

# ESSENTIAL LEADERSHIP SKILLS FOR ACADEMIC DEANS

March 25 - 27, 2020 | Denver, CO



## *Hone the leadership and administrative skills you need to become a successful academic dean.*

### OVERVIEW

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Learn how you can develop and strengthen the administrative skills needed to ensure your success as an academic dean. Featuring experienced speakers, case studies, and active dialogue with your peers, this intimate conference will explore the day-to-day work of deans. Whether you are new to deanship, or are looking to improve upon your existing skills, this program will set you up for success.

You will work through aspects of being a dean that are critical to your success in the position, including:

- Setting a vision and goals
- Exploring paths for academic program growth
- Building consensus among your team
- Effectively managing and leading through change
- Empowering and engaging faculty and staff
- Identifying and resolving daily issues and conflicts

In addition to the conference sessions, you will have time to network with your fellow deans during conference breaks and our networking reception. We encourage you to take full advantage of this opportunity to build relationships with your peers from other institutions.

### A UNIQUE AND INTIMATE LEARNING EXPERIENCE

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Academic Impressions events are not your typical hundred-person conferences. We work hard to find the best and the brightest experts to present the content and develop a single learning track to ensure that you don't miss out on any sessions. This practical training will prepare new and aspiring deans with the administrative and leadership skills that are essential for success in the position.

### WHO SHOULD ATTEND

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This workshop is designed for experienced, new, and aspiring deans, as well as administrators who work with academic deans. You'll receive practical information for use in fulfilling your role as an academic leader. Throughout the conference, you'll hear about techniques that have worked for other academic deans and share your own.

## A NOTE FROM OUR PROGRAM MANAGER

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Deans are stewards of academic integrity and are responsible for demonstrating effective leadership and setting an academic vision. We have refreshed this year's program to keep it pertinent to the ever-changing landscape of higher education. Some updates for this year's agenda include: an increased focus on organizational culture and employee engagement as well as on key skills development, such as emotional intelligence and leading change. You'll have substantial time to network and form connections with your peers from across higher ed who are engaged in the same work you are.

**Whitney Egstad, Program Manager, Academic Impressions**

## FOLLOW THROUGH WITH SUCCESS COACHING

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Have you ever gone to a training only to find that you came back with great ideas but don't have the time, support, or skills needed to make the changes?

Academic Impressions has produced thousands of trainings and we have learned that utilizing a coach after attending a conference helps provide accountability and bridges the training with the on-the-ground work of getting the job done.

As a result, we are now offering success coaching on select conferences.

- Purchase this training + 3 one-hour follow up success coaching calls.
- Work with an assigned coach who has extensive experience in higher ed.
- Get individualized support to help you follow through on what you've learned.
- Workshop your plans, run your ideas by someone, and get additional help/practice.

To learn more, contact Patricia Sandler at [patricia@academicimpressions.com](mailto:patricia@academicimpressions.com) or purchase the Premium Pass with success coaching below.

## AGENDA

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

### **Day One**

#### **Registration**

12:30 - 1:00 p.m.

#### **Welcome and Introductions**

1:00 - 1:30 p.m.

#### **Setting the Stage for Effective Leadership**

1:30 - 2:45 p.m.

How does the organizational culture of a college or university affect the challenge of deans today? This session will explore, not leadership in general, but leadership as it exists at the dean's level in higher education.

The first session of this workshop will focus on the internal and external challenges to the work you do. It will also provide a series of practical and accessible tools regarding:

- Leading from the middle of an organization
- Addressing the issues on today's higher education landscape
- Interacting effectively with the many different stakeholder groups
- Delegating responsibilities to and empowering others

#### **Afternoon Break**

2:45 - 3:00 p.m.

#### **Vision and Goal Setting**

3:00 - 4:30 p.m.

It is essential for you to be able to articulate the strategic vision and goals of your college and to ensure they are achieved. Through this session you will:

- Begin to clarify your vision for the college
- Identify ways to engage others in visioning and goal setting
- Develop ways to ensure implementation to achieve necessary outcomes
- Learn ways to communicate vision, goals, successes, and create a case for broader University support

## AGENDA

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### *Day One (CONTINUED)*

#### **Wrap-Up Day One**

4:30 - 5:00 p.m.

#### **Networking Reception (included in registration fee)**

5:00 - 6:00 p.m.

This informal reception is your chance to decompress, have some refreshments on us, and expand your network of connections. Our programs are intentionally designed for smaller groups, so this is a great time to catch-up with attendees and speakers whom you may not have connected with yet.

