



CONFERENCE

FUNDAMENTALS FOR CHIEFS OF STAFF: UNDERSTANDING YOUR ROLE AND ENSURING SUCCESS FROM THE START

August 1 - 2, 2018
Washington, D.C.





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Set yourself up for success in the chief of staff role.

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OVERVIEW

The role of chief of staff looks very different at each institution and requires a unique skill set for continued success. During this workshop we will look at how you can maintain a balance in your professional life while completing a demanding, never-ending, and often thankless workload. We have assembled four current and former chiefs of staff to help you:

- Define the right role for yourself
- Navigate the massive and ambiguous workload with the appropriate tools
- Mitigate stress, maintain energy, and keep a positive attitude
- Establish and maintain critical internal and external relationships
- Handle presidential transitions, conflicts, and crises with confidence

This program is designed for current chiefs of staff who have been in the role 1 - 3 years, as well as professionals aspiring to the chief of staff position. If you are a current chief of staff and are looking to explore options for your future career path, we recommend also attending our post-conference workshop.

UNDERSTAND YOUR OWN LEADERSHIP STYLE

As a part of this conference, you will complete a 5 Paths Leadership Assessment to better understand your own leadership style. By examining five forms of intelligence, and identifying which forms you gravitate toward, you will understand how you can achieve a greater balance among the different types of intelligence and improve your overall effectiveness as a leader.

POST-CONFERENCE WORKSHOP: CAREER PATHS FOR CHIEFS OF STAFF

This post-conference will focus on paths you may take after you have served as Chief of Staff. Presented by Chris Romano, VP of Enrollment Management and Student Affairs at Ramapo College, we will discuss transferable skills, options, and furthering your development for success.

LEARNING OUTCOME

After participating in this conference, you will be able to better define your Chief of Staff role, decide upon the skill sets that your institution needs, and identify your areas of strength and growth for success in your role.

[VISIT EVENT PAGE](#)

www.academicimpressions.com/chiefs-of-staff/



AGENDA

DAY 1

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:00 a.m.

Welcome and Introductions

9:00 - 10:15 a.m.

Defining Your Role as Chief of Staff

We will discuss how the role of Chief of Staff can have a wide variety of models and structures. Your university size and the needs of your President and Board will largely determine the role you serve. In this session, you will learn which questions to ask to clarify of your role and methods you can use to help others on campus understand your function from the start.

10:15 - 10:30 a.m.

Break

10:30 a.m. - 12:00 p.m.

How to Prepare for the Ambiguity of Your Role

In this session, you learn ways to prepare for the ambiguity of your role. Skills that will help you in this area include:

- Influencing without supervisory authority
- Managing both internal and external audiences
- Representing and advising the President when necessary

12:00 - 1:00 p.m.

Lunch (included in registration fee)

1:00 - 2:15 p.m.

Understanding How You Manage Stress

One of the keys to success is having an awareness of how you manage stress, being prepared for your strengths and challenges during stressful situations, and being aware of how your President and close co-workers manage stress. In this session, you will use the results from your pre-conference assessment to engage in a discussion on how you act when under stress and how to manage potential pitfalls.

2:15 - 2:30 p.m.

Break

2:30 - 3:15 p.m.

Working Session: Defining Your Role and Setting Goals

In this session, you will have an opportunity to work on a goal-setting sheet given what you have learned about your role and your leadership style in Day 1. We will close by sharing with others and getting input from peers and speakers.

3:15 - 4:15 p.m.

Handling the Workload

One of the keys to success for Chiefs of Staff is being able to utilize tools and protocols to help manage your tasks, finances, and communication. In this hour, you will learn how four Chiefs of Staff managed their workload. We will discuss finances, including during fundraising periods, effective communication, creating and managing teams, tools for effective organization, and specifics for communicating to various stakeholders.

4:30 - 5:30 p.m.

Networking Reception (included in registration fee)



AGENDA

DAY 2

8:00 - 8:30 a.m.

Continental Breakfast (included in registration fee)

8:30 - 9:45 a.m.

Managing Relationships

We will discuss skills for managing relationships across and outside of campus. Having a good relationship with key constituents such as the Board, athletics, faculty, and other stakeholders will be key to your success as you move among and between these various groups.

9:45 - 10:00 a.m.

Break

10:00 - 11:30 a.m.

When the Going Gets Tough: Managing Presidential Transitions, Conflicts, and Crises

During your tenure as Chief of Staff, you will likely be challenged with a conflict, crisis, or a Presidential transition. The lessons provided will help you prepare for these challenges and give you resources for when you need them.

11:30 a.m. - 12:00 p.m.

Working Session: Defining Success

In this final session, you will write your goals for success in the next year. You will get feedback from peers and speakers as you move forward.

12:00 - 12:15 p.m.

Conference Close

12:15 - 1:15 p.m.

Lunch for Post-Conference Attendees (included in workshop registration fee)

1:15 - 4:15 p.m.

