

National Association of  
Presidential Assistants in Higher Education

# NAPAHE

## 28<sup>TH</sup> ANNUAL CONFERENCE AND BUSINESS MEETING

Program of Events

March 13–15 2015  
Washington, DC





# NAPAHE 28th Annual Conference Program of Events

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## Friday, March 13, 2015

**1:00–4:00 p.m.** **Tour of the George Washington University Campus** (Meet at the T Street entrance on the terrace level at 12:45 p.m. in order to load the buses)

*Pre-registration required.*

We invite you to join us for this special tour.

**2:00–5:00 p.m.** **Registration** (Columbia Hall)

**4:30–5:30 p.m.** **First-Time Attendee/New Member Orientation** (Columbia 9/10)

*Pre-registration preferred*

**Ijade Maxwell Rodrigues**, Chief of Staff, York University (Canada)

**Kai Swanson**, Executive Assistant to the President, Augustana College (IL)

**6:00 p.m.** **Opening Networking Reception and Dinner** (Bistro Bistro, 1727 Connecticut Avenue NW, 0.2 miles (1 block) from Washington Hilton)

*Pre-registration preferred*

**Welcome:**

**Heather Fehn**, Chair, Conference Committee, and Chief of Staff and Secretary to the Board of Trustees, The College of New Jersey

**Sydney Peterson**, NAPAHE Board Chair and Chief of Staff and Secretary to the Board of Trustees, Utah State University

## Saturday, March 14, 2015

**6:00–7:30 a.m.** **Walking Group** (Meet in front of hotel registration desk)

Led by Shelagh Donnelly

**6:30–7:30 a.m.** **Yoga** (Holmead East)

Led by Jo-Ann Bance, Certified Instructor

**8:30–9:30 a.m. Roundtable Discussions & Continental Breakfast** (Breakfast available at 8:15 a.m.) (International Ballroom East and International Ballroom West)

Facilitated Small Group Discussions

1. *Session for Provost/Vice President Academic Affairs Assistants: Public Institutions*—Barbara Painter
2. *Session for Provost/Vice President Academic Affairs Assistants: Private Institutions*—Lois Shank
3. *Chief of Staff*—Sydney Peterson
4. *All the Responsibility, None of the Authority*—Penny Perdue
5. *Four Generations in the Workplace*—Mary McIntyre
6. *Presidential Assistant with Legislative Responsibilities*—Mark Lanier
7. *Presidential Spouse/Partner*—Tudy Moncure
8. *Style and Substance*—Willie Larkin
9. *Writing Tips*—Kai Swanson
10. *Open Discussion: Public Institutions*—Barbara Sandoval
11. *Open Discussion: Private Institutions*—Wesley Fugate
12. *Project Management*—Diane Fornieri
13. *Facilitating Change*—Catherine Moss
14. *Presidential Transitions*—Cheryl Yuzwa
15. *Go Team: Boosting Employee Morale*—Lisa Poma and Michael Simon
16. *When Your Community and Institution ARE the News!*—Jennifer Kirksey and Adria Werner
17. *Pursuing an Advanced Degree*—NaKeshia Davis and Christina Riso

**9:45–11:00 a.m. Welcome** (International Ballroom West)

**Molly Corbett Broad**, President, American Council on Education

**Opening Plenary: Leadership in an Era of Accountability**

**Artis G. Hampshire-Cowan**, Senior Vice President and Secretary, Howard University (DC), Moderator

**Julie A. Furst-Bowe**, Chancellor, Southern Illinois University Edwardsville

**Ronald W. Jibson**, Chairman of the Board of Trustees, Utah State University

**Margaret “Peg” O’Donnell**, Associate General Counsel for Policy and Compliance, The Catholic University of America (DC)

**Rick Staisloff**, Principal, rpkGroup

Our colleges and universities continue to face increasingly complex issues and questions. Our institutional leadership must provide answers and justifications to many constituent groups on and off campus. In this opening plenary, “Leadership in an Era of Accountability,” we welcome leaders from across higher education who will address critical issues and share their insights into how institutions can

address the issues successfully, highlighting how presidential assistants can best facilitate this work.

**11:15 a.m.–  
12:15 p.m.**

### **Concurrent Sessions I**

These concurrent sessions will allow conference participants to delve deeper into the issues raised during our opening plenary. The panelists will host concurrent sessions by topic, facilitating a discussion among participants to explore issues specific to their area of expertise.

