



CONFERENCE

# ENTERPRISE RISK MANAGEMENT FOR HIGHER EDUCATION

June 11 - 12, 2015  
Atlanta, GA



**ai** ACADEMIC  
IMPRESSIONS



*Develop a framework and learn from three institutions that know ERM.*

## OVERVIEW

Universities most often manage risks with a siloed, transactional approach. While this approach may mitigate an individual matter at hand, it does little to identify strategic and reputational risks that can impact an institution's ability to meet its missions and goals. Enterprise risk management (ERM) offers institutions a method for integrating risk into the strategic decisions of senior leaders and board members, better positioning the university to accomplish its objectives.

Join us in Atlanta to learn how to develop, or improve, an ERM program for your institution. Our expert faculty will showcase various models of ERM and breakdown the components into an easy-to-understand framework that can be applied to any institution type.

## WHY IMPLEMENT ERM?

Adopting an ERM approach can help you:

- Reduce the costs associated with increased accountability
- Address the rapidly changing risks affecting higher education
- Respond to increased regulation in higher education
- Achieve a higher standing with credit rating agencies and accreditors
- Establish trust among stakeholders regarding investments, privacy, IT security, and compliance

## POST-CONFERENCE WORKSHOP

### Integrating ERM into Your Strategic Planning Process

This afternoon workshop focuses specifically on the integration of ERM in the strategic planning process. Our expert faculty will discuss best practices for how to integrate your ERM and strategic planning functions through examples from a variety of institutions.

## LEARNING OUTCOME

After participating in the conference, you will walk away with a framework and tools to evaluate your institution's readiness to implement an enterprise risk management program.

[CLICK HERE TO REGISTER](#)

<https://www.academicimpressions.com/conference/enterprise-risk-management-developing-framework-your-institution>



## BRING YOUR TEAM!

This conference will be useful if you are considering adopting an ERM framework or have started ERM on your campus and are looking to increase the maturity of your program. Because ERM is an integrated process, the conference will be most useful if you attend as a team that includes:

- Mid- to senior-level business and finance administrators
- Internal auditors
- Legal affairs
- Student affairs directors and associate directors
- Risk managers

## CPE CREDITS

Recommended CPE Credits: 11.0 for main conference, 3.5 for workshop

Program Field of Study: Management Advisory Services

Delivery Method: Group-Live

Prerequisites: None

Program Level: Basic

## CONTACT US FOR MORE INFORMATION

Contact **Lisa LaPoint**, Assistant Conference Director at [lisa@academicimpressions.com](mailto:lisa@academicimpressions.com) or 720-988-1262 if you'd like additional information about the program.



### SAVE \$100 ON THIS EVENT WITH AI PRO!

Available with: **AI Student Affairs Pro**

AI Pro offers your institution access to over **200 hours of training opportunities** on topics that will help you and your team achieve institutional goals and more. [Click here](#) or contact [Bridget@academicimpressions.com](mailto:Bridget@academicimpressions.com) for more information about AI Pro.



# AGENDA

DAY 1: THURSDAY, JUNE 11, 2015

**8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)

**9:00 - 10:30 a.m.** Key Components of ERM

This session will provide a general overview of ERM and its evolution in higher education. It will focus on the definitions of risk, risk appetite, and the basic elements of a risk management process or cycle. It will explore the variety and types of risks facing higher education in five main categories: strategic, financial, operational, compliance and reputational. It will also provide an overview of the landscape in higher education and familiarize you with a variety of models in higher education.

**10:30 - 10:45 a.m.** Break

**10:45 a.m. - 12:00 p.m.** Case Study: University of Maryland, Baltimore

The morning of Day 1 concludes with a case study from the past three years of the first cycle of the ERM process at University of Maryland, Baltimore. You will have the opportunity to ask questions to gain an understanding of their model to help apply context to ideas for your own framework.

**12:00 - 1:00 p.m.** Lunch (included in registration fee)

**1:00 - 2:00 p.m.** Making the Case for ERM at Your Institution

You will gain valuable insight into the importance of ERM as viewed by accreditors, Association of Governing Boards (AGB), regulators, bond agencies, and others. You will receive resources that you can use at your institution to make the case for adoption and implementation.

**2:00 - 3:00 p.m.** ERM Process

The session will delve into key ERM nuts and bolts including frameworks and models (COSO, ISO:31000) and using and implementing the risk management process and cycle. Institutional examples will be provided.