Post-Conference: Career Paths for Chiefs of Staff

Many Chiefs of Staff wonder what career paths are open to them after they have served. In this post conference event, Chris Romano, Vice President of Enrollment Management and Student Affairs at Ramapo College, will discuss his career path and how he capitalized on his duties as Chief of Staff to succeed in his current role. You will leave with action items to help you successfully make your transition from Chief of Staff to your next role, whether in the short term or future plans.



INSTRUCTORS

Max Allen, Vice President and Chief of Staff, Clemson University

Max Allen serves as the chief advisor to President Clements and is the primary liaison with the vice presidents and other direct reports to the president. Under his leadership, he has helped design and implement the Clemson Forward strategic plan, coordinate a massive strategic reorganization of the campus diversity efforts, serve as the primary liaison with key community leaders and partners, serves as a member of the university's crisis decision team, and helped with the successful completion of the \$1 billion Will to Lead capital campaign.

Prior to Clemson, Allen served as the chief of staff at the University of North Carolina Wilmington for twelve years and the executive assistant to the president and director of university relations at Georgia College & State University in Milledgeville, Ga.

Brittany Goldstein, Chief of Staff and Board Liaison, Ramapo College

Brittany joined Ramapo College in 2010. Ms. Williams-Goldstein serves as the primary liaison to the President's Cabinet and the Board of Trustees. She is responsible for the strategic development, implementation and coordination of Cabinet and Board activities as well as the coordination of the Office of the President. She chairs the Space Management and Allocation Committee. During her tenure at Ramapo, she has served as a member of the Campus Facilities Master Plan Steering Committee, Position Review Committee, and the Strategic Planning Task Force.

Ms. Williams-Goldstein began her professional career as a journalist and later transitioned into higher education as an instructor of Spanish and English as a Second Language. She has also fulfilled roles as Designated School Official, chief human resources officer, and executive assistant to the president. She has presented nationally on board of trustees development and was awarded the Professional Board Staff Member Award (Northeast) by the Association of Community College Trustees. She earned her M.S.Ed. in Higher Education Management from the University of Pennsylvania and her B.A. in Communications/Journalism from William Paterson University. She is a graduate of the Chair Academy for Leadership, is certified in Affirmative Action Complaint Processing, and is a trained Title IX investigator. She is a member of the Public Relations Society of America and the Board Professionals network of the Association of Governing Boards.

Dr. Joshua Jacobs, Vice President for Advancement and Alumni Relations, Central Methodist University

At Central Methodist University (CMU), Dr. Joshua Jacobs works with a team focused on developing committed relationships with alumni and friends of CMU and creating lasting opportunities to link people's passions with the mission of the university. He has oversight of the annual fund, corporate and foundation relations, prospect research, major gifts, planned giving, comprehensive and capital campaigns, and alumni and constituent relations.

Jacobs previously served as Chief of Staff to Murray State University President Randy J. Dunn. He was responsible for the daily operations of the institution and worked closely with campus constituency groups to advance the mission of the institution.



INSTRUCTORS

Chris Romano, Vice President of Student Affairs and Enrollment Management, Ramapo College

In his current role, Christopher leads the division of enrollment management, including the offices of admissions, advising and first-year experience, career services, financial aid, marketing and web administration, athletics, residence life, the Educational Opportunity Fund, public safety, and the division of student affairs. Christopher chairs the strategic enrollment management planning committee and is responsible for the development and maintenance of Ramapo's strategic enrollment management plan aimed at defining targets for rates of enrollment, persistence, and graduation, but also developing strategies to help the college reach its optimum enrollment levels. He serves as a member of the president's cabinet as well as other administrative bodies to ensure that institutional conversations and decisions take into account the impact not only on incoming student enrollment, but also on the way those decisions impact the perception, experience, and ultimate success of current students. Prior to serving as the vice president, Christopher served as the associate vice president of enrollment management and as the special assistant to the president of Ramapo College, where he was responsible for strategic planning, resource allocation, and institutional effectiveness.

Christopher earned his bachelor's degree in international relations from Saint Joseph's University (PA) and a master's in higher education administration from Harvard University. He has presented nationally on strategic enrollment management as a model for implementing change, the student engagement project at Ramapo, marketing/branding in the context of enrollment management, developing an institutional model for student success and utilizing data and modeling to predict student retention. His professional work concentrates on strategic planning, student success, higher education leadership, student engagement, and using data to drive decision making.



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

August 1 - 2, 2018 :: Washington, D.C. Area

HOTEL

Gaylord National Resort & Conference Center
201 Waterfront Street
National Harbor, MD 20745

Room Rate: \$175 for single or double occupancy+ tax.

Room Block Dates: The nights of July 31 and August 1, 2018.

Rate Available Until: July 8, 2018.

Please book early - rooms are limited and subject to availability.

Reserve your Room: Please call 301.965.4000. Please indicate that you are with the Academic Impressions group to receive the group rate.