1. *Measuring Success: Julie A. Furst-Bowe, Chancellor, Southern Illinois University Edwardsville* (Columbia 9)
2. *From Mission to Market—Bringing a Business Model Lens to Higher Education: Rick Staisloff, Principal, rpkGROUP* (Columbia 10)
3. *Issues of Governance: Ronald W. Jibson, Chairman of the Board of Trustees, Utah State University* (Columbia 11)
4. *Compliance and Risk: Margaret “Peg” O’Donnell, Associate General Counsel for Policy and Compliance, The Catholic University of America (DC)* (Columbia 12)

**12:30–2:00 p.m.** **Luncheon Plenary and Annual Awards** (International Ballroom West)

### **The Presidential Assistant on the Hot Seat**

**Kai Swanson**, Executive Assistant to the President, Augustana College (IL)

Facilitated by an experienced presidential assistant, this session provides an opportunity to share some of our stickiest situations and hear advice on approaching those “head scratching” moments. Participate by asking a question in person or anonymously in writing, or by just listening to some of the more astounding circumstances in which presidential assistants have found themselves.

**2:15–3:15 p.m.** **Concurrent Sessions II**

Select one of four sessions:

#### **1. New to the Job** (Columbia 9)

The position of presidential assistant in higher education is still very hard to define, even sometimes by the presidents and the presidential assistants themselves. Duties and responsibilities vary greatly among institutions and are constantly changing. Your ability to adapt to these changing circumstances is key. Sydney and Penny are experienced presidential assistants who remember what it was like to be new to their positions. With honesty and candor, they will offer tips, answer your questions, and share some of their initial experiences. If you are new to your position, this session will provide a basic understanding of the many dimensions of presidential assistants and offer practical advice. Bring your questions, concerns, and even fears to this interactive and engaging session.

**Penny Perdue**, Executive Assistant to the President, Governors State University (IL)

**Sydney Peterson**, Chief of Staff, Secretary of the Board of Trustees, Utah State University

**2. An Effective Member of the Team: Working with Your Cabinet** (Columbia 10)

The president's cabinet is a critical component of the leadership of any institution. A strong cabinet will support your president and board of trustees to ensure the work of the institution is strategic and successful. An effective presidential assistant must have a strong working relationship with the members of the cabinet. There is no more important relationship to develop than with the provost. This interactive session will explore the structure and portfolio of the roles of the provost and the presidential assistant as essential and mutually dependent allies. An experienced provost and presidential assistant will share a frank conversation regarding the tact and delicacy required in order to achieve the appropriate level of respect for the tough demands of each role. In distinct ways, both presidential assistant and provost are important spear carriers for and crucial components of the phalanx for the president.

**Heather Fehn**, Chair, Program Committee, and Chief of Staff and Secretary to the Board of Trustees, The College of New Jersey

**Jacqueline Taylor**, Provost and Vice President for Academic Affairs, The College of New Jersey

**3. Board Portals: A Frank Discussion** (Columbia 11)

If you have been tasked with researching and choosing a portal for your trustees but aren't sure how to proceed, three presidential assistants who have already done the research and made their decisions may be able to help. Hear from a presidential assistant who created and maintains an effective in-house trustee website; a presidential assistant who developed an in-house system, but has decided to transition to a third-party, commercial portal; and a presidential assistant who used an in-house system but has made the transition to a commercial portal. Hear the pros and cons of in-house versus commercial products, see portals in action, and get the answers you need to help your board make the right decision for its needs.

**Ken Butler**, Executive Assistant to the President and the Board of Trustees, Muhlenberg College (PA)

**Richard W. Lewis**, Director of Governmental Relations, Northeast Ohio Medical University

**Linda S. Ryan**, Executive Assistant to the President and Secretary of the University, Drake University (IA)

**4. Let's Put on an Event: Event Management 101** (Columbia 12)

Whether it's a small dinner with the president and a donor or an inauguration with thousands on the guest list, presidential assistants are often called upon to create and manage events that will position their institution

and president in the best light. Yet, presidential assistants rarely have formal training in this area of “other duties as assigned.” This session will provide you with tips on how to become successful event planners and introduce you to resources that will be helpful as you carry out that important work. The session, led by a collegiate event planner and a presidential assistant who was an event planner in another life, will provide tools for those presidential assistants who are working by themselves as well as those who will be planning events with others on campus, such as a collegiate event planner or a development office. From the guest list to budgeting to protocol, this session aims to help you make your events look flawless . . . even if you are sweating it behind the scenes!