### *Day Two*

#### **Continental Breakfast (included in registration fee)**

8:30 - 9:00 a.m.

#### **The Role of Dean as a Consensus Builder**

9:00 - 10:30 a.m.

The most effective deans build consensus, successfully advocate for their academic unit, and negotiate for resources even when they are scarce. You will learn practical skills for building a successful working relationship between your department and central university administration. Our expert instructors will focus on how you can successfully navigate your institution's complex political environment. Examples will be included to show how you can collaborate with university leadership to facilitate the development of new opportunities for academic programs, research, and student learning.

#### **Morning Break**

10:30 - 10:45 a.m.

#### **Advancing Academic Quality**

10:45 a.m. - 12:00 p.m.

The academic experience is the driver of student success. As Dean you have the responsibility to ensure your college is offering a curriculum that is contemporary and meets the needs of students. Additionally, you are responsible for ensuring that the academic portfolio is sustainable over time. This will involve the following:

- Periodic program and portfolio review
- Investing in faculty
- Utilizing emerging approaches to program design and updating
- We will give you tools to lead academic change and to address the above drivers of academic excellence.

## AGENDA

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### *Day TWO (CONTINUED)*

#### **Lunch (included in registration)**

12:00 - 1:00 p.m.

#### **The Emotionally Intelligent Dean**

1:00 - 1:45 p.m.

Success as a dean requires not just knowledge and skills but the emotional intelligence to interact with others effectively. We'll take a snapshot of your current level of emotional intelligence and explore some strategies for how you can improve in the following areas:

- Emotional Awareness
- Emotional Management
- Social Emotional Awareness
- Relationship Management

#### **Management of the Academic Unit**

1:45 - 3:00 p.m.

Day-to-day management of resources and personnel is an often overlooked and underdeveloped skill in newly appointed deans. During this session, you will learn critical management skills, including:

- Ensuring reasonable administrative procedures are followed
- Allocating resources and staff in a transparent and reasonable manner
- Delegating work and responsibility appropriately
- Accomplishing administrative tasks in a timely manner
- Solving problems and conflict within the department
- Demonstrating knowledge of departments and programs within your unit

#### **Break**

3:00 - 3:15 p.m.

## AGENDA

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### *Day TWO (CONTINUED)*

#### **Growing Enrollment in Your Academic Unit**

3:15 - 4:45 p.m.

Deans often wish to increase both enrollment and the academic quality of their students; however, managing to accomplish both is extremely challenging. We'll discuss the following steps that you can take to grow enrollment while increasing academic profile of your academic unit, including:

- Setting realistic enrollment targets
- Identifying and securing sufficient resources to meet enrollment goals
- Developing an annual marketing and recruitment plan
- Establishing a three to five-year strategic enrollment and revenue goal
- Devoting as much effort to student retention as you do to recruitment

### *Day Three*

#### **Continental Breakfast (included in registration)**

8:30 - 9:00 a.m.

#### **Engagement and Conflict Management**

9:00 - 10:15 a.m.

Create an uplifting and engaging work environment. It starts with you. Our experts will help you discover how to empower your faculty and staff and build a positive and productive work environment. We will also discuss the role of conflict in the workplace.

Objectives:

- Deepen your understanding of the importance of creating an engaged college
- Learn practices to increase engagement in your workplace
- Better understand the role of conflict on engagement and how to navigate conflict

#### **Morning Break**

10:15 - 10:30 a.m.

## AGENDA

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### *Day Three (CONTINUED)*

#### **Role of the Dean in Successful Development**

*10:30 - 11:45 a.m.*

The dean has a special role in gaining financial support, including designing the case for support, deepening the engagement of top potential donors, and participating in all phases of the cycle. During this interactive session, you will explore opportunities to maximize your efforts to raise funds that will benefit your school. You will learn about several strategic topics including:

- Working effectively with the development office
- Establishing smart fundraising goals
- Balancing support for your school with support for the institution
- Partnering with your development officer and president to solicit transformative gifts
- Increasing alumni engagement and giving

#### **Tying It all Together and Q&A**

*11:45 a.m. - 12:15 p.m.*

In this session, you will apply what you have learned throughout the event by creating a plan for action to address a significant challenge in your unit. You will receive feedback from your peers and from conference presenters.

Finally, you will be encouraged to consider ways in which you can develop a personal leadership plan to guide you moving forward, as well as to continue your own professional development when returning to campus.

