ACADEMIC PROGRAM PRIORITIZATION: INTEGRATING ACADEMIC AND FINANCIAL PLANNING

Session 1: What Is Program Prioritization and Will It Work on My Campus?
Monday, May 2, 2011 :: 1:00 – 2:30 p.m. EDT

Session 2: 10 Criteria for Responsible Academic Program Prioritization
Monday, May 9, 2011 :: 1:00 – 2:30 p.m. EDT

ACADEMIC IMPRESSIONS
WEB CONFERENCE
OVERVIEW

More and more institutions are reducing or reorganizing their program offerings, but many are not being intentional or strategic in their approach. Bob Dickeson’s Prioritizing Academic Programs and Services lays out a financially responsible and academically credible process for how institutions should evaluate the importance of each of their programs.

Join us online to learn more about this process and how it might work at your institution. This webcast series has been designed to help start or build momentum on your campus toward a more efficient allocation of resources.

WHO SHOULD ATTEND

This webcast is designed for institutions that are in the early stages of academic program prioritization, whether you have begun your prioritization effort or are simply interested in learning more about the process.

The series has been designed for diverse groups of campus leaders. We encourage the entire cabinet to attend together and use the series to initiate or propel a conversation on campus about how to restructure your offerings to align your mission with the realities of an increasingly competitive marketplace.

SESSION 1: WHAT IS PROGRAM PRIORITIZATION AND WILL IT WORK ON MY CAMPUS?

MONDAY, MAY 2, 2011 :: 1:00 – 2:30 P.M. EDT

LEARNING OUTCOME

Assess your readiness for prioritization and begin to organize the process.

AGENDA

• Industry scan: external pressures, changing demographics, increasing competition, and changing public attitudes
• 14 questions to assess your readiness and begin the planning
• Strategic financial management — the nexus of academic and financial planning
• Academic program prioritization — process and roles
  ◦ Aligning the board, the president, and the provost
  ◦ The role of a mission
  ◦ Defining what constitutes a program
  ◦ 10 criterion to prioritize
  ◦ Organizing the process
• Process imperatives: encouraging broad participation and transparency
SESSION 2: 10 CRITERIA FOR RESPONSIBLE ACADEMIC PROGRAM PRIORITIZATION

MONDAY, MAY 9, 2011 :: 1:00 – 2:30 P.M. EDT

LEARNING OUTCOME
Apply the 10 program prioritization criteria in your program evaluation.

AGENDA
Reviewing 10 criteria for program prioritization
1. History, development, expectations
2. Internal demand
3. External demand
4. Quality of program inputs and processes
5. Quality of program outcomes
6. Size, scope, and productivity
7. Revenue and other resources generated
8. Costs and other expenses
9. Impact, justification, and overall essentiality
10. Opportunity analysis

INSTRUCTORS

Robert C. Dickeson, President Emeritus, University of Northern Colorado
Robert C. Dickeson provides counsel from multiple leadership perspectives: chair of the governor’s cabinets in two states, university president, business CEO, and foundation executive. Dickeson served as the director of the department of administration and chair of the cabinet of Arizona Gov. Bruce Babbitt; and chief of staff, executive director of the office of state planning and budget, and chair of the cabinet of Colorado Gov. Roy Romer. He served in administrative posts at three universities and was president of the University of Northern Colorado from 1981-91. He served as president and CEO of Noel-Levitz Centers Inc., division president of USA Enterprises Inc., and senior vice president of USA Group Inc., heading the USA Group Foundation. From 2000 to 2005, he was co-founder and senior vice president of Lumina Foundation for Education. While at Lumina Foundation, he led the national initiative on college costs, based on his monograph, Collision Course: Rising College Costs Threaten America’s Future and Require Shared Solutions (Lumina Foundation, 2004). His book, Prioritizing Academic Programs and Services (Jossey-Bass Publishers, 1999, 2010) was based on his extensive consulting experiences including serving several hundred two- and four-year colleges (private and public) and corporations ranging from hospitals to bank holding companies. During 2006, he served as senior policy adviser to the Spellings Commission on the Future of Higher Education.

Larry Goldstein, President, Campus Strategies LLC
Larry is the president of Campus Strategies LLC, a higher education management consulting firm. His consulting interests cover a wide range of topics including higher education budgeting, strategic planning, accounting, and finance. He writes and speaks frequently on these topics. He is the author of College and University Budgeting: An Introduction for Faculty and Academic Administrators and has co-authored several publications including Presidential Transitions.

