

# Illinois Public University Trustees Conference

McGuire Woods, 77 West Wacker Drive, Suite 4100, Chicago



## AGENDA

October 27, 2016

**8:00 am Registration and Continental Breakfast**

**9:00 am Welcome and Introductions**, Illinois Board of Higher Education Chair Tom Cross

**9:05 am Session I: Fiduciary Principles and Creating Consequential Boards**

*Serving as a member of a public university governing board requires an understanding of board responsibilities, the culture of the academy, and limits and obligations of individual board members, as well as the traditions, circumstances, and goals of the institution and state. Effective boards must be at the forefront of addressing changes facing higher education, as their fiduciary role requires a focus on strategic long-term issues and the intersection of internal and public interests. This session will outline the responsibilities of a consequential board and offer recommendations in support of the distinct role only boards can play in improving institutional value.*

**Panelists:** *Ms. Mary Pat Burns*, Burke, Burns & Pinelli, Ltd.; and **Dr. Kevin Reilly**, AGB

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**10:35 am Session II: The Importance of Board Engagement in Advancing the College Completion Agenda**

*Gone are the days when getting from freshman orientation to graduation was solely the responsibility of students. Universities must commit to ensuring the success of all students they matriculate, and oversight of student completion is fundamental to the legal and fiduciary duties of boards. This session will engage panelists in discussions over how to respond effectively to institutional, state, and national college completion and attainment challenges while still upholding educational quality.*

**Moderator:** *Dr. Ellen Chaffee*, AGB

**Panelists:** *Dr. Elizabeth Purvis*, Illinois Secretary of Education; **Dr. Elaine Maimon**, Governors State University; and **Dr. Jack Thomas**, Western Illinois University and IBHE

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**11:45 am Lunch and Small Group Discussions: Top Strategic Issues Facing Boards**

*The scope of change on campus and the fast-evolving realities of the external environment require that governing boards pay close attention to current issues in higher education. These breakout sessions present trends affecting universities – those that may influence how institutions operate and that demand the board's strategic oversight and vision.*

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**Panel A (Red): The Business Model**

*University business models are continuing to experience financial stress. Rather than slashing budgets across the board, institutions are searching for ways to refine and rethink essential functions and strategic priorities – aligning institutional resources with mission and vision. Often times, this results in an evaluation of institutional financial practices to identify and implement efficiencies across campus. This session will discuss the financial pressures facing colleges and universities and innovative strategies to rethink costs within higher education.*

**Facilitator:** *Dr. Jim Hundrieser*, AGB

### **Panel B (Yellow): The Academic Workplace**

*The work that professors do has always evolved, but the latest iteration of faculty work and life is rife with change and new challenges, including the growing predominance of adjunct faculty, new technological demands, and the increased financial emphasis on research. This session will highlight ways in which the evolving nature of teaching, learning, and the professoriate is changing the culture of higher education and, by extension, the culture of universities.*

**Facilitator:** *Dr. Ellen Chaffee, AGB*

### **Panel C (Green): Unsafe Issues: Campus Safety, Free Speech, Civility, Diversity and Inclusion**

*Striving to create a safe, secure environment for students, faculty members, and administrators must be a priority at every university. Boards must be active and engaged in helping to shape policies and practices that will help institutions work to meet that goal. This session will examine campus safety issues such as sexual assault and safe spaces, as well as the necessity of board engagement in creating safe, diverse, and inclusive campuses.*

**Facilitator:** *Dr. Kevin Reilly, AGB*

### **Panel D (Purple): The Changing Environment for Higher Education**

*As with many facets of society, the pace of change in higher education is accelerating. Even as boards address the many immediate challenges and opportunities that their universities face, they and institutional leaders must also keep an eye on emerging trends, which have the potential to bring significant change to higher education. This session presents a broad perspective on this shifting environment – looking at demographics, policies, and market forces that will impact the future of higher education.*

**Facilitator:** *Dr. James L. Applegate, IBHE*

### **1:05 pm Session III: A Comparison of Board Committee Structures and Powers at Illinois Universities**

*A discussion of the structure and powers exercised by different boards at different public universities across Illinois.*

**Facilitator:** *Mr. Jay Bergman, Illinois Board of Higher Education and Illinois State University*

### **1:50 pm Session IV: The Partnership Imperative**

*Although an essential component of society, universities have historically operated as independent, insular institutions. However, new economic challenges have led many institutions to partner with other entities towards mutual goals. This panel presents ideas on a new imperative—forging public/private partnerships with the non-profit and for-profit sectors, including the businesses and industries employing their graduates to advance institutional missions.*

**Moderator:** *Dr. Timothy Killeen, University of Illinois*

**Panelists:** *Dr. Doug Baker, Northern Illinois University; Dr. Sherry Eagle, Aurora University; and Ms. Jane Hays, IBHE and the Downey Group, Inc.*