#### **Wrap-Up**

*12:15 - 12:30 p.m.*



## INSTRUCTORS

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### **John Lehman, Ph.D.**

#### **Vice President for University Relations and Enrollment, Michigan Technological University**

Since 1993, John has worked with a variety of institutions, leading public-facing outreach, recruitment, and access offices that work with students, parents, faculty, and corporate partners. He is published in the fields of enrollment, recruitment, marketing, precollege outreach, and career placement, and has presented at numerous national conferences on customer service within higher education. He is also LeaderShape co-lead facilitator. He received his PhD in education from Colorado State University.

### **Christine J. Quinn**

#### **CEO of Christine J. Quinn, Inc. and Leadership Coach & Higher Education Success Partner**

Christine J. Quinn, Ph.D. is a certified executive and team coach, a motivational speaker, a facilitator and organizational development expert. She has over 26 years of higher education leadership experience, thus bringing practical fresh perspectives to your organization. She will empower you and your team to unleash your talents and achieve success.

Christine's work is grounded in systems theory, positive psychology and appreciative inquiry. She supports teams to FOCUS and to get results while building strong relationships and shared leadership. Deep engagement is at the core of her work.

She entered academia as a faculty member and has since held a variety of leadership positions including Provost, Dean, Department Chair, and Associate Vice President at land-grant universities, public comprehensives and private institutions. She has also attended a wide range of leadership development programs offered by Harvard University, the American Council on Education, and other well-respected institutions. She is currently an ICF certified Team and Executive Coach. She is the CEO of Christine J. Quinn, Inc.

## INSTRUCTORS

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### **Dr. Jim Weese**

**Acting Vice-Provost and Associate Vice-President (International), Executive Director, Western Leader Academy, Western University**

Dr. Jim Weese teaches, consults, conducts research, and delivers speeches on the topic of leadership. He is heralded as a transformational academic leader and a leading authority in the area who has engaged audiences across many sectors on the merits of a team approach to leadership. His “5C Leader” concept serves as the foundation to his approach to leadership and his recent book entitled: *The 5C Leader: Exceptional Leadership Practices for Extraordinary Times*. He has served in a number of senior leadership positions during his career including serving as the President of the North American Society for Sport Management and President of the National Deans Councils for both Kinesiology (CCUPEKA) and Health Sciences Deans (CAHSD).

He has earned a number of academic and leadership awards throughout his distinguished career including the top research and leadership awards from his profession, the Queen’s Jubilee Medal by the Government of Canada in 2002 for his academic leadership and ten years later, the Queen’s Diamond Jubilee Medal in recognition for his leadership and advocacy for exercise and physical activity. In 2010 Weese worked with the Men’s and Women’s Olympic Hockey Teams at the Winter Olympic Games. In 2014 his alma mater, the University of Windsor inducted him into its Sports Hall of Fame.

Dr. Weese lives in London with his wife Sherri. His passions include golf, hockey, guitar, and gardening.

## ACADEMIC IMPRESSIONS STAFF

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### **Whitney Egstad**

**Program Manager, Academic Impressions**

Whitney Egstad believes the key to optimizing organizations is to cultivate and empower lifelong learners. Her mission is to do just that. For twelve years, she has designed learning experiences for diverse groups of professionals and students. As program manager, she performs market research and collaborates with subject matter experts to develop impactful professional learning programs for leaders in higher ed. In addition to directing program operations, she serves as an instructional design consultant for AI’s online courses and tool kits. A pedagogue at heart, Whitney absorbs emergent research in neuroeducation, universal design, DEI, eLearning, and memory. She applies this research, as well as program data and feedback, in the development and revision of her programs.

## LOCATION

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***March 25 - 27, 2020 | Denver, CO***

**Hotel:**

Grand Hyatt Denver

1750 Welton Street

Denver, CO 80202

303.295.1234

**Room rate:**

\$199 + tax

**Room block dates:**

The nights of March 24, 25 and 26, 2020.

**Room block cutoff date:**

March 3, 2020.

Reserve Your Room: Please call 303.295.1234 and indicate that you are with the Academic Impressions group to receive the group rate. Please book early - rooms are limited and subject to availability.

## The Academic Impressions Experience



Intimate, workshop-style trainings with personalized attention



Trainings are practical and action oriented so you can hit the ground running



Carefully vetted expert instructors who are also practitioners in the field



Learner-centric and designed for interaction and collaboration



Highly recommended:  
9 out of 10 participants recommend our trainings to colleagues