**Wesley R. Fugate**, Vice President and Chief of Staff, and Secretary of the Board of Trustees, Randolph College (VA)

**Keeley Tuggle**, Assistant Director of Special Events, Randolph College

### 3:45–4:45 p.m. Concurrent Sessions III

Select one of four sessions:

**1. Management in the President’s Office: Supporting the Vision, Leading the Way** (Columbia 9)

Leadership at any level within the institution is a complex function, as it requires specific and relevant skills, knowledge, and abilities. Providing leadership within the context of the president’s office is inherently more complex, dynamic, and situational.

This session will explain the importance of studying the principles associated with effective supervision and management, and will explore the significance of knowing how and when to apply certain strategies and techniques in order to be most effective.

**Gregory Pogue**, Vice President for Human Resources, The College of New Jersey

**2. Building a Military and Veteran Success Center: Vision Required** (Columbia 10)

Colleges and universities across the country want to become more military-friendly. However, military-friendly and -supportive higher education requires leaders with vision and passion. Presidents with the vision to see the value and richness of life experience that current or former military members bring to campus will also understand the resources required to truly support military/veteran success. This session will look at some best practices in building a military and veteran success center and what resources are needed.

**Jeffrey A. Huffman**, Director, Military and Veteran Services, University of Central Missouri

### 3. **Federal Issues Overview** (Columbia 11)

This session will provide an opportunity to hear about the latest changes in federal policy impacting higher education, and what they are likely to mean for campuses.

**Terry W. Hartle**, Senior Vice President for Government and Public Affairs,  
American Council on Education

### 4. **Processes, Procedures, and Protocols—the Fine Line Between Autonomy and Bureaucracy** (Columbia 12)

The president's office requires the support of many stakeholders on campus; processes and protocols are tools that can facilitate productive and effective relationships and help ensure success. Finding the balance between necessary processes and protocols that streamline the day-to-day operations—without creating barriers to completing the high volume of work that is commonplace in every president's office—is critical.

This session will consider the following questions as you explore what your office requirements are:

1. How do you ensure that the president's office is efficient and effective in supporting the president, while being able to respond to changing priorities at a moment's notice?
2. How do you determine when it is important to document a process or protocol?
3. What can be routinized through the development of a process or protocol?
4. How do you communicate the requirements and needs of the president's office?
5. What about procedure manuals? They are on everyone's performance plan list of goals, yet seldom are we successful at documenting.

**Jo-Ann Bance**, Executive Director, Office of the President, University of  
Calgary (Canada)

**5:30 p.m.**

### **Dinner Groups on Your Own—Enjoy Washington, DC!**

**7:30–10:00 p.m.**

### **Moonlight DC and Monuments Tour** (Meet at the T Street entrance on the terrace level at 7:15 p.m. in order to load the buses)

*Pre-registration and payment required. Please meet at the Terrace Lobby hotel entrance by 7:15 p.m.*

Join us for an amazing opportunity to explore Washington, DC by moonlight. This tour will be conducted by a professional Washington, DC tour guide in the comfort of a coach bus. Brief stops will be made at local monuments and will allow opportunities for participants to disembark for photographs and a closer look at some of Washington's most historic monuments.



# Sunday, March 15, 2014

**6:00–7:00 a.m. Yoga** (Northwest)

Led by Jo-Ann Bance, Certified Instructor

**6:00–7:00 a.m. Walking Group** (Meet in front of hotel registration desk)

Led by Laurel Corbiere

**7:45–8:45 a.m. Roundtable Discussions & Continental Breakfast** (Breakfast available at 7:30 a.m.) (International Ballroom East)

Facilitated Small Group Discussions (repeated from Saturday)

1. *Session for Provost/Vice President Academic Affairs Assistants: Public Institutions*—Barbara Painter
2. *Session for Provost/Vice President Academic Affairs Assistants: Private Institutions*—Lois Shank
3. *Chief of Staff*—Sydney Peterson
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16. *When Your Community and Institution ARE the News!*—Jennifer Kirksey and Adria Werner
17. *Pursuing an Advanced Degree*—NaKesha Davis and Christina Riso

**8:45–9:15 a.m. Annual Business Meeting** (International Ballroom East)

NAPAHE is an association run by presidential assistants and for presidential assistants. Hear about the activities and management of the organization, elect new officers, and learn how you can get involved.