Immediately prior to establishing Campus Strategies LLC, Goldstein served as senior vice president and treasurer of the National Association of College and University Business Officers (NACUBO). He joined NACUBO after spending 20 years in higher education financial administration. In his last campus position, he served as the University of Louisville’s chief financial officer. Before that, he held administrative appointments with The University of Chicago, the School of the Art Institute of Chicago, and the University of Virginia.
LOGGING IN TO THE WEBCAST

After registration, each registrant will receive a confirmation of payment or an invoice, depending on method of payment. Each registrant will also receive an email with appropriate login information and more information regarding the event a few days prior to the start of the event. The day of the conference, you will receive another email with the same information. To participate, you will need a computer with a high-speed Internet connection. You will have the option to receive audio via your computer speakers or telephone.

WHAT IS A SINGLE SITE CONNECTION?

A site connection allows a single connection to the Web conferencing software and teleconference. We encourage you to set the event up in a conference room or classroom from a single computer in order to allow multiple stakeholders from your campus to participate. Remember, as long as only a single computer connects, you can bring as many people as you want to the event. Because there are no travel expenses and only a single registration fee is required, each additional participant lowers the cost per person significantly. Purchasing a site connection and inviting everyone involved in a particular topic is a great way to provide cost-effective professional development. Please note that you will have the option to receive audio via your computer speakers or telephone.

If for any reason a relevant stakeholder cannot co-locate for the session, we encourage you to include that person by purchasing an additional connection at the reduced fee of $195 per session. This will ensure that every member of a team receives the same relevant, timely information in the most efficient way. If an interested party cannot participate at the designated time, or if someone would like to view the presentation again, an archived copy of the event will be available for 60 days. If you have any technical or purchasing questions, please contact us at 720.488.6800.

CPE

Academic Impressions is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be addressed to the National Registry of CPE Sponsors, 150 Fourth Avenue North, Suite 700, Nashville, TN, 37219–2417. Website: www.nasba.org.

Recommended CPE Credits: 3.5
Specialized Knowledge and Applications: Group-Internet
Prerequisites: None
Program Level: Basic

Upon successful completion of this event, program participants interested in receiving CPE credits will receive a certificate of completion.

SPECIAL PROMOTION

RELATED CONFERENCE

Prioritizing Academic and Administrative Programs
June 19 - 21, 2011 :: Denver, CO

This conference provides a step-by-step walkthrough of how to facilitate and tailor a program prioritization process to your unique campus.

Note: If you register for both the live conference and webcast series, you will receive a $325 discount. Please call us at 720-488-6800 to take advantage of the discount.
REGISTRATION FORM

Make the most of the presentation: invite your whole team to participate from a single location at no additional cost.

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

REGISTRATION FEES

Postmarked on or before April 25, 2011

☐ Single Site Connection: Academic Program Prioritization: Integrating Academic and Financial Planning $650.00 USD

☐ Additional Site Connection $390.00 USD

(After April 25, 2011, an additional $75.00 fee for the first connection and $50.00 fee for each additional connection applies)

☐ Registrants receive a 50% discount on a CD-ROM recording of this session. Please send me the CD-ROM $325.00 USD

☐ Can’t attend the live session? Please send me a CD-ROM recording of this webcast $650.00 USD

(For CD-ROM orders outside the United States and Canada, a $35 international shipping fee will be added.)

Total amount enclosed or to be charged $ ____________

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

WEB CONFERENCE REGISTRATION INFORMATION (PLEASE PRINT CLEARLY)

Name ___________________________ Job Title ___________________________
Institution/Organization ___________________________ Address ___________________________
City ___________________________ State/Province ___________________________ Zip/Postal Code ___________________________ Country ___________________________
Telephone ___________________________ Fax ___________________________ Email ___________________________

(Additional contact information for registration confirmations and pre-conference communication.)

Additional Contact Name ___________________________ Additional Contact Phone ___________________________
Additional Contact Title ___________________________ Additional Contact Email ___________________________

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☐ Sign me up for HEI: Weekly Scan – the week’s most critical news, with analysis of top stories and trends, sent on Fridays

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We accept Visa, MC, and AmEx credit cards. To pay by check, include the check with this form or select the “invoice me” option. Fax form to 303.741.0849 or mail form along with payment to: Academic Impressions, 4643 S. Ulster St. Ste. 350, Denver, CO 80237.

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REFUND/CANCELLATION POLICY

Refunds will be issued only if cancellations are received in writing by February 25, 2011. A $75 processing fee will be assessed. After February 25, 2011 a credit (less $75 processing fee) will be issued. The credit will be valid for 12 months and can be used toward any future conferences, Web conferences, audio proceedings, or Web conference archives. In case this event is cancelled, Academic Impressions’ liability is limited to a refund of this registration fee only.