

# LEADERSHIP & INNOVATION IN A TIME OF TRANSITION

FOURTEENTH ANNUAL MEETING OF THE PRESIDENTS' FORUM

OCTOBER 29–30, 2017 | WASHINGTON, D.C.



# MISSION

---

**THE PRESIDENTS' FORUM**, created in 2002, is a collaborative convening body comprised of accredited institutions and national organizations that have embraced the power and potential of distance learning to serve contemporary students. The Presidents' Forum advances innovative practice and excellence by convening institutional leaders and stakeholders to share their knowledge, learn from others best practices, and frame recommendations for national policy. While historically Forum membership has been primarily comprised of institutions serving adult learners, membership increasingly reflects the full spectrum of higher education institutions, especially as technology transforms access and quality of post-secondary education.

---

**THE MISSION** of the Presidents' Forum is to advance the recognition of innovative practice and excellence in online learning.

---

---

SPONSORSHIP OF THE FOURTEENTH ANNUAL  
PRESIDENTS' FORUM PROVIDED BY

---

**Cooley**

**C | C**  
**© | E** **CREDO**  
**EDUCATION**

**Mc  
Graw  
Hill  
Education**

**WALDEN  
UNIVERSITY**

*A higher degree. A higher purpose.*

**WILEY**

EDUCATION SERVICES

# AGENDA

---

OCTOBER 29, 2017

THE MAYFLOWER RENAISSANCE HOTEL

---

6:00–8:00 PM

COCKTAIL RECEPTION

SPECIAL PRESENTATION

**Bill Phelan**

Chief Executive Officer and Co-Founder, College Factual

OCTOBER 30, 2017

U.S. CHAMBER OF COMMERCE, HALL OF FLAGS

---

8:00–8:30 AM

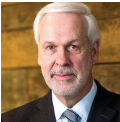
CONTINENTAL BREAKFAST

8:30–8:45 AM

WELCOME AND INTRODUCTIONS

8:45–9:30 AM

KEYNOTE CONVERSATION



**Dr. Paul LeBlanc**

President,  
Southern New Hampshire  
University and College for America



HOST

**Dr. James N. Baldwin**

President,  
Excelsior College

9:30–10:15 AM

INTERACTIVE ROUND TABLES

10:15–10:25 AM

BREAK

10:30–11:30 AM

## PANEL ONE

### Addressing Disruption: Comfort or Chaos

Online leaders, more so than their traditional counterparts, must continually assess and weigh the risks associated with trying to innovate in the face of a multi-layered and restrictive regulatory environment. This panel will address the leadership skills necessary to navigate this disruptive environment with a focus on prioritizing and managing emerging institutional risks and defining the talents required by the next generation of institutional leaders.



MODERATOR

**Dr. Richard Senese**

President and Chief Academic Officer,  
Capella University

PANELISTS

**Dr. Jill Buban**

Senior Director of Innovation and Research, Online Learning Consortium

**Greg Ferenbach, JD**

Attorney, Cooley LLP

**Dr. Merodie Hancock**

President, SUNY Empire State College

**Dr. Diane Auer Jones**

Senior Fellow, Urban Institute and President, AJsquared Consulting

11:30–12:00 PM

## NETWORKING BREAK

12:00–1:00 PM

## PANEL TWO

### Technology Transforming Learning

Technology and data collection is transforming the online learning environment and impacting student life in compelling ways. The panel will discuss how technology is deepening students' connection with the institution and playing a role in persistence and completion.



MODERATOR

**Scott Pulsipher**

President,  
Western Governors University

PANELISTS:

**Dr. Carlos R. Morales**

President, TCC Connect Campus, Tarrant County College, Fort Worth, TX

**Daniel Pianko**

Co-founder and Managing Director, University Ventures

**Dr. Deanna Raineri**

Chief Academic Strategist, Coursera

**Cecilia Retelle Zywicki, JD**

Vice President of Strategic Partnership Operations, Wiley Education Services

1:00–2:00 PM

LUNCH AND FEDERAL UPDATE

GUEST SPEAKERS



**Dr. Terry Hartle**

Senior Vice President,  
Division of Government and Public Affairs,  
American Council on Education



**Jennifer Blum, JD**

Senior Vice President,  
External Relations and Public Policy,  
Laureate Education, Inc.