**3:00 - 3:15 p.m.** Break

**3:15 - 4:30 p.m.** Case Study: Emory University - Emory Healthcare

During this session you will learn about the development of Emory University - Emory Healthcare's ERM model and the progression of their process over the past eight years, including lessons learned. You will have the opportunity to ask questions and apply what you learn to your own framework.

**4:30 - 5:00 p.m.** Where Are You Now?

Self-assessment of where you are now and where you hope to be, both short term and long term, is critical to determining how to lay the foundation for your ERM model. This session will provide working time for you to outline goals and consider how to go about introducing or evolving ERM on your campus.

**5:00 - 6:00 p.m.** Networking reception (included in registration fee)



# AGENDA

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## DAY 2: FRIDAY, JUNE 12, 2015

**8:30 - 9:00 a.m.** Continental breakfast (included in registration fee)

**9:00 - 10:15 a.m.** Common Questions

How do you gain institutional buy-in? What does ERM cost to implement? How time-consuming is the process? These are just some of the common questions to think about before starting an ERM process. This interactive session will allow you to ask these questions and more while gaining valuable insight from our faculty panel.

**10:15 - 10:30 a.m.** Break

**10:30 a.m. - 12:00 p.m.** Getting Started on Your Campus

This session will dive into the elements necessary to build a successful ERM program, including getting buy-in from the senior leadership and board, creating a committee and risk ownership structure to sustain ERM, and developing a methodology for reviewing and updating the risk management process. This will be your final opportunity to work on the ERM framework that you will take back to campus.

## POST-CONFERENCE WORKSHOP: INTEGRATING ERM INTO YOUR STRATEGIC PLANNING PROCESS

**12:00 - 1:00 p.m.** Lunch for post-conference workshop attendees (included in workshop registration fee)

**1:00 - 4:00 p.m.** Post-Conference Workshop: Integrating ERM into Your Strategic Planning Process

Once your institution is committed to the ERM process, how will you lay out a plan for success that ties into institutional goals? This afternoon workshop focuses specifically on the integration of ERM in the strategic planning process. Whether you are starting an ERM program or have already begun the process, our expert faculty will discuss best practices for how to integrate your ERM and strategic planning functions through examples from a variety of institutions.



# INSTRUCTORS



**SHULAMITH KLEIN / Chief Risk Officer**

*Emory University - Emory Healthcare*

Shulamith Klein joined Emory in 1999 and has over thirty-five years of risk management and business insurance experience in the academic and healthcare sectors. Shulamith oversees Emory’s risk financing program, clinical and non-clinical risk management activities, claims management, and a wholly owned captive insurance program for medical professional and general liability exposures.

In her current role at Emory, Shulamith serves in a variety of capacities. She chairs the Emory University Enterprise Risk Management Program, and is a member of the Emory Breach Notification Team, Emory Healthcare’s Labor Management Team, as well as the Risk Assessment & Prevention Committee. Shulamith lectures frequently on the practical aspects of managing academic and healthcare based risk management programs and related support services.



**ANNE E. LUNDQUIST / Director of Student Affairs Assessment and Strategic Planning**

*Western Michigan University*

Anne E. Lundquist has twenty years of increasing administrative responsibilities in higher education, having served as the dean of students at four liberal arts colleges. As director of student affairs assessment and strategic planning at Western Michigan University (WMU), she coordinates the division’s planning and assessment efforts, providing support and leadership to colleagues throughout the division. She works with staff in university audit and institutional effectiveness on ERM implementation at WMU. Lundquist teaches Assessment and Accountability in Higher Education and law and policy courses in the Department of Educational Leadership at WMU.

Lundquist is a PhD candidate in the Educational Leadership program at Western Michigan University with a concentration in Higher Education Administration. Her dissertation research study is titled *Enterprise Risk Management (ERM) in Colleges and Universities: Administration Processes Regarding the Adoption, Implementation and Integration of ERM*. She has published articles on enterprise risk management in *Risk Management Today* and the *URMIA Journal* and has a chapter titled “Lessons from the Academy: ERM Implementation in the University Setting” in *Enterprise Risk Management: Case Studies for Executives, Risk Practitioners, and Educators*. She has an MFA in creative writing from Western Michigan University and a BA in religious studies from Albion College.