**9:30–10:30 a.m. Concurrent Sessions IV**

Choose one of four sessions:

1. **Preparing for High-Level Encounters and Events** (Columbia 9)  
Whether it is planning for a high-level meeting or assisting with the visit

of a diplomat, CEO, or politician on campus, we are called to respond and interact appropriately. Learning “correctness” in these situations can require tools we may not have had to use before, or of which we may be unsure.

We are fortunate to have a professional to help guide us through scenarios we may be called upon to face. Nancy R. Mitchell brings 25 years of experience in consulting to corporations, nonprofit organizations, government agencies, embassies, colleges and universities, and the travel and hospitality industry to train their staff members. Nancy will guide us through the nuances of these interactions and help us prepare for potential miscues.

**Nancy R. Mitchell**, Owner, The Etiquette Advocate

## **2. What you need to know about Campus Safety and Mental Health** (Columbia 10)

It seems that every other week there is news of another school shooting. While planning for this possibility is important, the fact is that college campuses are among the safest places in the country. The number of homicides on college campuses averaged 16.4 per year over the last 5 years. However, each year over 1,100 college students die by suicide and over 30% of students report being so depressed it was difficult to function. Mental distress also decreases student performance and retention. Improving mental health on campus requires a comprehensive, multidisciplinary approach and the support of the president’s office. This presentation will describe how various campus departments, as well as the community can come together to create a healthier campus.

**Amy J. Lukes**, Program Administrator, Ohio Program for Campus Safety and Mental Health, Northeast Ohio Medical University

## **3. Leveraging Social Media to Create a University of “Us”** (Columbia 11)

Campuses devote time and resources to disseminating news and content via social media somewhat effectively. However, more importantly for colleges and universities, brand loyalty helps ensure students will persist at their institutions. It also contributes to positive word-of-mouth both online and offline, which is critical to colleges and universities’ brands and reputations. This session will explore data on social media and brand equity and its implications for colleges’ and universities’ social media strategies.

Additionally, we will focus on how college and university presidents can use social media to further connect with students, the importance of social listening, and planning for crisis management in an age of instant communication.

**Courtney Niemuth**, Manager of New Media Communications, University of Central Missouri

#### **4. Resilient and Ready: How to Thrive and Excel Through Presidential Searches and Transitions** (Columbia 12)

Presidential transitions can take a variety of forms and can arise due to a number of situations. The president's assistant can play a key role in helping the institution successfully navigate through a presidential transition. Our session will explore the role of the PA through the various stages of presidential transitions:

1. Introducing Change (the announcement of the impending change and preparing for new leadership)
2. The Search (selecting and announcing the new president)
3. Simultaneously Serving the Old and New (honoring the outgoing leadership and preparing for the new while coping with the ambiguities of a lame duck and new leader)
4. Launching a Successful New Presidency (launching a new president successfully into his or her role while redefining and adjusting to new roles, understandings, and identities)

**Heather M. Fehn**, Chief of Staff and Secretary to the Board of Trustees, The College of New Jersey

**Wesley R. Fugate**, Vice President and Chief of Staff, and Secretary of the Board of Trustees, Randolph College (VA)

#### **10:45–11:45 a.m. Closing Plenary: President and the Presidential Assistant: The Developmental Phases of the Relationship** (International Ballroom East)

**Moderated by Monica Huffman**, Vice Chair, NAPAHE; Executive Assistant to the President, University of Central Missouri

**Thomas R. Rochon**, President, Ithaca College (NY)

**Bailey Reagan**, Assistant to the President, Ithaca College (NY)

**Deborah F. Stanley**, President, State University of New York at Oswego

**Howard Gordon**, Executive Assistant to the President; Interim Affirmative Action Officer, State University of New York at Oswego

Whether you have just started in your position with a new president or have served with a long-term president for more than a decade, the relationship between a president and his or her presidential assistant is a critical one. In this closing session, we will hear from presidents and presidential assistants at each end of the spectrum. The panel will explore issues including the development of a strategic partnership, professional development, growth opportunities, and others raised by the audience—bring your questions, comments, and insights!

#### **11:45 a.m. Conference Wrap-up** (Gunston East)

**Heather Fehn**, Chair, Program Committee, and Chief of Staff and Secretary to the Board of Trustees, The College of New Jersey