SPECIAL PRESENTATION

**Heavy Lifter Award Presented to Dr. Paul Shiffman**

2:00–2:15 PM

BREAK

2:15–3:15 PM

PANEL THREE

## Addressing the Affordability Crisis

As leaders dedicated to increasing access for adult learners, we must continue to address the issue of affordability. The part-time working adult student often falls through the cracks of student financial aid eligibility but comes to us with knowledge, skills and abilities that can, if recognized, decrease cost and speed time to credential. Innovative pathways and exemplary models exist, but we must find collaborative ways to scale these efforts if we are serious about access, affordability and completion.



MODERATOR

**Ed Klonoski**

President,  
Charter Oak State College

PANELISTS

**Dr. Brent R. Keltner**

Vice President, Partnerships, Credo Education

**Dr. Kimberly Pearce**

Associate Vice President, Academic Quality and Effectiveness, Capella University

**Steven Taylor**

Associate Director of Academic Innovation, American Council on Education

**Scott Virkler**

Chief Product Officer, McGraw-Hill Education

3:15–4:00 PM

SETTING THE FORUM AGENDA

## An Audience-Interactive Summary Discussion

What have we learned from the day's dialogue? Are there areas of interest for future Forum inquiries? How can the Forum strengthen its efforts for developing dialogue and policy that benefits our sector?



FACILITATED BY

**Dr. Leah Matthews**

Executive Director,  
Distance Education Accrediting Commission

PANELISTS

**Dr. James N. Baldwin**

President, Excelsior College

**Ed Klonoski**

President, Charter Oak College & Chair, Presidents' Forum

**Scott Pulsipher**

President, Western Governors University

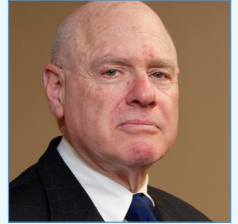
**Dr. Richard Senese**

President and Chief Academic Officer, Capella University

## HEAVY LIFTER AWARD RECIPIENT 2017

---

**Dr. Paul Shiffman's** work in education has informed and changed the history of online and distance learning. Not only has he successfully led the efforts of the Presidents' Forum at Excelsior College for fifteen years, he can be credited with its very inception. Through his dedication to increasing access to higher education, Paul has nurtured the Forum from its humble beginnings as a small regional meeting to a nationally recognized policy forum. The Forum has brought online and distance education into the national spotlight and continues to influence effective state and federal policies that benefit adult students and the institutions that serve them.



Among his many career achievements, however, it is Paul's leadership in the creation and implementation of SARA, the state authorization reciprocity agreement, which has affected a true transformation in the sector. His deep understanding of the political process and expertise in higher education were instrumental in leading a collaborative effort to remove the geographic, political, and financial barriers that hindered student access.

Prior to his work with Excelsior College, Paul's commitment to the adult learner was evident. He served in a variety of roles including Vice President for Institutional Planning and Advancement at State University of New York Rockland Community College, and Executive Associate to the President and Assistant Vice President for Government Relations at State University of New York Empire State College. In addition, Paul has held faculty teaching appointments at Hahnemann Medical College and Hospital in Philadelphia, Temple University, North Georgia College, Georgia State University, The College of Saint Rose, and SUNY Empire State College.

Excelsior College and the Presidents' Forum advisory board would like to extend congratulations and sincere appreciation to Paul for his commitment to education as he enters retirement and continues his service as Senior Advisor to the Forum.

# BOARD OF DIRECTORS

---



**Dr. Deb Adair**  
*Executive Director*  
Quality Matters



**Dr. Leah Matthews**  
*Executive Director*  
Distance Education  
Accrediting Commission



**Dr. James N. Baldwin**  
*President*  
Excelsior College



**Dr. Karan Powell**  
*President (Retired)*  
American Public University System



**Dr. Wallace E. Boston**  
*President and CEO*  
American Public University System



**Scott Pulsipher**  
*President*  
Western Governors University



TREASURER  
**Dr. Chris Bustamante**  
*President*  
Rio Salado College



**Dr. Richard Senese**  
*President and Chief Academic Officer*  
Capella University



**Tina Goodyear**  
*Executive Director*  
Presidents' Forum



**Dr. Paul H. Shiffman**  
*Senior Advisor*  
Presidents' Forum



**Jonathan Kaplan, JD**  
*President and CEO*  
Walden University



**Dr. Betty Vandebosch**  
*President*  
Kaplan University



CHAIR  
**Edward Klonoski**  
*President*  
Charter Oak State College

## PRESIDENTSFORUM.ORG

PRESIDENTS' FORUM | 7 COLUMBIA CIRCLE | ALBANY, NY 12203