# INSTRUCTORS



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**ROGER J. WARD / Vice President for Academic Affairs and Chief Accountability Officer**

*University of Maryland, Baltimore*

Dr. Roger Ward is the chief accountability officer (CAO), vice president of academic affairs, and vice dean of the Graduate School at the University of Maryland, Baltimore (UMB). As CAO, Roger is the focal point of coordination for UMB's accountability, compliance, policy review, and enterprise risk management activities. As vice president of academic affairs and vice dean of the Graduate School, he assumes primary responsibility for day-to-day operations of the Office of Academic Affairs (OAA).

Before joining UMB, Roger served as assistant vice president for student affairs at the New School in New York City, and he held senior administrative positions in the City University of New York system. Roger holds an associate's degree in data processing/computer programming from Kingsborough Community College, a bachelor's degree in government and a master's in public administration, both from John Jay College of Criminal Justice. He also holds a doctor of law degree from New York Law School, and a doctor of education degree in higher education management from the University of Pennsylvania.

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# HOTEL RESERVATIONS

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The conference will be held at:

Sheraton Atlanta  
165 Courtland Street  
Atlanta, GA 30303



To reserve your room, call 404.659.6500. Please indicate that you are with the Academic Impressions group to receive the room rate of \$149 for single or double occupancy, plus applicable tax.

A room block has been reserved for the nights of June 10 and 11, 2015. Reservations must be made by May 19, 2015. There are a limited number of rooms available at the conference rate. Please make your reservations early.

The Sheraton Atlanta hotel blends exquisite guest rooms and event venues with a smart design and incomparable service in a convenient downtown location. Enjoy crisp lines, artful lighting and contemporary furnishings highlighted by a brilliant modern art collection. Experience our re-energized hotel offering a fresh, new blend of chic style and boutique-inspired service.

The hotel is located just 15 minutes from Hartsfield-Jackson International Airport (ATL).

Transportation:

Traveling via MARTA (the underground rail system)

Take Airport Station Red or Gold Line (Head Northbound) to Peachtree Center Station, exactly 8 stops. Exit Peachtree Center station by following the exit signs leading you to Peachtree Center Avenue NE. Once above ground on Peachtree Center Ave. Ne, head north. Take your next right onto John Portman BLVD NE. Once you come to Courtland Street NE (about 2 blocks), take a right. Sheraton Atlanta Hotel will be .2 miles down on Courtland Street NE on your left. Destination is 165 Courtland Street NE Atlanta, GA 30303.





PLEASE FAX ALL REGISTRATION PAGES TO: 303.221.2259

Questions about the event? Call us at 720.488.6800 to help determine if this event is right for you.

Register online at [www.academicimpressions.com](http://www.academicimpressions.com)

# REGISTRATION FEES

**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.

**Best Values**

Conference + Post-Conference  
Workshop - \$1395 USD  
(\$500 Corporate Surcharge)  
 \_\_ # of attendees

Total \_\_\_\_\_

**Conference**

Conference only - \$1095 USD  
(\$500 Corporate Surcharge)  
 \_\_ # of attendees

Total \_\_\_\_\_

**Workshop**

Pre-Conference workshop  
only - \$395 USD  
 \_\_ # of attendees

Total \_\_\_\_\_



**ATTEND AS A TEAM** - remember, when 2 members of the same institution register, a 3rd registration is 1/2 off.

### EARLY BIRD PRICING

Postmarked on or before May 22, 2015. For registrations postmarked after May 22, 2015, 2015, an additional \$100 fee per registrant applies.

Visit our website to register online:

<https://www.academicimpressions.com/conference/enterprise-risk-management-developing-framework-your-institution>



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## 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.**

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

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

## ADDITIONAL CONTACT INFORMATION

Additional Contact Name

Contact Phone

Additional Contact Email

Additional Contact Title

## EMERGENCY CONTACT INFORMATION

Emergency Contact Name

Emergency Contact Phone



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**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)



**FREE HIGHER ED NEWS AND ANALYSIS**

Each conference registration includes a subscription to *Higher Ed Impact*, a free industry scan of news, trends, and research on higher education, delivered in an easy-to-scan email. *Higher Ed Impact* (HEI) includes:  
(Check the boxes for the editions you would like to sign up for)

- HEI: Daily Pulse** - impactful news, trends, and practices, sent daily
- HEI: Weekly Scan** - the week's most critical news, with analysis of top stories and trends, sent on Fridays
- HEI: Monthly Diagnostic** - practical takeaways addressing a strategic challenge facing institutions of higher ed, sent 9-12 times/year

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

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



# ACADEMIC IMPRESSIONS 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.