### **2:50 pm Session V: The Advocacy Role for Boards: Making the Value Proposition**

*As a result of the challenges facing higher education, boards must consider their role as advocates in strengthening and protecting the institutions that they govern. Every board member brings a knowledge and influence to his or her board service that can powerfully accelerate an institution's policy agenda or advocacy strategy. This panel offers perspectives focused on the importance of communication and storytelling, and how boards can appropriately collaborate with institutional leaders to advocate on behalf of their institutions with a specific Illinois context.*

**Moderator:** *Mr. Tom Cross, Illinois Board of Higher Education*

**Panelists:** *Dr. James L. Applegate, IBHE; Dr. Larry Dietz, Illinois State University; Dr. Ellen Chaffee, AGB; and Mr. Dave Tretter, Federation of Independent Illinois Colleges and Universities*

### **4:00 pm Concluding Remarks**

## Featured Speakers from the Association of Governing Boards



**Ellen Chaffee** | *Senior Fellow, AGB; President Emerita, Valley City State University and Mayville State University*

Dr. Ellen Chaffee's distinguished career spans institutional, system, policy, and national professional leadership in both public and private higher education, as well as extensive research and publication. Particular areas of interests include leadership and organizational effectiveness, strategic thinking, organizational change, and the role of information and technology.

Past president of two universities and two national professional associations, Chaffee has led executive, academic affairs, student affairs, research, and equal opportunity functions. Chaffee was president of Valley City State University for 15 years and served nine of those years simultaneously as president of Mayville State University. Her leadership created an award-winning culture of innovation, change, and accountability. She then spent a year as president in residence at Harvard University. Previous positions include academic vice-chancellor for the North Dakota University System and director of organizational studies at the National Center for Higher Education Management Systems. Chaffee earned both her MA and PhD in higher education administration and policy analysis at Stanford University.

**Jim Hundrieser** | *Associate Managing Principal, AGB Institutional Strategies*

Dr. Jim Hundrieser serves as the associate managing principal of AGB Institutional Strategies. Jim provides AGBIS clients a distinctive background of higher education experience. Most recently, he led efforts to reengineer Plymouth State University marketing, communication, and recruitment efforts that have led to two straight years of record enrollment. He has served as a vice president at both private and public institutions and also served as a full-time consultant partnering with more than 40 colleges and universities. As a consultant, he led and implemented strategies for small private institution or large research one institution. Using data informed tools to inform strategy creation, his work has mainly focused on the creation of strategic plans or strategic enrollment plans which produced results. Dr. Hundrieser holds a BS from Northern Michigan University, a MEd from Plymouth State, and a PhD in leadership and education from Barry University (FL).



**Kevin P. Reilly** | *Senior Fellow, AGB; President Emeritus and Regent Professor, University of Wisconsin System*

Dr. Kevin Reilly is President Emeritus and Regent Professor with the 26-campus University of Wisconsin (UW) System, having served as president from 2004–2013. In collaboration with the UW Board of Regents and the Chancellors, he developed the "Growth Agenda for Wisconsin," a long-term vision and strategic framework for what the university needed to do to help Wisconsin and the nation be more competitive in the global knowledge economy. Under his leadership, enrollment grew to 182,000 – an all-time high – and sponsored research continued to expand beyond \$1 billion annually. Dr. Reilly served as Chancellor of UW-Extension from 2000 to 2004 and as Provost and Vice Chancellor of Extension from 1996 to 2000. A native of New York City, he came to Wisconsin from the State University of New York (SUNY) System, where he was Associate Provost for Academic Programs and then Secretary of the University. In the latter role, he was the corporate officer staffing the SUNY Board of Trustees. Dr. Reilly earned his BA at the University of Notre Dame and his MA and PhD at the University of Minnesota.



## Conference Speakers



**Dr. James L. Applegate**  
*Executive Director,  
Illinois Board of Higher  
Education*



**Dr. Doug Baker**  
*President, Northern  
Illinois University*



**Mr. Jay D. Bergman**  
*President, Petco  
Petroleum Co.; Board  
Member, IBHE; and  
Trustee, Illinois State  
University*



**Ms. Mary Pat Burns**  
*President and Founding  
Partner, Burke, Burns &  
Pinelli, Ltd.*



**Mr. Tom Cross**  
*Chair, Illinois Board  
of Higher Education*



**Dr. Larry Dietz**  
*President, Illinois State  
University*



**Dr. Sherry Eagle**  
*Executive Director,  
Institute for  
Collaboration, Aurora  
University*



**Ms. Jane Hays**  
*Managing Director,  
The Downey Group,  
Inc., and Board  
Member, IBHE*



**Dr. Timothy  
Killeen**  
*President, University  
of Illinois*



**Dr. Elaine Maimon**  
*President, Governors  
State University*



**Dr. Elizabeth Purvis**  
*Illinois Secretary  
of Education*



**Mr. Dave Tretter**  
*President, Federation  
of Independent Illinois  
Colleges and  
Universities*



**Dr. Jack Thomas**  
*President, Western  
Illinois University and  
Board Member, IBHE*

