Account Number	
Billing Address		Billing City	Billing State
Billing Zip Code/Postal Code	Exp. Date	Security Code (last 3 digits on the back of Visa and MC or 4 digits on front of AmEx)	

AMOUNT TO CHARGE: _____

CHECK/INVOICE

- My check is included and covers _____ registration(s) Check # _____
- Please invoice me, Purchase Order # _____ (PO # not required to receive invoice)

HIGHER ED IMPACT

Delivered free to your inbox, Higher Ed Impact provides you with a full tool kit to help you monitor and assess the trends and strategic challenges likely to have an impact on your institution's health and competitiveness. (Check the boxes for the editions you would like to sign up for)

- DAILY PULSE** - Scan current events, timely research, and notable practices at other institutions.
- WEEKLY SCAN** - Review the week's most significant events and the most timely research in higher education, with key takeaways suggested by higher education's leading experts.
- DIAGNOSTIC** - Get an enterprise-wide and in-depth look at a current, strategic challenge; identify steps to take and critical questions to address.

List the names of the registrants you'd like to sign up: _____

Learn more or sign up to receive Higher Ed Impact at: www.academicimpressions.com/news-sign-up

**Note if you do not provide any names in the above space, all attendees will be signed up for the options selected.*



CANCELLATION AND REFUND POLICIES



SATISFACTION PROMISE

We want you to be satisfied with your Academic Impressions learning experience. If the program you purchased fails to meet your expectations, please contact us within 30 days and let us know. We'll credit the full amount you paid toward another AI program that may better fit your needs.

CONFERENCES

For in-person conferences, substitute registrants are welcome and may be named free of charge at any time. If you cancel 8 weeks or more prior to the first date of the conference, you will receive a full refund, less a \$100.00 service charge per attendee.

If you cancel within 8 weeks of the first date of the conference, you are not entitled to a refund. However, as a courtesy, we will allow you to apply your payment, less the service charge, toward a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish.

Please note that if you do not attend and you do not contact us in advance to cancel as described above, you are responsible for the entire payment. In case this event is cancelled, Academic Impressions' liability is limited to a refund of the registration fee only.

ONLINE TRAININGS CONSISTING OF AT LEAST ONE LIVE TRAINING DATE

You will receive a full refund (less a \$75 service charge) if you cancel 8 weeks or more prior to the first live training date. If you cancel within 8 weeks of the first live training date, you are not entitled to a refund. But as a courtesy, we will apply your payment (less a \$75 service charge) towards a future purchase within one year from the date you cancel. Your payment is transferable to another person from your institution if you wish. You may name a substitute primary participant free of charge at any time prior to the first live training date. If available, you may switch the live training format to a self-paced format (such as a CD-ROM Recording or On-Demand Download) free of charge. (Shipping charges will apply to CD-ROM Recording orders outside the U.S. or Canada.)

ONLINE TRAININGS WHICH ARE PURELY SELF-PACED

All sales are final. No cancellations or refunds are provided.

RECORDINGS, ON-DEMAND DOWNLOADS, MONOGRAPHS AND OTHER PUBLICATIONS

All sales are final. No cancellations or refunds provided.